

CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual Meeting

Thursday, March 18, 2021

Board attendance:

Allison Thompson, Chair
Jim Brass
Mike Hanson
Ahsan Iqbal
Julia Kamenetzky
Jim Karner
Lauren Littlefield
Michelle Love-Day
Olga Siggins
Tanasia Valdez
Kim Wilson

Board Absent:

Jordan Hansen, Vice-Chair
Bianca Lyon
Andrea Garavito-Martinez
Ulrich Rassner
Rees Petersen
Laurie Stringham

Others Present:

Richard Cox
Tim Glenn
Lindsie Smith
Joe Stohel
Holly Yocom

- I. **STELLAR SHARE** –Jim Brass made a presentation about Ingenuity, the helicopter sent to Mars aboard the new rover, Perseverance. He noted that they have included a piece of fabric from the Wright Brothers first flier onboard the helicopter; the first human powered flight on Earth is now represented on Mars. (Neil Armstrong also took along a scrap of the flier on Apollo 11’s journey to the Moon.) This gives continuity to the history of flight. Ingenuity is a ‘demonstration experiment’ to see if the concept will work. If it does, they will send bigger and more sophisticated helicopters in the future since. These will significantly expand the capability of exploring Mars.
- II. **CALL TO ORDER AND WELCOME** at 12:44 p.m. by Allison Thompson. She noted that a quorum was in attendance.





III. Allison Thompson stated that the meeting is being held virtually because of the COVID pandemic, and it has been documented as such to comply with the Open Meetings Act.

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 March 2021 Board meeting were submitted for approval. Jim Brass moved that the Board adopt those minutes. Michelle Love-Day seconded the motion. The Board unanimously approved the minutes.

VI. **CURRENT BUSINESS AND DISCUSSION – Allison Thompson**

a. Allison Thompson welcomed new board member Laurie Stringham, who was not able to attend today's meeting.

b. Allison Thompson highlighted the amount of work that has gone into designing the new strategic plan since the last Board meeting. Feedback from the Board has been incorporated into designing and fine tuning the mission and vision statements. These will be presented later in the meeting today.

VII. **PLANETARIUM UPDATE & DISCUSSION: FINACIALS – Lindsie Smith**

a. Lindsie Smith discussed the Planetarium's financials.

- i. The Planetarium opened in March. Dome shows and IMAX films are performing well.
- ii. The Planet Fun Store continues to be a success story revenue-wise, exceeding projections.
- iii. In earned income, the Planetarium is still not doing building rentals. Discussions are in progress as to when they may start up again, public health-wise. The Planetarium is now receiving inquiries about fall and holiday rentals. The Planetarium also sold two exhibits: the gravity floor and stellar playground. Lindsie Smith noted that it is rewarding to see exhibits that Clark Planetarium has developed for its own space enrich other science centers and museums.
- iv. The Clark Planetarium is doing well with its reopening and revenue is moving the right direction.
- v. Entertainment shows will be reintroduced to the schedule next week. Hours will be extended, and capacity will be increased.
- vi. There were 55 memberships sold in March, which is fantastic.
- vii. Concessions will remain closed for the near future.

VIII. 2021 OUTCOMES & INDICATORS UPDATE – Tim Glenn

- a. This year, the Planetarium has decided to do its Outcomes and Indicators a different way. Outcomes and indicators are tools that enable the Planetarium report to the County how well it is doing. It also allows the Planetarium to see how well it is achieving its mission of serving our guests.

- b. These are the four outcomes and indicators that are now measured:
- i. Do guests find our exhibits enjoyable and accessible? We want to know how people are engaging with the exhibits and what they thought of them.
 - ii. Are members satisfied with the benefits of our membership program?
Over the last five to seven years there has been a slight decline in membership, so this will help us understand why that is and how we can make things better.
 - iii. What types of partnerships are we maintaining? Our goal is to reach out to different types of organizations throughout the county and make sure that we are geographically diverse within the country. Whether it is libraries, organizations, schools, or afterschool education programs, we want to know the types of organizations that we are partnering with.
 - iv. Are we offering engaging programs? Rather than just thinking about our programs as educational programs, by breaking them down into the various types of shows (IMAX shows, entertainment shows, etc.), we can see how people are engaging with them.
- c. All this data will be broken down into a single score using CSAT+NPS (customer satisfaction plus net promoter score). CSAT gauges customer satisfaction; the promoter scores indicate how likely they are to recommend the Planetarium of friends, family, etc.

