

CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual and In Person Meeting

Thursday, March 17, 2022

Board attendance:

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

Board absent:

Jim Brass
Julia Kamenetzky
Lauren Littlefield
Michelle Love-Day
Laurie Stringham
Tanasia Valdez
Kim Wilson

Others Present:

Robin Chalhoub
Richard Cox
Duke Johnson
Joe Stohel
Anna Marie Tueller
Craig Wangsgard

- I. **CALL TO ORDER AND WELCOME** at 12:41 p.m. by Jordan Hansen. He noted that a quorum was not in attendance, therefore the Board would not be approving any minutes. No guests were in attendance.
- II. **PUBLIC COMMENTS** were requested by Jordan Hansen. None were brought to the attention of the Board.
- III. **REVIEW OF MINUTES**





- a. Approval for the January and February 2021 Board Meeting minutes were pushed to April since a quorum was not in attendance.

IV. CURRENT BUSINESS

- a. Craig Wangsgard from the Salt Lake County District Attorney's office gave a presentation on the Open Meetings Act.
- b. The Board welcomed Duke Johnson as the new Planetarium director. Duke recognized Interim Director Anna Marie Tueller and thanked her for doing such a fabulous job, noting she went above and beyond the entire time. The Board also recognized Robin Chalhoub for her excellent work during the transition.

V. PLANETARIUM REPORT

- a. Duke Johnson gave a report on Clark Planetarium's International Women's Day 2022 event. The event was in partnership with the Girls Scouts of Utah, L3 Harris, and Northrop Grumman and was held on March 10, 2022. The event featured five panelists with a moderator and had 168 attendees. The panel was just fantastic, he said.
- b. Clark Planetarium participates in iSEE, a group of science centers around the Salt Lake Valley. ISEE received \$500,000 additional funding from the State. iSEE did not ask for the funding; the State's fiscal analyst proposed it. The Planetarium will receive around \$90,000 of that, and it can be used without restrictions.
- c. Duke Johnson shared a staff spotlight on artist Christine Angulo from the Planetarium's GET team. Her works are on the chalkboard in the main office

hallway, and the Planetarium is lucky to have her share some of her art. Bianca Lyon loved the idea of a staff spotlight and getting to know the rest of the organization.

- d. Anna Marie Tueller presented Clark Planetarium's February financials. It was a very good month. Dome shows hit a five year high. Membership renewals were down a bit, but that was probably due to extensions given out during Covid closures. The Planetarium expects an upswing in renewals in June and July as the extensions expire. The IMAX theater held steady. It opened a new show in February, "Ocean Odyssey," that's performing really well. Bianca Lyon noted that radio station X96 has been promoting not just the new show, but the Planetarium in general. They've done well for the Planetarium. Duke Johnson thanked her for the information and encouraged Board members to pass on such information when they get it. The store had a record high for a February. The Planetarium is seeing an increase of people in the facility, and the guests are spending more per transaction. Concessions is doing well; performance is in tandem to IMAX attendance.
- e. Other earned income: building rentals are down. Two positions in that area need to be filled, so the Planetarium is currently only renting out the classroom and the theaters. This will change after the positions are filled. No revenue from shows or exhibits, but there are sales in the works. Bianca Lyon asked if the Planetarium still produced feature shows. Duke Johnson said that the Planetarium had quit the

production of shows due to fierce competition, making it impossible to even come close to recouping costs. That money was then redirected to Community Programs. February's total income was \$195,000, which is the highest February of the last five years.

- f. Duke Johnson then listed the positions that need to be filled. Robin Chalhoub suggested putting together a one sheet that listed positions available along with descriptions and a link to the County website. Jim Karner seconded the idea. Robin Chalhoub further suggested putting the list on the website.
- g. In Development news, the annual gala has been rescheduled to the fall due to turnover in key positions. Jordan Hansen agreed with this decision, noting that this is when people have come to expect that gala.
- h. Community Outreach is trying to find as many opportunities to partner and provide services as they can. Bianca Lyon mentioned that the Office of Tourism is working again with the Governor's office to make April a Dark Sky month. The Planetarium is certainly part of that ecosystem, and as such, she requested a list of any events that the Planetarium has set up for April. She also said that any partnership with events or helping spread the word would be appreciated. Duke Johnson said Audra Sorensen would get her the list.
- i. The Arts for All Partnership provides free tickets to shows and live events to qualified county residents. Using the Planetarium's teacher network, the Planetarium gave out 40 tickets to students with STEM interests, as well as



branded school supplies and learning activities. The Planetarium also has an opportunity to partner with them again in May for an event featuring world renowned physicist, Professor Brian Cox.

- j. Jordan Hansen noted that the Board needs to add two new members. The Board is currently at fifteen members, while it can go up to seventeen members. Also, the terms of two Board members will be dropping off in June. He said that the Planetarium needs to get at least two of those spots filled as soon as possible. He mentioned that the Board will go back to the previous list of individuals since there were some really qualified candidates on it. The Board will discuss this at the next board meeting.
- k. Jim Karner asked about the protocol for renewing memberships now that the Covid membership extensions are ending. Duke Johnson said that Jayceen Craven and Audra Sorensen will work on contacting members in the short term. In the long term, Richard Cox and his team will be working with County IT on installing modules that the Planetarium has purchased to automate the process. Bianca Lyon suggested contacting people with expiring memberships by telephone. She felt it would be a nice personal touch. Ahsan Iqbal suggested perhaps Board members could make phone calls as well.
- l. The next Planetarium Board Meeting will be on Thursday, April 21, 2022.