

CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual and In Person Meeting

Thursday, October 21, 2021

Board attendance:

Jordan Hansen, Chair
Bianca Lyon, Vice-Chair
Jim Brass
Mike Hanson
Ahsan Iqbal
Julia Kamenetzky
Lauren Littlefield
Michelle Love-Day
Ulrich Rassner
Olga Siggins
Kim Wilson

Board absent:

Andrea Garavito-Martinez
Tanasia Valdez

Others Present:

Robin Chalhoub
Richard Cox
Duke Johnson
Lindsie Smith
Joe Stohel
Holly Yocom

- I. **CALL TO ORDER AND WELCOME** at 12:33 p.m. by Jordan Hansen. He noted that a quorum was in attendance.
- II. **PUBLIC COMMENTS** were requested by Jordan Hansen. None were brought to the attention of the Board.
- III. **REVIEW OF MINUTES**
 - a. The minutes for the September 2021 Board Meeting were brought up for any additions or corrections. None were noted. Kim Wilson moved to approve the minutes. Ahsan Iqbal seconded the motion. The motion was approved unanimously.
- IV. **CURRENT BUSINESS**



- a. Jordan Hansen noted that, with Allison Thompson retiring from the Board, there are now two open positions for it. The Board is looking for applications from District 6. If anyone has any contacts or knows of someone who may be a good fit for the Board, please have them contact the Planetarium. Kim Wilson requested information about the process for applying; he has someone in mind who would be a good addition. Lindsie Smith asked him to contact her and mentioned that the Planetarium, for the sake of diversification, was looking for representation from all six districts. The Planetarium already has two applications for the positions, but more are welcome.

V. PLANETARIUM REPORT

- a. Lindsie Smith discussed the Planetarium's financials.
 - i. September was once again a great month financially, even though historically it tends to be the slowest month of the year. Dome shows had a great showing in September, the best that they've had in the last five years. Memberships were very strong. IMAX is holding steady. But the store is just killing it. Jordan Hansen asked about inventory for Christmas considering the current disruptions of supply chains. Lindsie Smith said that it was definitely a concern, but that the store's manager has been very proactive in securing product in advance. The disruptions may last until 2022. Building rentals continue to come back, and the Planetarium expects a strong finish to

the year. Duke said that, while the show distribution and exhibit sales are flat this month, next month the Planetarium is expecting \$14,000 in sales. Lindsie Smith said that the community events total reflects memberships and small donations related to the Gala fundraiser.

Even though the Gala has been postponed until 2022, the postponement won't have that much effect on this year's revenue since the expenses budgeted for it weren't used. IMAX news:

"Angkor" has opened, "Mountain Adventure" will open towards the holidays, and "Let it Snow" will return to the Dome Theatre for the holidays. All in all, it was a great September for the Planetarium.

Concessions are doing extremely well. Jordan Hansen asked what the highest grossing products were in concessions; Lindsie Smith replied ICEEs and popcorn.

- ii. Today, Mayor Wilson presented next year's Planetarium budget to the County Council. Lindsie Smith thanked the County for its support and hoped that the Covid cuts from 2020 would be reinstated. Robin Chalhoub said it was a great presentation, the tax revenues look good, and the Planetarium has a great budget going forward.

VI. STRATEGIC PLAN UPDATE

- a. Developing organizational values was a primary goal in 2021. Tim, Duke, and Lindsie conducted workshops with each department, looking to identify the attributes and values that have contributed to the Planetarium's success

over the past few years. They also investigated behaviors which would contribute to the success of the four strategic pillars. This data has been collected and organized, and common themes and terms are being culled out to inform final values statements.

b. Workshops were held with program managers to map out current programs across age demographics and connections to STEAM. This will be useful in refining existing programs and in guiding the creation of new programs. One disconnect with the public found in market research was that people felt the Planetarium did not have enough programs for adults. However, in looking over the programs, Lindsie noted that there actually are a lot of things happening for adults. The Planetarium will review how the programs are being packaged and promoted and what needs to be refined or added to this process to counter this perception.

c. Ahsan Iqbal asked about the monthly lecture series. Lindsie Smith responded that the Planetarium has been doing frequent virtual lectures, but these don't have the same impact as live ones. The Planetarium hopes to bring back live lectures, while still embracing the versatility of the virtual ones. Bianca Lyon asked if there was any interest in expanding preschool engagement. Lindsie Smith acknowledged that there was a gap there, and that the exhibits team are exploring ideas for digital interactives that are appropriate for that age group. Duke Johnson mentioned that community programs will have new personnel. One new position that has already been

filled works with volunteers and program building. Lindsie Smith said that there is also some great dome show content available that does meet the needs of a younger audience. She said that the Planetarium is actively trying to take what is out there and make it “cooler.”

d. The other major Strategic Plan milestone to get to before the end of the year is to create a cross-departmental calendar to help inform the individual 2022 departmental plans. This will assist program managers in creating plans that will support and dovetail into the larger strategic plan. This calendar is set to be completed by December 2021. Duke Johnson noted that the Planetarium is on the tour list for exhibiting a full-scale model of the Mars rover Perseverance, as well as the rover’s helicopter. Other plans include the summer lecture series, re-engaging with the Natural History Museum and with Red Butte Garden, partner summer camps, mini-camps in partnership with Parks and Recreation, and statewide teacher professional development.

e. Update on the staff cross-departmental support committees: Strengthening Foundations, IDEA, Meaningful Impact, and Reimagining Boundaries. Forms were sent out to Board Members and staff asking them to indicate their preference of which of the four committees they would wish to work on. The Planetariums is looking to have the committees meet in January. At that time, the departmental and organizational plan will be in place. These

meetings will be useful in setting up clear objectives and action items going forward.

- f. Bianca Lyon asked about the possibility of still having a party or celebration for the James Webb telescope now that the Gala has been postponed. Duke Johnson said the Planetarium still has a speaker; it will be virtual. The date is currently set for November 10.

VII. CLOSING REMARKS –

- a. Jordan Hansen encouraged Board Members who felt comfortable enough to attend next month's meeting to do so since the store's Christmas toys will be previewed. It's a lot of fun, he said. He also asked the Board to show its appreciation to the staff of Clark Planetarium for postponing the Gala. He thought it was the right choice. The Gala will be more meaningful in person, he felt. Two years of back-to-back virtual fundraisers may have a long-term detrimental impact. Lindsie thanked Jordan Hansen and Bianca Lyon for suggesting the postponement. Ahsan Iqbal asked about the possibility of still having a second Gala in the fall. Lindsie Smith said that they would probably just have the major Gala in the spring. However, the team is looking at a smaller event for that date, such as a 5K marathon, plus other smaller events are being planned throughout the year. This will make the Planetarium less dependent on a single large-scale event like the Gala. Duke Johnson said this will become easier as the calendar gets refined. Lindsie Smith said the Planetarium welcomes suggestions from the board on

coming up with smaller scale events and opportunities that could be held in addition to the Gala. Bianca Lyon suggested a Dark Skies event at Antelope Island.

- b. Jordan Hansen said the next Board meeting is set for November 18. The meeting was then adjourned.

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