



Clark Planetarium Advisory Board

Thursday, Nov. 21, 2019, 12:30 p.m.

Clark Planetarium at the Gateway, 3rd Floor Classroom

Meeting Minutes

Board members present

Chair. Rees Petersen - *Wells Fargo*

Vice Chair, Allison Thompson – *Community Volunteer*

Jonathan Barnes - *Salt Lake Community College*

Thomas Beckett - *Parsons Behle & Latimer*

CiCi Compton – *Community Volunteer*

Jordan Hansen - *Moreton Asset Management*

Ahsan Iqbal – *Community Volunteer*

Dr. Ulrich Rassner - *University of Utah Hospital*

Olga Siggins - *Northrop Grumman*

Kim Wilson - *Snow Christiansen & Martineau*

Staff/ others in attendance

Duke Johnson - *Associate Director Clark Planetarium*

Robin Chalhoub - *Associate Director - Salt Lake County Community Service Department*

Rob Morris - *Operations Manager*

Audra Sorensen - *Communication and Development Supervisor*

John Zierow - *Marketing Associate*

Board members not in attendance

Weston Clark - *Salt Lake County Mayors Office*

Ret. Senator Jake Garn

Michael Hanson - *Zions Bank*

Dr. James Karner - *University of Utah*

Bianca Lyon - *City Creek Center*

County Council Member Richard Snelgrove

1. Stellar Share- Vice-Chair Allison Thompson
2. CALL TO ORDER
 - 2.1. Chair Rees Peterson called the meeting to order
3. Approval of Oct. 30, 2019 minutes
 - 3.1. Allison Thompson motioned CiCi Compton seconded. All members said, “aye.”.
4. Rees Petersen then opened the floor to public comments.
 - 4.1. upon receiving no comments, He opened the floor to pre-determined business
5. Update and Financials Discussion



- 5.1. Duke Johnson said October was a good revenue month. Dome shows are up about \$6,000 from last year.
 - 5.2. Memberships are also up. IMAX has been steady for the last few years.
 - 5.3. Planet Fun Store and concessions are up. Rees Petersen pointed out that revenue for October 2019 was \$114,000 and higher than past years Duke Johnson said building rentals are commensurate with previous years.
6. The in-house made film, *The Edge: Pluto and Beyond*, is finished and being distributed.
7. Contributions on the financials does not reflect complete numbers.
- 7.1. The gala check for \$40,000 will be reflected in the November report.
 - 7.2. Community events fluctuate throughout the year. However, numbers appear to be going up.
 - 7.3. There appears to be a rebound in memberships sales.
 - 7.4. Reservations have increased for the time between now and the end of the holidays, and we appear to be at capacity. This should result in more than \$25,000 in revenue before the end of 2019.
 - 7.5. The Board asked if staff knows the differential between nights when the Planetarium is open and nights when it's closed for events. Duke answered that it depends on the day of the week.
 - 7.6. The Board also asked if the staff gets feedback from customers when they come in and it's closed. Mike said that the internet has made customers more aware of the closings, but mainly they are just upset that Clark is closed.
8. Staff member Rob Morris said Thursday nights are slow, and he has considered not doing regular public shows on those nights, meaning the differential is high on Thursdays.
- 8.1. On Fridays and Saturdays, there is not much of a differential. Before the remodel the events coordinator was spending most of his time searching for people to come to the Planetarium.
 - 8.2. Thomas Beckett suggested that Clark work to cultivate relationships with events planning companies to help draw in more reservations.
 - 8.3. CiCi Compton shared that downtown seems to need venues to host corporate events as people seem to be going to airport hangers and art galleries. She suggested that Clark reach out and get its name on the list of venue locations for events so that people know about the great space Clark does have.
9. The development marketing report was given by staff member Audra Sorensen.
- 9.1. The Mercury Transit event was successful. Staff expected 12 people and about 100 attended.



