



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

Present: Greg Lee, Tim Welsh, Tory Magleby, Erin Armstrong, Byron Barkley, Sandi Behnken, Thomas Brickey, Kym Buttschardt, David Classen, David Gee, Fred Esplin, Cindy Kindred, Kristy Larsen, Ron Motzkus, Kevin Murphy, David Reymann, Lyle Summers, Stephen Urquhart.

Absent: Susan Bollinger, Jeff Herring, Chuck Horman, Nancy Martin, Steve Price, Susan Speer.

Staff in Attendance: Jason Alba, Heidi Anderson, Kristin Gelegotis, Derrek Hanson, Yasmine Jarvis, Roxanne Kulakowski, Wendy Loyning, Elisa Pierce, Sara Sorensen.

- I. Approval of Advisory Board minutes from November 8, 2017.
A motion was made, seconded, and passed to approve the minutes.
- II. Announcements
 - a. The Hummingbird sculpture made of LEGO bricks for the Nature Connects exhibit this summer has been almost completely funded by contributions from the Board. We are trying to get 100% Board participation on this project and any Board members who have not already donated are welcome to do so.
 - b. Beehive Cheese has created a special cheese to benefit Red Butte Garden called Red Butte Hatch Chili. A portion of the proceeds from wholesale and retail sales from this cheese will be donated to the Garden. In Utah, it is sold exclusively through Harmon's Grocery.
 - c. The Zoo, Arts, and Park Programs has returned to us their evaluation of our organization based on several criteria. We have received funding for the upcoming year and an overall score of 5.60. One point of note is that the score for our governing board has increased from past years due to increased geographic diversity of the Advisory Board members. We received a perfect (highest) score in the financial category.
- III. Welcome New Members
New members Erin Armstrong, Kym Buttschardt and David Reymann attended their first Advisory Board meeting. They introduced themselves to the Board. Erin Armstrong works at the George Eccles Foundation, Kym Buttschardt owns Rooster Brewing Company in Ogden and David Reymann is an attorney at Parr, Brown, Gee and Loveless.

IV. Finance Committee Report

a. Audit Report

The report was presented by Wade Watkins, partner at the auditing firm Pinnock, Robbins, Posey and Richins. The general University-related findings were disseminated to the Board of Trustees and the Garden-specific findings were given to RBG directly. No major issues were found in this audit.

The audit found no signs of fraud, incorrect fiscal year reporting or any resistance from staff. Greg thanked Elisa Pierce and Kristin Gelegotis, the Garden's accountants, for their excellent work that was instrumental in the Garden receiving such a clean audit.

b. Budget Report

Quarter 2 of fiscal year 2017/2018 appears to have greater revenue than Quarter 2 of fiscal year 2016/2017 due to a cash carry forward. This is because we received a sizeable gift the previous year but were not able to expend it in the year it was given, so we report it as a cash carry forward until it is spent.

RBG receives about 3% of our funding from the University and just under 10% from ZAP, but we are largely self-funded. The Garden has grown significantly in the past 10 years, but those sources of revenue, such as concerts, events rentals, concert sponsorships, and memberships, are expected to largely flatten out while our expenses will continue to grow as we add new gardens and facilities. The main area where the Garden can increase revenue is through planned giving. Fortunately, we have a few years of structural surpluses that can be put into our maintenance endowment fund while we grow our planned giving program.

Concert revenue has great variance year over year because our fiscal year ends in the middle of concert season. The schedule of concerts and how many of them occur before or after fiscal year end greatly impacts our reported concert revenue results. This scheduling is completely dependent on the bands and their tour schedules. The biggest challenge our summer concert series faces going forward may be booking/entertainment company LiveNation, which recently acquired the local company, United Concerts.

V. Programs Department

Summer camps have been an integral part of summers at the Garden since 2003, when the Children's Garden opened. Last year saw record attendance, with 874 attendees, a 96% sell-out rate, and \$90,000 in revenue. The program runs from June through August, with camps for kindergarten through 6th grade, with some camps offered in conjunction

with some of our community partners like the Natural History Museum of Utah. We also participate in the Ultimate Camp Experience, a summer camp which is held at a different organization each day for a week. All of the camps have an educational component, usually in the STEAM fields, with a programming goal to offer something for every child. Also a goal of the summer camp program is to offer a majority of camps that align with the State science core curriculum, so children learn during their summer break about concepts they will study in their next school year. This year, we are partnering with a company called Play-Well to offer several LEGO™ themed camps to tie into the Nature Connects Exhibit. Last year, we were able to procure \$14,000 in donations to offer a summer camp scholarship program, which benefitted 88 underprivileged children who would not otherwise have been able to attend.

VI. Parking

Research Park is moving to a permit and pay parking system on or around July 1. We have been advised to install a pay parking system lest Research Park employees trying to find free parking tie up spaces in our lot. We are working with the University's Commuter and Parking Services Department to identify a system that will enable us to provide 30 minutes free parking with an additional 2-hour validation provided to Garden visitors. Whatever system we choose will be enforced by Commuter Services, but we will have the option to turn it off for classes and events, for example.

In addition, we have to find a place for our staff to park so they are not taking up valuable spots in our lot as we continue to grow. We may be able to work out a deal with the Williams Building to purchase stalls in their parking garage for our staff to use. We are also looking to expand our parking lot in the southwest and northwest corners of our lot to increase our on-site capacity by 30 spaces.

VII. Gardner Commons Water Conservation Garden

The University of Utah is building a new student classroom center, called Gardner Commons, to replace the old Orson Spencer Hall. This provides an opportunity to landscape the surrounding land to create an inviting space for students, as well as promote water conservation.

VIII. Staff Report

There were no questions on the Staff Report.

Adjournment 5:00 pm