



CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual Meeting

Thursday, September 17, 2020

Board attendance:

Allison Thompson, Chair
Jordan Hansen, Vice Chair
Ahsan Iqbal
Rees Petersen
Ulrich Rassner
Mike Hanson
Kim Wilson
Bianca Lyon
Olga Siggins (via phone)
Jim Karner (via phone)
Shireen Ghorbani, SL County Council

Andrea Garavito-Martinez
Lauren Littlefield
Michell Love Day, Love-Day Consulting
Jessica Hess, Mighty Penguin
David Driggs, Mighty Penguin
April Townsend

Staff/others in attendance:

Holly Yocom (via phone)
Lindsie Smith
Duke Johnson
Tim Glenn
Richard Cox
Audra Sorensen

Visitors:

Jim Brass
Tanasia Valdez, Salt Lake Community
College

Excused: Anna Marie Tueller

- I. **STELLAR SHARE** – Jordan Hansen discussed the recent scientific findings on Venus, indicating the possibility of life.
- II. **CALL TO ORDER and Welcome** at 12:37 p.m. by Allison Thompson
- III. **INTRODUCTIONS** – Allison Thompson introduced six meeting guests who will be joining the advisory board, pending County Council approval. These guests included Jim Brass, Tanasia Valdez, Andrea Garavito-Martinez, Lauren Littlefield, and Michelle Love-Day.
- IV. **REVIEW OF MINUTES**
 - a. Allison Thompson recommended a correction to the July 17, 2020, board meeting minutes, specifically Section IV, Article B. It should include the detail





that board members serve for three years but the Chair and Vice-chair may serve in those positions for two years.

- b. County Councilmember Shireen Ghorbani motioned to approve the July minutes with these changes. Bianca Lyon seconded the motion. The vote appeared to be unanimous to approve the minutes with changes.

V. **PUBLIC COMMENTS were requested** by Allison Thompson, none were brought to the attention of the board.

VI. PLANETARIUM REPORT by Lindsie Smith, Director

- a. Lindsie Smith presented the financial report with Duke Johnson, Associate Director and Tim Glenn, Associate Director.
 - i. Compared to last year, this year is down – primarily due to COVID-19 aftermath and schedule adjustments.
 - ii. August revenue was at approximately 36% of August 2019 revenue.
- b. L. Smith discussed the planetarium’s continued efforts to provide a “wide swath of materials for teachers,” despite school closures and pandemic schedule adjustments.
- c. Education has not received many requests yet for Fall 2020 in the way of visits or virtual tours.
 - i. Thirty field trips have been booked for fall; we have already had some requests for spring field trips.

VII. GALA/FALL FUNDRAISER UPDATE



- a. Audra Sorensen, Marketing and Development supervisor went over preparations being made for the Oct. 30, 2020 gala/fundraiser.
- b. This year the gala will be virtual, more focus will be placed on fundraising from the silent auction, and budget reduced.
- c. Sorensen showed the web site and invitations to the board for feedback.

VIII. STRATEGIC PLAN DISCUSSION

- a. David Driggs, Mighty Penguin, joined the meeting to discuss results of research conducted at the end of 2019.
- b. The findings will help leadership team create a strategic plan.
- c. Driggs went over details of the research including findings that focused on the facility and customer experience, programming, marketing and visibility in the community, and a need to better serve diverse audiences.
- d. Driggs and L. Smith added that a staff survey is currently underway as well and results are expected this week.

IX. NEXT MONTH'S MEETING

- a. The October meeting will be held on Oct. 15, 2020.

X. ADJOURNED

- a. The meeting was declared adjourned at 1:49 p.m. by Allison Thompson.