

CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual and In-Person Meeting

Thursday, August 18, 2022

Board attendance:

Bianca Lyon, Chair
Jordan Hansen
Michelle Love-Day
Julia Kamenetzky
Ulrich Rassner
Tanasia Valdez

Board absent:

Ahsan Iqbal, Vice Chair
Jim Brass
Andrea Garavito-Martinez
Jim Karner
Lauren Littlefield
Olga Siggins
Laurie Stringham

Others Present:

Robin Chalhoub
Richard Cox
Jayceen Craven Walker
Duke Johnson
Joe Stohel
Ana Swenson
Anna Marie Tueller

- I. **CALL TO ORDER AND WELCOME** at 12:49 p.m. by Bianca Lyon. She noted that a quorum was not in attendance.
- II. **REVIEW OF MINUTES**
- III. Bianca Lyon noted that, since there wasn't a quorum present, the approval of the June 2022 minutes will wait until next month.
- IV. **PLANETARIUM REPORT**



- a. Anna Marie Tueller discussed the Planetarium's financials. She noted that the Planetarium has had an incredible 2022. Every single month this year, the Planetarium has either hit target or gone far above.
- b. Dome show attendance is performing well above projections, both for science shows and laser shows on the weekends. IMAX is also performing well. The membership base is increasing and is an area that the Planetarium will continue to monitor. August is the month that the Covid-19 extensions for memberships will be dropping off, so hopefully, a lot of people will be renewing in the next couple of months. The store has had record highs all year. In fact, the Planetarium is getting ready to do a budget adjustment to increase revenue in that line item and concessions. Concessions has had a pretty good uptick with the price increases. The Planetarium had its first full building rental last week, and it will have a second one next week. The Planetarium should see that revenue increase in August through December. Show distribution had one sale, but the biggest thing to note is a \$27,000 sale for exhibits.
- c. Gala Update. Duke mentioned that, after a deep discussion with County and Board leadership, the Planetarium has elected to move the Gala to Spring 2023. The Planetarium is still down staff, especially in that department. While the Marketing Department has already gotten a good start and could have pulled off a decent event; however, with the upcoming 20th anniversary of Clark Planetarium next April, it made more sense to combine the two for next spring.

The Planetarium hasn't stopped planning, nor working on the Gala. However, by refocusing this for a later time, we think we can make more money and have a bigger impact. When we did the Apollo 11 anniversary event, it was a week's worth of activities culminating in over 3000 people in the building for the final Saturday. We want to try and do something like that. The Board found that acceptable.

V. **PUBLIC COMMENTS** were requested by Bianca Lyon. None were brought to the attention of the Board.

VI. **PLANETARIUM REPORT (continued)**

- a. Duke Johnson presented details of the Budget process, already in progress. He noted that these were only the Planetarium's recommendations and that they are subject to change based on feedback. These recommendations include eclipse glasses for October's annular eclipse, more realistic pricing in concessions, a laser show ticket increase from \$9 to \$10, discontinuation of matinee pricing for adults, and increasing membership prices by five dollars per membership.
- b. Duke Johnson next presented positions that still need to be filled: GET Supervisor (full time), Associate Director for Programs, Associate Director for Administration and GET, and a Marketing Supervisor. He noted that so far this year, eleven full-time people have been hired or moved.
- c. Duke Johnson announced that conference season now begins. The Planetarium will be attending the SEPA/WAC Conference August 23-27 in Huntsville,



Alabama. We will have a booth, an Ideum table with 4 pieces of software, and a 30-minute paid slot to play an 8K version of “The Edge.” The Planetarium will also be attending the ASTC Conference, September 10-15 in Pittsburgh, PA. The Planetarium has reserved a double booth to promote shows and software. The conference will be strongly supported by staff in attendance, and Duke and Nick have been invited to participate on a panel. Finally, the PUNCH conference will be held September 26-28 in Albuquerque, New Mexico.

- d. Jayceen Craven Walker next went over upcoming member events. On September 22, “Mysteries of Egypt” will be screened for members in the Northrop Grumman IMAX Theatre at 7 p.m. November will include a Moon viewing party at Wheeler Farm, with the date to be determined. Anna Swenson also noted that Community Programs was bringing in a guest speaker on the James Webb telescope this Saturday.

VII. COMMUNITY PROGRAMS UPDATE

- a. Anna Swenson presented an overview of Community Programs, and their presence in the community this summer.
- b. In June, Community Programs had 21 events with 3,671 participants. In July, they had 38 events and 2,800 participants. These events included star parties, solar parties, and partner events with such institutions as Wheeler Farm and Craft Lake City. They also joined with Salt Lake County’s Owl Camp program, a Harry Potter-like themed science camp with day events. Continuing programs included



Sensory Saturdays, Astro tots, MicroWednesdays, and so on. They also set up events for the Mars Rover weekend that included lectures by NASA-JPL scientists, science demonstrations, and a build your own Rover contest judged by the scientists themselves. Upcoming events include lectures by Dr. Joshua Lothringer of UVU and Dr. Bonnie Baxter of the Great Salt Lake, Institute, Arts, Parks and the Utah Sky which is a day-long celebration, All Ability Discovery Day at the County Library, and many more.

- c. Duke Johnson mentioned that the Planetarium is looking into getting more space at the Gateway. He just wanted the Board to know that it was a possibility.
- d. Ulrich Rassner commented that he felt the sound in the IMAX Theatre was really loud. Richard Cox mentioned that the sound level was set by IMAX, and the Planetarium had reduced levels as far as it could. He said he wished the Planetarium could do more, but he really appreciated it being brought to his attention. Anna Swenson mentioned that the Sensory Saturday kits included noise cancelling headphones. Ulrich Rassner suggested disposable earplugs since they're pretty cheap.

VIII. CLOSING REMARKS

- a. Bianca Lyon adjourned the meeting until next month.