



MINUTES

BOARD OF ZOO COMMISSIONERS
OF THE CITY OF LOS ANGELES

TUESDAY, MAY 21, 2013 – 10:00 AM

Los Angeles Zoo
Children’s Discovery Center – Classroom B
5333 Zoo Drive
Los Angeles, California 90027

*“Nurturing
wildlife
and enriching
the human
experience”*

Los Angeles Zoo
5333 Zoo Drive
Los Angeles
California 90027
323/644-4200
Fax 323/662-9786
<http://www.lazoo.org>

MEMBERS PRESENT

Karen B. Winnick
Elaine Baylor
Bernardo Silva
Kimberly Marteau

VISITORS

Rex Link
Delilah Puche
Renee Weitzer

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 ABSENT

Sue Downing, DVM

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 10:09 AM.

AGENDA ITEM 2

APPROVAL OF MINUTES FOR MEETING OF APRIL 16, 2013

Commission President Winnick moved to approve the minutes of April 16, 2013. Vice President Silva so moved, Commissioner Marteau seconded and the motion passed.



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**AGENDA ITEM 3
GENERAL PUBLIC COMMENT**

None

**AGENDA ITEM 4
PRESENTATION – SLOAN GRANT RECEIPT**

Animal Keeper Nicole Piepers gave a presentation on her time at the Moholoholo Wildlife Rehabilitation Center in South Africa. The Moholoholo Center rehabilitates various species and returns them to the wild. When animals can not be released back to the wild, they become animal ambassadors for the Center. The Center is funded through student volunteer trips, public visitors, and donations. Ms. Piepers discussed her daily routine which included various activities such as caring for a mongoose pup, clinic cleaning, and walking cheetahs on leashes. Ms. Pieper's was moved and learned a lot in her two weeks at Moholoholo Wildlife Rehabilitation Center.

**AGENDA ITEM 5
GENERAL MANAGER REPORTS**

Public Comments on Agenda Item 5.D.1

Victor Gordo, representing the Coalition of LA City Unions commented on the Memorandum of Understanding (MOU) that the Zoo has entered into with GLAZA for the purpose of Marketing, Advertising and Public Relations. Mr. Gordo stated that the unions support GLAZA but they do not support this MOU nor the way this MOU was written and executed. Mr. Gordo referenced the "Two Track" report the Zoo Working Group was compiling that has never been released. He asked for more transparency and stated the union does not agree with Exhibit B of the MOU; he also believes there is a conflict of interest as it relates to the MOU. This MOU needs public input as well as Council consideration.

Jeffrey McConnell with Englander, Knabe and Allen spoke on behalf of *Active Marketing* a municipal marketing company. Mr. McConnell does not believe the City followed a proper competitive bid process for the Marketing and Advertising MOU with the Zoo. Mr. McConnell asked the Commissioners to take a look at how the monies associated with the MOU are being distributed.

(This comment was taken out of turn after Old Business; Commissioners agreed to allow Mr. McConnell the opportunity to speak)

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:

- *Rainforest of the Americas* (ROA) project is 75% complete.
- Project completion date is now expected to be July 1, 2013
- Work continues on ROA – stilt house and life support systems

B. Animal Transactions

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

- Donation of guinea pigs for Zoo Outreach programs
- In coming Baird's tapirs
- Outgoing serval

Discussion regarding why animals within the collection are sold, loaned or traded.

C. GLAZA Update

GLAZA President Connie Morgan gave a quick update on GLAZA activities.

- GLAZA continues to raise funds for the new bird show
- Received \$100,000 donation for the giant lily pads in the ROA
- Received \$25,000 for the naming of the new giraffe

D. Zoo Director Reports

Zoo Director John Lewis commented on the following:

- Attendance and revenue were slightly down for April
- Nintendo is sponsoring a GLAZA event and the Zoo will be hosting "Comic Book Jungle" the first weekend in June
- ROA is expected to open August 22, 2013

1. Mayor's Proposed Budget 2013/14

The Mayor released his budget and it has already gone through the Budget and Finance Committee of Council. The Zoo will be receiving funding for the General Curator and additional administrative positions. There will be \$1 fee increase across the board for admissions.

2. Zoo/GLAZA MOU for Marketing, Public Relations, Site Rentals and Catered events

Prior to Zoo Director John Lewis beginning the discussion on the MOU with GLAZA, Ex-Officio Member Lichtenstein asked City Attorney Dov Lesel if there was a conflict of interest if he participated in the MOU discussion. Discussion regarding perception and law ensued. Mr. Lichtenstein commented that the City Attorney should look at the ordinance that placed a GLAZA Boardmember on the Zoo Commission; Mr. Lichtenstein recused himself from the discussion regarding the MOU.

Mr. Lewis discussed a memo he received from Mayor Villaraigosa with seven directives for the Zoo Department. Mr. Lewis was instructed to eliminate the General Fund contribution for the Department as well as enter into an MOU with GLAZA for Marketing and Public Relations. Annually the Zoo Department had used its City Budget as its Business and Marketing plan, that will change with this new MOU as an actual Business Plan needs to be approved by City Council before this MOU can be fully implemented. Per Mr. Lewis, through GLAZA this MOU will provide three times the amount of funds for the Marketing Budget as well as keep the admissions increase to just \$1 for the next fiscal year. Mr. Lewis

noted that current City Marketing staff would continue to work at the Zoo handling filming, internal communications, Department specific press releases, and assisting GLAZA with events. Discussion about staffing and MOU; Commission supports the MOU.

**AGENDA ITEM 6
OLD BUSINESS**

Commission President Winnick inquired about where the Zoo Department is with the Sign District Ordinance process. Mr. Lewis noted it could take up to a year to get the Sign Ordinance approved.

**AGENDA ITEM 7
ADJOURNMENT**

There being no more business to come before, President Winnick motioned to adjourn the meeting; Commissioner Marteau so moved and Commission Vice President Silva seconded; the meeting was adjourned at 11:26 AM.

ATTEST:

PRESIDENT

SECRETARY