



Red Butte Garden
THE UNIVERSITY OF UTAH
Red Butte Garden Advisory Board Meeting
Wednesday November 30, 2016, 3:30 PM
Classroom

Present: Greg Lee, Tom Ramsey, Tim Welsh, Cathy Angstman, Byron Barkley, Sandi Behnken, Thomas Brickey, David Classen, Fred Esplin, Gayle Everest, Cindy Kindred, Kristy Larsen, Tori Magleby, Nancy Martin, Joe Sargetakis, Chris Satovick, Susan Speer, Stephen Urquhart, Henry Wurts, Zeke Dumke, Sandy McOmber.

Absent: Chuck Horman, Kevin Murphy, Angie Welling.

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

- I. Approval of Advisory Board minutes from September 14, 2016
A motion was made, seconded, and passed to approve the minutes.
- II. Announcements
The Board welcomed new member Steven Price, who has been appointed to serve as the liaison to the University's Board of Trustees.

Greg presented the possibility of moving the May 2017 Advisory Board meeting back one week in order to coincide with a pre-opening event for the Water Conservation Garden. The meeting would take place on the 17th instead of the 10th. A motion was made, seconded, and passed to approve the meeting date change.

A few days prior to the meeting, ZAP released the results of their 2016 funding evaluation. Twenty-two out of twenty-four organizations received funding, and Red Butte Garden was one of them. Red Butte Garden scored well in the financial category but poorly in the Board diversity category. Greg asked the Board to submit names of potential Board members who live in districts two, three and five, which are currently not represented.

- III. Nominating Committee
 - a. Election of Board Members
Four Board members are up for their second terms: Byron Barkley, Sandi Behnken, Kevin Murphy and Susan Speer. A motion was made, seconded, and passed to approve second terms for all four Board members. Nancy Martin was scheduled to come off the Board as she had finished her two terms, but agreed to serve as the Board

Secretary. A motion was made, seconded, and passed to approve the election of Nancy Martin to Board Secretary.

b. Bylaw Change

Previously the Bylaws read that the Vice President of Facilities and the University Student Body President would serve on the Board. The Garden proposed that the Bylaws be changed to read that one University staff person of the President's choosing will serve on the Advisory Board. A motion was made, seconded, and passed to approve the changes to the Advisory Board Bylaws.

IV. 2017 Concert Sponsorship

Angela Wilcox, Concert and Corporate Giving Manager introduced herself to the Board. Overall, the concert sponsorship program brought in over \$2 million this year in concert ticket sales and donations. \$1.1 million comes from charitable gifts.

New for 2017 is a rebranding of the concert sponsor program. In an effort distinguish between Stage/Presenting Sponsors and concert sponsors, the concert sponsors will now be called donors. In addition, new chairs with armrests have been acquired for section A.

Concert package renewal rates are around 90%. Nancy Martin voiced her concern that concert packages may become an elitist program and suggested a lottery in order to give new donors an opportunity to get tickets. Tory Magleby recommended moving forward carefully so as to not exclude current long-time donors.

V. Development Report

The Water Conservation Garden will have its grand opening next year. The Garden has an existing media plan, but the Board was asked to give additional suggestions as to how to promote this event. The Board participated in a ten-minute brainstorming session. Wendy asked the Board to help get ideas that they were interested in off the ground.

VI. Finance Committee

Five permanent positions have been added to the Horticulture department which has increased expenses. In fiscal year 15/16 ZAP gave the Garden \$1.2 million in funding.

VII. Staff Report

There were no questions on the Staff Report.

Adjournment 4:55 pm