



**DRAFT**

**FINANCE COMMITTEE MEETING MINUTES  
June 21, 2018**

**Fresno Chaffee Zoo  
894 W. Belmont Ave.  
Fresno, CA 93728**

**The meeting of the Fresno Chaffee Zoo's Finance Committee convened on June 21, 2018 at 4:05 PM at 894 West Belmont Avenue, Fresno, CA. The Meeting Minutes were prepared in the order items were presented during the meeting.**

Members Present: Mr. Kyle Kirkland, Committee Chair  
Mr. Ed Gonzalez  
Ms. Julie Vance

Advisors Present: Mr. Scott Barton, CEO  
Dr. Rick Treach, CFO

FCZC Staff Present: Mrs. Laura Martina, Chief HR Officer

Guests Present: Aaron Marshall, Education Director Santa Barbara Zoo

Members Absent: Mr. Tom Richards  
Dr. K.C. Chen

**Agenda Item #2 – Chair Report**

Director Kirkland stated that he did not have anything to report beyond the current agenda items.

### **Agenda Item #3 – May Meeting Minutes**

The Finance Committee voted to approve the draft minutes. Director Gonzales moved for approval and Director Vance seconded. The motion was approved (3 – 0).

### **Agenda Item #4 – Greenlit Projects**

CEO Barton reviewed the schedule and budget for south corridor utility project and the wart hog projects.

Director Kirkland asked if we are on track with the budget and time of these projects. CEO Barton responded that to date the projects were on time and on budget.

Director Kirkland asked if we could add a map of the zoo grounds to the packet for board member reference in future meetings that discuss projects.

### **Agenda Item #5 – Financial Report Year to Date**

Dr. Treach stated that YTD May 2018 attendance is up and that he expects seasonal patterns (slower summer, stronger fall/winter) to hold. Self-generated revenue is up 6% over budget; total personnel expenses are 1% over budget. Year to date, total expenses are 21% below budget. Some budget items, such as community support and conservation grants, will increase in the coming months. Similarly, advertising expenses will increase in the summer/fall to encourage visitation in our slower season. Deferred maintenance expenses will increase through the end of the year as well. Membership attendance is up with increase sales and use of family memberships.

The Finance committee discussed revenue enhancement opportunities such as behind the scenes tours, marketing and social media promotions, gift certificates and additions to existing food and beverage offerings.

Director Kirkland noted that the low per capita spend at the FCZ demonstrates its value and suggested that we prepare that information for use with the Zoo Authority Board and other parties concerned about admission price increases.

### **Agenda Item #6 – Full time IT/Business Analytics position**

Dr. Treach proposed the hire of a dedicated IT Analyst to improve FCZ staff use of existing software systems, address day-to-day IT needs and help FCZ analyze future IT improvements. Committee members discussed the need for the position, possible impact on FCZ finances and proposed recruitment.

After discussion, Director Vance proposed that the Committee recommend to the FCZ Board that FCZ add and fill the proposed position. The motion was seconded by Director Kirkland. The motion was approved (3 – 0).

### **Agenda Item #7 – New Business**

None

### **Agenda Item #8 – Old business**

None

The Finance Committee Meeting adjourned at 5:11 PM.