

Red Butte Garden Advisory Board Meeting  
Wednesday, November 11, 2020, 3:30 PM  
Online Meeting

Present: Jimmy Turner, Tory Magleby, David Classen, Kevin Murphy, Troy Aramburu, Erin Armstrong, Sandi Behnken, Kym Buttschardt, David Gee, Jeff Herring, Lindee Nance, David Reymann, Laura Snow, JoLynda Stillman

Absent: Brandi Bosworth, Curt Crowther, Chuck Horman, Kristy Larsen, Ron Motzkus, Steve Price, Kathleen Riebe, Selma Sierra

Staff in attendance: Dion Duffin, Derrek Hanson, Yasmine Jarvis

I. Approval of Advisory Board Minutes from September 16.

A motion was made, seconded, and passed to approve the minutes.

II. Executive Director Update

a. BOOtanical

Utah is the number two state in the nation for cultural and art organization funding during the pandemic. Funding for BOOtanical includes \$650,000 and \$200,000 grants from CARES, \$25,000 from Harmon's and other donations from local organizations. The event has received a lot of positive feedback and we will likely structure next year's event in a similar month-long fashion. Kym asked about future plans for monetizing the event, which she thought was very well done. The Create Grant enabled staff to try new ideas for the event, with the successful ones being incorporated into event planning for the future. We had been limited to 40 visitors per hour due to social distancing restrictions, but we hope that next year we can increase visitor attendance. In addition, we offered free admission to the event to all visitors during the day and next year we will be charging a small admission fee.

b. Grants

\$165,000 received from the Community Partners Grant to fund our Outreach Program. This has helped with staff salaries, future programs, and past programs.

c. 2021 Opening Plans

A strategy meeting is being scheduled for the end of November to discuss plans for 2021, with pandemic and non-pandemic proposals taken into account. We are considering closing for January and February due to typically low visitation and to save on staffing costs.

Concert planning for 2021 is underway. May and June may be low in terms number of concerts. We are considering booking 1,000-head bands for early in

the season to gauge the public's interest and comfort in attending. More concerts are scheduled for later in the season, like August and September. We have essentially been able to move this year's lineup to next year. Jimmy has approved staff to schedule as many concerts as possible. This all depends on the safety restrictions placed on us by the University, such as venue capacity limitations, mask requirements, and/or social distancing. Some considerations for changes to next year include a change to ticket purchasing procedure, possible timed entry into the venue, enforced social distancing by way of lines painted onto the lawn, and socially distanced terrace seating. We anticipate a lot of tours once normal concert operations resume.

d. 35 Days of Giving Annual Appeal

Jimmy thanked the Board for their combined donations of \$35,000. The Development team will be kicking off the annual appeal in the next week, with donations going to staff support.

III. COVID-19 Update

David Classen presented info on pending vaccines for COVID-19. Cases across the country are spiking, which is a concern for hospitals. The first antibody treatment has been approved by the FDA, which is planned to be available through Intermountain Healthcare and the University of Utah Healthcare. He anticipates that the first vaccine will be approved by the end of November, with distribution to high-risk individuals rolling out in December. Two more vaccines are slated for approval in March 2021. By April, he predicts that several vaccines, totaling several hundred million doses, will be approved and available to the public. Surveys show that 30% to 50% of people will not accept a vaccine initially, preferring to observe the effectiveness first. Of 128 vaccines in development, nine are in phase three of trials. The FDA is requiring testing of each vaccine in tens of thousands of individuals in addition to a two-month observation period after administration. Moderna and Pfizer vaccines are leading the pack in terms of vaccine efficacy and safety, with an efficacy rate of over 90%. Russia and China are developing their own vaccines with an extremely high rate of safety, which our own companies have been following. David predicts a much clearer view of the pandemic and resulting vaccines by the time of our next Board meeting in February.

IV. Nominating Committee

a. Recognition of Outgoing Members

Chuck Horman and Kevin Murphy will be leaving the Board at the end of this year. Kevin thanked David Gee for getting him involved with the Garden.

b. Election Info

Nominations still needed. The Board was asked again to submit names to Tory or Jimmy. Nominees don't need to be notified of their nomination, only if they are on the shortlist. Jimmy does have a list of all previous nominations which can be drawn on for future additions to the Board or general fundraising. Hopefully we can increase our Board's geographic diversity, which will help our chances in receiving future ZAP funding.

V. Finance Committee Report

Kevin Murphy presented the Garden's financials for the first quarter of the year. Earned income and concert revenues are very low compared to previous years, simply due to the pandemic and cancelling of all concerts for 2020. Contributed income has increased by 4% and government support increased 7% over last year. The quasi endowment is currently generating close to \$100,000 in revenue. Total revenue is \$1.27 million, which is approximately 93% of last year, concerts not included.

Expenses decreased about \$700,000 from last year, concerts not included, which resulted in an operating surplus of \$196,000. Kevin commended the Garden's staff and management team for finding additional sources of funding, and creatively cutting costs while preserving the Garden's mission.

VI. Staff Report

There were no questions on the Staff Report.

Adjournment 4:00 PM