

CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual and In Person Meeting

Thursday, May 19, 2022

Board attendance:

Jordan Hansen, Chair

Jim Brass

Ahsan Iqbal

Michelle Love-Day

Ulrich Rassner

Julia Kamenetzky

Jim Karner

Lauren Littlefield

Andrea Garavito-Martinez

Olga Siggins

Kim Wilson

Bianca Lyon, Vice-Chair

Mike Hanson

Laurie Stringham

Tanasia Valdez

Others Present:

Richard Cox

Jayceen Craven

Duke Johnson

Scott Sherrick

Joe Stohel

Anna Swenson

Anna Marie Tueller

Board absent:

- I. **CALL TO ORDER AND WELCOME** at 12:35 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 will have four vacancies in June. It is currently working on bringing in new candidates. Some have been identified and a few new resumes have been submitted as well. Proposals will be reviewed in the June meeting.
- b. The next Board meeting will include nominations for Board leadership. Contact Jordan Hansen for more information on what such leadership entails.
- c. Jim Brass, a member of the committee to select approved caterers, reported on the results. Seven businesses were considered, and all were selected. They each had something unique to offer group rental customers.

V. PLANETARIUM REPORT

- a. Anna Marie Tueller discussed the Planetarium's financials.
 - i. April was very successful. There were record highs in the store, and dome shows set record highs for both science shows and laser shows. Memberships should rise due to the appointment of a new Development Coordinator. The IMAX Theater performed on par. The film "Ocean Odyssey" opened and is performing very well.
 - ii. Jim Karner asked if the phenomenal sales were industry-wide. Anna Marie Tueller said that she would have Mike Sheehan, the store buyer, check into it. Duke Johnson noted that in his conversations with other Planetarium directors, Clark Planetarium is an anomaly.

b. REVIEW OF MINUTES

- i. The Board reached a quorum with the arrival of Michelle Love-Day. Jordan Hansen asked if there were any additions or corrections that need to be made to the April 2022 minutes. Hearing none, he asked for a motion to approve them. Kim Wilson made a motion to approve the minutes, and Ahsan Iqbal seconded the motion. It was unanimously approved by the Board.

c. PLANETARIUM REPORT CONTINUED

- i. Duke Johnson noted that there are exhibit sales in the works. Hopefully, this will translate to revenue soon. There are also quite a few quotes out to potential customers.
- ii. Anna Marie Tueller reported that so far this year, the Planetarium has brought in just under \$800,000 in revenue, which is the highest over the last five years. Even compared to pre-Covid, the Planetarium is doing fantastic.
- iii. Jayceen Craven-Walker mentioned that a member event will be held for the show “Into America’s Wild” Thursday, May 26, 2022. She invited all the Board members and sustainers to attend.
- iv. Duke Johnson said that recruiting qualified candidates for vacant positions continues to be a challenge. Advertising widely through a variety of different platforms has been helping. He encouraged anyone who

knows someone who might be a good fit for the Planetarium to have them apply.

d. NEW “IDEA” TECHNOLOGY FOR THEATERS

- i. Scott Sherrick presented new IDEA (inclusion, diversity, equity, accessibility) technology for making the Planetarium’s theaters more inclusive and accessible. These include both Closed Captioning and HIVI (hearing impaired/visually impaired) devices. The HIVI devices can also deliver descriptive audio for the visually impaired, included on most newer film releases.
- ii. For Education, the school year is ending, and transitioning to summer camps in partnership with the Natural History Museum and Red Butte Gardens. They are also offering a professional development program for teachers around the state, due to changes that have occurred in the curriculum.

e. COMMUNITY PROGRAMS

- i. Anna Swenson presented an update. She mentioned that, so far, May has been a busy month. Community Services participated in “Party for the Planet,” and has been shifting gears to celebrate the sun this summer. May the Fourth, the Star Wars celebration day, was a big success with attendees showing up in costume. They also had a “Stuffed Animal Sleepover” where children dropped off their stuffed toys to spend a night

in the Planetarium. When they picked up their stuffed animal the next morning, they were given a picture book of the animal's adventures throughout the night. It was a big success.

- ii. Anna Swenson said this month was the start of "Sensory Friendly Saturdays." The event was a huge success, with approximately 163 people showing up. It generated \$44,000 of earned media for the Planetarium. KSL, ABC, and Fox News all showed up.
- iii. Michelle Love-Day mentioned that the Gateway will have vendor booths for Juneteenth Day on June 20. Anna Swenson said that she would definitely look into that.
- iv. Other community programs include the Tumbleweeds Film Festival, the Girl Scouts program for Astronomy Badges, the Libraries' summer reading program, as well as their O.W.L. camp. Also upcoming are the exhibit of NASA's model of the Perseverance Rover and Art in Utah Skies, a partnership with Salt Lake County parks to install temporary sculptures.

VI. CLOSING REMARKS

- a. Jordan Hansen adjourned the meeting. The next Board meeting is set for Thursday, June 16th. The Board will meet in the Hansen Dome Theatre at noon for a special DigiStar upgrade demonstration by Brandon Crowley.