



# MINUTES

## BOARD OF ZOO COMMISSIONERS OF THE CITY OF LOS ANGELES

TUESDAY, OCTOBER 29, 2013 – 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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Los Angeles  
California 90027  
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Eric Garcetti  
Mayor

Tom LaBonge  
Council Member  
4<sup>th</sup> 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  
Yasmin Johnson  
Marc Mitchell

### VISITORS

Renee Weitzer  
Dolores Spears  
Luciana Gorigi  
Jorge Sanchez

### 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 10:12 AM.

### AGENDA ITEM 2

#### APPROVAL OF MINUTES FOR MEETING OF SEPTEMBER 17, 2013

Commission President Winnick moved to approve the minutes of September 17, 2013. Commission Vice President Silva so moved, Commissioner Johnson seconded and the motion passed.

### AGENDA ITEM 3 GENERAL PUBLIC COMMENT

Amy Breyer, Executive Director of the Animal History Museum came to the meeting to introduce herself and her non-profit to the Commission.



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**AGENDA ITEM 4**

**PROPOSED COMMISSION MEETING DATES FOR 2014**

No conflicts found with proposed Commission dates. Commission President moved to approved proposed meeting dates. Commissioner Mitchell so moved, Commission Vice President Silva seconded and the dates were approved.

**AGENDA ITEMS 5 & 6**

**REPORT AND DISCUSSION – ZOO BUSINESS AND MARKETING PLAN**

**REPORT AND DISCUSSION – VISIONING AND LONG RANGE GOALS**

Zoo Director John Lewis combined agenda items 5 and 6 into one report and cohesive discussion. Mr. Lewis gave a brief overview of GLAZA's Visioning and Long Range Goals as well as an overview of the process by which the Business and Marketing Plan will be completed.

GLAZA held long range planning sessions led by Trustee Nick Franklin who works for Disney. GLAZA will continue to work on the vision for the Zoo during a Board member retreat. From the meetings, the Zoo's vision statement was created:

Vision Statement (2028) – “We will leverage the diverse resources of Los Angeles to be an innovator for the global zoo community, creating dynamic experiences to connect people and animals.

When the Zoo Department was created, the ordinance stated that the Zoo would submit Business and Marketing Plans every five years. As a result of the Zoo entering into a Memorandum of Understanding (MOU) with GLAZA for Special Events and Marketing, the City Council instructed the Zoo to submit a current Business and Marketing Plan (Plan) to the Mayor and Council by November 1, 2013. The Zoo retained the services of AdEase to assist with the completion of the Plan. Zoo and GLAZA management held brainstorming meetings to gather ideas and input for the Plan. Utilizing historic information, employee surveys, visitor surveys, and industry comparisons the Plan was compiled. Copies of the Plan will be provided to the Zoo Commissioners once it has been submitted to Council and Mayor.

**Public Comment Item 5:**

Victor Gordo, attorney representing the LA City Coalition of Unions informed the Commission that the Coalition of Unions has filed a civil lawsuit claiming the executed MOU with GLAZA for Public Relations and Marketing was done illegally. Business plans are to be submitted and then MOUs are executed to conform with the plan, not the other way around.

Cheryl Parisi with the LA Coalition of Unions stated the Zoo has been lacking in vision. It has been over 11 years since the last Business and Marketing Plan was submitted to Council. Business plan should be presented before MOUs are executed. Union is asking for cancellation of the MOU for Public Relations and Marketing with GLAZA.

**AGENDA ITEM 7  
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:

- *Rainforest of the Americas* (ROA) project is 90% complete.
- Have spent \$162.1 million on capital projects to date.
- Work continues on ROA – caging, landscape, and glass work

Discussion on the options being looked at for the jaguar exhibit.

**B. Animal Transactions**

Jennie Becker, Curator of Mammals discussed the latest animal transactions. Some highlights include:

- Receiving a non-breeding pair of lions
- Receiving a male snow leopard as part of a breeding recommendation
- Loaning chimpanzee “Ripley” to Knoxville Zoo
- Will be sending both male tigers out to other zoos for breeding

**C. GLAZA Update**

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

- Sponsorship sign has been installed in front of “Reggie’s” exhibit
- The 99 Cent Stores have agreed to a three year sponsorship deal
- Children’s Hospital of Los Angeles has agreed to sponsor the Papiano Playpark

Ms. Morgan, asked Kait Hilliard, VP of Marketing for GLAZA to give an update on Zoo events. Ms. Hilliard commented on the following:

- GLAZA held “Boo at the Zoo” over two weekends; event was a success
- First year of a Halloween night time event for the 21 and over crowd, “Night of the Living Zoo”, was held on October 25.
- The 99 Cents stores will be sponsoring a .99¢ child admission with paid adult for the months of November and December.

**E. Zoo Director Reports**

Zoo Director John Lewis commented on the following:

- Two bushmaster snakes have hatched
- Twenty-one CA condors were brought to the Zoo with lead toxicity; most have been treated and released
- Governor Brown has signed a bill banning lead ammunition in all of California
- The Zoo hosted the Orangutan SSP workshop; over 120 attendees
- Attendance and revenue are both down for the month and current fiscal year; believe the postponed opening of the rainforest exhibit has contributed to the lower than anticipated numbers

**AGENDA ITEM 6  
OLD BUSINESS**

None

**AGENDA ITEM 7  
ADJOURNMENT**

There being no more business to come before, President Winnick motioned to adjourn the meeting; Commission Vice President Silva so moved and Commissioner Johnson seconded; the meeting was adjourned at 11:48 AM.

ATTEST:

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PRESIDENT

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SECRETARY