- 9.2. *Back from the Brink* debuted at the Member event on Nov. 13, and was also shown at a sustainer event with KUER on Nov. 14
 - 9.2.1. It opened to the public on Nov. 16.
 - 9.2.2. Sorensen said the *Back to the Brink* member event had two shows: one at 7 p.m. and one at 8 p.m.
 - 9.2.3. The first was at 70% capacity which is good, but the second was at about 17% capacity. As such staff will evaluate how to do future events.
 - 9.3. Black Friday Sale is coming up.
 - 9.3.1. Marketing is working on promotions including TV spots.
 - 9.3.2. Black Friday promotions include point of purchase flyers at Planet Fun. The sale will run for three days.
 - 9.4. Cookies with Santa even has been set Sorensen said marketing plans to be aggressive promoting educational events.
 - 9.5. The Santa event is going to cost \$5 per person for members and they will come in and see a show get a cookie and have a photo with Santa. For nonmembers, this will cost \$10 per person. Education will also host crafts in the lobby.
10. New Membership program -- Audra Sorensen discussed the new membership program approved by Salt Lake County Council on Tuesday, Oct. 29. Staff is aggressively working to set up the process to launch the program, set to roll out on Jan. 1, 2020.
 - 10.1. The new membership structure charges \$30 per cardmember and \$20 for non-card holding members.
 - 10.2. The new system is more flexible.
 - 10.3. The \$20 slots are transferable and can be used for friends and other family members, not just named children of cardholders.
 - 10.4. This should make the new program easier and more inclusive of all types of customers. When we compare the new pricing to the old the differential is between five and ten dollars compared to the current family membership.
 - 10.5. The new structure does not affect the membership value. However, staff hopes this will make selling memberships easier. Customers who buy a membership before Jan. 1 receive the old membership plan benefits until the memberships are renewed or expired.
 - 10.5.1. The only benefit change that Clark removed the 15% concession discount that was not often used.
11. Planet Fun Store Manager and staff member Mike Sheehan discussed the store.
 - 11.1. Staff have stocked best-selling items.
 - 11.2. Sheehan told the Board Planet Fun is one of the only stores selling high-end telescopes.



- 11.3. Telescopes will be on sale between Nov. 29 and Dec. 24. Mike Sheehan introduced Tom Sevcik who is the store's expert on telescope sales, coaches customers and will even go to their homes to help set up their telescopes.
 - 11.4. The Apollo 11 Moon Landing 50th anniversary in July brought many patrons to the Planetarium.
 - 11.5. The store made about \$70,000 in 2018 and made nearly \$90,000 in 2019.
 - 11.6. The store started selling NASA apparel which has also sold well.
 - 11.7. Sheehan said the store sold about \$66,000 in telescopes in 2018. So far in 2019, the store has already sold \$59,000. Typically, the store sells about \$30,000 in the last part of the year, projections are that the store will exceed \$90,000 in 2019 telescope sales.
 - 11.8. In 2016 Planet Fun profits on telescopes were about \$10,000, whereas, in 2019, profits will easily be about \$55,000. Numbers show Planet fun will make about \$75,000 in clothing sales in 2019.
 - 11.9. Sheehan demonstrated toys available through the holiday sale. These toys include the Olly ball, which was the 2018 Toy of the Year. It will be on sale for \$11 to \$12 compared to the regular \$15 price. Tracerbots are toys that follow a marker drawn on a piece of paper. Tracerbots sale regularly for \$15 and will be priced between \$11 and \$12. These toys available in the store now but will be discounted after Thanksgiving. The Space Cadet is a little flyer that can be controlled with your hand. They sell for \$40 but will be discounted to \$30.
12. Allison Thompson asked if the store sold Clark Planetarium T-Shirts. Sheehan said it had been done in the past, however, those items are not being sold currently. Sheehan added that the store will look into the option.
 13. Staff member Rob Morris said the store has been successful as a science store and not as a souvenir shop.
 14. Board Chair Rees Petersen thanked the meeting presenters, board members, and staff.
 15. **Reminder of Next Meeting:** The December meeting has been canceled. The next meeting will be held on Jan. 16, 2020.
 16. **Meeting adjourned on Thursday, Nov. 21, 1:30 p.m. by Chair Rees Petersen.**