



## Clark Planetarium Advisory Board

Thursday, Jan. 16, 2020, 12:30 p.m.

Clark Planetarium at the Gateway, 3<sup>rd</sup> Floor Classroom

### Meeting Minutes

#### Board members present

Chair. Rees Petersen - *Wells Fargo*  
Vice Chair, Allison Thompson – *Community Volunteer*  
Thomas Beckett - *Parsons Behle & Latimer*  
CiCi Compton – *Community Volunteer*  
Jordan Hansen - *Moreton Asset Management*  
Michael Hanson - *Zions Bank*  
Dr. Ulrich Rassner - *University of Utah Hospital*  
Ret. Senator Jake Garn  
Bianca Lyon - *City Creek Center*  
Olga Siggins – *Northrop Grumman*  
Jonathan Barnes- *Salt Lake Community College*

#### Board members not in attendance

Weston Clark - *Salt Lake City Mayors Office*  
Dr. James Karner - *University of Utah*  
County Council Member Richard Snelgrove  
Ahsan Iqbal – *Community Volunteer*  
Kim Wilson – *Snow Christensen & Martineau*

#### Staff/ others in attendance

Lindsie Smith- *Director Clark Planetarium*  
Duke Johnson - *Associate Director Clark Planetarium*  
Holly Yocom – *Director - Salt Lake County Community Services Department*  
Robin Chalhoub - *Associate Director - Salt Lake County Community Service Department*  
Rob Morris - *Operations Manager*  
Jayceen Craven Walker – *Jayceen Craven Walker Consulting Inc.*  
Parker Neff – *Marketing and Memberships Assistant*

1. Stellar Share- Duke Johnson - Associate Director Clark Planetarium
2. CALL TO ORDER
  - 2.1. Chair Rees Peterson called the meeting to order
3. Approval of Nov. 21, 2019 minutes
  - 3.1. Allison Thompson motioned Bianca Lyon seconded. All members said, “aye.”.



4. Rees Petersen opened the floor to public comments.
  - 4.1. Upon receiving no comments, he opened the floor to pre-determined business.
5. Current Business: Overview of Board Vacancies – Rees Petersen and Lindsie Smith
  - 5.1. There will be a total of six Board seat vacancies this year.
    - 5.1.1. This meeting served as the last one for both Thomas Beckett and County Council Member Richard Snellgrove.
    - 5.1.2. Retired Senator Jake Garn and Jonathan Barnes will serve until February 2020.
  - 5.2. As the board is looking to replace these vacancies, they will be looking to increase diversity among those who will serve on the Board come July.
  - 5.3. The application is on the Salt Lake County website.
    - 5.3.1. It is helpful to bring people who might be interested in joining the Board to one of the VIP. screenings of the new shows.
  - 5.4. Rees stated that “Board members are Ambassadors for Clark Planetarium.”
6. Planetarium Update: Financials and Upcoming Programs- Lindsie Smith and Duke Johnson
  - 6.1. December was a good revenue month.
  - 6.2. Membership are up a little over last year
  - 6.3. Dome holding steady and doing well.
  - 6.4. IMAX is down a little from last year.
    - 6.4.1. This is attributed to the fact that we opened Pandas about that time.
  - 6.5. Store did magnificently despite the shortened holiday season.
    - 6.5.1. This past year there was an effort to shift from a museum store to a science store that happens to be connected to a museum.
    - 6.5.2. One advantage is that Clark Planetarium is the only place for miles that you can purchase a telescope and accessories.
  - 6.6. Concessions is doing well
  - 6.7. Building rentals is doing great
    - 6.7.1. They brought in \$150,000 this year.
      - 6.7.1.1. The budget was about half that.
  - 6.8. There were a couple of sales of The Edge
  - 6.9. The marketing team hosted a Cookies with Claus event that brought in a little bit of revenue.
  - 6.10. Software sales has not hit the bank yet but that will bring in about \$25,000 dollars in the next month.
  - 6.11. Overall Clark Planetarium is seeing a rise in attendance and that means a rise in.
7. Thomas Beckett asked about the new membership program.
  - 7.1. The new program went live on Jan. 1, 2020.



- 7.2. The reason for this new program was to make it easier to sell, as well as to make memberships more flexible for customers.
8. 2020 Legislative Training – Jayceen Craven Walker.
  - 8.1. Jayceen informed the board that the Utah Legislative Session starts Jan. 27, 2020 and runs until March 12, 2020.
  - 8.2. The Clark Planetarium Advisory Board will be on Utah’s Capitol Hill Jan. 31, 2020 to talk about iSEE’s requests to change the Student Outreach Provider program.
    - 8.2.1. Jayceen discussed the talking points for this visit.
  - 8.3. Clark Planetarium and the Advisory Board will welcome state Legislatures and their families to Clark Planetarium for an exclusive event on Feb. 6, 2020
9. Clark Planetarium 2020 goals: Lindsie Smith
  - 9.1. “Clark Planetarium serves our community with inspiring and accessible STEM experiences.”
  - 9.2. There are four pillars that Smith has chosen to focus on in 2020.
    - 9.2.1. Guest Experience
    - 9.2.2. Professionalism
    - 9.2.3. Fiscally Responsible
    - 9.2.4. Future forward
10. Clark Planetarium will be releasing seven new shows in 2020.
  - 10.1. Jan. 17, The Edge - Dome
  - 10.2. Feb. 15, Dinosaurs of Antarctica - IMAX
  - 10.3. April 4, Asteroid Impact - IMAX
  - 10.4. May 25, The Birth of Planet Earth – Dome
  - 10.5. July 4, Into America’s Wild
  - 10.6. Aug. 15, Wayfinders - Dome
  - 10.7. Nov. 14, Out of Bounds and Angkor Wat – IMAX
11. Board Chair Rees Peterson thanked the meeting presenters, board members and staff.
- 12. Reminder of next meeting:** The next Advisory Board meeting will be held on Feb. 20, 2020 in the Clark Planetarium Classroom.
13. Meeting adjourned on Thursday, Jan 16, 2020 at 1:30 p. m. by Chair Rees Peterson.