

Red Butte Garden Advisory Board Meeting
Wednesday, September 16, 2020, 3:30 PM
Online Meeting

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

Absent: Troy Aramburu, Kristy Larsen, Steve Price, Kathleen Riebe, Selma Sierra

Staff in attendance: Dion Duffin, Derrek Hanson, Yasmine Jarvis, Kevin Jensen, Angela Wilcox

- I. Approval of Advisory Board Minutes from May 13.
A motion was made, seconded, and passed to approve the minutes.
- II. ZAP Update and Lead Reviewer Introduction
Diane Stewart, the ZAP Tier 1 Lead Reviewer, introduced herself to the Board. Usually the ZAP reviewers do site and Board visits, however this year is being conducted remotely. Diane is the owner of Modern West Fine Art and has served on many community Boards. She will be evaluating our organization for a variety of factors, including financial health, community impact, and diversity.
- III. Executive Director Update
 - a. Wind Storm
Two trees were lost during last week's storm, which is significantly less damage than other University areas. The Cottonwood tree behind the Amphitheatre stage fell onto a path railing and will need to be removed – no damage to the Amphitheatre itself. We lost an Incense Cedar near the Water Pavilion and lots of branches and leaves.
 - b. Re-opening
The Garden opened to the public on June 15. Accepted attendance limits are 450 visitors per day, 60 per hour. We are averaging 192 visitors per day, 63% are members. This comes to about \$10,500 per week in admission revenue.
 - c. Blackbaud Data Breach
Blackbaud (Altru) is our internal constituent and data management system that we use for most of our operations. They recently suffered from a ransomware security breach worldwide. No financial data was compromised.
 - d. Operational Update

We discovered that the public restrooms on the lower level of the Visitor's Center have black mold. They are being completely ripped apart to address years of leakage. The building is covered by University operation and maintenance.

In May, our security footage revealed several young people breaking into the grounds and taking our trams for joyrides. They caused damage which is being repaired.

e. Programs Department

The department just received a 360-degree virtual reality device which will be used to make tours of the garden for virtual reality users.

This year's October Halloween event has been altered from the traditional Garden After Dark to something we are calling BOOtanical. We are complying with the 60-guest-per-hour limitation for the event and have mitigated any areas that guest might congregate at. Hours have been extended to 9 am – 9 pm and the event is free until 5 pm, when we begin charging \$5 per person.

f. Marketing Department

We have seen a dramatic increase in online engagement, which is detailed in Attachment 4. Our team has been working very hard to produce new and engaging content.

g. Event Limitation

The University continues to operate at orange level, which mandates that events have no more than 20 attendees. We have been able to host some very small events, but concerts are not feasible.

IV. COVID-19 Update

David Classen presented his insights to the Board. David is a doctor of Infectious Medicine at the University of Utah, and part of the National Institute of Health's program for guideline development for COVID-19. Within the next 45 – 60 days, he anticipates the development of treatments by pharmacological companies. Vaccines are likely to be developed by December, with 4-6 vaccines approved by the FDA in spring. High risk groups, such as healthcare workers, first responders, senior with comorbid conditions, will be among the first to receive vaccines. March or April 2021 is a realistic timeline for vaccines available to the general public.

V. Finance Committee Report

We have experienced a 60% decrease in revenue and a 58% decrease in visitation. This translates to a loss of \$70,000 per week in payroll alone. The good news is that our cash balance will sustain us until next April. If we are able to hold our concert series next year, we anticipate replenishing the cash balance to its current standard by December 2021. One area of savings has been cutting budgets to the bare minimum and an average staff furlough by 25%.

VI. Nominating Committee

One Board member, Charles Horman, will be leaving the Board at the end of the year. Board members are encouraged to send nominations for new members by October 1.

VII. Construction Update – Six Bridges Trail

Kevin Jensen, the Garden's Landscape Architect, provided some history and progress reports for this project. Plans to develop the Red Butte Creek and surrounding areas have been a part of the master plan since Founder Zeke Dumke III's early days of involvement. His vision was to bring guests to the natural creek area, which is currently underserved. The Creekside Walk, or Six Bridges Trail, has been underway since 2015. The trail has been determined by the natural topography of the area. An outside firm, BioWest, created schematic documents which was followed by an extensive permit acquisition process from the federal to local governmental levels.

