



CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: In-person and Virtual
Thursday, August 19, 2021

Board attendance:

Allison Thompson, Chair
Jordan Hansen, Vice-Chair
Mike Hanson
Ahsan Iqbal
Julia Kamenetzky
Bianca Lyon
Ulrich Rassner
Olga Siggins
Tanasia Valdez
Kim Wilson

Board Absent:

Jim Brass
James Karner
Lauren Littlefield
Michelle Love-Day

Others Present:

Robin Chalhoub
Richard Cox
Shelly Erickson, Westminster College
Tim Glenn
Nick Hoffman
Duke Johnson
Scott Sherrick
Lindsie Smith
Joe Stohel

I. STELLAR SHARE

Lindsie Smith shared her research and discoveries used for her master's thesis, "Supporting Science Engagement for Girls in Science Museums." Key findings included: representation ("If she can see it, she can be it"), stereotypes ("boys vs. girls vs. nerds"), and museums ("museums are fun and exciting.")

- II. **CALL TO ORDER AND WELCOME** at 12:58 p.m. by Allison Thompson. She noted that a quorum was in attendance.





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

IV. **REVIEW OF MINUTES**

- a. Approval of the minutes of the June 2021 Board meeting was brought up for any additions or corrections. None were noted. Ahsan Iqbal moved to approve the minutes. Jordan Hansen seconded the motion. The motion was approved unanimously.

V. **CURRENT BUSINESS**

- a. Allison Thompson opened voting for Board leadership. Jordan Hansen was unanimously elected to Board Chair, with none opposed. Bianca Lyon was unanimously elected to Board Vice-Chair, with none opposed. Jordan Hansen noted that the Board recognized Allison Thompson's fantastic contributions to the Board during her tenure. She was enthusiastically applauded. Allison Thompson noted that it was an honor to serve with the Board.

VI. **PLANETARIUM REPORT**

- a. Lindsie Smith discussed the Planetarium's financials.
 - i. She noted that the financials are really, really, good. The Dome Theatre surpassed all previous revenues in July, and the store is setting records as well. Everything, except for memberships, is doing incredibly well. People are happy to be back at the Planetarium and they're spending money. Revenue is strong. Lindsie Smith said the



Planetarium has been consistently a million dollars behind due to the pandemic, but now it is closing that gap and it's a huge relief.

- ii. Lindsie Smith noted that the store is being impacted by shipping delays. She noted Mike Sheehan, the store manager, has been very proactive in ordering and is already working on Christmas inventory. She said the Planetarium still can't get telescopes. Jordan Hansen asked if the Planetarium is actually tracking the margins on the store products. Lindsie Smith responded that the markups, for the most part, were standard keystone markups. The only item that has smaller markups are telescopes.
- iii. Leading indicators show that revenue is well above projections for all revenue lines. The Planetarium's entertainment light shows are off the charts. Memberships are beating projections. The store is on a huge upward trend. Concessions are open and doing extremely well. The Planetarium has already booked our first holiday rental.

b. Highlights:

- i. Lindsie Smith and Ted Newsome were up at the PBS studios filming intros to two upcoming documentaries on Pink Floyd which will air on PBS Utah. She noted that it's great to partner with other agencies to co-promote our programming.
- ii. The Planetarium hosted a virtual speaker last week who spoke about the Artemis mission. The presentation was a success.



iii. The Planetarium also hosted the dancing group Two Shields for our Dance in the Sky sustaining member event. It was a beautiful performance. This was one of its first forays in partnering with local indigenous communities to share and highlight their culture. Allison Thompson asked if they were happy in their partnership, and Lindsie Smith answered that they were already looking forward to the next collaboration.

iv. Allison Thompson asked if the PBS documentary is something we could screen in the IMAX before a Pink Floyd laser show. Make it a double feature night. Lindsie Smith said it is possible; the Planetarium has partnered with PBS before to show documentaries in the IMAX.

VII. UPDATE ON THE PAST YEAR'S SCHOOL PROGRAMS

- a. Nick Hoffmann presented an update on the past year's educational programs.
- b. Inhouse field trips were canceled. However, the Planetarium was still able to offer its statewide outreach program. Although group assemblies were drastically reduced in favor of smaller classroom experiences, it was still a productive and excellent year. The outreach to schools was extremely appreciated by teachers.
- c. Virtual programming had some big successes. A couple of the Dome Theatre staff, led by Brandon Crowley, took the Planetarium's most popular live dome presentations, and made digital versions of them. They uploaded



them to YouTube in a 360 format, which allows the viewer to look around the “dome” and replicates the dome experience. These will be left up as a teacher resource.

- d. One of the big projects for the education department was accommodating the recent changes in educational standards for Utah schools, including changes in the grade levels in which certain astronomical topics are taught. The Planetarium had prepared some curriculum and training for teachers in 2019/2020, but then Covid hit. Now, the Planetarium has been able to resume these trainings and the teachers are extremely appreciative. Every workshop has been full, the teachers have been very happy, and the Planetarium will continue to offer them throughout the next year.

VIII. STRATEGIC PLAN UPDATES

- a. The final Strategic Plan was presented Monday, July 12th. Staff have begun work on the 2021 initiatives, Organization Values and 2022 Program Planning. Support committees to be convened this fall will include: “Strengthening Foundations,” “Inclusivity, Diversity, Equity and Accessibility,” “Meaningful Impact,” and “Reimagine Boundaries.”

IX. OTHER QUESTIONS

- a. Ahsan Iqbal asked about the status of the fall Gala. Tim Glenn noted that the staff is working on silent auction donations and sponsorships. There will be a speaker presentation on the James Webb Telescope, the inspiration for the Gala’s theme, “Through Space and Time.” It will be held on October 21st.



X. **CLOSING REMARKS –**

- a. The August meeting was adjourned.