



Red Butte Garden
THE UNIVERSITY OF UTAH
Red Butte Garden Advisory Board Meeting
Wednesday, November 14, 2018, 3:30 PM
Classroom

Present: Tim Welsh, Sandi Behnken, Thomas Brickey, Kym Buttschardt, David Classen, David Gee, Ron Motzkus, Kevin Murphy, David Reymann, Stephen Urquhart, Sandy McOmber.

Absent: Greg Lee, Tory Magleby, Erin Armstrong, Byron Barkley, Fred Esplin, Jeff Herring, Chuck Horman, Cindy Kindred, Kristy Larsen, Nancy Martin, Steve Price, Susan Speer.

Staff in Attendance: Dion Duffin, Derrek Hanson, Yasmine Jarvis, Wendy Loyning, Sara Sorensen, Angela Wilcox.

- I. Karin Hardy, Director of Planned Giving at the University presented wills, living trusts, charitable gift annuities, beneficiary designations, charitable remainder trusts, outright gifts, remainder interest, and life insurance policies as types of planned gifts. She noted that 80% of the gifts that the University sees come from a living trust or a will and that the office of planned giving provides technical expertise to track known gifts and handle the transaction itself for all University departments and auxiliaries. As of this meeting, there are a couple dozen known planned gifts for the Garden. Ms. Hardy has been working with Wendy to create a plan to increase planned gifts.

Ms. Hardy stated that planned gifts are often very personal and tied to a strong memory the donor has or relates to the legacy they want to leave. Kym Buttschardt shared a memory of bringing her parents to the Garden for tram tour which was a very joyful and magical day.

- II. Approval of Advisory Board minutes from September 12, 2018.
A motion was made, seconded, and passed to approve the minutes.
- III. Announcements
Dion Duffin has been hired as the new Director of Administrative Services. She has replaced Roxanne Kulakowski, who retired at the end of September.

Imagine New Heights is the University's campaign to raise funds for various projects on campus through 2020. Of all the organizations on campus, Red Butte has the highest number of distinct donors at 24,043 and distinct transactions at 45,656. As part of this campaign, we are raising funds for a future Education Center, Phase 1 of the Seven Bridges Trail, general endowment fund, and education and plant research/conservation endowment funds.

Tim wanted to gauge interest of the Board to have more regular, informal meetings, called BoardWalks, to network and learn more about the Garden. Tours of specific gardens can be arranged with staff or discussions about certain programs. Tim will work with Greg and Wendy to plan an event when it starts to warm up. Some Board members expressed interest in having Board retreats for education and increased engagement.

The Board was asked how they preferred to receive their meetings materials ahead of the meetings – either in the mail or digitally via email. Some Board members said they preferred hard copies, some preferred email for ease. Board members will be sent materials according to their preferred method of distribution.

IV. Recognition of Outgoing Members

Tom Brickey and Steve Urquhart have served two terms and are rotating off the Board. Susan Bollinger was the Alumni Representative, and her one-year term ended this year. Lyle Summers had to step down from the Board due to timing conflicts with another Board on which he serves. Cindy Kindred will also not be serving a second term due to conflicts. Nancy Martin lives in California and could no longer regularly make it to meetings, so resigned her position as Board Secretary. David Classen was scheduled to come off the Board, as he has served his two terms, but has been nominated to serve as the new Secretary.

V. Nominating Committee

After tabulating votes from absent and present Board members, all nominations were approved. David Classen has been approved as the Board's new Secretary. Troy Aramburu, Brandi Bosworth, Kathleen Riebe and JoLynda Stillman have been approved for addition to the Board.

VI. 2019 Concert Sponsorship

Angela presented the proposed changes to the Concert Sponsor program for 2019. Last year, there were no price increases. Due to demand, waitlist, anticipated ticket prices, and other factors, we will be increasing the price of many packages. The biggest increase is 11% for reserved lawn seats, as they are some of the most in demand seats. The new prices are still below price or on par with other entertainment options in the area. A motion was made, seconded, and passed to approve the sponsor package price increases.

Security National has replaced Wells Fargo as our Series Presenting Sponsor for the next three years. Last year, Security National was a supporting sponsor and are excited to take a more central supporting role. Toyota has renewed their four-year agreement. Angela is continually looking for new ways to provide sponsorships due to high demand from local corporations since they view our sponsorships as a great value.

VII. Programs

a. Nature Connects

After factoring in membership and admission increases, the Garden netted about \$100,000 in earned revenue from the Nature Connects exhibit. This includes \$67,000 in gifts. Admission increased about 50% due to the exhibit. We also received some in-kind gifts for media and printing. We received a lot of positive feedback – many guests would love to see more exhibits in the future. Additionally, we were able to engage the “tween” demographic, who are typically difficult to reach.

b. Garden After Dark

The theme this year was Oaklore Academy of Magic. Guests were able to make wands, take “classes”, practice casting spells, and defeat the antagonist, Myrtle Spurge. This was our highest grossing year with almost \$90,000 in revenue. We changed the crafts from labor-intensive throwaways to pre-made, durable and lasting items. This change helped reduce the wait time at craft stations. Additionally, more focus was placed on the story and decorations, providing more photo-worthy moments and experiences for guests. We can comfortably handle 1,200 – 1,500 guests per night. Also new this year was the entry location and overall flow of the event. We used the amphitheatre as the entrance for the event, which allowed us to utilize the Will Call booth for ticketing, as well as have increased parking for guests.

VIII. Finance Committee Report

Earned income in Quarter 1 increased 9% from last fiscal year. Concert revenue increased 6%, largely due to a higher ticket price. Admission revenue increased 70% due to a price increase and the Nature Connects exhibit. Gift Shop revenue increased 49%, also due in large part to Nature Connects. ZAP funding was down 69% in Quarter 1 due to a timing issue. However, ZAP revenue should increase year over year by 9%. The addition of the Water Conservation Garden and the Dumke Horticultural Operations Center will increase operating expenses year over year going forward. The Garden has an operating surplus of \$1.1 million. David Classen suggested breaking out the non-program focused giving in the financial report.

IX. Staff Report

Sandi Behnken had questions about the Four Corners potato project being conducted by the Conservation department. The potatoes are being grown onsite for an event with the Natural History Museum of Utah. Bruce and his team are working closely with native peoples from Southern Utah to ensure that the potato is being preserved and treated in a way that corresponds with their traditions. As such, we don't know yet if the potato will be made available to the public for propagation or consumption.

Adjournment 4:50 pm