



Red Butte Garden
THE UNIVERSITY OF UTAH
Red Butte Garden Advisory Board Meeting
Wednesday May 17, 2017, 3:30 PM
Classroom

Present: Greg Lee, Tom Ramsey, Tim Welsh, Cathy Angstman, Sandi Behnken, David Classen, Gayle Everest, Chuck Horman, Cindy Kindred, Kristy Larsen, Tory Magleby, Nancy Martin, Kevin Murphy, Joe Sargetakis, Susan Speer, Sandy McOmber, David Gee.

Absent: Byron Barkley, Thomas Brickey, Fred Esplin, Jeff Herring, Steve Price, Chris Satovick, Stephen Urquhart, Angie Welling, Henry Wurts.

Staff in Attendance: Guy Banner, Derrek Hanson, Yasmine Jarvis, Fritz Kollmann, Roxanne Kulakowski, Wendy Loyning.

- I. Approval of Advisory Board minutes from February 8, 2017.
A motion was made, seconded, and passed to approve the minutes.
- II. Announcements
 - a. A joint event with NHMU is in the works. We are currently looking at dates in September and hope that both our Advisory Board and the Board at NHMU can work together to make it happen.
 - b. We have a new ZAP representative, Elizabeth Mitchell. She is the Chair of the ZAP Tier I Review Board.
- III. Utah Nonprofits Association
As a member of UNA, the Garden is required annually to revisit and adopt the ethical standard they put forth. A motion was made, seconded and passed to accept the UNA Ethical Standard.
- IV. Nominating Committee
Two names were presented for addition to the Board – Ron Motzkus and Lyle Summers. They both reside in county districts that are currently underrepresented on our Board. A motion was made to approve Ron Motzkus and Lyle Summers. The motion was seconded and passed.
- V. Concert Series Update
As of this meeting, 86% of all the season’s tickets have been sold. Twelve concerts are sold out, with several more that will sell out soon. We are completing a process to renew our contract with Ticketfly after an RFP procedure. We are constantly reviewing processes for cutting down on

the number of tickets that are purchased by scalpers and end up on third-party ticket resale sites.

VI. Development Update

- a. Staff are in the process of sending out information packets to donors about how they can help sponsor the planned Nature Connects exhibit. They will be able to sponsor a particular piece of the exhibit or a certain aspect of the exhibit.
- b. The Annual Appeal timing has been changed and was sent out in the spring rather than year-end. It is now using specialized letter to target specific donors, as well as trying to solicit some of our newer donors. The results of this year's Annual Appeal have far exceeded previous years' numbers.
- c. This year, we have rebranded our concert package program to be the Concert Club / Donor program. Previous years' use of the word "sponsors" had caused confusion. Instead, the only time "sponsor" will be used is in reference to companies/people who are sponsoring a specific aspect of the concert series, including the stage, recycling and volunteers. This year, we have added a new sponsor who will cover all costs for the concert volunteers – Intermountain Health Care. They will provide shirts and snacks in return for exposure of their logo.

VII. Water Conservation Garden

- a. Fritz Kollmann and Guy Banner presented general information on the new Water Conservation Garden, which they oversee. There are 29,000 individual plants, 530 different plant species and nine themed subsections to the garden. There are plans for a connection to the tram route so people can be dropped off at the top of the garden and walk down. The Horticulture staff wanted to be sure to use many plants that are generally easy to find, so that visitors who want to emulate the WCG in their home gardens can do so easily. There are also plans to develop a plant listing / source list that will be made available to the public. Finally, the signage for the garden sections has not yet been completed, but we are working with a firm for complete interpretive signage.

VIII. Finance Report

The Garden's overall finances are in good order and it appears that it may produce another surplus this year.

IX. Staff Report

There were no questions on the Staff Report.

Adjournment 4:55 pm