Once that step was completed, BioWest was able to move forward with more detailed schematic plans, showing the final placement of the trail. We have selected natural building materials as much as possible to complement and protect the riparian environment, including using a recycled, permeable substance (50% stone aggregate and 50% recycled rubber tires) called FlexiPave for all at-grade surfaces. Upon completion of this pathway, 10,000 tires will be removed from the landfill for this project. All bridges will be made of weathered steel, which will not need to be repainted. Two pedestrian observation platforms will create interesting vantage points for guests.

Part of this project has included clean up and restoration of the creek and surrounding hillsides. Much of the debris was remnant of Fort Douglas constructions days, over 150 years ago. About twelve dump trucks of remains have already been removed. We then began erosion control measures until we are able to replant the area. Stream bank reinforcements have been engineered using natural tree trunks for a foundation, which should create a natural fish habitat for the local Bonneville Cutthroat Trout. The creek's flow is determined by a dam at the top of the canyon (out of our control), which is currently set to allow water flow of 1.5 – 3 cubic feet/second.

Construction began in spring of this year, due to the fact that our funding had been secured in 2019; well before the pandemic disruption. A steel shortage has caused some delay, but we anticipate completion by December. We continue work that can be done without the steel and preparing the area to receive it by the end of October.

We look forward to sharing this oasis when it's completed with guests seeking refuge on hot summer days, children learning about the local ecosystem, and nature-lovers from around the world.

VIII. Development Update

Angela Wilcox, Major Gifts Officer, presented the Development department's numbers for 2020. Normally this time of year, Development would be presenting final numbers for the concert season. Since March, Development efforts have pivoted into other areas, such as grants, donation appeals, and alternative fundraising efforts. The 19-20 fiscal year ended with just under \$65,000 in giving outside of concerts, grants, and memberships. This is a 64% increase over the previous year.

The Garden's largest segment of donors is our Concert Club donors and sponsors, who normally donate over \$2 million annually. Some donors had already committed funds when the pandemic hit, so they were presented with the options of changing their donations into general donations for 2020 or forwarding funds for the 2021 concert season. About \$180,000 was diverted to general donations for this year and \$341,000 committed to the 2021 concert season.

Spring Plant Sale was cancelled this year, however hanging baskets that were created for the sale were converted into gifts. Donations over \$1,000 received a basket, for a total of \$13,500.

The University debuted their OneU fundraising effort to benefit arts organizations hit hard during the pandemic, which brought in \$600 for the Garden. In conjunction with this appeal, we created our own fundraising campaign which targeted our audience and brought in \$5,000.

Fidelity Foundation gave a capstone donation of \$100,000 to the Six Bridges Trail Project in April. The Stanley Smith Horticultural Trust and the Wheeler Foundation donated funds for pandemic relief. The biggest impact comes from the Utah Division of Arts and Museums who is administering the CARES Act grant. \$650,000 received and half will be used to fund events, like BOOtanical, and the other half is for operating support. Angela thanked Harmon's and Board Member Lindee Nance for Harmon's support of BOOtanical. Due to receipt of the CARES grant, we will also be able to provide support to cultural workers, such as dancers and performers, whose livelihoods have been greatly impacted by the pandemic.

This year marks the Garden's 35 Year anniversary and plan to commemorate this milestone with 35 days of giving. We have plans in the works for a related digital donation appeal utilizing social media, eblasts, crowdfunding, weekly incentives, and challenge grants. Angela appealed to the Board for their help with this effort.

The Garden received a \$150,000 gift from a planned giving trust. The donor had only given a small amount in the past 20 years and this gift reinforces the notion that all Garden staff and volunteers are ambassadors for the Garden. An additional \$10,000 gift came through from the estate of former Board member, James Lowry.

Membership revenue is down 46%, a direct result of the cancelled concert series. Higher membership levels have increased, like due to our pivot in our ask strategy. Two fall acquisition efforts planned in conjunction with BOOtanical and end-of-year. Tory pledged \$20,000. Angela expressed her gratitude to the Board for their support and continued interest.

IX. Staff Report

There were no questions on the Staff Report.

Adjournment 4:25 PM