Red Butte Garden Advisory Board Meeting
Wednesday November 8, 2017, 3:30 PM
Classroom

Present: Greg Lee, Tom Ramsey, Tim Welsh, Cathy Angstman, Sandi Behnken, Susan Bollinger, Thomas Brickey, David Classen, Jeff Herring, Tory Magleby, Kevin Murphy, Steve Price, Susan Speer, Lyle Summers, Stephen Urquhart.

Absent: Byron Barkley, Fred Esplin, Gayle Everest, Chuck Horman, Cindy Kindred, Kristy Larsen, Nancy Martin, Ron Motzkus, Chris Satovick, Angie Welling, Henry Wurts.

Staff in Attendance: Kevin Jensen, Yasmine Jarvis, Roxanne Kulakowski, Wendy Loyning, Angela Wilcox.

   I.   Approval of Advisory Board minutes from September 13, 2017.
        A motion was made, seconded, and passed to approve the minutes.

   II. Announcements
        New Board member, Lyle Summers, introduced himself.

        All Board members are invited to this year's Volunteer Appreciation event on December 7. It will be held at the Utah Museum for Fine Arts since our Orangerie is not large enough to accommodate this event due to the growth of the Garden's volunteer program.

   III. Nominating Committee
        The Board said goodbye to the members whose terms are up, thanked them for their service and presented them with an outgoing gift: Cathy Angstman, Gayle Everest, Tom Ramsey, Chris Satovick, Angie Welling, and Henry Wurts. The Board wanted to also thank Tom Ramsey, and presented him with a gift, for his service to the Board as a member and as Board Chair. A motion was made, seconded, and passed to elect Tim Welsh to the position of Board Chair and Tory Magleby as Vice Chair. The Board voted to approve second terms for Chuck Horman and Tory Magleby. The Board also voted to approve the addition of three new members: Kym Buttschardt, David Reymann, and Erin Armstrong-Wright.

   IV. 2018 Concert Sponsorship
        The 2017 season saw over $2 million in revenue from the concert sponsorship and donor program. This is an increase of $200,000 from 2016. The majority of the sponsor packages will not have a price increase next year. Section B will be restructured so that all the lawn seats are

"front row" and additional reserved seat chairs will be added to the East Terrace lawn. The Board discussed possibilities for other section arrangements for next concert season.

V. Development Update

The Nature Connects exhibit is well underway in terms of funding and sponsorships. Wendy asked the Board if they could band together to sponsor a sculpture. $3,000 of the required $15,000 total has already been pledged by members of the Board. Gayle Everest has already agreed to sponsor a sculpture of a gardener. Wendy lead a brainstorming session to gather ideas for potential sponsors for the remaining sculptures.

VI. Finance Committee

Quarter one ended with a $2 million operating surplus. Our concert revenue is down $200,000 from last year due to fewer concerts and lower ticket prices. However, revenue in other areas has increased. We will concentrate more on planned giving in coming years as revenue from all other sources has begun to plateau.

VII. Projects Update

a. Pond dredging on our middle pond has begun. Visitors can expect to see a torn-up area until spring, when the project is projected to be completed.
b. Parking lot expansion plans are in place and preliminary meetings have begun. We intend to expand the Visitor's Center parking by approximately 30 stalls and to install a pay parking system at or around the time that Research Park makes all of its lots pay/permit parking.
c. Horticulture Building construction is well underway. We expect installation of the stone façade soon.

VIII. Campus Tobacco Policy

The University of Utah is implementing a tobacco-free campus policy. This may have a big impact on our events, especially concerts. We hope that the University designates an area for smoking for our concert-goers so that they won't feel the need to smoke in the Garden or venue. Jeff Herring offered to help Greg get in contact with key committee members.

IX. Staff Report

There were no questions on the Staff Report.

Adjournment 5:10 pm