

Red Butte Garden Advisory Board Meeting
Wednesday, September 13, 2023, 3:30 PM
Visitor Center Classroom

Present: David Classen, Kym Buttschardt, Erin Armstrong, Steve Barth, Brandi Bosworth, Shaleane Gee, Greg Graham, Jamie Rubin, JoLynda Stillman, Vicki Varela, Kamrin Wilson

Absent: Curt Crowther, Lisa Andruess, Troy Aramburu, Jeff Herring, Lindee Nance, David Reymann, Laura Snow, Beverly Vargo, Sandi Behnken

Staff in Attendance: Derrek Hanson, Natalie Cope, Eddy Dawson, Kristin Gelegotis, Sarah Hinnners, Kevin Jensen, Marita Tewes Tyrolt, Mindy Wilson

I. Approval of Advisory Board Minutes from February 8, 2023.

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

II. Committee Reports

a. Nominating Committee

The Committee has identified four candidates who are qualified & willing to serve on the Board, who will be voted on at the November meeting. We do have two members rotating off this year: Erin Armstrong and David Reymann.

b. 40th Anniversary Committee

After brainstorming at their last meeting, the Committee has come up with some special events they would like to include in the 40th Anniversary celebration, including a garden party, a gala, and a special fundraising concert. The next step will be to confirm dates and get the events on Red Butte's calendar.

III. ZAP Preservation Committee

As mentioned at the last meeting, the Zoo, Arts, and Parks (ZAP) Program tax will be on the ballot in 2024, and our portion of the lobbyist funding is \$15,300. So far we have raised \$12,100 – any amount Board members are able to donate would be appreciated. The Garden receives \$1.2M-\$1.3M a year from ZAP, so it is very important to us.

IV. Executive Director Update

a. New Staff Introductions

We had two new staff members join this meeting – Mindy Wilson, our Marketing & Public Relations Director, and Sarah Hinnners, our Conservation & Research Director. Mindy has a journalism background and comes to us from UMFA, where she spent 10 years as their Marketing & Communications Director.

Sarah has held multiple positions on campus, including Associate Professor of City & Metropolitan Planning, and Director of the Center for Ecological Planning

& Design, and she also briefly served on our Board. We are hoping that she can begin to extend the research arm of Red Butte Garden.

b. Concerts Wrap-Up

Our second to last concert is tonight, and our final show of the season is next week. As of today we have sold 87,283 out of 90,000 total tickets, with an average of 2,909 tickets per concert. 23 of the 30 shows sold out, and 96.98% of the entire season sold, making this our second biggest year behind 2021!

c. Planning

The Garden has completed our strategic planning process, and Derrek shared the working plan as well as our guiding principles with the Board. This has led into our Master Planning process, which is currently in progress – our first in person workshops with the consultants went really well, and they will be back again next week.

The planned Visitor Center changes will now be worked into the Master Plan, since the remodel we had in mind required state approvals that would have made completion before the 40th anniversary impossible.

d. Forest Service Land

40 acres of our property (the upper 40 acres of the Natural Area) are owned by the Forest Service, and we have been trying to negotiate a purchase for years. There are some improvements we would like to make to the land, such as trail adjustments, but we aren't able to do so while we don't own it. We are looking into options for a potential land trade, as we would love for it to be legally ours.

V. Development Update

We will be launching a new membership program this November called the Cottam Club. This will hopefully attract new members, as well as offer a more elevated experience for existing members. The membership levels within the Cottam Club will include an annual reception, private guided tours, invitations to excursions and events, expanded concert access, and additional tiered benefits.

VI. Staff Reports

There were no questions on the Staff Reports.

Adjournment 5:00pm.