

Red Butte Garden Advisory Board Meeting
Wednesday, May 13, 2020, 3:30 PM
Online Meeting

Present: Jimmy Turner, Tory Magleby, David Classen, Kevin Murphy, Troy Aramburu, Erin Armstrong, Sandi Behnken, Brandi Bosworth, Kym Buttschardt, Curt Crowther, David Gee, Jeff Herring, Chuck Horman, Kristy Larsen, Ron Motzkus, Lindee Nance, David Reymann, Kathleen Riebe, Selma Sierra, Laura Snow, JoLynda Stillman

Absent: Fred Esplin, Steve Price

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

I. Approval of Advisory Board Minutes from February 12.

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

II. Announcements

Jimmy Turner introduced himself to the Board as Executive Director. He began work at the Garden just as the University shut down all operations in response to COVID-19 in March. Jimmy has been working with key staff, including Derrek and Dion, as well as former Executive Director Greg Lee. Some plans to survive the lost revenue caused by the pandemic include; spending cut, hiring freeze, cancellation of events (such as the Plant Sale), seasonal workers placed on a short work break, reducing FTEs for staff, reallocating donations, applying for grants, and using a University line of credit. Laura Snow and Jeff Herring commended Jimmy and Garden staff for their proactive and community-driven actions.

Going forward, an internal plan has been developed for an eventual reopening which will follow University protocols. A preliminary plan includes building closure, one-way walking path around the Garden, limiting guest entrance per hour, and implementing touchless payment systems.

Due to the Plant Sale cancellation, the Garden had a surplus of hanging baskets available for sale. These were sold to sponsors as a fundraiser and generated \$14,000. All 2020/21 concert sponsors were contacted and given the option to convert their sponsorship into a general donation, roll their sponsorship over to the 2021 concert series, or seek a refund. The Programs department has shifted gears to pivot to online learning. They are working tirelessly to create online classes, education programs, and activities for families. Summer camps have been cancelled and may return later this year with attendance limited to a handful of children. The Marketing department is in overdrive, creating new content to keep audiences

engaged and promote the new online programming. Visitor Services is working with the University to allow events with 20 or fewer guests. Other programs which meet the social distancing requirement include morning yoga, mindfulness walks, and Curator/volunteer tours of five or fewer guests. University-wide, all summer camps have been cancelled, across all departments. Once the University moves from the orange to yellow phase, the Garden can increase our event attendees.

There are plans in the works to hold a tomato plant sale. Details are still being worked out. Six Bridges Trail project continues with no major issues. The development department has been working through historic untied donations to increase the current funding for the project.

Tory encouraged the Board to donate to the Garden, either generally or for the Six Bridges Trail. She also asked the Board to spread the word in their communities.

III. Finance Committee Report

a. Budget Report

The report focused on the 2021 forecast without concert revenue. Concerts for 2020 will likely be cancelled due to venues closing and artists cancelling their tours. Other numbers, such as memberships and sponsorships, are anticipated to change as a result. 60% of our revenue is directly related to concerts.

We are moving forward with a worst-case scenario in terms of funding. ZAP funds are predicted to decrease by 20%. We may not see staff on site until January or February. There are discussions regarding the possibility of a concert series in 2021.

Lindee Nance asked if the Garden has considered collaborative events with other organizations in the Amphitheatre. We have reached out to other groups to explore this possibility. The biggest issue for the time being is capacity, which has been capped at 20 during the orange phase. Visitation will likely recover or break-even next year.

IV. University of Utah and Red Butte Garden COVID-19 Plan

David Classen, who works as a Doctor of Infectious Disease for the University, gave an update on the impacts of COVID-19. The pandemic is caused by a coronavirus, which is very similar to the SARS coronavirus which emerged in 2003. Most common colds are caused by coronaviruses. At the time of this meeting, there have been 4.3 million global reported cases of COVID-19 and about 300,000 deaths. In Utah, there have been 6,600 cases and 75 deaths, the majority of which have been from Salt Lake County. Right now, best estimates are that 1%-2% of US citizens will die from this disease, compared to 1.1% of deaths from the common flu. As time goes on, we will have better treatments for patients. Certain drugs seem to be effective at combating the disease, as well as certain procedures, such as blood transfusions from those recovered from the virus. All efforts are concentrated on decreasing mortality from

the disease, in addition to prevention. Epidemics are common to humans throughout time, which are combatted effectively with aggressive testing, isolation, and contact tracing. Countries such as Singapore, South Korea, New Zealand, and Australia have seen great improvement using these tactics. Herd immunity and vaccines will be the key to reducing transmission. Vaccine estimates range from December to May 2021, which are being developed in several locations simultaneously around the world. A vaccine was developed to combat SARS in 2003, which may be used to develop a vaccine now. Multiple waves of infections are predicted for the summer and fall/winter, which no anticipated returns to full reopening until next year.

V. Staff Report

There were no questions on the Staff Report.

Adjournment 4:05 PM