



Red Butte Garden
THE UNIVERSITY OF UTAH
Red Butte Garden Advisory Board Meeting
Wednesday September 13, 2017, 3:30 PM
Classroom

Present: Greg Lee, Tom Ramsey, Tim Welsh, Cathy Angstman, Sandi Behnken, Thomas Brickey, Jeff Herring, Chuck Horman, Kristy Larsen, Tory Magleby, Kevin Murphy, Stephen Urquhart, Henry Wurts.

Absent: Byron Barkley, David Classen, Fred Esplin, Gayle Everest, Cindy Kindred, Nancy Martin, Steve Price, Chris Satovick, Susan Speer, Angie Welling.

Staff in Attendance: Eddy Dawson, Derrek Hanson, Kevin Jensen, Yasmine Jarvis, Roxanne Kulakowski, Wendy Loyning, Bryn Ramjoue, Sara Sorensen, Marita Tewes-Tyrolt.

- I. Approval of Advisory Board minutes from May 17, 2017.
A motion was made, seconded, and passed to approve the minutes.
- II. Announcements
Three new members were welcomed to the Advisory Board – Ron Motzkus, Lyle Summers, and Susan Bollinger. Susan is the new representative from the University Alumni Association. Ron and Susan introduced themselves. Lyle was not able to attend this meeting.
- III. Nominating Committee
Board members were encouraged to give Roxanne names for new potential Board members. Their election to take place at the November meeting. The Garden's goal is to increase the Board's geographical diversity. Suggestions for potential members from underrepresented districts were requested.
- IV. Finance Committee Report
The Garden ended the 2016-17 fiscal year with an operating surplus of \$1.2 million, a modest increase from last year. We anticipate \$800,000 of that surplus to go towards the (1) Horticulture building, including furnishings, (2) a service road above the Water Conservation Garden, and (3) a modest expansion of the Visitor Center parking lot. One million dollars of the 2015-16 fiscal year's surplus was moved into a quasi-endowment to fund future Garden projects, repairs and maintenance expenses.

ZAP revenue from the 2015-16 fiscal year was \$1.171 million while the 201-17 fiscal year end numbers from ZAP were \$986,000. This is due to

an accounting change as to when ZAP revenue is recognized; in 2015-16 14 months' worth of payments were in the reporting cycle while 2016-17 had only 12 months. Future years will have 12 months.

Concert revenue, concert sponsorships and membership have all contributed to an increase of total revenue from the \$9.6 million budgeted to \$11.3 million actual for the 2016-17 fiscal year end. A major portion of that increase came from concert revenue due to an increase in the number of concerts staged in 2016-17 and a record-breaking sale of 96% of all tickets available for the season, neither number of which we can budget for next year.

Cathy Angstman had a question about the increase in grants from \$90,000 to \$230,000. One of the main reasons for this increase is due to a program restructuring carried out by Conservation Director Dr. Bruce Pavlik. His efforts to engage the department in more research projects, including the Four Corners Potato research, have led to an increase in grants. Cathy also asked about the decrease in membership revenue from the 2015-16 fiscal year to 2016-17. This is due to an error in the University's revenue reporting – some funds that were supposed to go into membership were allocated to concert donations and the error was not fixed until months later.

V. Construction Update

a. Horticulture Facility

This project is split into two phases. Phase 1 consists of the realignment of the service drive, Phase 2 is the construction of the building. The building will house offices for all the Horticulture staff at full grow-out, as well as research labs, storage rooms, a classroom, staff break room, and areas for maintenance activities. This project is on track for completion at the end of 2017 or the beginning of 2018.

b. Seven Bridges Trail

In 2013, the Garden updated sections of the Garden's Master Plan, of which this project is a main component. The proposed area for this phase of development occurs on both University / RBG land and a small portion on land owned by the Forest Service. The proposed Forest service section is not essential to the project, but would be a very nice enhancement to it. If the Forest Service section is included, it will require a long approval, permit and construction process for that section. The proposed trail will follow Red Butte Creek for ¼ mile and cross it at seven points. This project has a potential for use with youth camps, restoration demonstrations, University department collaborations, and citizen science projects. This project will facilitate the removal of decades-old construction materials deposited along the stream bank. Stephen Urquhart asked if any contact with the Forest Service has been made, which he offered to help with.

c. Parking

Due to our growing needs, we are investigating how to increase our parking lot capacity. We have hired a consultant who identified expansion possibilities, that would yield an additional 31 parking stalls. Phase 1 would add 14 stalls to the lower tier. Unfortunately, we can't add more stalls in this area due to the Bonneville Shoreline Trail and underground Chevron / Dominion gas lines which we are not allowed to cross. Phase 2 would create a 17-stall parking area as an offshoot of the lowest tier.

The University is planning to make all of Research Park a paid parking area, which will result in Research Park employees using our lot to avoid paying for parking, if it remains free. This means the Garden will have to add some sort of paid parking or validation system to our parking area. We are also investigating the possibility of using stalls in a planned expansion of the Williams Building parking garage for our staff and volunteers during busy months.

VI. Community Collaborations

Bryn Ramjoue, Director of Communications, gave a presentation about Red Butte Garden's community collaborations and partnerships. This includes campus partners, summer camps, community partners, cultural partners and governmental partners. Some prominent partners and collaborative organizations include: NHMU, UMFA, University of Utah Lifelong Learning, Office of Sustainability, KUER, KUED, Foothill Cultural District, Visit Salt Lake, Sundance Film Institute, Utah Public Gardens, the Bonsai and Orchid Societies, Center for Plant Conservation, Urban Habitat, the Forest Service, and Utah State University.

VII. Development Report

a. RBG-NHMU Board Event

The event is taking place September 26 and all Board members are encouraged to RSVP as soon as possible. The event will begin with hors d'oeuvres and drinks at NHMU and dessert at RBG.

b. Proposed Membership and Admission Rate Increase

Chrissy Upton, Membership Manager, showed the Board the proposed membership and admission rate increases for next year. These rates were determined by researching the rates at other local organizations and at gardens nationwide. All admission rates will increase except the children's rate. The Garden-Plus and Family-Plus membership have been altered to allow more flexibility and have been renamed the Garden-Flex and Family-Flex memberships.

The membership team is working on hosting several members-only events each year to drive member traffic to the Garden. The Board is invited to attend any and all member events.

c. Nature Connects

Fundraising for the traveling exhibit has begun. Sponsorships are available for each individual piece, exhibit signage, events and overall exhibit sponsorships. As of this meeting, we have several confirmed sponsors and partners: The Tutoring Toy with Sandi Behnken, Ferrari Color, Boeing, the Entertainment Arts and Engineering program at the University, and Comcast. Any contacts the Board may have are very welcome. We have sent out four grants for funding to various arts organizations around the state and country. We have also reached out to several LEGO-based organizations. Comcast plans to sponsor a VIP event.

d. Planned Giving

We currently have 14 members in our planned giving program. Wendy encouraged the Board to think about this option and to give her names of interested people.

VIII. Staff Report

There were no questions on the Staff Report.

Adjournment 5:00 pm