



MINUTES

BOARD OF ZOO COMMISSIONERS OF THE CITY OF LOS ANGELES

TUESDAY, February 21, 2012 – 10:00 AM

Los Angeles Zoo
Grand Room
5333 Zoo Drive
Los Angeles, California 90027

*“Nurturing
wildlife
and enriching
the human
experience”*

Los Angeles Zoo
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Antonio R. Villaraigosa
Mayor

Tom LaBonge
Council Member
4th District

Zoo Commissioners

Karen B. Winnick
President

Bernardo Silva
Vice President

Elaine Baylor

Sue Downing, D.V.M.

Kimberly Marteau

Richard Lichtenstein
ex officio member

John R. Lewis
Zoo Director

MEMBERS PRESENT

Karen B. Winnick
Bernardo Silva
Kimberly Marteau
Sue Downing, D.V.M.

VISITORS

Rex Link
Jim Bickhart
Xochil Perez
C. Doyle

MEMBERS ABSENT

Elaine Baylor

EX OFFICIO MEMBER PRESENT

Richard Lichtenstein

COMMISSION STAFF

John R. Lewis
Lisa Gerencser

MEDIA

None signed in.

CITY ATTORNEY LIAISON

Dov Lesel

AGENDA ITEM 1

CALL TO ORDER

Commission President Winnick began the meeting at 10:11 AM without a quorum; the meeting began with Agenda Item 4. After the LAIR presentation the meeting was called to order at 10:28 AM.

AGENDA ITEM 2

APPROVAL OF MINUTES FOR MEETING OF JANUARY 17, 2012

Commission President Winnick moved to approve the minutes of January 17, 2012, Commission Vice President Silva approved and Commissioner Marteau seconded and the motion passed.



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AGENDA ITEM 3 (Taken out of order; followed Item 4)

GENERAL PUBLIC COMMENT

Catherine Doyle commented that Dr. Wiedner spoke before a panel in Massachusetts stating it is necessary to continue the use of bull hooks in the care of elephants. This time Dr. Wiedner did not represent herself as an employee of the Los Angeles Zoo, but Ms. Doyle wanted the Commission to be aware of the Dr's comments.

AGENDA ITEM 4

Presentation – LAIR MARKETING AND OPENING

Jason Jacobs, the Zoo's Director of Public Relations and Marketing, gave an overview of the marketing campaign and opening events for the LAIR (Living Amphibians Invertebrates and Reptiles). Focus of the marketing campaign includes:

- Highlighting the micro fauna of the exhibit
- Build brand awareness
- Micro website on lazoo.org, social media outreach including having animals take over the Zoo's Facebook page
- Membership will be doing direct mailings
- Television commercials featuring Slash and Betty White; over 8,000 commercial spots on various stations
- Outdoor campaign with 151 billboards featuring various species from the exhibit
- Print ads in the *Los Angeles Times*, *AAA Westways*, and *the Daily News*

AGENDA ITEM 5

Presentation – SLOAN GRANT FLAMINGOS OF THE YUCATAN

Animal Keeper Rose Legato gave a presentation of her trip to the Yucatan where she worked with the organization "Ninos Y Crias" (Critters and Kids).

- The main purpose of this trip was to band Caribbean (Greater) Flamingos
- Various challenges include heavy salt in the lagoons, and predators such as jaguars and crocodiles
- Staff works on restoration of nesting areas; chicks begin hatching in June and feeding on their own by August
- Of the 10,000 hatchlings over 300 were corralled and banded

GENERAL MANAGER REPORTS

A. Capital Projects

Rebecca Abano with the Bureau of Engineering gave a brief update on the following Zoo projects accompanied with a slide show of the work progression:

- To date, \$149 million of the \$172 million bond budget has been spent
- *Rainforest of the Americas* project is 23% complete; currently working on masonry walls and underground services
- *LAIR (Living Amphibians, Invertebrates and Reptiles)* – is 95% complete and will remain at 95% until the Certificate of Occupancy has been received
- Board of Public Works approved *Elephants of Asia* final project with a cost savings of \$529,000

B. Animal Transactions

Jeff Holland, Curator of Mammals, discussed the latest animal transactions. Some highlights include:

- Loaning babirusas to Louisville and St. Louis
- Received donation of spiny lizards from S. CA Biological Environmental Assoc.
- Will be receiving a donation of a male koala from the Taronga Zoo

C. GLAZA Update

GLAZA Vice President, Genie Vasels, noted that there were a few celebrations honoring Betty White's 90th birthday. Over \$9,000 was raised from small donations and over \$158,000 was raised at an event held at the Winnicks house all in honor of Ms. White. "TV Land" channel adopted the baby orangutan and named her "Elka" after Ms. White's character on "Hot in Cleveland". Staff is preparing for the foundation luncheon.

D. Zoo Director Reports

Zoo Director John Lewis commented on the following:

- The Zoo hosted the CA Condor Recovery Team meeting
- Added chimp "Julie" to our troop
- Male hippo passed away; still awaiting final report
- City Council have reassigned their Council Committees; Councilmember Alarcon is now the Chair of the Arts Parks Health and Aging Committee
- Brief discussion of the AZA Accreditation Inspection Committee's initial report
- The Zoo will go before the AZA Accreditation Panel at the AZA Mid Year next month in Palm Desert

Commissioner Marteau asked if the Zoo is privatized will it effect the Accreditation; Mr. Lewis noted the new organization may have to reapply for accreditation.

**AGENDA ITEM 8
OLD BUSINESS**

None

**AGENDA ITEM 9
ADJOURNMENT**

There being no more business to come before the Commission President Winnick called for a motion to adjourn the meeting. Commission Vice President Silva seconded and the meeting adjourned at 11:23 AM.

ATTEST:

PRESIDENT

SECRETARY