



CLARK PLANETARIUM ADVISORY BOARD MEETING
Location: Virtual and In Person Meeting
Thursday, September 16, 2021

Board attendance:

Jordan Hansen, Chair
Bianca Lyon, Vice-Chair
Jim Brass
Andrea Garavito-Martinez
Mike Hanson
Ahsan Iqbal
Julia Kamenetzky
Jim Karner
Ulrich Rassner
Olga Siggins
Allison Thompson

Board Absent:

Lauren Littlefield
Michelle Love-Day
Tanasia Valdez
Kim Wilson

Others Present:

Richard Cox
Tim Glenn
Duke Johnson
Lindsie Smith
Audra Sorensen
Holly Yocom

I. BOARD SPOTLIGHT

Jordan Hansen provided some background about himself. He currently lives in Farmington with his family. Jordan Hansen is the great grandson of George T. and Beatrice M. Hansen, who originally donated the funds to convert the old Salt Lake City Library into the Hansen Planetarium. Jordan Hansen graduated in finance from the University of Utah, earned his MBA at Westminster College and is currently the head trader for Moreton Asset Management.

II. CALL TO ORDER AND WELCOME at 12:45 p.m. by Jordan Hansen. He noted that a quorum was in attendance.





III. **PUBLIC COMMENTS** were requested by Jordan Hansen. None were brought to the attention of the Board.

IV. **REVIEW OF MINUTES**

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

V. **CURRENT BUSINESS**

- a. Due to the agenda for the August 2021 meeting not having been uploaded to the public meeting notice website, the vote on the Board leadership election needed to be ratified. (The Board had elected Jordan Hansen as Chair, with Bianca Lyon as Vice-Chair.) Ahsan Iqbal made a motion to ratify the election. Jim Karner seconded the motion. The election was ratified unanimously.
- b. Jordan Hansen recognized the amazing contributions of Allison Thompson as both a Board member and as Board Chair. The Board enthusiastically concurred. Holly Yocom, on behalf of Salt Lake County, noted that Allison Thompson had gone above and beyond any Board member she had worked with. She thanked Allison Thompson on behalf of Mayor Jenny Wilson and Salt Lake County for all she has done.



- c. Jordan Hansen requested contributions for the framing of Duke Johnson's annual photograph contribution is support of the Planetarium's fundraising Gala.

VI. PLANETARIUM REPORT

- a. Lindsie Smith discussed the Planetarium's financials.
 - i. August was an incredible month. Attendance was amazing and the store continued to exceed expectations. Memberships did extremely well. Theaters and concessions also did very well, and the Planetarium had its first full building rental. August capped off a great summer.
 - ii. Staffing continues to be problematic. Hopefully, in next year's budget, wage increases will help keep the Planetarium competitive. At the same time, the Planetarium is a fulfilling job and has status for those who work there. Tim Glenn noted that the temporary staff is used to having turnover, but when it is added to slow numbers of applications, it makes it difficult. One thing the Planetarium has going for it is flexibility; it is easy for employees to sign up for shifts around class hours or other jobs.

VII. RATIFICATION OF THE JUNE 2021 MINUTES

- a. Jordan Hansen noted that the June 2021 Board Meeting minutes still needed ratification. Ahsan Iqbal motioned that the minutes be ratified. Jim Karner seconded the motion. The minutes were ratified unanimously.



VIII. STRATEGIC PLAN UPDATE

- a. The Strategic Plan was presented to the Salt Lake County council on Tuesday (Sept. 14, 2021) and the response was very enthusiastic. It was a great opportunity to get in front of the County Council and share the work that the Planetarium is planning to do moving forward. Last month, the Board discussed support committees, a structure to help staff and board members collaborate and own some of these initiatives. There are four committees: the strengthening foundations committee, the IDEA committee, the meaningful impact committee, and the reimagined boundaries committee. Lindsie Smith asked the Board to consider which committee they would be most comfortable serving on. These committees are tentatively set to meet every other month; however, it will be up to each committee to figure out how to move forward and how to function together.

IX. GALA 2021 UPDATE "THROUGH TIME AND SPACE"

- a. Theme this year is the James Webb telescope, set to launch December 21, 2021.
- b. There are 18 primary mirror segments, made of beryllium and coated in gold, in the telescope, and the visual scheme of the Gala is based on those mirrors.
- c. The James Webb telescope will also be an opportunity to promote some community outreach events in November and December, and raise funds to support the Planetarium's school programs.



- d. Lindsie worked with Northrop Grumman to get Scott Willoughby, VP of Operations and VP/Program Manager for the telescope as the Keynote Speaker.
- e. Audra shared a visual of the invitations. Admission this year will be \$100.
- f. Because of COVID, masks will be required. Some parts of the Gala will be outside, possibly with tenting, to make sure there is circulation. Appetizers will all be individually boxed. The Planetarium wants to be respectful of people's health and time and participation.
- g. To take health issues into account, attendance is capped at 150 people. The Keynote Speech will be broadcast on Facebook Live, and the silent auction will be available virtually as well.
- h. There will be a live band. The Master of Ceremonies will be Chris DeRose from Fox 13, who will then go on to do the live auction.
- i. There won't be a full meal this Gala. The Planetarium initially wanted to do a sit down, but now doesn't feel comfortable with the current health climate. It is erring on the side of caution. However, the admission ticket does include an opportunity ticket, which would normally cost \$50, so that should help compensate for the lack of food. There will still be beverages.
- j. Jim Karner asked about the possibility of extending the social aspects of the Gala, either before or after the Keynote Speech – part of an evening out for people is to socialize with others at an event. Lindsie mentioned that we should check into having the bar open later.



- k. Audra Sorensen then shared what the invitation packet consists of.
- l. Tim noted that the \$65,000 Sponsorship goal may be more in the neighborhood of \$15,000 to \$20,000. Audra noted that if the Board has any business connections or friends, the Planetarium would be happy to make those appointments.
- m. Tim said that they were thinking about putting together a trivia night at a local brewery, sort of as an anti-gala night for younger people. They can come to the brewery and buy a pint and have a portion of the proceeds go to the Planetarium. This event would put the Planetarium in front of a group of people that the Planetarium hasn't engaged with before.
- n. The Planetarium has no live auction donations right now. The travel and hotel industries have been hit super hard and are not donating at all this year. If the Board members have ideas for live auction items, please pass them on.
- o. Audra Sorensen mentioned that there are other events the Planetarium could do in addition to the Gala, like Ballet West's Beer and Ballet. It has turned out to be one of the most popular events of the year for them.
- p. Bianca Lyon also brought up the possibility of doing a 5K marathon or something similar for the Planetarium. There could be a lot of fun having special relationships between the Sun and the planets marked out along the run and ending at the Planetarium.



- q. Audra went over the packets given to the Board. There is a sign-up sheet for those Board members that would like to team up with staff members during the Gala.
- r. To sum up:
 - i. If Board members attend, they can sign up to volunteer during the Gala,
 - ii. They can help the Planetarium with donations and sponsorships,
 - iii. And they can please share social media information.

X. CLOSING REMARKS –

- a. The next Board meeting is scheduled for October 21st. It will be virtual, and it will be abbreviated to thirty minutes. It will also start earlier, at 10:00 a.m.
- b. The meeting was then adjourned.