

Red Butte Garden Advisory Board Meeting
Wednesday, November 9, 2022, 3:30 PM
Horticulture Building Training Room

Present: Tory Magleby, David Classen, Kym Buttschardt, Erin Armstrong, Sandi Behnken, Brandi Bosworth, Curt Crowther, Laura Snow, JoLynda Stillman, Beverly Vargo

Absent: Troy Aramburu, Jeff Herring, Kristy Larsen, Ron Motzkus, Lindee Nance, Steve Price, David Reymann, Jamie Rubin, Selma Sierra, David Gee

Staff in Attendance: Derrek Hanson, Natalie Cope, Kristin Gelegotis, Sam Gluck, Kevin Jensen, Tristin Tabish, Marita Tewes Tyrolt, Angela Wilcox

- I. Approval of Advisory Board Minutes from September 14, 2022.
A motion was made, seconded, and passed to approve the minutes.
- II. Advisory Board Chair Announcements
 - a. Recognition of Outgoing Members
Kristy Larsen, Ron Motzkus, and Selma Sierra will be rotating off the Board. Tory announced that this will be her final meeting as she will be rotating off as well, after over ten years serving on the Board.
 - b. Committees
Heads have been chosen for two of the new Advisory Board Committees – Curt Crowther will run the Planning Committee, and JoLynda Stillman will run the Nominating Committee.
- III. Executive Director Announcements
 - a. Retiring Directors
Jayne Anderson, Director of Marketing & Public Relations, and Bruce Pavlik, Director of Conservation, will both be retiring in December. Bruce will still be visiting the Garden to work on his Four Corners Potato project. We hope to have the positions posted soon, and plan to begin reviewing candidates in the new year.
 - b. Strategic Planning Update
As part of our Strategic Planning process surveys were sent out to members, staff, stakeholders & partners, and we received over 1200 responses. We have spent the last two days going through the data with our consultant, Lori Addicks, to pull out relevant themes that will guide our process going forward. Some of these themes were: the garden should be known for the actual gardens, not just as a concert venue; there should be more climate & water-wise education; and that we should work on increasing accessibility & diversity.

c. Hiring Issues

One prevalent item in the staff surveys was fair & equitable compensation, which is an issue across the University, not just at Red Butte Garden. The benefits package as well as the flexibility to work from home are helpful when recruiting, but it is difficult to offer more competitive salaries when these increases have to be approved by the University.

IV. Finance Report

At the end of Q1 of Fiscal Year 2022-23, Red Butte Garden has an apparent operating surplus of \$1.85M. The overall decrease compared to FY 2021-22 is mainly due to a general increase in operational spending this fiscal year, the cost of repaving the Visitor Center parking lot, and the SBA's Shuttered Venues Operators Grant received last year.

V. Concert Donor Club Update

Last year we sold out of all concert packages, and concert revenue (\$2.6M) increased almost 32% over last year, with \$1.6M of that being gift revenue. Due to high demand, inflation, an increase in expenses, and the fact that we haven't had any price adjustments for four years, there will be an increase in package prices this season. There will also be the option to purchase a full season package (all shows), as well as the 22-show option offered in previous seasons.

Security National chose not to renew their sponsorship this year, but Utah Toyota Dealers opted to step into their Presenting slot. This leaves us with an open Stage sponsorship, however Angela is speaking with current & prospective sponsors to get this filled.

VI. Staff Reports

There were no questions on the Staff Reports.

Adjournment 4:50pm, after which Advisory Board members were invited on a greenhouse tour, led by our Greenhouse Coordinator Kara Hastings.