
Red Butte Garden Advisory Board Meeting
Wednesday, February 12, 2025, 3:30 pm
Visitor Center Classroom

Present: Kym Buttschardt, Curt Crowther, David Classen, Nichol Bourdeaux, Carolyn Buma, Maura Carabello, Gary Christensen, Greg Graham, Jeff Herring, Lisa Andruess, Steve Barth, Sandi Behnken, Chelsey Curtis, Laura Snow, JoLynda Stillman, Beverly Vargo, Kamrin Wilson.

Absent: Shaleane Gee, Siamak Khadjenoury, Scott Mietchen, Lindee Nance, Vicki Varela.

Staff in Attendance: Jason Baker, Natalie Cope, Maria Garcia, Kristin Gelegotis, Derrek Hanson, Sarah Hinnners, Nick Hoffmann, Kevin Jensen, Sarah Sandoval, Marita Tewes Tyrolt, Mindy Wilson.

I. Welcomes & Introductions

Nichol Bourdeaux was welcomed as new member of the Board at this meeting.

II. Approval of Advisory Board Minutes from November 13, 2024.

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

III. Finance Report

a. Audit Report:

Jason Wheeler, auditor at our contracted auditing firm Squire and Co., presented the annual audit findings. This audit is conducted annually to satisfy ZAP recipient requirements, and no major issues were identified. The financial statements and governance letter were issued with no significant concerns or findings related to internal controls. Jason congratulated the Red Butte Garden team for their excellent performance and thanked Kristin Gelegotis, Finance Director, for her hard work and assistance.

b. Budget Report:

At the end of Q2 of Fiscal Year 2024-25, Red Butte Garden reported an operating surplus of \$804,000. Kristin's quarterly financial update highlighted an 8% increase in revenue, driven by higher admission rates, strong gift shop sales, private events, and concert revenue. ZAP revenue grew by 12%, though state funding showed a decrease due to grant-funded billings. Notable was a substantial 163% year-over-year increase in donations. While expenses increased by 9%, primarily due to artists' payments and staff compensation, the Garden maintained its financial strength. The organization continued its commitment to long-term sustainability by contributing \$49,500 monthly to the quasi-endowment.

IV. Executive Director Update

a. ZAP tax bill:

Derrek informed the Board that while the ZAP tax bill of \$480 had been prepared, Red Butte Garden, as a university and state-funded entity, was not permitted to make direct payments. Alternative arrangements for payment on behalf of the organization would need to be secured. Additionally, the successful passage of the ZAP tax was achieved with support from all board members.

b. Concert Series:

The Board was informed that nineteen performances had been confirmed for the upcoming Summer Concert Series. It was reported that the booking process would conclude by the end of March, followed by a public announcement of the complete concert lineup in early April.

c. Antiques Road Show:

Red Butte Garden will host a filing of the Antiques Road Show on June 2-3, 2025.

V. New Conifer Certifications

Curator Jason Baker reported on the discovery of two unique junipers, identified in collaboration with Director of Horticulture Marita Tyrolt. The specimens, named "Clear Creek" and "Jade Pillar," exhibited distinctive characteristics that were thoroughly documented. Baker informed the Board that documentation had been submitted and accepted for official recognition of these specimens. He outlined the next phase of the project, which involves cultivating the plants in the Water Conservation Garden to verify the consistency of their unique traits through propagation.

VI. Update for upcoming events:

- a. Director of Philanthropy Natalie Cope, provided an update on upcoming events, highlighting that tables for the Botanical Alchemy event go on sale February 25th, with admission including entry to the Garden Party scheduled for June 21st.
- b. Marketing Director Mindy Wilson presented a video commemorating Red Butte Garden's 40th anniversary, which showcased the Garden's significant impact on the community over the past four decades.

VII. Orr Group Feasibility Study Presentation - Jordan Malek & Mitchell Broxton

Representatives from the feasibility study group presented their initial findings regarding the proposed capital campaign for Red Butte Garden's Education Center and Event Center. The consulting team, bringing over 30 years of collective experience, outlined their comprehensive approach to the campaign's first phase. Their methodology encompasses internal discovery processes and external landscape analysis to identify potential major funding sources and current philanthropic trends.

The presentation detailed three primary campaign pillars:

1. Construction of new spaces and gardens
2. Expansion of educational programming

3. Enhancement of long-term financial sustainability

The consultants emphasized the critical role of impact-driven storytelling and detailed metrics in demonstrating the Garden's community value and expansion needs. Their next steps include conducting interviews and focus groups with up to 20 key stakeholders to further develop and refine the campaign strategy.

VIII. Staff Reports

There were no questions on the Staff Reports.

Adjournment 5:15 pm.