

**MINUTES**  
**Clark Planetarium Advisory Board Meeting**  
**September 19, 2019**

**Clark Planetarium, Third Floor Classroom**

**Present**

Jonathan Barnes  
Thomas Beckett  
Weston Clark  
CiCi Compton  
Jake Garn  
Jordan Hansen  
Mike Hanson  
Ashan Iqbal  
James Karner  
Bianca Lyon (via phone)  
Rees Petersen  
Ulrich Rassner  
Olga Siggins  
Councilman Richard Snelgrove  
Allison Thompson

**Others Present**

Duke Johnson  
Brittany Millar  
Rob Morris  
Sterling Poulson  
Lindsie Smith  
Audra Sorensen

**Absent**

Kim Wilson

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.

**Planetarium Updates**

Lindsie introduced a new staff member, Audra Sorenson. Audra is the new Development and Communication Supervisor.

Duke discussed Financials: The dome theatre is doing well. It is up about six or seven thousand dollars over last year. 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 and are only slightly behind those of 2017.

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

Duke continued discussing financials: The store is only a little behind the 2017 numbers. He mentioned that in August 2017 there was a surge of about \$275,000 dollars due to the sale of eclipse glasses. Show distribution continues to lag. However, we are overall having one of the best years we have had in a while. Dome and IMAX shows are going up steadily. There was previously a concern that people just were not coming to IMAX shows 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 have to see that again.”

Lindsie then introduced the next possible IMAX shows:

- *Back from the Brink*, which focuses on three species that were almost extinct but have been able to recover.
- *Boundless* is about skiing diverse terrain. Warren Miller meets science documentary. The star of the show is from Park City.
- *Great Bear Rainforest* is about a white grizzly in the Pacific Northwest.

Rob reminded Lindsie that *Boundless* would not be ready in time for a release this November.

Olga Siggins pointed out that *Boundless* may help draw new visitors into the Planetarium because of the local connection. Lindsie said that since *Boundless* 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: Pluto and Beyond* with a release date set for January 2020.

### **Programing Updates**

Duke delivered an update about the recent Association of Science and Technology Centers (ASTC) conference. We sent four staff to promote sales of the digital interactive exhibits and star shows.

Duke also shared that Nick Hoffman was invited to present at the ASTC conference. Nick spoke about how Clark Planetarium has been able to leverage money from the state legislature, our relationship with the state office of education and our relationship with the state board of education to move science education 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
- Aurora Tubes
- Plasma Tubes

We are hoping to add an additional new plasma tube by Christmas as well as the large black hole.

### **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. We have retained the firm Mighty Penguin. Mighty Penguin plans to use a three-pronged approach of hard copy and digital surveys, and in-person interviews/focus groups. They plan to do 30 in-person interviews of business leaders from across different sectors, including educators, staff, some board members and community leaders to give us a broad cross section of feedback.

### **Sustaining Member and Gala Update**

Lindsie introduced the *From the Moon to Mars Gala* that is scheduled for Thursday October 3<sup>rd</sup>. Lindsie pointed out the gala centerpieces during the meeting as inspiration about the future trip to Mars. She also asked that board members arrive between 5:30-6 pm to help greet guests.

Lindsie briefly went over the agenda for the gala.

- 5:30pm: Board member arrival
- 6:30-7pm: Dinner and cocktails as well as silent auction
- 7:30pm: Guests move into the IMAX theatre for the live auction, followed by Dr. Hoffman's presentation
- 9:30pm: Auction check out and goodbyes

Lindsie also clarified that we will be using a text option to let people know that the auction will be closing. The texts will be sent out in five-minute intervals and 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-hoopers, and an LED robot as 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 are needed as everything for this event is digital via Clickbid.

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

Lindsie also introduced the new opportunity drawing in which people buy a ticket to possibly win a weeklong trip on a private catamaran in the British Virgin Isles. This trip was donated by Ahsan & Linda Iqbal. Entry to the drawing cost \$50 to make it more accessible to everybody. We are limiting the number of tickets available for sale to 200. Allison discussed the board's contribution of an airline gift card for the trip on the catamaran.

Rees reminded the board that this is an important event to attend. He advocated for board members to host and explain an exhibit. "Don't be afraid to take an exhibit and make it your own," he said.

Lindsie asked for anyone interested in making post event thank you calls to sign up. After the event she will assign volunteers a few names with phone numbers and emails to call and thank them for attending the gala. Lindsie said, "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 by.

Allison added that you should know where everything is in the building. An example is where the food is located or where the bathrooms are. 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. Lindsie noted that The Jonas Brothers Concert is scheduled for that night.

**Meeting adjourned at 1:10pm. The board will meet again on October 17, 2019.**