



RED BUTTE GARDEN

T H E U N I V E R S I T Y O F U T A H

Red Butte Garden Advisory Board Meeting
Wednesday, May 8, 2019, 3:30 PM
Training Room, Horticultural Operations Center

Present: Greg Lee, Tory Magleby, Troy Aramburu, Erin Armstrong, Byron Barkley, Sandi Behnken, Brandi Bosworth, Kym Buttschardt, David Classen, Fred Esplin, Jeff Herring, Chuck Horman, Ron Motzkus, Kevin Murphy, David Reymann, Laura Snow, JoLynda Stillman

Absent: Tim Welsh, Kristy Larsen, Steve Price, Kathleen Riebe

Staff in attendance: Jayne Anderson, Dion Duffin, Derrek Hanson, Yasmine Jarvis, Wendy Loyning, Bruce Pavlik

I. Approval of Advisory Board minutes from February 13, 2019.
A motion was made, seconded, and passed to approve the minutes.

II. Announcements
The Garden's annual Spring Plant sale is coming up this weekend. Member day is Friday, May 10 from 1 pm – 8 pm and all Board members are invited to come and support the Garden. Public day is Saturday, May 11 from 9 am – 12 pm.

The Concert Sponsor Kickoff Party has been scheduled for May 15 in the Rose House. This event is a great opportunity for Board members to get to know our concert sponsors. An email invitation to follow tomorrow.

Three Board members are coming off the Board this year, so we are sending out a call for nominations. Please send all suggestions to Dion or Greg. We hope to receive names soon so we have time to meet the nominees over the summer and present them for a vote at the November meeting. As always, candidates who would enhance the Board's geographical, diversity, and other characteristics would be particularly welcome.

III. New Logo Debut
Jayne Anderson, our new Director of Marketing Communications, joined the Garden in September of 2018. As part of a department marketing plan, we wanted to refresh the Red Butte Garden brand, starting with our logo, which has been unchanged since the 1980s. The hand-drawn nature of the font created lots of small issues for our marketing staff. This has been replaced by a font that can be easily replicated. In addition, the color palette was updated, with forest green remaining the primary color due to its association with nature and the outdoors.

Lastly, we kept the oak leaf image due to the oak's history at Red Butte Garden. We also cleaned up the image by removing some of the curly design elements. The new logo will be on all Red Butte Garden communications and advertising. We received approval to use the University of Utah name and font and we received special permission from the University to exclude the block U from our logo, which is usually required of University departments.

IV. Finance Committee Report

For Quarter 3 of the 18/19 fiscal year, revenues increased by 12%, or \$818,000. Concerts account for 54% of that increase, due to a higher average ticket price. Admission revenues have increased 46% (\$89,000) over last year, due to increased visitation and increased admission rates. Government funding from the State, the University, and ZAP, have increased a total of 8%.

David Classen asked whether LiveNation's presence is having an impact on our concert revenues. They own Ticketmaster and local venues (USANA, The Depot), and will buy a whole tour for a performer. They put their artists into their own venues, sell all their own tickets, and don't allow the artists to play at other venues. Both Derrek and Greg agreed that LiveNation's presence is affecting our concert series due to their market saturation. They are one of the biggest concert-related companies in the country. Another large company, AEG, is coming to town and using the same model. In addition, Sandy city changed their alcohol laws to permit the sale of beer at the Sandy Amphitheatre, which will provide their amphitheatre with an additional revenue stream that will enable them to outbid us for more performers. This all translates to increased competition. As a result, we need to review our system every year to create the best experience possible for our customers and to search for additional revenue streams.

Expenses increased 12.6% over the previous fiscal year. Site Development and Gala were the only two areas which did not see an increase. Concert expenses increased \$430,000, mostly driven by higher performer, sound/light, and catering costs. Remaining increases can be attributed to investment in Garden infrastructure and staff salary/benefits increases. Horticulture and Development saw the largest departmental increases, \$103,000 and \$75,000 respectively.

The Garden has an apparent operating surplus of \$324,000 through March, which includes cash-carry forward of \$123,000. This is less than the previous year due to an increase in staff salaries and benefits, increased operating and staffing costs for the Horticulture Operations Center, and the addition of the Water Conservation Garden.

V. Concert Update

This year's on-sale process has been the smoothest ever, resulting in just under 70,000 tickets being sold as of this meeting date. A total of 74% available tickets have been sold. Nathaniel Rateliff, Lord Huron, Mark Knopfler, B52's, Steve

Miller Band, Amos Lee, Gary Clark Jr., and Jason Isbell have all sold out. Seal, Stray Cats, and Howard Jones are all close to selling out as well.

Returning this year to our Amphitheatre is the Utah Symphony for a Patriotic Celebration on July 2. New this year is a concert-style performance of Joseph and the Amazing Technicolor Dreamcoat by the Utah Shakespeare Festival on June 6.

