

CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual Meeting
Friday, February 19, 2021

Board attendance:

Allison Thompson, Chair
Rees Petersen
Michelle Love-Day
Tanasia Valdez
Mike Hanson
Kim Wilson
Lauren Littlefield
Andrea Garavito Martinez
Jim Karner
Ahsan Iqbal
Olga Siggins
Bianca Lyon

Board Absent:

Jordan Hansen, Vice-Chair
Councilman Dave Alvord
Julia Kamenetzky
Ulrich Rassner

Others Present:

Craig Wangsgard
Lindsie Smith
Tim Glenn
Duke Johnson
Audra Sorensen
Joe Stohel
Richard Cox
Holly Yocom
Robin Chalhoub

- I. **STELLAR SHARE** – Board member Tanasia Valdez gave a summary of Dr. Daniel Sayer’s study of the communities in the Great Dismal Swamp for Black History Month. Valdez went over the geography, history, and communities of Great Dismal Swamp, located between Virginia and northeastern North Carolina.
- II. **CALL TO ORDER AND WELCOME** at 12:49 p.m. by Allison Thompson. She said that a quorum was in attendance.
- III. Allison Thompson noted that the meeting was being held virtually and, as such, read a statement on why this decision was made to ensure compliance with the Open Meeting Acts. This statement was also included in the public notice that went out about today’s meeting.





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

V. REVIEW OF MINUTES

- a. The minutes of the January 2021 Board meeting were submitted for approval. Kim Wilson moved that the board adopt those minutes. Rees Petersen seconded the motion. The Board unanimously approved the minutes.

VI. CURRENT BUSINESS AND AN UPDATE ON STRATEGIC PLANNING

- a. Allison Thompson thanked everyone who was able to join the Planetarium's Perseverance event with Dr. Jeffrey Hoffman. The Planetarium and the Board are grateful to Rees Petersen and Wells Fargo for sponsoring the event.
- b. Allison Thompson noted that the next step in Clark Planetarium's strategic planning initiative is to hold virtual conversations with peer organizations. There are two scheduled: one with the Arizona Science Center on February 24, 2021 and one with the Oregon Museum of Science and Industry (OMSI) on March 9, 2021. The Board is encouraged to virtually attend. The planned conversation topics include wins and lessons learned, how to engage stakeholders, and how these institutions were able to get their staff to buy into the initiatives and be accountable. Also on the agenda is a discussion on how they determined their strategic initiatives, how they addressed diversity, equity, accessibility,



and inclusivity throughout the process, and how they were able to measure this. The future direction of science centers will also be brought up.

VII. ANNUAL OPEN MEETINGS TRAINING

- a. Craig Wangsgard gave the Open Acts Meeting Training, which is required yearly by statute.

VIII. PLANETARIUM REPORT

- a. Lindsie Smith discussed the Planetarium's financials.
 - i. January revenue was down due to the COVID-19 closure, although the Planet Fun store did well. These financial reports should get more exciting in the coming months with the Planetarium opening soon.
 - ii. The Planetarium is excited to be opening on March 2, 2021.
 - iii. The year started off financially behind. The Planetarium staff is being very frugal and is cognizant of need-to-have versus want-to-have spending.
 - iv. Rees Petersen asked if there was a mechanism in place where schools could spend money in one fiscal year and then use it in the following year. Lindsie Smith replied in the affirmative. Rees Petersen thought that was a good idea and that the Planetarium could remind institutional buyers that it is an opportunity for them to use their budget when they have it.

- v. Lindsie Smith noted that March and July are fiscally the Planetarium's best months of the year. So, even though the Planetarium is opening at reduced capacity, The Planetarium anticipates that the slots that are available will fill up quickly.
- b. Lindsie Smith presented additional updates.
 - i. The February 11, 2021 Perseverance Event with Dr. Jeffrey Hoffman was successful, with 214 attendees. She noted that a remarkable number of questions were from children. Rees Petersen felt that Dr. Hoffman 'hit it out of the park' in presenting a fast paced, yet substantive, presentation. Lindsie Smith said it was quite an accomplishment to get a principle investigator at NASA to talk to the Planetarium's audience. Rees Petersen commented that there may be more opportunities during the Covid-19 pandemic to call on people who are at the top of their field and get them to sign up for an event.
 - ii. Lindsie Smith said that the Planetarium's January 28, 2021 presentation to the Utah State Legislature was well received. The iSee Legislative Ask for the restoration of the funding that was pulled back in 2020 and the movement of the Ogden Nature Center to line-item status has been included on the prioritization list. This is a win.

iii. The Planetarium is looking forward to reopening on Tuesday, March 2, 2021. It will continue to keep a strong virtual presence, both because it has been successful and because it ensures that the Planetarium can safely serve the community. The premiere of the dome show 'Big Astronomy' has been postponed until the Planetarium has been open for a few months.

IX. AUDRA SORENSEN: SUSTAINING MEMBER REPORT

- a. Audra Sorensen noted that the Planetarium's membership/sustaining membership program is not one of consumerism. It is meant to create a social benefit and a society of science and space learners.
- b. Audra Sorensen went over the benefits of a Sustainer Membership. She encouraged the board members to familiarize themselves with these benefits and help expand the program.
- c. She noted that the Planetarium has temporarily lost the ability to add value to the sustaining membership through VIP film premieres and events, due to Covid-19. The sustainers that the Planetarium currently has are just great supporters of the program. Hopefully, after we reopen, we can get back to our value-added events.
 - i. The Planetarium is planning four Sustainer Member events throughout the year, as well as including tickets to this year's Gala for these members. A sustaining membership also gets the benefits of a regular membership.

- d. This year, the Planetarium has made a reachable goal of adding 25 new Sustaining Members. The Planetarium's main objective, in support of diversity and inclusion, is to reach out to the community at large, rather than just wealthy patrons, in growing its memberships.
- e. Lindsie Smith noted that the sustaining membership program grew out of an idea by the Board, and the Board has been key to helping grow the sustainer pool and network. Allison Thompson said that when Board members invite people within their network to visit the Planetarium with them, that exposure is convincing. Guests can see and feel the benefits and are inspired. Audra mentioned that if any members of the Board have ideas for specific events, please let her know.
- f. Rees Petersen commented that the Sustaining Membership is an extremely good value and he respectfully challenged each member of the Board to find a place as a sustainer. He felt that one can be a stronger advocate for the Planetarium as a sustainer. Bianca Lyon said that she would take that challenge and encourage her friends in becoming members or sustaining members. She noted that it will be easier to promote memberships once the Planetarium is open. Tim Glenn said that people like to belong to something and that Planetarium members are a fun, smart group. He said that, after we reopen, just showing up with friends will be a really great way to encourage membership. Lindsie



Smith said that being a sustaining member is a really great way to make friends and build relationships with other sustaining members.

- X. **CLOSING REMARKS** – Allison Thompson announced that the next Board meeting is scheduled on March 18, 2021. She then declared the meeting adjourned.

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