



General Meeting of the Board of Directors
Fresno Chaffee Zoo Education Building
Wednesday, May 17, 2017 5:30 pm

DRAFT

Table with 4 columns: Board Members, Attendance, Staff Present, and Public Present. Lists names and attendance status for various 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 Dougherty, Nokes, Rainwater, Richards, Cates, Gonzalez, Saladino, and Valentino all present. Board Director Price absent. Advisors CEO Barton and Mrs. Fortune present. Legal Counsel Mr. Larsen present.

Approval of Minutes: Director Valentino called for review of the minutes from March 29, 2017 and a motion to approve. Director Dougherty so called for a motion to approve the March minutes. Director Rainwater seconded. Director Richards abstained as he was not present for that meeting. All in favor. None opposed. Motion carried.

Chair Report: Director Valentino stated that he did not have anything to report at this time, but would like to defer his report for a presentation from Service System Associates (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 continues to be one of the top five clients with the highest capital growth. The zoo is also has the highest revenue per square foot in retail. SSA stated the concession capital per square foot grew from \$2.43 in 2015, to \$3.46 in 2016. They also mentioned that the catering at the zoo increased significantly from \$38,714 in 2015, to \$191,522 in 2016. SSA stated that the Fresno Chaffee Zoo has the 2nd highest capture rate of all of the zoos they partner with in California. SSA stated that going forward they would like to continue to maximize the available retail opportunities, expand snack options, potentially increase food pricing, and include future retail outlets in the Zoo's master plan. SSA thanked the Board for their time.

CEO Report: CEO Barton stated SSA will be hosting their annual chef competition at the Fresno Chaffee Zoo this year. This is an annual event, and stated that the zoo is honored to host it. CEO Barton stated that the zoo is currently behind on its budgeted attendance, but mentioned that they recently had their busiest month in history. CEO Barton stated that although the zoo is behind its projections for attendance, the staff has done well to cut expenses. CEO Barton stated that the baby rhino and lion are both growing rapidly, and are very healthy. He stated that the Veterinarian department, in collaboration with surgeons from Colorado State University, are working to help with Amy's elbow issue. He mentioned that our team was the very first to ever successfully cultivate stem cells from an African Elephant's blood. This will be very useful for future research and development



in repairing Amy's elbow. CEO Barton stated that he was very happy to announce the zoo has applied for two AZA awards this year. The first for the Marketing award, to highlight are highly commended commercial, and the other being the AZA Exhibit award. The exhibit award would be for the African Adventure exhibit. CEO Barton stated that Fresno Chaffee Zoo previously won the award for Sea Lion Cove in 2012. CEO Barton stated that there are final candidates being considered for the Deputy Director position, and he would update the Board as that progressed. He also mentioned that the Water Play Area project would begin construction on June 19, 2017. Director Nokes asked if Mr. Barton could send him a copy of the Water Play Area plans. CEO Barton stated he would do so.

Review and Discuss Finance Committee Update: Director Saladino stated that the Finance committee created an ad hoc committee to review the Zoo's investment options. He stated the chair of the ad hoc committee would be Finance committee member Dr. K.C. Chen. Director Saladino stated the 401k committee would be meeting soon, and would report back to the Board.

Review and Discuss FCZ Nominating Committee Update: Director Richards stated that the committee would have recommendations at the next scheduled Board meeting. Director Valentino asked for a vote on this update. Director Rainwater so moved to approve. Director Dougherty seconded. All in favor. None opposed. Motion carried.

Review, Discuss and Consider Financial Report: CEO Barton presented the Board with the February financial report. He stated that the attendance is currently down about 36%, and that March consisted of several rainy weekends. CEO Barton stated that the self-generated revenue is \$2,877,514 compared to a budgeted revenue of \$3,378,633. He also mentioned that the surplus is \$575,102 compared to a budgeted surplus of \$387,844. This was due to staff being conscientious of their spending. The total expenses are currently under 15%. CEO Barton stated the Measure Z funds are reporting very similar numbers compared to last year. Director Richards asked why there is a discrepancy in the sponsorship/donations list. CEO Barton stated that numbers shown are both received and promised amounts. He stated that for example, Valley Children's hospital signed a sponsorship agreement for partnering with the zoo at Twiga Terrace. Director Richards asked CEO Barton to send him a breakdown of the all sponsorships/donations listed. Director Valentino called for a motion to approve the April financial report as presented. Director Richards so moved to approve. Director Dougherty seconded. All in favor. None opposed. Motion carried.

Review, Discuss, and Consider Animal Nutrition Design Contract: CEO Barton stated the Animal Nutrition project was previously approved for \$100,000, and is now back for approval of the remaining amount. This would be to approve conceptual design of the Animal Nutrition building. Director Rainwater asked what the size of the building would be in total. CEO Barton stated he would need to check the plans. Director Rainwater stated she was originally concerned about the cost of the basement and that it was very expensive to be a storage area. Director Gonzalez asked if CEO Barton could provide a side by side comparison of the project showing it with and without a basement. Director Saladino stated that he asked CEO Barton to send the basement information to Director Richards prior to the Board meeting. CEO Barton stated he did send the information to the Finance committee but did not send to Director Richards. CEO Barton stated he would bring the Animal Nutrition cost estimates for comparison to the next Board meeting. Director Richards asked CEO Barton to get an environmental survey of the project and send within two weeks. Director Saladino asked CEO Barton to reinvestigate the costs of the basement and send to Director Richards. Director Valentino stated the Board would reassess this project for approval at the next Board meeting. He asked that CEO Barton provide all requested items prior to the meeting.



Review, Discuss, and Consider CEO Contract Approval Limitation: CEO Barton asked the Board to extend the contract approval limitation from \$25,000 to \$35,000. Director Saladino stated that the Zoo chose the amount of \$25,000 as the limit last year, and wanted the Board to be cautious about changing so frequently. CEO Barton stated that this request was only due to the Finance committee no longer meeting monthly. Director Valentino called for a motion to approve the limitation to \$35,000. Director Gonzalez so moved to approve. Director Rainwater seconded. All in favor. None opposed. Motion carried.

Review, Discuss, and Consider Investment Allocation Change: Executive Assistant, Jessica Revis stated this was in response to a suggestion made by Regency at the direction of the Finance committee to change the equities from 40% to 60%, and the bonds ratio from 60% to 40%. Director Saladino stated that he would like to verify the process for changing the investment allocation in our investment policy. Director Saladino also stated that this discussion would go back to the Finance committee. Director Valentino called for a motion to approve the direction given by Director Saladino. Director Dougherty so moved. Director Richards seconded. All in favor. None opposed. Motion carried.

Review, Discuss, and Consider New Board Meeting: CEO Barton asked if the Board could meet on June 21, 2017. The zoo would have a couple proposals that needed approval prior to being received by the Zoo Tax Authority. Director Valentino called for a motion to approve the new Board meeting date. Director Saladino so moved to approve. Director Dougherty seconded. All in favor. None opposed. Motion carried.

Closed Session: Conference with Legal Counsel – Employee Performance Evaluation (CEO)
Pursuant Govt. Code 54957(b). Closed Session entered into at 6:39 p.m., open session resumed at 7:35pm. Director Valentino reported that the information presented and discussed would be added to the personnel evaluation.

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: Dotty Doyle stated she was very happy to be a part of the zoo as a docent. She was very excited for the Facebook competition regarding the birth of the lion cubs.

Board questions and comments: none.

Adjournment: Adjournment 7:35 pm

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