This year, our ticketing platform, Ticketfly, was acquired by Eventbrite. Currently, the Eventbrite system does not support multiple-concert sales. If Eventbrite is unable or unwilling to create the option for selling more than one concert at a time, we will need to move to a new system. We will be able to continue using Ticketfly through the end of our concert season. We are beginning the search for a new system through the University Purchasing department. When we moved to Ticketfly five years ago, they were the only system that could meet all the University's security requirements while also being able to do almost everything we needed. We remain hopeful that we can find a new system because many new companies have entered the market since our last search.

VI. Development Update

a. Membership Auto Renewal

Due to a recent database update, we are now able to process automatic membership renewals. As of this date, we have 1,209 members signed up for automatic renewal, which is about 10% of our total member base.

b. University of Utah Giving Day

New this year, the University is premiering U Giving Day – a campus-wide fundraising initiative for all departments. This new initiative takes place from May 21 at 9 am to May 22 at 9 pm. We have selected two projects to raise funds for – connectivity in the Garden and the Four Corners Potato. We will promote these campaigns on all our social media streams (Facebook, Instagram and Twitter).

c. Damara's Gift

Due to increased costs and project complexity, the Damara's Gift sculpture project has been cancelled. We raised over \$200,000 for the design, construction, and installation of the art piece according to the initial quote, but final costs for a bid estimate came to \$1 million. This is due to the unanticipated complexity of the structural engineering and increased material costs. After some deliberation, we have pulled the plug on this project, having been unable to justify the cost for this project. All 31 donors to this project will be contacted about the cancellation and given options for what they would like us to do with their donations: give them to another project at the Garden, move the funds to another University department, transfer the funds to a different non-profit organization of their choice, or a refund.

d. ZAP Committee

In previous years, ZAP recipients have sent a representative to participate in the ZAP Reauthorization Committee. Funds were collected annually from ZAP organizations to hire a lobbyist. Due to new legislation, governmental organizations like Red butte Garden are no longer allowed to participate in lobbying efforts. New bylaws are being drafted which dictate that donations must go directly to the lobbying effort and not pass through the governmental organization. Going forward, we may have to ask Board members to donate a part of their annual monetary commitment to the ZAP lobbying effort instead of the Garden.

VII. Conservation and Plant Research Department Update

Bruce Pavlik presented current status of the Conservation Department's Four Corners Potato Project. This project began as an archaeology project with the Natural History Museum of Utah's head of Archaeology, Lisbeth Louderback. Ms. Louderback and her team were in Escalante, UT at a site known as North Creek Shelter. They were working with grinding stones from about 10,000 years ago and looking for ancient plant materials embedded in the stones. They found some starchy deposits of the now-named *Solanum jamesii* potato, found in the Four Corners area. Use of this potato had been known, but we wanted to find out whether ancient peoples had been transporting this potato to the area and then consuming it, or if the potato had been transported and domesticated. The National Science Foundation continues works on this project.

We have contacted collaborators in the Navajo, Pueblo, and Hopi nations to determine if they would be interested in growing this potato as an economically-viable food product. Their agreement is unusual due the sacred position many plants hold in their cultures. Red Butte Garden has been working with the peoples to develop the potato into a food source that can be brought to market, along with the U.S. Department of Agriculture. We hope to provide these peoples with a food source that can be cultivated and sold in local markets and restaurants, and hopefully develop into a source of food-tourism. We are determined to help them repatriate the potato as a sacred symbol for the local peoples, as well as grow it as a viable source of income. The potato is more nutritious than the common white potato, and we suspect that it may be a low-glycemic food, which can be used to help address diabetes in native communities. They are extremely small and have a different starch consistency than a white potato, which may serve to have many benefits. They keep very well in refrigeration and can be stored over a year. A branch of the USDA is working on developing the Four Corners potato into a disease-resistant variety, as well transferring its anti-wilt properties into other potato varieties.

We have learned to cultivate the potato, both in controlled and natural circumstances. Initially, we ran into problems bringing the tubers out of dormancy. However, after many trials, we have been able to successfully propagate the potato. We connected with the Dine Kina community to exchange

information about the potato and culture of native peoples. We have handed the potato plants over to these communities, and we continue to support and advise them in their endeavors.

Several restaurants in Southern Utah and Western Colorado, including Hell's Backbone Grill, have offered to partner with the native communities and host events in order to increase knowledge of the Four Corners Potato. These establishments will be the first to offer the potato on their menu and help pave the way for others to do the same. It has already been served at two events, one benefitting the Friends of Cedar Mesa and one at the Traditional Foods Dinner at NHMU.

We are working with Garfield and San Juan counties in Utah to develop land conservation efforts to preserve wild populations. This will hopefully incentivize landowners to value the potato and the land where it thrives. We are also working on educational programs for schools, marketing efforts, and stakeholder connections.

For those who would like to find the plant in its natural habitat, they can hike in the Four Corners area around July and August. Since they are monsoonal, the plants will grow according to the rains that summer. In addition, they can be found near the base of scrub oak trees. Finally, it is possible to find them near archaeology sites, further raising the question of ancient cultivation.

VIII. Staff Reports

There were no questions on the Staff Report.

IX. Greenhouse Tour

Adjourn 4:30 pm.