

CLARK PLANETARIUM ADVISORY BOARD MEETING

Location: Virtual and In-Person Meeting

Thursday, March 16, 2023

Board attendance:

Bianca Lyon, Chair
Ahsan Iqbal, Vice Chair
Madelaine Anderson
Jim Brass
Jonathan Ebbeler
Andrea Garavito-Martinez
Jordan Hansen
Emily Lenhardt
Marisol Perez Gonzalez
Ulrich Rassner
Rod Parker

Board, absent:

Julia Kamenetsky
Jim Karner
Michelle Love-Day
Olga Siggins
Laurie Stringham
Tanazia Valdez

Others Present:

Kunbi Adekunle
Andrea Doubek
Jayceen Craven Walker
Duke Johnson
Joey McNamee
Allen Reeve
Jason Sills
Joe Stohel
Anna Swensen
Anna Marie Tueller
Steve Van Maren

- I. **CALL TO ORDER AND WELCOME** at 12:35 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 asked for a motion to approve the minutes for February as corrected.

(Madelaine Anderson was omitted as attending. Olga Simmons name was





incorrect.) Jim Brass made the motion to approve them, and Ahsan Iqbal seconded the motion. The motion was approved by the Board.

III. CURRENT BUSINESS

- a. Duke Johnson noted that Northrop Grumman has the option to renew their contract for naming. As long as there's no changes to the contract, it will simply be allowed to be renewed without going before the County Council. However, if Northrop decides that that additions or amendments are needed for the contract, then it would have to go back before County Council again. In that case, the Planetarium needs a recommendation from the Board to give to the Council. Rod Parker said that barring something major that, the Board would be behind it. Bianca said that it would be great to get an update as the contract gets finalized, but the Board is certainly comfortable for the Planetarium to proceed.

IV. PLANETARIUM REPORT

- a. Anna Marie Tueller discussed the Planetarium's financials.
 - i. Revenues were up 1% over this time last year. There big increases were in concessions and building rentals. The increase in concessions reflects the price increase enacted earlier this year. Show distribution made \$9,705 through several show sales. Exhibits made \$15,000 through sales as well. The store was down about \$10,000 due to the NBA All-Star weekend over President's Day. Traditionally, it is our most busy weekend, so store sales were negatively impacted due to street closures and crowds. However, the event



was great for the County, so that evened things out. The Planetarium sold just under 40,000 tickets YTD, which is about a 12% increase from 2022.

Memberships saw a 45% increase due to the efforts of Jayceen Craven Walker.

- ii. Duke said we continue to hire new people. He said that we just hired a new fiscal manager to replace Anna Marie and then introduced Kunbi Adekunle to the Board. Other fulltime positions still open include a Guest Team Supervisor and two Guest Services Managers. Temporary staff positions include a Data Manager, Dome Technicians, and a Development Assistant. He said that if members of the Board know people who are looking to work for the Planetarium, the jobs are posted on the Salt Lake County website.
- iii. Duke brought the Board up to date on the upcoming Gala fundraiser. It will be part of a weeklong series of events titled "Full Steam Ahead." He noted that the venue for the Gala has finally been confirmed. It will be held in the COSM Experience Center on the University of Utah campus. He showed a few images of the site, including their state-of-the-art domed theater. He said the dome's picture is just fantastic. He said this technology is our future and is perfect for our 20th anniversary. It says here's a nod to where we've been, here's where we are now, and here's what you have to look forward to. Jason Sills gave a rundown of the Gala evening events. He said that sponsors are still needed. Selling tickets will be less valuable than adding tickets to sponsorships. Tickets will go on sale after sponsorships have been confirmed. He noted that



the Gala is part of a full week of celebration called Full Steam Ahead. He then asked the board for feedback on how much the tickets should cost for those released for sale. Since the Gala is being held in a premium space, the price of \$150 to \$200 was brought up. Ulrich Rassner said it was almost sad that the Gala wouldn't be held at the Planetarium. He suggested an evening be set aside later on exclusively for the Gala attendees. Jason said that the Gala was part of Full Steam Ahead, with events happening in the building all week long should people want to come in. Duke said it would be discussed. He also asked the Board for any contacts they might have for sponsorships. For sponsorships, \$2,500 is the lowest level. Ahsan suggested Boeing and Bianca suggested Rio Tinto. They will get the contact information to Jayceen for follow up. We have received \$20k from the Larry Miller Family Foundation, \$2500 from Zions Bank, \$2500 from Vestar (Gateway owners), and \$3000 from Tika Beard.

V. COMMUNITY PROGRAMS UPDATE

- a. Anna Swenson gave an update on Community Programs through February. There were 22 programs including Women in Stem, Astrotots, and Head Start. She also presented upcoming programs as well.
- b. Duke asked the Board to pass on any potential partners they might know for Full Steam Ahead. We'd especially like to partner with new organizations that we



haven't partnered with before to bring a new experience with different communities.

VI. CLOSING REMARKS

- a. Ahsan moved to adjourn the meeting. Jim seconded it. Bianca Lyon adjourned the meeting at 2:08 pm.

DRAFT