



## CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual Meeting  
Thursday, October 15, 2020

### Board attendance:

Allison Thompson, Chair  
Rees Petersen  
Kim Wilson  
Jim Brass  
Jim Karner  
Julia Kamenetzky  
Mike Hanson  
Ahsan Iqbal  
Andrea Garavito-Martinez  
Michelle Love-Day  
Tanasia Valdez  
Ulrich Rassner

### Board Absent:

Jordan Hansen  
Olga Siggins  
Lauren Littlefield  
Bianca Lyon  
Councilwoman Shireen Ghorbani

### Others Present:

Lindsie Smith  
Duke Johnson  
Tim Glenn  
Joe Stohel  
Richard Cox  
Rob Morris  
Robin Chalhoub  
Holly Yocom

- I. **STELLAR SHARE** – Kim Hansen gave a presentation on Mars exploration. He noted that space exploration is incremental, and each mission lays the groundwork for the ones to follow. He presented an overview of several upcoming missions and pointed out that since Mars is now in its closest proximity to Earth, this is the time to go there.
- II. **CALL TO ORDER** and Welcome at 12:48 p.m. by Allison Thompson. She noted that we need to take steps to ensure this meeting is in compliance with the State's open meeting act. For the next meeting, steps will be taken to provide a written notice of the





meeting in advance and to invite virtual attendance from community members. In the meantime, no motions will be passed this month.

III. **PUBLIC COMMENTS** were requested by Allison Thompson. None were brought to the attention of the Board.

IV. **INTRODUCTIONS** – Allison Thomson again welcomed the six new Board members and invited new Board member Julie Kamenetzky, PhD, to introduce herself. Dr. Kamenetzky is a professor of physics at Westminster college and is an astrophysicist by training. She has an interest, both as a community member and as a user of the Planetarium, to support it and keep it going strong.

V. **REVIEW OF MINUTES** – The minutes of September’s Board meeting were not reviewed due to the technical violations of this month’s meeting. They will be submitted for approval at the next Board meeting, along with this month’s minutes.

VI. **GALA/FALL FUNDRAISER UPDATE**

- a. Allison Thomson gave a shout out to the Board members who have donated auction items for the Oct. 30, 2020 gala/fundraiser.
- b. Tim Glenn, Associate Director of the Clark Planetarium, provided an update on the preparations for the Gala, which is two weeks away.
- c. The silent action will start two days before the Gala on October 28th. It will end on the night of the auction around 7:10 or 7:15 p.m.
- d. Gala schedule:
  - i. 6:45 p.m.: Live broadcast opens, wait time is accompanied by live music and slides/video.

- ii. 7:00 p.m.: Remarks by Mayor Wilson, followed by a welcome and introduction by Lindsie Smith.
  - iii. 7:10 p.m.: Silent auction closes and live auction is then led by Tim Glenn.
  - iv. 7:25 p.m.: Winner of the Opportunity Drawing is announced followed by a final wrap-up by Duke Johnson.
  - v. After the Gala, attendees will be invited to stay and watch a prerecorded video on “How to Host a Star Party.”
- e. Reese Petersen asked if there was a digital invitation that could be forwarded to people. Tim Glenn said he will make sure that each Board member receives one. The invite was sent in the last newsletter and will be followed up shortly with an individualized one to be sent to the Clark Planetarium mailing list. Forty thousand invites will be sent out.

**VII. PLANETARIUM REPORT by Lindsie Smith, Director**

- a. Lindsie Smith presented the financial report with Duke Johnson, Associate Director and Tim Glenn, Associate Director.
  - i. Clark Planetarium is creeping up a little bit every month in revenue. July totals were at 32% of our 2019 revenue. August was at 36% and September was at 46%.
  - ii. “Asteroid Hunters” opened this past weekend and attendance was on par for where the Planetarium is at right now. IMAX and Science Star Shows are holding steady. Memberships are gradually moving up. Laser shows are flat since they are not running.

- iii. Rentals are also flat since, in this current climate, it is not safe to rent the building.
- iv. Clark Planetarium had an amazing month with store revenue in July due to the comet. It continues to hold strong.
- v. Concessions is depressed since the Planetarium is limiting concessions to IMAX Theatre ticket holders. Clark Planetarium isn't allowing people to purchase concessions while visiting the exhibits since that would require them to take off their masks.
- vi. Allison Thomson noted for the new Board members that September is usually one of the slowest months of the year for the Planetarium since students are going back to school.

## **VIII. STRATEGIC PLAN DISCUSSION**

- a. Strategic planning is now picking up from where it was left off before COVID-19.
- b. Intended outcomes:
  - i. Create an inspirational vision to guide the future of Clark Planetarium.
  - ii. Create buy-in and unity for that vision among the staff and the Board.
- c. Framework for planning:
  - i. Customer service: increase welcoming and impactful interactions with staff; overcome challenges to navigating the building.
  - ii. Programming: identify audiences that are being missed; deliver more programs to the community outside the Planetarium.

- iii. Visibility: address missing audiences with our marketing; attending events that our peers are at but that we are not.
  - iv. Diversity, equity, accessibility, and inclusion (DEAI): do more to reach and serve diverse communities. These can include such things as close captioning and Spanish language soundtracks. The Clark Planetarium can play a big role in helping science to really be for everyone.
  - v. The Clark Planetarium team, both staff and Board Members, is key to making forward planning work. There is some internal work that needs to be done to really move forward.
- d. Timelines and milestones:
- i. November – December 2020:
    - 1. Creative ideation process: identify potential goals and outcomes; identify whose voices need to be included to reach these goals.
    - 2. Web meetings with two peer organizations outside our market to find out what has and hasn't worked for them.
  - ii. January 2021: create workshops to identify the potential goals and outcomes ranking for staff and Board.
  - iii. February 2021: analysis of the rankings to create an outline and timeline.
  - iv. March 2021: engage staff, Board, and community stakeholders to refine the goals.
  - v. April – May 2021: finalize and share the plan.
- e. How the Board can be involved:

- i. Document ideas and share.
  - ii. Connect your expertise and contacts to your strategic ideas.
  - iii. Join the web meetings with peer organizations.
  - iv. Participate in the January workshops.
- f. Clark Planetarium is positioned to play a very powerful role in making science fun and accessible to our entire community.
- g. Allison Thomson will receive and compile Board member ideas for a broader brainstorming discussion at the next Board meeting. Lindsie Smith also has a template for the four strategic sections that she will send out. Ideas can then be categorized within the strategic framework.
- h. Rees Petersen noted that working with partner institutions, such as the Girl Scouts and the Symphony, has created greater community awareness of the Planetarium and has also created new synergies that can be explored. This should also be considered going forward.
- i. Allison Thomson noted that the Board itself has an opportunity to create a tandem strategic plan for itself that will support the overall vision of where the Planetarium's strategic plan will go.

**IX. NEXT MONTH'S MEETING**

- a. The November Board meeting will be held on November 19, 2020.

**X. ADJOURNED**

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