



General Meeting of the Board of Directors
Fresno Chaffee Zoo Education Building
Wednesday, July 20nd, 2016 5:30 pm

DRAFT

Table with 4 columns: Board Members, Attendance, Staff Present, Public Present. Lists names and attendance status for board members and staff.

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

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

Approval of Minutes: Director Valentino called for review of the minutes from June 21st, 2016 and a motion to approve. Director Rainwater so called for a motion to approve. Director Dougherty seconded. Director Price abstained. Directors Cates, Price, Richards, Saladino, Gonzalez, and Valentino in favor. None opposed. Motion carried.

Chair Report: Director Valentino stated to the board that his company has a current contract with Harris Construction. Director Nokes asked if his relationship pertained to the zoo. Director Valentino stated that it did not have any association with the zoo, but wanted to disclose due to the Harris Construction and FCZC discussions. Director Valentino stated the Visitor survey will be addressed at the next board meeting by the Director of Marketing and Development, Alisha Anderson. He stated that there will be a comparison of the 2008 results, as well as a benchmark with 15 other like organizations. Director Valentino shared a quick excerpt from the survey, stating the average child admission is \$13.10 and adult admission is \$17.82. This comparison shows how relatively low our admission price is nationally.

CEO Report: CEO Barton stated the annual report is hot of the presses. CEO Barton stated the reports would be sent out to the community and other organizations. He stated the entire team did an outstanding job putting it together. Director Dougherty stated the report was wonderful and commended the team on their great marketing efforts. CEO Barton stated that their sea lion, Catalina, passed away due to Valley Fever. He mentioned that Valley Fever is rarely contracted in the sea lion collection, but can be found almost everywhere in Fresno. CEO Barton said the veterinarian team will be checking all other animals for such conditions. CEO Barton highlighted the most recent mystery shopper report. He stated that going forward, he would be sure to send out the reports to the board as they are received. The mystery shopper report suggested the FCZ provide a food menu on our website. CEO Barton stated he agreed with the suggestion and would work with the team to implement. The mystery shopper also highlighted an outstanding team member, Madeline. Madeline is a cashier from the SSA gift shop. CEO Barton stated that he recently attended a meeting in Sacramento with representatives from the San Diego



Zoo and the CA Fish and Wildlife. CEO Barton stated it was a constructive meeting, and a positive way to build relationships in the industry. CEO Barton reiterated Director Valentino's comments regarding the guest survey, stated it went very well and is looking forward to its presentation at the next board meeting. He also mentioned that the zoo would soon begin a staff survey. The staff survey will commence the first week of August. He stated it should be compiled and sent out soon thereafter. CEO Barton mentioned the summer camp attendance has been very successful, with a 27% increase in comparison to last summer. CEO Barton lastly stated that the zoo has begun to meet with engineer professors from Fresno State to discuss solar opportunities.

Review, Discuss, and Consider FCZ Conservation Update: Education Curator, Sandy Pitts, presented a PowerPoint presentation on the Conservation efforts at the Fresno Chaffee Zoo. Pitts stated the Conservation committee began in 2007. They started humbly with a conservation fund of \$4,000.00. Soon they developed a grant program, therefore allowing them to contribute more funds over time. In 2012, they changed their approach to the conservation effort by funding long-term projects. This allowed them to show our community how the zoo is helping over time, and established a lasting relationship in the conservation society. The new long-term approach created a way for the zoo to relate the animals they exhibit, to the animals they are helping to preserve in the wild. Last year the Conservation committee was able to donate \$80,000 towards those projects. The selected projects were discussed amongst the committee and then voted on. The Committee received sixty applications last year. A few factors they consider are the necessity of the funds, location, how they tell their story, and how the zoo can relate those stories to the community. The funds have been split almost evenly between long-term and short-term efforts. Pitts mentioned that all of the Zoo's conservation projects funded by the Committee can be viewed on the Fresno Chaffee Zoo website. Pitts stated the Zoo's education department is doing something new this year because of the expansion of African Adventure. She stated they created a booklet guide for guests to interact with. This allows guests to learn more about conservation and keep their minds active while visiting. Pitts also stated there were also several new conservation signs throughout the exhibit. They can be seen at every table in Kopje Lodge and hanging on the bathroom doors. She stated the Conservation committee is hosting a guest speaker on August 31st, in the Education Lab. The guest speaker will be the Director of Actions for Cheetahs, Mary Wykstra. Pitts encouraged all of the Board members to attend. Going forward, the Conservation committee is looking to invest in a more hands-on project with the assistance of the High Speed Rail, in the recovery of the California Tiger Salamander. The project would allow for our zoo staff to be more involved and have a local perspective for conservation. This would also allow for the conservation of the Western Pond. These projects are estimated to last about 5 years, and would be onsite. This would create a bigger buy-in to conservation for not only the staff but the community as well.

