

MINUTES  
Clark Planetarium Advisory Board Meeting  
September 19, 2019

Clark Planetarium Third Floor Classroom

**Board members present**

Jonathan Barnes  
Thomas Beckett  
Weston Clark  
CiCi Compton  
Jake Garn  
Jordan Hansen  
Michael Hanson  
Ahsan Iqbal  
James Karner  
Bianca Lyon (On Phone)  
Rees Peterson  
Sterling Poulson  
Ulrich Rassner  
Olga Siggins  
Richard Snelgrove  
Allison Thompson

**Absent**

Rachel Swetnam  
Kim Wilson

**Others present**

Lindsie Smith  
Audra Sorensen  
Duke Johnson  
Brittany Miller  
Rob Morris

Rees called the meeting to order at 12:38; he asked if there were any comments, corrections or additions to the August minutes. Upon hearing no comments, corrections or additions to the August minutes Jake made a motion to approve; this was seconded by Allison. Rees then opened the floor to public comments, upon receiving no comments Rees opened the floor to public comments, of which there were none.

**Upcoming events**

October 3, 2019- From Moon to Mars Gala  
October 4-5, 2019 Climate and Health Symposium

## Planetarium Updates

Lindsie introduced a new Staff Member Audra Sorensen, she is the new Development and Communication Manager.

Duke discussed Financials: Dome is doing well. It is better than last year. It is up about six or seven thousand dollars. Memberships are holding steady. We will be doing some updates to make them better next year. IMAX is holding steady but still better than 2015-16. The store is doing great. The numbers are growing progressively so far and are only slightly behind those of 2017.

Lindsie commented that in 2017 there was the solar eclipse which increased the revenue numbers of 2017.

Duke continued discussing financials: The store is only a little behind the numbers from 2017. He mentioned that in August there was a surge of about 275,000 dollars due to the sale of eclipse glasses. Show distribution is lagging a little bit behind. Over all we are having one of the best years we have had in a while. Dome and IMAX shows are going up steadily. There was concern that people just were not coming to IMAX shows anymore but that has turned around. The staff are working to select Dome and IMAX shows that they believe will do well.

Rees asked about the new IMAX show Secrets of the Universe.

Lindsie said feedback has mainly been "Wow that was really deep" and "I am going to half to see that again."

Lindsie then introduced the next possible IMAX shows:

- Back from the Brink: about three species that were almost extinct but have been able to recover.
- Out of Bounds: Which is about Skiing diverse terrain. Warren Miller meets Science documentary. The star of the show is from Park City.
- Great Bear Rainforest: Which is about a white grizzly in the pacific northwest.

Rob reminded Lindsie that Out of Bounds would not be ready in time for a release this November.

Unknown speaker pointed out that Out of Bounds may help draw new visitors into the Planetarium because of the local connection.

Lindsie said that since Out of Bounds would not be available for release by November it would be on the schedule when it becomes available.

Lindsie said the plan is to release the next IMAX show on November 16<sup>th</sup>. She then gave an update about our new Dome show The Edge with a release in January 2020.

### Programing Updates

Duke delivered an update about the recent ASTC conference. “We sent four staff to try and entice other Science Centers into buying our Digital Interactive Exhibit Software and our shows.”

Duke also shared that Nick Hoffman was invited to present at the ASTC conference about “what we are doing and how we are doing it.” One of the main focuses Nicks spoke about was on how Clark Planetarium has been able to leverage money from the state legislator, our relationship with the state office of education and our relationship with the state board of education helped to move science forward in the state of Utah.

Duke also shared that we have updated our exhibit resource guide. As well as added a few exhibits such as:

- Lunar Meteorite Slice
- White Dwarf
- Impact-Crater Maker
- Arora Tubes
- Some new plasma tubes

We are hoping to add a new plasma tube by Christmas as well as the large black hole that we have been waiting on.

### Strategic Planning

Lindsie said that we have issued an RFP to hire a local market research firm, so that we can get a read on the current perception of the planetarium and current perceptions about science. For this we have retained the firm Might Penguin, who works with nonprofits to do market research. They plan to use a three-pronged approach of hard copy, digital and in-person interviews. They plan to do 30 in-person interviews of business leaders from across different sectors, educators, staff, some board members and community leaders to give us a broad cross section of feedback.

## Sustaining Member and Gala Update

Lindsie then introduced the Gala that was on Thursday October 3<sup>rd</sup>.

Lindsie provided the centerpieces for the Gala during the meeting as inspiration about the future trip to mars.

Lindsie asked that board members arrive between 5:30-6 pm, to help greet guests.

Lindsie clarified that we are going to be using the mobile bidding system.

Lindsie briefly went over the agenda for the Gala.

- 5:30 Arrival
- 6:30-7 Dinner and cocktails as well as silent auction time
- 7:30 everyone will move into the Imax theater for Dr. Hoffman's presentation
- 9:30 will be goodbyes.

Lindsie also clarified that we will be using a text option to let people know that the auction will be closing in 15 minutes. The texts will be sent out in five-minute intervals. All the screens in the building will also have a countdown clock for the last 15 minutes.

Entertainment that evening will be an in house developed VR experience for the moon and mars. We also have stilt walkers, hula-hoops, a LED robot and performance artists.

Dress Code for the Gala is business casual, this is not a black-tie event.

Food will be provided by Lux Catering. We will have vegetarian and gluten free options. No hard copy tickets. Everything for this event is digital registration is via Click bid.

Lindsie wanted to clarify that we always want more people to attend the Gala.

Lindsie also introduced the new opportunity drawing were people buy a ticket and have the opportunity to win a weeklong trip on a private Catamaran in the British, Virgin Isles. Donated by Ahsan. Entry to the drawing cost \$50 to make it more accessible to everybody. Limit of 200 tickets per person.

Unknown speaker discussed the boards contribution of an airline gift card for the trip to the Catamaran.

Rees reminded the board that this is an important event to attend and be apart of. He advocated for board members to host and explain an exhibit. “Don’t be afraid to take an exhibit and make it your own.”

Lindsie asked for anyone interested in making post event thankyou calls to sign up and then “we will give you a few names with phone numbers and emails to call and thank them for attending the Gala. It makes a difference when we call the people who attended the Gala and thank them for their support. “

Tom gave a few helpful tips on how to explain the exhibits. He recommended that you familiarize yourself with an exhibit and then give about a 20 second intro about the exhibit as people come buy.

Unknown Speaker added that you should know where everything is in the building. An example is where the sliders or the bathrooms are at. Just know where to find everything so that you can answer questions.

Rees asked if there was an event at the Vivint Smart Home Arena. Yes, there will be the Jonas Brothers Concert that night.

Meeting adjourned at 1:10pm

The next board meeting will be held on Thursday October 17,  
2019  
at 12:30 PM in the Clark Planetarium classroom.