- d. This information will be used to create an internal dashboard that will allow the Planetarium to measure and score CSAT+NPS.
- e. Right now, the Planetarium is really in the “baby steps” phase of this project. The hope is, as we go along, the Planetarium will find much more robust ways of gathering information.
- f. Overall, the Planetarium has received very high scores on both our satisfaction and net promoter scores. The exhibits satisfaction net promoter score is very high.
- g. Lindsie Smith noted that this will help us better understand how the Planetarium is delivering its mission. Allison Thompson said this information will help make the guest experience that much more engaging and exciting and satisfying.

IX. STRATEGIC PLANNING DISCUSSION: NEW MISSION AND VISION STATEMENTS - Allison Thompson, Jordan Hansen, Lindsie Smith & Tim Glenn

- a. Lindsie Smith said that the Planetarium now has a new mission statement, and for the first time ever, a new vision statement.
- b. The new mission statement is: “Clark Planetarium’s mission is to inspire and engage curious minds by connecting people to the wonder of the universe.”
- c. This new mission statement will be official July 2021.
- d. The new vision statement is: “Clark Planetarium’s vision is to create inclusive, accessible, fun, and engaging STEAM experiences that help people discover the scientist within themselves. We aim to grow our impact in the

community and be a leader in supporting science engagement, creating positive change in the world around us.”

- e. Lindsie Smith noted that the Planetarium wants to make sure that everyone feels welcome to engage with science. When we break down the stereotypes and barriers about who we think is a scientist is or about what a scientist does, we can open space up for people who do not fit that normative identity to form their own connection and relationship with science.
- f. The Planetarium overtly wants to add the “A” to STEM to make it STEAM. The Planetarium believes that art and science are connected creative disciplines. When broad experiences are created, people can engage with space and science in new ways. People who may not particularly see themselves as a science person but who enjoy art can find a doorway into the work that we do through art or through the humanities. It is an incredible way to connect with other groups. This vision statement gives us many opportunities to think broadly about what growing our impact looks like.
- g. Julia Kamenetzky said that she likes the aspect of partnering in shared goals with other organizations in our community instead of just what focusing on what happens at Clark Planetarium. While that is important, interacting with other organizations to increase scientific engagement is important as well.

- h. Lindsie Smith noted that there is a lot of larger systemic issues that the Planetarium cannot solve on its own, but that can be solved working in tandem with partners. The goal is to make sure that Clark Planetarium is not an outlier or standalone organization.
- i. Ahsan Iqbal questioned the inclusion of art since other organizations also focus on that, while the Planetarium's core focus is science. He suggested leaving out STEM as well since it almost seems to define too much for a vision statement. It could lead to a downside when someone comes along and says, "well you included art so how about including something else as well?" He felt "wonder of the universe" covers everything.
- j. Lindsie Smith responded that she felt that science and the arts are very connected. They are both about creative endeavors that make meaning in the world around us. Including arts gives us a broader way to engage people and a new way to look at the things we already do. Much of space imagery is really data that has been interpreted through an artistic lens into visual form.
- k. Julia Kamenetzky asked if perhaps this was asking too much of the staff. Is this an area that the Planetarium is already supporting, and if so, can it continue to support it? However, she noted, that the way that we choose to represent the universe and how we choose to do so is an artistic choice. It does influence our ability to connect with it.

- i. Tanasia Valdez said that if Including art becomes too burdensome, perhaps the Planetarium can pivot a little. She understands the concern, but thinks that for now, it is better to keep the door open if it helps engage more people and make them part of the Clark Planetarium community.
- m. Allison Thompson asked Ahsan Iqbal if perhaps he was suggesting simply taking out STEAM to keep vision statement broader. This would make the umbrella even wider than steam itself. He replied that that was part of his point. He felt that we might just be making the vision statement way more specific than we need it to be. Allison Thompson replied that she thought it was an interesting and valid observation. Perhaps the Planetarium can think about incorporating STEAM into the subtext of what the vision statement is, rather than incorporating it directly into the statement.
- n. Olga Siggins commented that it really resonated with her that the focus of the Planetarium’s new statements is about more than just being a science educator for our community but is also being a leader for engagement with science and discovery. She felt the mission and vision statements were very focused, which she appreciated.
- o. Allison Thompson said that the efforts of both the staff and the board in pushing the Clark Planetarium’s strategic plan forward has been invaluable.



- X. **CLOSING REMARKS** – Allison Thompson announced that the next Board meeting is scheduled for May 20, 2021. She then declared the meeting adjourned.

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