



General Meeting of the Board of Directors
Fresno Chaffee Zoo Education Building
Wednesday, May 18th, 2016 5:30 pm

DRAFT

Board Members	Attendance	Staff Present	Public Present
Cates, Chelsea	Present	Anderson, Alisha	None
Dougherty, Colin	Present	Condoian, Lisa	
Gonzalez, Ed	Absent	Myers, Lyn	
Levy, Sharon	Present	Martina, Laura	
Nokes, George	Absent	Goldman, Brian	
Price, Ken	Present	Nodolf, Shannon	
Rainwater, Shari	Present	Pitts, Sandra	
Richards, Tom	Present		
Saladino, Craig	Present		
Valentino, John	Present		
Advisory			
Scott Barton	Present		<u>Fresno's Chaffee Zoo Corp Legal Counsel</u>
Steve MacAlpine	Present		Doug Larsen - Absent

Meeting called to order at 5:30 p.m.: Board Chair, John Valentino called the meeting to order.

Roll Call: Board Directors Cates, Dougherty, Levy, Price, Rainwater, Richards, Saladino and Valentino all present. Board Directors Nokes and Gonzalez absent. Advisors CEO Barton and Mr. MacAlpine present. Legal Counsel Mr. Larsen absent.

Approval of Minutes: Director Valentino called for review of the minutes from January and April 2016 and a motion to approve. Director Saladino called for a revision of the discussed minutes, stating that he was present for both. Assistant Board Secretary Lisa Condoian will review and correct the error. Director Valentino called for a motion of approval. Director Rainwater seconded. Directors Cates, Dougherty, Levy, Rainwater, Richards, Saladino and Valentino in favor. None opposed. Motion carried.

Chair Report: Presentation from Service System Associates, also known as SSA. SSA introduced themselves with a PowerPoint reviewing the continued successful partnership with the Fresno Chaffee Zoo. SSA is a large attraction services provider with key focuses on customer service and conservation. The Fresno Chaffee Zoo has become one of the top five clients with the highest capital growth. The zoo is also the top for highest revenue per square foot in retail. SSA stated their message is huge piece of driving per capital and extending that message to the guest perpetuates the idea that their purchase matters. SSA is currently improving their store setups, offering combo purchases, buying from local vendors, and making sure their employees understands the mission and values of the Fresno Chaffee Zoo. SSA also donates to local causes, including organizations like Valley Children's Hospital.

CEO Report: CEO Scott Barton stated that the attendance for April 2016 was a record-breaking 133k visitors. He is projecting one million for the entire year. CEO Barton also stated that a design firm has been selected for the conceptual design for the African River project. CEO Barton also mentioned they would soon be putting out the RFP for the Tiger/Bear exhibit project. The zoo now has extended hours for Friday and Saturday evenings open until 7:00 pm PST. CEO Barton told the committee that Kopje Lodge now sells alcoholic beverages. Chief Marketing and Development Officer, Alisha Anderson, stated that the new Friday and Saturday nights extended hours and beverage options have been promoted on all of the social media networks.



Review, Discuss and Consider Financial Report: CFO Goldman reviewed the April 2016 Financial Report with the board. CFO Goldman stated that expenses are lower than anticipated budget and revenue is higher than projected. Goldman also stated that FCZ will commence selling combo tickets at ticket on July 1st, 2016. The combo tickets will include Giraffe feeding and Stingray Bay admission. Director Valentino made a motion to accept financial report as received. Director Dougherty seconded. All in favor. None opposed. Motion carried.

Review, Discuss and Consider Marketing and Development Report: Chief Marketing and Development Officer, Alisha Anderson updated the committee on the annual appeal. She stated that the base amount received this year is 23k with hopes of a consistent increase in the following years. CEO Barton stated the Exit Survey questions have been finalized and the survey should be compiled by June 2016.

Review, Discuss and Consider Finance Committee Report: Director Saladino stated that the Fresno's Chaffee Zoo Corporation is currently open to any opinions regarding a new local bank. Director Saladino also stated the Finance Committee would like to add a community-at-large member with a background in investment. Director Valentino called for a motion of approval. Director Rainwater seconded. All in Favor. None opposed. Motion carried.

Review, Discuss, and Consider Old Business: CEO Barton stated parking discussions are continuing with the City of Fresno. They are moving forward and will update the Board in future meetings. The discussion regarding the 360 degree reviews are tabled for a closed session in either the June or July Board meeting.

Public Comment. This time is set-aside for the public to comment on any item within the jurisdiction of the Board, but not appearing on the agenda. Items presented under public comment may not be discussed or acted upon by the Board at this time. For items appearing on the agenda, the public is invited to comment at the time the item is called for consideration by the Board. Any person addressing the Board under public comment will be limited to a 3-minute presentation to insure that all interested parties have an opportunity to speak. Please state your name and address for the record: None.

Board questions and comments: Director Price inquired to the date of expiration of the SSA contract. CEO Barton stated these are two separate contracts and that the first contract will be expiring next year. Director Rainwater inquired regarding a food quality question in the exit survey. Chief Marketing and Development Officer Anderson stated there was such a question included. The Board agreed to the Tuesday, June 21st, 2016 board meeting date.

Adjournment: Adjournment 6:45 pm.

Respectfully submitted by: Jessica Revis, Executive Assistant to the CEO/Zoo Director
Fresno's Chaffee Zoo Corporation