

CLARK PLANETARIUM ADVISORY BOARD MEETING
Location: Clark Planetarium & Virtual Meeting
Thursday, June 17, 2021

Board attendance:

Allison Thompson, Chair
Jordan Hansen, Vice-Chair
Jim Brass
Andrea Garavito-Martinez
Mike Hanson
Julia Kamenetzky
James Karner
Lauren Littlefield
Michelle Love-Day
Bianca Lyon
Rees Petersen
Olga Siggins

Board Absent:

Ahsan Iqbal
Tanasia Valdez
Ulrich Rassner
Kim Wilson

Others Present:

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

- I. **CALL TO ORDER AND WELCOME** at 12:41 p.m. by Allison Thompson. She noted that a quorum was in attendance.
- II. **PUBLIC COMMENTS** were requested by Allison Thompson. None were brought to the attention of the Board.
- III. **REVIEW OF MINUTES**
 - a. Approval of the minutes of the April and May 2021 Board meeting was brought up for any additions or corrections. None were noted. Jim Brass moved to approve the minutes. Jordan Hansen seconded the motion. The motion was approved unanimously.
- IV. **CURRENT BUSINESS**



- a. Allison Thomson opened the floor for nominations for leadership of the Clark Planetarium Board. Rees Petersen nominated Jordan Hansen for Chair. Allison Thomson seconded the nomination. Andrea Garavito-Martinez nominated Bianca Lyon for Vice-Chair. Rees Petersen seconded the nomination. No other nominations were brought up. The vote will be held in July.
- b. Allison Thompson noted that today was the last Board Meeting for Rees Petersen. Allison Thompson noted Rees Petersen's dedication, hard work, advocacy for the Planetarium, and his liaison with the County. She said that he is a stellar example of what service on the Board looks like. Holly Yocom thanked Rees Petersen for his leadership role and his dedication to the Planetarium on behalf of herself and Salt Lake County Mayor Jenny Wilson.

V. STELLAR SHARE

- a. Bianca Lyon shared a presentation on the work that the Utah Office of Tourism, Film and Global Branding is doing with the International Dark-Sky Association and dark sky tourism. Utah has 24 International Dark-Sky Association certified locations throughout the State, which makes it a worldwide leader in certified areas. With Zion National Park now being certified, every Mighty Five national park now has its own certification. Allison Thompson noted Duke Johnson of the Planetarium is on the International Dark-Sky Association board. Bianca Lyon said the collaboration with the Planetarium will be important going forward. Lindsie Smith pointed



out that the Planetarium team has partnered with Fox-13 to feature dark sky content every Friday night with a dark sky sponsor. The Planetarium is constantly giving them information to inform viewers about the best places to go sky watching in the state.

VI. PLANETARIUM REPORT

- a. Lindsie Smith discussed the Planetarium's financials.
 - i. She noted that the financials are looking really good. The Planetarium hit 75% of normal revenue in May. Dome revenue surged with the opening of the laser shows. They are selling out almost every weekend. IMAX is doing well at about 50% of normal revenue. Memberships are picking up and the store is doing incredible. This May was one of the best the store has ever had.
 - ii. In other earned income, building rentals are starting to happen again. Duke Johnson noted that even with a truncated schedule, people are coming back. Rees Petersen said that there is no better value for a resident of this part of Utah than a family membership at the Clark Planetarium. He encouraged members of the Board and said that it really helps with that commitment when you talk to other people.
 - iii. All organizations are struggling to hire part time staff, but the Planetarium is moving forward on this.



- iv. School/summer camps are back. The Planetarium’s education team is focusing on teacher workshops. The Planetarium is continuing to host virtual events, as well a bring back in-person events.
- v. The Planetarium said good-bye to our long-time Facilities Manager, Brad Rich.

VII. UPCOMING SUSTAINING MEMBER EVENT

- a. Audra Sorensen announced the Planetarium’s first in-person Sustaining Member event this year. It will be in the Dome Theater on Thursday, June 24 at 6:30 pm. It will be a Summer Star Show highlighting upcoming cosmic events throughout the rest of the year that can be seen from your own back yard. The goal is to have a sustaining member event each quarter. The Planetarium will have a family day in August, a concert in December, and the Gala in October.

VIII. STRATEGIC PLANNING UPDATE

- a. Lindsie Smith said the strategic plan is really close to being finished. The Planetarium will present the final plan on Monday, July 12th from 9 a.m. – 10 a.m. in the Northrop Grumman IMAX Theatre.

- IX. CLOSING REMARKS** – The Board Members were then invited to take a walk through the Planetarium.