



CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual and In-Person Meeting

Thursday, November 17, 2022

Board attendance:

Bianca Lyon, Chair
Jim Brass
Madeleine Miller Anderson
Jonathan Ebbeler
Jordan Hansen
Jim Karner
Julia Kamenetzky
Rodney Parker
Ulrich Rassner
Olga Siggins
Tanasia Valdez

Board absent:

Ahsan Iqbal, Vice Chair
Michelle Love-Day
Andrea Garavito-Martinez
Laurie Stringham

Others Present:

Richard Cox
Jayceen Craven Walker
Duke Johnson
William Maughan
Mike Sheehan
Jason Sills
Joe Stohel
Anna Marie Tueller

- I. **CALL TO ORDER AND WELCOME** at 12:40 p.m. by Bianca Lyon.
 - a. Bianca Lyon asked the Board members if any of them had received public requests with comments to be presented to the Board. None were brought forth.
- II. **REVIEW OF MINUTES**
 - a. Bianca Lyon asked for a motion to approve the minutes for September. Tanasia Valdez made the motion to approve them, and Jordan Hansen seconded the motion. The motion was approved by the Board.
- III. **CURRENT BUSINESS**





- a. Three new Board members introduced themselves: Jonathan Ebbeler, Madeleine Miller Anderson, and Rodney Parker.
- b. Bianca Lyon noted that, due to tradition, the Board would not be meeting in December.

IV. PLANETARIUM REPORT

- a. Anna Marie Tueller discussed the Planetarium's financials.
 - i. Dome shows came in at just under \$39,000, which is on par with last year, but significantly higher than 2018 and 2019. The Dome also opened a new show, "The ISS Experience."
 - ii. Memberships came in about \$1,400 lower than last year but are on par for 2018. The Planetarium is still working on growing its membership program and is getting more sustainable all the time.
 - iii. IMAX came in about \$2,300 over last year. Two films opened: "Ankhor, Empire of Cambodia" and "Mysteries of Egypt." Both are doing well.
 - iv. The store brought in an extra \$10,000 more than last year. It has hit record highs almost every month this year.
 - v. Concessions brought in an extra \$6,200. The Planetarium increased concessions pricing about mid-May and has seen revenue increases ever since. Overall, it's a 12% increase over last year.
 - vi. Building rentals brought in \$1,800. The Planetarium has quite a few building rentals scheduled for December.

- vii. There were no show sales in September, but there was an exhibit sale. A gravity floor was sold to a planetarium in Wisconsin.
- viii. The Planetarium sold over 17,620 tickets in September and, year to date, just under 185,000.
- b. New Associate Director Jason Sills was introduced. He is in charge of Marketing, Education, and Community Programs. As a former Planetarium employee, he said he was very excited to be back.
- c. Anna Marie Tueller was announced as the other new Associate Director. She will be overseeing Finance, IT, and Guest Services. Her current position will be posted shortly.
- d. Duke Johnson noted that the Planetarium was still looking to hire a Marketing Supervisor. After the interviews, the Planetarium will move onto hiring for Marketing and HR, as well as a new Community Programs Assistant.
- e. Legislative update: The Planetarium was recently recommended by the Salt Lake County Council for \$400,000 to go towards the building of the lava tube exhibit outside the third floor IMAX entrance. The Planetarium then submitted a request to the Governor's Office of Planning for \$856,000 which would make up the rest of the funding. It's a \$1.2 million project. Jayceen said she also working her connections. There are two important events in January, the Board break January 23rd up at the Capitol and Legislators' Night the following Monday. She asked the Board to see if they could clear one or both of those dates on their

calendars. The Gala is currently planned for April 14th and will most likely be held offsite. If the Board knows of any corporations or people that can be solicited, please let Jayceen know. Since the Gala will coincide with Clark Planetarium's 20th anniversary, the celebration will last a couple more days that week.

- f. Anna Marie Tueller introduced facilities manager Bill Maughan, who shared the projects him and his team have worked on this year. These included replacing the old incandescent fixtures in the IMAX with LEDs, installing the big mural of "Up Our Stairs," installing sound baffles throughout the public area, replacing the flooring in concessions, upgrading the HVAC controls, and installing the Mars Rover temporary exhibit.
- g. Jason Sills gave an update on the Planetarium's key programs. October included Fall Astrotots sessions, Fun Science Fridays, and Clark Creates. In November, there was a stuffed animal sleepover, as well as more Fun Science Fridays and Clark Creates events. There were several outdoor events, most notably the Star Parties out at Wheeler Farm. The Star Parties are currently on hold due to winter but are being replaced with Solar Parties. Fun Science Fridays will continue throughout December, as well as periodic winter themed science demonstrations. December will also include an Apollo 17 celebration and a New Year's Eve celebration.
- h. Mike Sheehan gave a presentation on the Planet Fun Store. Last year it had record sales of \$790,000. This year, the sales are already at \$970,00, with a



projection of 1.1 million by year's end. Mike noted that, when he took over the store in 1998 at the old Hansen Planetarium, sales were at \$65,000. A lot has certainly happened since then. He then broke down the sales by categories, with bags of rocks being the biggest sellers.

V. CLOSING REMARKS

- a. Bianca Lyon adjourned the meeting.

DRAFT