



CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual and In Person Meeting

Thursday, April 21, 2021

Board attendance:

Jordan Hansen, Chair
Jim Brass
Mike Hanson
Ahsan Iqbal
Ulrich Rassner
Julia Kamenetzky
Jim Karner
Andrea Garavito-Martinez
Olga Siggins
Tanasia Valdez

Board absent:

Bianca Lyon, Vice-Chair
Lauren Littlefield
Michelle Love-Day
Laurie Stringham
Kim Wilson

Others Present:

Robin Chalhoub
Jayceen Craven
Tim Glenn
Duke Johnson
Allen Reeves
Scott Sherrick
Lindsie Smith
Joe Stohel
Anna Swenson
Anna Marie Tueller

- I. **CALL TO ORDER AND WELCOME** at 12:40 p.m. by Jordan Hansen. He noted that a quorum was not in attendance at the moment.
- II. **PUBLIC COMMENTS** were requested by Jordan Hansen. None were brought to the attention of the Board.
- III. **REVIEW OF MINUTES**
 - a. Jordan Hansen put off the approval of the minutes until later in the meeting in the hopes that a quorum may be reached by then.



IV. CURRENT BUSINESS

- a. Jordan Hansen noted that the Board was looking to add two new members ASAP. There are also multiple Board members falling off in the next few months. The Board will need a total of four new members before Board elections in July. He encouraged Board members to nominate potential applicants and forward them on to him or Bianca Lyon. They will also review some of the more recent board applicants in the hopes of getting at least two new members quickly. These reviews were delayed by the replacement of Lindsey Smith by Duke Johnson but is now priority number one within the board.

V. PLANETARIUM REPORT

- a. Anna Marie Tueller discussed the Planetarium's financials.
 - i. March was very successful. Cash register revenue was the highest ever over the last five years. Dome shows are doing well. Memberships are lacking a bit, but the Planetarium has just hired a new development coordinator, Jayceen Craven Walker. She'll be tackling the membership program, as well as the sustainer membership program.
 - ii. The store had \$111,000 in revenue, making it the highest performing March ever for the Planetarium. Building rentals are down, but the Planetarium has only been renting the Classroom and Theaters, not full building rentals. The Planetarium is getting ready to hire two guest services supervisors who will take on the role of building rentals. Once

they're hired and trained, the Planetarium will see more revenue in this area.

- iii. Jordan Hansen asked how inflation is affecting the Store. Anna Marie Tueller said that the big increase is in shipping costs and that the store buyers have adjusted inventory levels to match the increased costs. Jordan Hansen asked about Concessions and the costs of cups and other inventory. Anna Marie Tueller said that the Planetarium is seeing a bit higher costs and is looking into a new pricing model. Duke Johnson said that the Planetarium hasn't raised prices for anything other than store product for quite some time. Because the Planetarium is in decent financial shape, it's not rushing to do any of that now. The Planetarium is building that whole package and is looking at everything as it starts to move into the budget drive business.
- iv. The laser shows are performing very well. IMAX is just under par, but a new film, Ocean Odyssey, just opened which should help drive attendance. Jayceen Craven Walker has hit the ground running on memberships, which are expected to pick up in June and July when the Covid closure extensions end. So far Jayceen Craven Walker has been fantastic.
- v. Jordan Hansen asked about the possibility of a recurring revenue model, charged on a monthly basis, and continued in perpetuity until the member cancels. Duke Johnson said that was something the Planetarium was just

starting to look into for the Sustainers, but there is no conclusive information at the moment. Jordan Hansen said it would be a perfect model since it would keep memberships from rolling off. Anna Marie Tueller mentioned that the Planetarium is working on a monthly donation program that was similar. Andrea Garavito-Martinez mentioned that the Planetarium had had a “fund a field trip” option during earlier fundraisers. She thought that would be a good way to generate donations.

VI. REVIEW OF MINUTES

- a. Tanasia Valdez joined the meeting making a quorum, at which point Duke turned the meeting over to Jordan Hansen for Planetarium business. Jordan Hansen submitted the minutes of January, February, and March of 2022 for approval. Ahsan Iqbal made a motion to approve the minutes. Olga Siggins seconded the motion. The Board unanimously approved the minutes with none opposed.

VII. PLANETARIUM REPORT CONTINUED

- a. Anna Marie Tueller said the “fund a field trip” program has been a very popular thing for the Planetarium in the past and will be something to focus on moving forward as well. She said when the new donation program gets rolled out, it will be presented to the Board.
- b. Duke Johnson gave a marketing update. New changes were coming to the sustaining membership program, including new names for the contribution levels as well as new activities. The Planetarium’s website has been streamlined,



including many pages receiving an update and new pages for employment recruitment and dark skies resources added. He mentioned that the Yearly Report is nearing completion.

- c. Clark Planetarium is now hiring for several positions, including a full-time Community Programs Assistant, a part-time IT Technical Assistant, two full-time Guest Experience Team Supervisors, a full-time Operations Manager, and two full-time Associate Directors.
- d. Clark Planetarium will be partnering with NOAA for the upcoming Science on a Sphere conference August 30, 31, September 1. It will be hosted at the Planetarium and is projected to bring 150 people to Salt Lake City. Not only will this be helpful in a tourist sense, but it will get people in the building to see and evaluate the Planetarium's exhibits for possible purchase.
- e. The Planetarium is moving forward on IDEA programs. The Planetarium will set aside time each month for "Sensory Saturdays," where the Planetarium will reduce visual and audio levels in the environment to accommodate those with sensory sensitivities. A group booked the first Dome show to be played with a Spanish soundtrack. Also, the first Science on a Sphere lesson was given using a translator. A language translation engine displayed real-time text on screens above the Sphere.

- f. LIGO, the Laser Interferometer Gravitational-Wave Observatory designed to detect cosmic gravitational waves, will be purchasing two gravity floor exhibits for their visitors' centers.

VIII. COMMUNITY PROGRAMS UPDATE

- a. Anna Swenson noted that Community Programs has been ramping up. About 50 to 100 people regularly show up for Friday demos. The Programs department is actively building up the expectation in the community that the Planetarium provides fun science activities. She then recapped several of the most recent science demonstrations.
- b. Recurring programs include: Farm and Sky Parties at Wheeler Historic Farm, on-site STEAM demos, and Clark Creates for art focused science activities. There are also summer City Library Programs, including coding and art-based activities, and OWL camp at the County Library. As mentioned before, there is also "Sensory Saturdays."
- c. Upcoming events include: International Dark Skies Celebration, stuffed animal sleepover, Perseverance Rover model grand opening weekend, speakers from JPL/NASA and many, many more.

IX. CLOSING REMARKS

- a. Jordan Hansen adjourned the meeting. The next Board meeting is set for Thursday, May 19th.