



MINUTES

BOARD OF ZOO COMMISSIONERS
OF THE CITY OF LOS ANGELES

TUESDAY, MAY 20, 2014 – 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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California 90027
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Eric Garcetti
Mayor

Tom LaBonge
Council Member
4th District

Zoo Commissioners

Karen B. Winnick
President

Bernardo Silva
Vice President

Sue Downing, D.V.M.

Yasmine Johnson

Marc Mitchell

Richard Lichtenstein
ex officio member

John R. Lewis
Zoo Director

MEMBERS PRESENT

Karen B. Winnick
Bernardo Silva
Sue Downing, DVM
Yasmine Johnson
Marc Mitchell

VISITORS

Rex Link

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 called the meeting to order at 10:06 AM.

AGENDA ITEM 2

APPROVAL OF MINUTES FOR MEETING OF APRIL 15, 2014

Commission President Winnick moved to approve the minutes of April 15, 2014. Commission Vice President Silva so moved, Commissioner Johnson seconded and the motion passed.

AGENDA ITEM 3

GENERAL PUBLIC COMMENT

None



An Equal
Employment
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Action
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of Zoos and Aquariums

Accredited by the American
Association of Museums

Member of the California
Association of Zoos and Aquariums

**AGENDA ITEM 4
RECOGNITION OF ELAINE BAYLOR**

Commission President Winnick and Zoo Director John Lewis, presented Mrs. Elaine Baylor with a plaque and proclamation to thank her for time on the Zoo Commission.

**AGENDA ITEM 5
PROPOSED 14/15 BUDGET**

Deputy Director Denise Verret gave an overview of the Mayor's proposed budget for fiscal year 2014-15. This is Mayor Garcetti's first budget and it is a performance based budget. Total Zoo Budget is \$19.8 million. New funding requests were made for increased connectivity on grounds so staff can have access to emails and internet, upgrading the Point of Sale use to include mobile use. The budget calls for a \$1.00 increase in all admission ticket categories as well as an increase in Membership costs. The budget assumes the Zoo will have 1.665 million visitors based on GLAZA's projections. Discussion on various budget line items such as parking lot rentals and filming as a way to garner more revenue. Noted the City's revised Sign Ordinance is still with the Planning Department.

**AGENDA ITEM 6
GENERAL MANAGER REPORTS**

A. Capital Projects

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

- Capital projects are scheduled to be completed June 30, 2015; this includes the completion of the jaguar exhibit
- Board of Public Works approved the settlement with Metro Builders and Metro will be completing the jaguar exhibit
- Showed renderings of the jaguar exhibit

B. Animal Transactions

Susie Kasielke, Curator of Birds, discussed the latest animal transactions. Some highlights include:

- Received 20 stink beetles for education use
- Sending a Peninsular pronghorn to the Living Desert
- Tawny frogmouth has hatched

C. GLAZA Update

GLAZA Vice President Genie Vasels gave a brief update on GLAZA activities.

- Received an \$80,000 gift; will be split between chimp and bird show renovations
- Received \$150,000 for the rights to name the jaguar exhibit
- Continuing work on this year's Beastly Ball

D. Marketing and Events Update

Kait Hilliard, Vice President of Marketing for GLAZA, provided an update on current marketing efforts and special events. Highlights included:

- Big Bunny Event had 35,000 visitors
- ROA opening events
- “Everything has a Home” advertising campaign for ROA; billboards, digital boards, social media, and commercials

E. LADWP River Conduit Supply Project Update

Darryl Pon with the Zoo’s Planning Division noted the project has moved from the road next to the Zoo to further down towards the Travel Town Museum. Work is being completed for a new reservoir.

F. Zoo Director Reports

Zoo Director John Lewis commented on the following:

- Six CA condors have been released in Mexico
- Attendance and revenue continue to be below projections
- There have been meetings with Council, GLAZA, and Zoo to discuss the Business and Marketing Plan along with the Marketing MOU between GLAZA and the Zoo. Council has questions regarding not meeting projected revenues, ownership of marketing materials, and the General Fund contribution noted in the Business and Marketing Plan

Commission discussed the Zoo’s relationship with GLAZA as it relates to the Operating Agreement and current MOUs including Concessions.

**AGENDA ITEM 9
OLD BUSINESS**

None

**AGENDA ITEM 10
ADJOURNMENT**

There being no more business to come before, President Winnick motioned to adjourn the meeting; Commissioner Downing so moved and Commission Vice President Silva seconded; the meeting was adjourned at 11:15 AM.

ATTEST:

PRESIDENT

SECRETARY