

Red Butte Garden Advisory Board Meeting
Wednesday, November 10, 2021, 3:30 PM
Visitor Center Classroom

Present: Tory Magleby, David Classen, Troy Aramburu, Brandi Bosworth, Curt Crowther, Jeff Herring, Lindee Nance, Laura Snow, JoLynda Stillman

Absent: Kym Buttschardt, Erin Armstrong, Fred Esplin, Kristy Larsen, Ron Motzkus, Steve Price, David Reymann, Kathleen Riebe, Selma Sierra, Sandi Behnken, David Gee

Staff in Attendance: Derrek Hanson, Dion Duffin, Kristin Gelegotis, Sam Gluck, Angela Wilcox

- I. Approval of Advisory Board Minutes from September 8, 2021.
There were not enough attendees for a quorum. The board members in attendance voted to send the vote for minutes approval virtually, via an email to the advisory board listserv.
- II. Executive Director Announcements
 - a. BOOtanical
In 2020, after receiving a Create in Utah Grant for new programming, the 6-night Garden After Dark event was adjusted into the monthlong BOOtanical festival, which had 17k attendees. This year it took place from the 14th through the end of the month, due to private events, and still brought in over 20k people.
 - b. Staffing Update
It has become difficult to find seasoned horticulturists, which has affected our ability to properly staff the Horticulture department since we reopened. One of the causes of this is the marijuana industry, who offer much higher salaries. Currently we pay between \$18 - \$25 an hour depending on experience and may need to reassess our positions to make them more attractive to candidates.
 - c. Children's Garden Wall
We had a walkthrough of the area with contractors and will start receiving bids this week. The wall must be completely rebuilt as it is a safety hazard.
- III. Advisory Board Chair Announcements
 - a. Executive Director Search

The Search Committee will be interviewing the pool of seven Executive Director candidates tomorrow, 11/11, and Friday, 11/12. They will then schedule in person interviews for the final three candidates at the end of November or beginning of December. The Advisory Board will be a part of this final interview process.

IV. Advisory Board Chair Announcements

a. Recognition of Outgoing Members

Kathleen Riebe will be rotating off the Board due to other commitments. She was unfortunately not in attendance but has nominated some great individuals to potentially join the Board in the future.

b. Election Info

Troy Aramburu, Brandi Bosworth and JoLynda Stillman each agreed to serve a second term. This was voted on and approved by all members present and will be sent out for approval over an online poll to the board members not in attendance.

c. Nomination Period Change

A motion was made to make a one-time change to the nomination period for new members, moving the voting in of new members from today's meeting to February. This was voted on and approved by all members present and will seek ratification over an online poll to the board members not in attendance.

V. Finance Report

In Quarter 1 of Fiscal Year 2021-2022 the Garden brought in \$4.6M in earned revenue and \$483K in contributed income, the majority of which came from the concert series - \$3.8M in ticket sales and \$336K in concert sponsorship contributions. Overall concerts netted about \$1.9M in revenue.

We had a \$5.6M surplus this quarter, thanks in part to the Shuttered Venues Grant, which brought in \$3.2M. This grant must be spent out by the end of December. The Garden earns most of its revenue during Q1 from concerts, which typically covers the expenses for the remainder of the year.

VI. Concert Sponsorships, presented by Angela Wilcox

a. Concert Season Overview

This season we raised a total of \$2.2M, which is a decrease of 2.4% from 2019, but there was a 3% increase in our gift giving, bringing in about \$1.46M. There was a \$100K drop in ticket revenue, attributed to the large amount of shows in such a short timeframe. 18 season package holders dropped, but we were able to get 26 new people in, which made a dent in our waitlist and brought new donors into the pipeline.

Despite three cancellations, none of our sponsors requested a refund for the missed shows. We secured a new supporting sponsor for the stage, Onboard

RS, and Kuhl Clothing upgraded from recycling to volunteer sponsor. There will be no price increase for 2022, as a thank you to donors who stuck with us this year.

b. Rock Your Membership

The Rock Your Membership campaign kicked off today – anyone who buys or renews a membership can choose to donate an additional \$25, up to \$100, to be entered in a drawing to win a Headliner for 2 package for the next concert series. Each additional \$25 is one entry.

c. Year End Campaign

The theme of this year's Year End campaign is Building Bridges, to coincide with the opening of the Six Bridges Trail. It highlights the ways that the Garden builds bridge in the community, and asks for your help with building our bridge to the future.

Adjournment 5:00PM