

MINUTES

August 15th, 2019

Clark Planetarium Advisory Board Meeting

Present

Thomas Beckett (via speakerphone)

CiCi Compton

Jake Garn

Jordan Hanson

Mike Hanson

Ashan Iqbal

James Karner

Bianca Lyon

Rees Petersen

Ulrich Rassner

Olga Siggins

Alison Thompson

Kim Wilson

Others Present

Robin Chalhoub

Richard Cox

Brandon Crowley

Jon Dansie

Ellen Garn

Duke Johnson

Sam Klemm for Richard Snelgrove

Jackson Maestas

Ron Proctor

Lindsie Smith

Joe Stohel

Anna Marie Tueller

John Zierow

Absent

Jonathon Barnes

Weston Clark

Rees called the August 15, 2019, Clark Planetarium Advisory Board meeting to order at 12:35 p.m. He asked if there were any public comments that have been received in either written or verbal form; none were noted. He also asked if there were any corrections, deletions, or additions to the June meeting minutes; none were noted. There was a motion to approve the minutes as submitted and the Board unanimously accepted.

Current Business "The Edge"

As this is the first meeting since the retirement of former Clark Planetarium Director, Seth Jarvis, Rees turned the meeting over to Lindsie Smith. Lindsie introduced the next dome show being produced in-house, *The Edge: Pluto and Beyond*. She also introduced the members of the Creative Services team that have created the show.

Creative Services Manager, Ron Proctor, was then asked to present a short overview of the show and the process of making a dome show. Ron presented images from the show and highlighted contributions from each member of the team.

Lindsie noted that she was planning a sneak peek of *The Edge* in November of 2019 at a sustaining member event. The show is slated to open to the public in January 2020. Ron stated that three other planetariums wanted to purchase the show and how eager he was to share the work. Lindsie expressed her gratitude to the Creative Services Team.

Planetarium Update (Strategic Planning)

Robin Chalhoub was introduced as the acting Director of the Clark Planetarium and is filling this role until a new Director is hired. Robin turned the floor over to Anna Marie Tueller to give the financial update. Anna Marie stated that the Planetarium is doing well financially. The Planetarium earned approximately \$12,000 more in revenue than it did in July 2018, and that year-to-date the store has made \$462,808, surpassing the projected goal for the year.

Anna Marie also noted that building rentals are doing well. Robin gave her compliments to Sean O'Connell who runs the building rentals and events for the Planetarium, and it's through his efforts that we are doing well with this revenue line.

Robin gave an update about the strategic planning process and discussed the trip that the committee took to the Natural History Museum of Utah (NHMU) earlier in the summer. The committee appreciated the feedback offered by the NHMU staff, especially regarding the types of things to avoid in the planning process. There will be future visits to other facilities, but the planning has been placed on hold for the immediate future.

Robin also reported that we are currently working on the 2020 budget. She thanked Anna Marie and the fiscal department for putting in long hours and excellent work to prepare the budget. The Planetarium is scheduled to meet with the County leadership at the end of the month to present the budget and the team is confident the process will go well.

Marketing Update

Lindsie went over the *Apollo 11* events that occurred July 16 – 20th and noted that on the 20th over 3,000 people attended the festivities. She also covered the news stories generated from the events, totaling over \$100,000 in earned media. The team feels that the events were a huge success.

Lindsie also reported that at the end of July the staff threw a surprise going away party for Seth, wishing him well on his retirement. The staff gave him one of the Saturn V rockets that was launched as part of the Apollo 11 festivities. Seth was very touched and enjoyed celebrating his accomplishments as the Director of Clark Planetarium.

Finally, Lindsie discussed that the *From Moon to Mars gala* is scheduled for Thursday, October 3rd. She confirmed the speaker will be former astronaut Jeffrey Hoffman, who flew with Board Member Jake Garn. The Gala invitations were sent to the printer and should arrive in homes during the first week of September. Tickets go on sale on September 1st. The staff are still looking for performance artists to entertain guests during the event. The auction will be managed using the mobile bidding platform again this year. Lindsie wanted to express her thanks to the sponsors to the Gala, and to Ahsan who is donating a trip on his Catamaran in the British Virgins Islands in the Caribbean.

The meeting was adjourned at 1:27 p.m. The board will meet again on September 19, 2019.