



**MINUTES**  
**Clark Planetarium Advisory Board Meeting**  
**June, 2019**

**Present**

Jonathan Barnes  
Thomas Beckett  
Weston Clark  
CiCi Compton (on speakerphone)  
Jordan Hansen (on speakerphone)  
Bianca Lyon  
Rees Peterson  
Ulrich Rassner (on speakerphone)  
Olga Siggins  
Sam Klemm (for Richard Snelgrove)  
Allison Thompson

**Others Present**

Seth Jarvis  
Duke Johnson  
Joseph Dane  
Brittany Millar  
Robin Chalhoub  
Holly Yocom

**Absent**

Jake Garn  
Michael Hanson  
Ahsan Iqbal  
James Karner  
Sterling Poulson  
Rachel Swetnam  
Kim Wilson

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Rees called to order the June 20, 2019 Clark Planetarium Advisory Board meeting at 12:31 p.m.

Rees asked if there were any corrections, deletions, or additions to the May meeting minutes; Tom suggested that the bylaws would be attached to the May meeting minutes. Allison moved to approve the minutes as submitted, with Jonathan seconding. The minutes were approved as submitted.

Rees asked if there were any public comments received since the last meeting. None were noted.

**Current Business**

Due to the many events that Clark Planetarium is hosting for the Apollo 11 50<sup>th</sup> anniversary celebration during the week of the July 15-20, the board voted unanimously to cancel the July board meeting. The next board meeting will be held on Thursday August 15<sup>th</sup>.

Beginning with the August board meeting, Rees and Allison will compile and transmit board meeting agendas to board members.

The board discussed the agenda for the upcoming trip to the Museum of Natural History as part of the planetarium's long range planning initiative.



At the May meeting the board discussed nominating a new Chair and Vice Chair for the upcoming year. The Nominations Committee recommended retaining Rees as Chair and Allison as Vice Chair. Weston moved to retain Rees Peterson as Board Chair for another year and the vote to approve that motion was unanimous. Rees then moved to retain Allison Peterson as Vice Chair for another year, and the motion was approved unanimously.

### **Planetarium Update**

Seth reviewed the planetarium's May financial and attendance numbers. All revenue categories continue to perform well this year. Of particular significance is building rentals revenues due to the Mesmerica dome theater rentals. Dome and IMAX revenue are up and better than they've been in the past five years. IMAX performance has been strong this year with outstanding attendance and ticket revenue with *Volcanoes* and *Superpower Dogs* performing extremely well. The Planet Fun science store continues to exceed expectations, due to strong marketing and inventory selections by Mike Sheehan, the planetarium's Retail Ops manager.

Seth commented that Mesmerica dome rentals have been an eye-opener in terms of how we operate and offer multi-day rentals in our facility. This is the first time the planetarium has rented a theater to a private party who then sold tickets to the public. Seth indicated that future rentals like Mesmerica will require considerations about sharing ticket revenues, cooperative marketing and sponsorships, and assessing the "fit" of a private program with public attendance to the planetarium's mission and its impact on our regular public schedule.

### **Education Update**

Duke gave the Education Department programs update, reviewed the new strategic planning process, community events over the past month and total event attendance, and the upcoming events. Duke noted the number of teacher resources kits distributed during the 2018-2019 school year. Teacher resource kits reach 50,000 students in the past school year, providing classroom instruction resources teachers would not otherwise have access to. Duke also discussed the new *Crater Maker* exhibit that will be installed on the floor in July and gave a description of how it functions and the learning lessons it provides.

### **From Launch to Landing Event**

Joseph Dane reviewed the planetarium's *From Launch to Landing* events to be held July 16-20 for the Apollo 11 50<sup>th</sup> anniversary. The *Apollo 11* IMAX film is currently playing and was the kickoff to all of our Apollo 11 celebration events. All event details are listed at [www.clarkplanetarium.org/apollo11](http://www.clarkplanetarium.org/apollo11).

**The meeting was adjourned at 1:45 p.m. The next meeting will be on August 15th, 2019 at 12:30.**