

Red Butte Garden Advisory Board Meeting
Wednesday, November 13, 2024, 3:30 PM
Visitor Center Classroom

Present: Kym Buttschardt, Curt Crowther, Lisa Andruess, Steve Barth, Sandi Behnken, Brandi Bosworth, Chelsey Curtis, JoLynda Stillman, Vicki Varela, Beverly Vargo, Kamrin Wilson.

Absent: David Classen, Troy Aramburu, Carolyn Buma, Maura Cabello, Gary Christensen, Shaleane Gee, Greg Graham, Jeff Herring, Lindee Nance, Jamie Rubin, Laura Snow.

Staff in Attendance: Natalie Cope, Maria Garcia, Kristin Gelegotis, Derrek Hanson, Sarah Hinnens, Sarah Sandoval, Tristin Tabish, Marita Tewes Tyrolt, Angela Wilcox, Mindy Wilson.

I. Approval of the advisory Board Minutes from September 11, 2024.

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

II. Advisory Board Chair Announcements

A. Recognition of Outgoing Members:

The Board said goodbye to Troy Aramburu, Brandi Bosworth and Jaime Rubin, who will be rotating off in the new year, and presented them with an outgoing gift.

B. Election of New Members: The ballot was introduced for the election of new board members by Kym Buttschardt. The following nominees were presented: Siamak Khadjenoury, Nichol Bordeaux, and Scott Mietchen.

III. Executive Director Update

Derrek had the following announcements:

- Matt Wayne was hired to join Sarah Hinnens in the Conservation and Research Department. He will be our new Conservation Manager, starting in December. He has experience in Botanic Gardens and with the BLM.
- Over 3000 plants were installed on the hillside connection, thanks to Marita's team efforts.
- Two new Beaver Dam analogs were installed on the six bridges trail to create fish habitat and slow runoff.
- Parking Lot and Roundabout Project: A bid packet was awarded to an engineering firm to assist with the parking lot and roundabout project. Underground utility lines and high-pressure gas and oil pipelines routes will be analyzed during preparatory work

preceding the 40th anniversary, to avoid construction during the commemorative period. Construction is planned to begin immediately thereafter.

- The bio swale project for the water conservation garden will be revised to address asphalt damage caused by water runoff. A dry creek bed will be installed spanning the garden's length to collect and slow run off. Construction is scheduled this winter and the project should be complete by spring. Interpretive signage will be installed to explain the project.
- The holiday open house and art fair will take place on December 7-8 (Saturday-Sunday), featuring 19 local artists plus 30 other artists in the Orangery. Admission is free for all visitors. The UMFA holiday open house occurs simultaneously, offering an opportunity for cultural shopping.
- Membership benefits include a 10% discount at the Natural History Museum gift shop throughout December.

Sarah Sandoval added the next announcements:

- The Hoop Dance Competition: Sarah highlighted the event's success and adherence to best practices for working with indigenous communities. Thirty dancers from various locations, including Canada, were featured.
- BOOtanical: The garden recorded an attendance of over 9,000 people, marking a 67% increase from the previous year, and a revenue of \$122,000 from attendees, excluding sponsorships. The All-Abilities Day was shifted to Saturday, resulting in a 400% increase in ticket sales for accessibility accommodations. Pride Night attendance was expanded significantly, with ticket sales growing from 400 to 750 participants, and an additional day was added to the program. Growth in community engagement and accessibility initiatives continues to be observed.

IV. Finance Report

Kristin provided a financial update for quarter one:

- An 8% revenue increase has been reported.
- Growth has been attributed to concert revenue, education revenue and ZAP funding.
- A 17% expense increase has been noted due to due to artist payments and independent contractor payments.
- At the end of Q1, we have a \$1.4 million surplus which will be spent down in our slower season.

V. Development Update

A. Concert Donor Club:

Angela Wilcox thanked supporters of the concert series and provided highlights of ticket sales and sponsorships:

- A slight dip in ticket revenue was experienced during 2024 for the concert series, while major sponsorship funding was increased by 19%.
- Pricing for the 2024 concert season remained static, though reserved seating on the terrace was slightly increased.
- Intermountain Health returned as a sponsor and new stage sponsorships were secured.

B. Save the Dates:

- Cottam Club Wreath Making - December 5
- Member Valentine's Day Event - February 7/25
- 40th Anniversary VIP Dinner - April 19/25
- Board Alumni Appreciation Event – May 30/25
- 40th Anniversary Garden Party, "Botanical Alchemy" - June 21/25
- 40th Anniversary VIP Dinner Packages on sale

C. Capital Campaign: An update on the capital campaign was provided by Natalie Cope, during which meetings with foundations were mentioned, and plans for a needs assessment and feasibility study were outlined to be started in January. The study should be wrapped up by the end of April, and at that time we will try to secure lead gifts for the campaign. A soft launch at the April 19 gala is scheduled to be included in the campaign, with detailed plans and a video being prepared.

VI. Branding Refresh

The new visual identity for the garden was presented and explained by Mindy Wilson, with a new logo and color palette that was designed to be used in merchandise, videos, web page and other materials. The work for the new branding was intended to represent the garden's history and future and was designed to be aligned with the garden's natural environment. The garden's expertise, accessibility, and evolving nature were intended to be reflected by the new identity.

VII. Staff Reports

There were no questions on the Staff Reports.

Adjournment to tour Access Road at 5:10 pm