Review, Discuss and Consider Financial Report: CFO Goldman reviewed the 2016 June Financial report with the board. CFO Goldman stated that the self-generated that the self-generated revenue was \$5,500,485 compared to budgeted revenue of \$4,388,900. Goldman stated that the June 2016 attendance was 80,913 compared to budgeted attendance of 76,000 and 57,400 in June of 2015. CFO Goldman stated the architect selection committee is meeting next week for the Program Animal and Commissary building design. The selection committee are interviewing three different architects. CFO Goldman stated the Finance Committee meeting was cancelled today. Director Rainwater asked if the zoo is keeping the Kopje Lodge open for dinner. CEO Barton stated they did try doing that in spring, but it wasn't very successful. Director Rainwater suggested there be more advertising involved next year to help promote the dinner options at the Lodge. Director Richards made a motion to accept the financial report as presented. Director Price seconded. All in favor. None opposed. Motion carried.

Review, Discuss, and Consider CEO Performance Improvement Committee:

Director Price stated the committee meet roughly two weeks ago, and would like to update the full board. CEO Barton presented an organizational chart and job descriptions for the Zoo CEO, Deputy Director, and Zoo Operations Officer. The Committee is in consensus to the presented items, and will proceed with the Deputy Director Selection process. Director Rainwater asked if the board could receive an electronic copy of the items



presented. CEO Barton stated he would send. CEO Barton mentioned that there are several different types of organizational charts in the zoo industry. Director Rainwater asked if there was an overlap between the Zoo Operations Officer position and the Chief Operations Officer. CEO Barton stated that there was no overlap, and apologized for the confusing title. He stated that it wasn't appropriate for that person to have a manager title because they would have managers reporting to them. Director Price stated the committee did go through the job descriptions to ensure there would be no overlap, and that everything was in the correct order. The committee will meet again to discuss whether or not the job will be reposted or if they will continue with the candidates that have already submitted. Director Price stated that this is not an action item, but an informational piece for the full board.

Review, Discuss, and Consider Bylaw Review Committee Update:

Director Valentino stated that the question arose regarding the addition of none board members to board committees. As written in the bylaws, the addition of members could only be added at the annual organizational board meeting. Director Valentino, with the advice of our legal counsel Doug Larsen, asked for the board to vote for a revision of the bylaw. This would enable the board to vote in board members and non-board members to a committee at any board meeting during the year. Director Nokes asked if the bylaw revision can be made at this meeting, or should it only be voted on at the organizational meeting. Director Valentino stated it did not need to be voted on at the organizational meeting. Legal Counsel Doug Larsen affirmed that the change to the bylaws can be made at any board meeting. Director Richards motioned to approve. Director Rainwater seconded. All in favor. None opposed. Motion carried.

Review, Discuss, and Consider Differed Maintenance Project:

CFO Goldman stated the zoo would like to reallocate expenses in the budget. This would change the budget line item to help with differed maintenance projects. CFO Goldman stated the zoo is currently \$2,000,000 over budget. He stated that by reallocating the funds to a different line item, it would allow for more maintenance projects to done throughout the zoo. Director Rainwater asked if the zoo was going to work with the Horticulture department to add more color around the zoo. CEO Barton stated yes, and this will help reallocation would help do that. CFO Goldman stated they are asking to relocate \$100,000, not to exceed. Director Price motioned for approval. Director Rainwater seconded. All in favor. None opposed. Motion carried.

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 Rainwater asked if the zoo would be add more sea lions. General Curator, Lyn Myers, stated not at this time. Myers said the zoo does have two male sea lions, and that they are working on potentially breeding with the single female sea lion they have now. Director Nokes asked what the status is with parking at the zoo. CEO stated that they are looking at different locations around the zoo for development. CEO Barton stated he is working with Yamabe and Horn, and should have a more detailed update before the end of the year.

Adjournment: Adjournment 6:32 pm

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