



MINUTES

BOARD OF ZOO COMMISSIONERS OF THE CITY OF LOS ANGELES

TUESDAY, OCTOBER 21, 2014 – 10:00 AM

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

*“Nurturing
wildlife
and enriching
the human
experience”*

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Eric Garcetti
Mayor

Tom LaBonge
Council Member
4th District

Zoo Commissioners

Karen B. Winnick
President

Bernardo Silva
Vice President

Tyler Kelley

Yasmine Johnson

Marc Mitchell

Richard Lichtenstein
ex officio member

John R. Lewis
Zoo Director

MEMBERS PRESENT

Karen B. Winnick
Bernardo Silva
Yasmine Johnson
Tyler Kelley
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

Kim Miera

AGENDA ITEM 1

CALL TO ORDER

Commission President Winnick called the meeting to order at 10:01 AM.

AGENDA ITEM 2

APPROVAL OF MINUTES FOR MEETING OF JULY 15, 2014

Commission President Winnick moved to approve the minutes of July 15, 2014. Zoo Director John Lewis noted there needed to be a change to the Animal Transactions Update. President Winnick moved to approve the minutes as amended. Commission Vice President Silva so moved, Commissioner Johnson seconded and the motion passed.

AGENDA ITEM 3

GENERAL PUBLIC COMMENT

None



An Equal
Employment
Opportunity
Affirmative
Action
Employer

Accredited by the Association
of Zoos and Aquariums

Accredited by the American
Association of Museums

Member of the California
Association of Zoos and Aquariums

**AGENDA ITEM 4
ELECTION OF COMMISSION OFFICERS**

Commission President Winnick was nominated to continue as the President by Vice President Silva. Unanimous vote by all Commissioners to have Karen Winnick continue as Commission President. President Winnick nominated Vice President Silva to continue as Vice President. Unanimous vote by all Commissioners to have Bernardo Silva continue as Vice President.

**AGENDA ITEM 5
2015 ANNUAL MEETING DATES FOR COMMISSION**

The 2015 dates for the Zoo Commission meetings were approved with the option to revisit if dates need to be changed in the future.

**AGENDA ITEM 6
PRESENTATION – Earthwatch/Duttenhaver Trip – Conserving Leopards and Monkeys in South Africa**

Jess Kohring, Education Curator, discussed this year's 12 day Earthwatch/Duttenhaver trip to Lajuma Research Centre in the Limpopo Province of South Africa. This year's trip included 6 students and two chaperones. The group had various daily tasks to complete such as checking camera equipment, scat washing, GPS tracking, and creating leopard bomas. Of the various activities the group from LA Zoo was able to catalog over 16,000 images captured on to sim cards from the various camera locations; this was a great help to the field staff. Darragh Hettrick, a student from the North Hollywood Zoo Magnet spoke to the Commission and stated he had never thought about going into field studies but after this trip that is what he wants to do; the trip has also inspired him to travel to South Africa again in the future. Discussion about cost, application process and destination determinations.

**AGENDA ITEM 7
ZOO LIGHTS PROMOTION**

Kait Hilliard, VP of Marketing for GLAZA, gave a presentation on this year's new evening holiday event called "Zoo Lights". Utilizing lights from the now the defunct "DWP Lights Festival", as well as hiring entertainment lighting group *Bionic League*, part of the Zoo will be transformed to evening light experience; event to run daily November 28 – January 4, 2015. The cost for this evening event will \$13 for adults and \$11 for children. The footprint of the event will be from the front entrance to the Zoopendous Center and circled back through South America; Treetops will be utilized but the aviary will not.

**AGENDA ITEM 8
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:

- Through September 2014 \$166.4 million has been spent on capital projects
- Construction on the jaguar exhibit is 40% complete

- Jaguar expected completion continues to be December 2014 with hopes animals will be on exhibit in January 2015

B. Animal Transactions

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

- Incoming Mandrills
- Received a male Sumatran tiger for to continue successful breeding program
- Sifaka was born

C. GLAZA Update

GLAZA President Connie Morgan gave a brief update on GLAZA activities. Some items noted:

- GLAZA has raised \$200,000 for new mesh at chimpanzee and orangutan exhibits
- Raised \$175,000 for the new Zoo Lights program
- Received a gift of \$10,000 for ZooPals program

D. Marketing and Events Update

Kait Hilliard, Vice President of Marketing and Events for GLAZA discussed recent publicity and Zoo events. Highlights included:

- GLAZA has hired an Advertising Agency, Trailer Park, and a Marketing Agency, Palisades Media Group
- Multiple appearances were made by staff on Univision to promote the Zoo to the Latin community
- Over 14,000 visitors attended the Latino Heritage event in September
- First weekend of “Boo at the Zoo” had over 27,000 visitors

E. Zoo Director Reports

Zoo Director John Lewis commented on the following:

- Gorilla Jabari broke his leg and is at the Health Center recovering from surgery performed by UCLA surgeons; Commission President Winnick asked for a presentation to be done at an upcoming meeting
- Zoo is on target for attendance projections but continues to be behind in revenue
- Business and Marketing Plan and MOU with GLAZA approved by City Council in September.
- An offer has been made and background check pending for our new General Curator
- Mesh completion for apes should be in January 2015

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 Johnson so moved and Commission Vice President Silva seconded; the meeting was adjourned at 11:26 AM.

ATTEST:

PRESIDENT

SECRETARY