



CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual and In-Person Meeting

Thursday, September 15, 2022

Board attendance:

Bianca Lyon, Chair
Ahsan Iqbal, Vice Chair
Andrea Garavito-Martinez
Jordan Hansen
Jim Karner
Julia Kamenetzky
Ulrich Rassner

Board absent:

Jim Brass
Lauren Littlefield
Michelle Love-Day
Olga Siggins
Laurie Stringham
Tanasia Valdez

Others Present:

Richard Cox
Jayceen Craven Walker
Duke Johnson
Scott Sherrick
Joe Stohel
Anna Marie Tueller
Steve Van Maren

I. CALL TO ORDER AND WELCOME at 12:43 p.m. by Bianca Lyon.

- a. Since the meeting was virtual, she read a disclaimer: “consistent with provisions of the Utah Open and Public Meetings Act, which is Utah Code 52-4-2074, and acting in my capacity as Clark Planetarium Advisory Board Chair, I hereby make the following written determinations in support of the Board's decision to hold and convene electronic meetings of the Board without a physical anchor location.

The September 22 Clark Planetarium Advisory Board meeting will be held without a physical anchor location due to the fact that a significant number of Clark Planetarium leadership and staff and board leadership and members would



be unable to attend the regularly scheduled in-person board meeting. The board has prepared for and demonstrated the ability to effectively conduct its public meetings electronically, including providing its members and the public means to observe the board's meetings and provide comments electronically. Also, due to the significant conflicting schedules during the month of September, adjusting the date to allow for an in-person board meeting is not deemed in the best interest of the board. “

- b. Duke Johnson noted that a quorum was present. Bianca Lyon asked if any of the Board members had received any public comments that were requested to be presented to the Board. None were brought forth. Guest Steve Van Maren, a Sandy resident, said he had no comments.

II. REVIEW OF MINUTES

Bianca Lyon asked for a motion to approve the minutes for June. James Karner made the motion to approve the minutes for June. Ahsan Iqbal seconded the motion. The motion was approved by the Board. Bianca Lyon then asked for a motion to approve the minutes for August. Ahsan Iqbal move to approve the minutes of August. James Karner seconded the motion. The motion was approved by the Board.

III. PLANETARIUM REPORT

- a. Anna Marie Tueller discussed the Planetarium’s financials. She noted that the revenue for August was higher than the last five years.

- i. Dome show revenue was \$6,200 more than last year. The Planetarium opened a new show, “The ISS Experience,” about the International Space Station, during the month. It’s amazing.
 - ii. Memberships were just under last year, but par for 2019.
 - iii. IMAX is on par for last year. The Planetarium opened a new show, “Into America’s Wild,” that is still performing well.
 - iv. The store brought in an extra \$8,200 over last year. Mike Sheehan, the store buyer is excited. He’s been purchasing and getting ready for the holidays.
 - v. Concessions brought in an additional \$7,300. The Planetarium increased concessions prices last May, so there’s increased revenue there.
 - vi. Show sales was \$7,000 in August.
 - vii. The Planetarium sold over 157,000 tickets in January through August of the year, compared to 65,000 last year, which is amazing.
 - viii. Cumulatively, the Planetarium was just over 1.7 million, which is 11% over last year and 21% over 2019.
- b. Jayceen Craven Walker has been working hard to upsell Planetarium memberships into sustainer memberships. Therefore, the Planetarium is going to see a few less memberships, but will offset that with additional sustainers, which is just what it wants. She's doing a fantastic job.

- c. The Planetarium has had record sales in the store this year. Mike and his team continue to do a fantastic job and the Planetarium is excited to see how that's going to pan out between now and the end of the year.
- d. With concessions, you can see immediately where we increased our pricing mid-May. The Planetarium had been operating a bit under forecast until those prices were increased. So far, there hasn't been any complaints from the public, knock on wood.
- e. With building rentals, the Planetarium has now got the right person in that position. They are working on contracting for larger building rentals, and they've got quite a few scheduled between now and December.
- f. Duke Johnson noted that the Planetarium is still continuing to hire. As of the last board meeting, the Planetarium had already hired eleven new positions this year. By the time the Planetarium gets done for the year, likely half the staff will be new. Duke Johnson felt that the Planetarium has gotten through the direst portion of the hiring mess that it was in, and hopefully it's starting to stabilize.
- g. Duke Johnson will be flying out on Sunday, September 25th, to the PUNCH conference, the first one that the Planetarium has attended since its involvement. The Planetarium has work to do in preparation for sharing the models it's been working on with everyone at the conference.
- h. Planetarium staff attended the SEPA conference. It was the first time the Planetarium show, "The Edge: Pluto and Beyond," was shown in 8K. It looked

amazing. The team did a good job creating those visuals and putting them together. The Planetarium ran a vendor booth promoting its content and software. Brandon Crowley did a great job giving a presentation. A lot of people were interested. It covered how to use DigiStar to strongly teach topics that are curriculum based and curriculum driven to school audiences. There was a lot of interest in exhibit software titles. The Ideum table had a grand reception and there are people that definitely want to get the products we have. There should be more sales over the next couple of years due to the conference.

- i. Jayceen Craven Walker mentioned that the next member event will be held on September 22 at 7:00 p.m. The Planetarium will screen “Mysteries of Egypt” in advance of its public opening on September 24. Sustainers will meet in the classroom for a light dinner before the show. Community programs will have activities throughout the building. Then, in October, the Planetarium will bring back “Angkor, the Lost Empire of Cambodia.” This is a collaborative effort with the Natural History Museum of Utah, who is bringing in an exhibit to their facility.

A member event will be held on October 20 at 7:00 p.m. In November, the Planetarium will have a Moon Party just for the sustainers.

- j. Duke Johnson mentioned that, for the last year, the Planetarium has been involved with “Art in the Utah Sky Project.” The project creates three temporary public art installations that explore the themes of astronomy and science. He wanted to give a quick nod to Nick Hoffman, who picked up a lot of this and

helped move the project forward. He then presented slides of the three temporary installations. The press event/ribbon cutting at Taylorsville Rec Center is set for September 17. Star themed, family activities are planned by the Planetarium at all three locations throughout the day. Bianca Lyon asked for the pictures of the installations to be shared with the board by email.

- k. Scott Sherrick presented a time lapse video of the Mars Rover installation. He said it was an amazing event. The rover has helped the Planetarium's attendance all summer. It's been a big hit with audiences .
- l. There will be no official board meeting in October. Bianca Lyon said that in lieu of an official meeting, she will be holding a traditional get together to welcome new Board members. This will be an informal, unofficial gathering.
- m. Bianca Lyon mentioned that the Office of Tourism sponsored this year's International Dark Sky Association's Astrophotography contest. It was kicked off at the Clark Planetarium. She thinks the Office of Tourism's sponsorship, support, and partnership really elevated that contest because they got twice as many participants as they've historically done. This year, a Utah category was added as part of the partnership. She posted links to view the winners and honorable mentions in the chat.
- n. Andrea Garavito-Martinez wished the Board a Happy Hispanic month. She put a link in the chat and noted that there are a lot of events happening statewide.



Duke Johnson mentioned that the Planetarium had a presence at the festival in the Gateway and ran shows with Spanish soundtracks during the day.

IV. CLOSING REMARKS

- a. Bianca Lyon asked for a motion to adjourn the meeting. Jordan Hansen made the motion, and Ahsan Iqbal seconded it. Bianca Lyon then adjourned the meeting.

FINAL