



RED BUTTE GARDEN

THE UNIVERSITY OF UTAH

Red Butte Garden Advisory Board Meeting
Wednesday, February 13, 2019, 3:30 PM
Classroom

Present: Tim Welsh, Greg Lee, Tory Magleby, Troy Aramburu, Erin Armstrong, Brandi Bosworth, Kym Buttschardt, Fred Esplin, Kevin Murphy, David Reymann, Laura Snow, JoLynda Stillman

Absent: Byron Barkley, Sandi Behnken, David Classen, Jeff Herring, Chuck Horman, Kristy Larsen, Ron Motzkus, Steve Price

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

I. Approval of Advisory Board minutes from November 14, 2018.
A motion was made, seconded, and passed to approve the minutes.

II. Announcements
For many years, the Garden has reported to Fred Esplin, Vice President of Institutional Advancement. Fred will be retiring from full-time service this year. Reporting duties will be taken on by Laura Snow, who has worked at the University for 27 years and is currently employed in the President's Office. Laura expressed her long-standing love for Red Butte Garden and will advocate on the Garden's behalf.

Yasmine Jarvis, Administrative Assistant, has taken on the role of Board Liaison upon Roxanne Kulakowski's retirement.

Sara Sorensen, Director of Programs, is leaving the Garden. We are currently recruiting for her position.

III. Welcome New Members
New Board members Troy Aramburu, Brandi Bosworth, Kathleen Riebe, and JoLynda Stillman introduced themselves to the Board. The rest of the Board and attending staff also made their introductions.

IV. Finance Committee Report
a. Audit Report
Squire & Company representative Danny Barlow presented the audit findings, which were performed for the 2017-2018 fiscal year. He explained that the financial statements provided to the Board do not

account for fixed assets, such as buildings, because they are already accounted for by the University. For ZAP reporting purposes, Squire has used a modified accrual basis financial statement for operating revenues and expenses only. Several factors are considered by the auditors, including risk assessment and transaction sampling in order to form their opinion, which has been unmodified. The included management discussion and analysis highlighted concert revenue fluctuations, endowment activity, and significant increases and decreases in operating revenues and expenses.

Also included is a letter to management that addresses the auditors' responsibilities, how the auditors assisted in the preparation of financial statements, significant accounting policy changes, significant estimates of investments and endowments, significant disclosures, and any difficulties encountered when working with Garden staff. The auditor reported that there were no difficulties when with working with Garden staff, and no significant findings, adjustments, or disagreements regarding financial accounting or reporting.

b. Budget Report

Year-to-date revenue has increased 15% for quarter two compared to last fiscal year. Concerts represent approximately 56% of total revenue generated by the Garden. Non-concert related revenue increased 6.2%. Admissions, gift shop, and memberships all increased since the last fiscal year, most of which was due to the Nature Connects exhibit hosted from June through September 2018. Concert sponsorships decreased compared to last fiscal year, due to early payments by sponsors in reaction to a tax law change. This will balance out by the end of the fiscal year. Investment income has increased as a result of our increasing investment in the University's quasi-endowment fund. Quasi-endowments earn a higher percentage of interest than holding accounts, and funds can be withdrawn for any purpose. We ended quarter 2 with an operating surplus of \$673,000.

Total year-to-date expenses have increased 21% over the previous fiscal year, the majority of which was concert related. Total expenses due to concerts represent 41% of expenditures. Other factors contributing to increased expenses include increased staff salaries and benefits, and increased operating costs for the Dumke Horticultural Operations Center and Water Conservation Garden.

V. Capital Improvement Projects Update

a. Parking Lot

The Visitor Center parking lot has been expanded by 14 stalls in the southwest corner to help the Garden accommodate increased visitation. This work was completed over the winter. Research Park is still planning to convert its lots to paid parking. When that occurs, we will have to

implement a parking control system to preserve parking for our guests, otherwise Research Park employees trying to avoid purchasing parking permits will start using our parking spaces.

b. Bridges Trail

Part of Zeke Dumke's vision for the Garden was the construction of a creekside trail employing multiple pedestrian bridges along Red Butte Creek. This section of creek is unique in the city. A consultant has been working on Zeke's concept and construction documents, which should be completed by the end of February. An initial bid has been returned at \$1.5 million, including University soft costs. The project has been split into two phases. The first phase is on University property and features six bridges. Phase two, which is not included in the \$1.5 million project estimate, depends on the Forest Service someday accepting a land swap with the University/Utah State for those acres. The planned "six bridges trail" uses existing land shelves and zig-zags across the creek. This means there may be six bridge naming opportunities for interested parties.

c. Service Road

The proposed service road would connect the top of the Four Seasons Garden to the Water Conservation Garden and continue north into the Natural Area. This road will provide a connection for our staff who work in the Natural Area, fire access to the Natural Area, and opens the Water Conservation Garden up for tram tours. Construction cost estimates are still underway, but the current proposed cost is \$700,000 to \$800,000.

d. Education Center

Previous architectural programming efforts and schematics had been done years ago for a proposed building located to the south of the Visitor Center, near the Natural History Museum of Utah. We are still looking at that site, as well as an area north of the parking lot. Funds of \$280,000 are needed to complete architectural programming documents and 20% of design. One of the main concerns is the inclusion of a bus turnaround for school groups, which may be difficult on the south site, although it is closer to existing utility lines. A donor has expressed interest in incorporating an internal lecture hall amphitheatre into the design, which may be more easily included at the north site. The north site would also enable us to more easily create an ADA-compliant path from the Visitor Center to the lower garden. The inclusion of a lecture hall would also open the Garden up to new programming opportunities. Current cost estimates are around \$12 million for project completion through construction.

VI. Development Update

This year, the Development department has been focusing on engagement for donors and members. This has led to the creation of several member events,

including a long-time member breakfast, a family event, and a 21+ event. This year, we are adding a block party-style event in the Amphitheatre. Tonight is our family event, which all Board members are invited to.

The Annual Giving Program has been revamped and is seeing some growth. The annual Phoneathon conducted by the University supports this program. We have also now started to send out three Annual Appeals, rather than one at the end of the year. We have also been able to send more personalized letters to individuals. Wendy thanked Erin Armstrong for her work in calling donors and thanking them. The Planned Giving webpage will launch this year. We also plan to send a mailing to persons who may be good donors for this program. Our goal for this fiscal year is \$88,000, and we have already achieved half of that.

We are beginning to look at different opportunities for sponsorships. This includes Garden After Dark, summer camps, and general sponsorships. Wendy asked the Board for volunteers who can review proposal documents for sponsorship opportunities.

There are concert donors who do not come to the Garden other than for concerts. Wendy asked the Board for ideas on how to increase these donor's involvement.

Security National has replaced Wells Fargo as our main concert sponsor, and their logo will be installed above the stage. We also have one third-tier stage sponsorship available.

VII. ZAP Update

Every year, the Garden applies to be a recipient of funds provided by the Zoo, Arts, and Parks (ZAP) program of Salt Lake County. Once the funds are awarded, ZAP releases a report that describes how they scored the organization and provides suggestions for organizational improvement. This score can vary year to year based on who is reviewing our application, but generally we score above average. This year, we are above the median score in every category except Public Benefit and Outreach. Many ZAP organizations score low on Board Diversity, which is due to the fact that few of their Board members live in the western part of Salt Lake County. Greg solicited the Board for help in identifying potential Board members who live in underrepresented areas.

Brandi Bosworth suggested offering free camps to organizations who work with underserved populations, like the Boys and Girls Club.

VIII. Staff Report

There were no questions on the Staff Report.

Adjournment 5:00 pm