



# MINUTES

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

TUESDAY, November 17, 2015 – 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

David E. Ryu  
Council Member  
4<sup>th</sup> 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  
Tyler Kelley  
Marc Mitchell  
Yasmine Johnson

### 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 10:01 AM.

### AGENDA ITEM 2

#### APPROVAL OF MINUTES FOR MEETING OF OCTOBER 20, 2015

Commission President Winnick moved to approve the minutes of October 20, 2015. 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**

**PRESENTATION – ENHANCED VISITOR EXPERIENCES (EVE)**

Curator of Education, Dan Keeffe and General Curator, Beth Schaefer discussed the on-grounds Enhanced Visitor Experiences (EVE). The times and locations for these experiences is listed on the map. The Zoo's Education Division staffs educators at various exhibits throughout the week to engage the Zoo's visitors. Various EVEs throughout the Zoo are:

- Elephant Talk and Demonstration
- Seal Talk
- Gorilla Talk (Feeding)
- Chimpanzee Talk (Feeding)
- Rainforest of the Americas (ROA) Talk (various exhibits throughout ROA)
- Flamingo Talk (Engage the public with questions about their own observations)

Beth Schaefer, acknowledged that the Education Division does the bulk of these experiences with the assistance of Animal Care. There are also experiences/talks with Animal Keepers at these exhibits:

- Marsupial
- Babirusa
- Peccary
- Giraffe
- Hawks

Since this program began in February 2015 the Zoo has interacted with over 73,000 visitors at these various experiences. Discussion about including this information on the Zoo app that is being designed. President Winnick asked to for an update on the app at a future meeting.

**AGENDA ITEM 5**

**REINDEER ROMP AND ZOO LIGHTS PROMOTION**

Emily Marrin, Marketing and Communications Manager for GLAZA gave an overview of the Marketing and Advertising promotions for this year's Reindeer Romp and Zoo Lights. Both events kick off on November 27. This year the projected daytime attendance for December is 90,000; with an increase in décor and weekend activities around the Reindeer GLAZA hopes to meet and exceed the projected attendance. Zoo Lights new tag line is "Bigger. Brighter. More Lights". Using the same graphics as last year. Both Reindeer Romp and Zoo Lights will be promoted on radio, pole banners, digital, and social media. Zoo Lights is expected to exceed its budgeted attendance of 175,000 visitors as over 15,000 tickets have already been sold. Additional sponsors have helped by contributing music to the event. GLAZA has reached out to various hotel concierges as well to promote this event.

**AGENDA ITEM 6  
GENERAL MANAGER REPORTS**

**A. Capital Projects**

Ms. Rebecca Abano with BOE discussed the end of the capital projects program. All projects have been completed. There will be an estimated \$2 million in savings and once the projects are closed out, the Zoo Bond committee will decide how to spend that \$2 million.

**B. Animal Transactions**

Beth Schaefer, General Curator, discussed the latest animal transactions. Some highlights include:

- Worked with Monterey Bay Aquarium on training their staff regarding venomous snakes; Monterey will be opening a temporary Baja Exhibit.
- Reindeer for Reindeer Romp have arrived
- Incoming male okapi to breed with Zoo's female
- Birth of Calamian deer
- Birth of male Masai giraffe

**C. GLAZA Update**

Connie Morgan, President of GLAZA gave an update:

- Hugh Miller has been hired as the new VP, CFO
- GLAZA working with CHLA on Dream Night 2016; to be held on May 6, 2016
- Received \$75,000 from USFWS for the CA Condor Program
- Announced GLAZA has four new Trustees: James K. Bray, Tracy Cohen, Gregory D. Fuss, Lisa Ferigo Gaston
- Showed a clip of the Zoo's bald eagle flying over the UCLA game

**D. Zoo Director Reports**

Zoo Director John Lewis commented on the following:

- Received three Orangutans; currently in quarantine
- Changing out Rhino encounter for a Hippo encounter; Indian Rhino is aged and needs rest. Hippo baby "Rosie" will be part of the encounter
- Revenue is still 6% behind projections but attendance is on target
- Discussed the AZA Annual Conference speakers and sessions
- Mr. Lewis is now the AZA Board Member liaison to the Public Relations and Trends committees
- The Arts, Parks, and River Committee will be scheduling the Zoo Concessions Agreement discuss for a meeting in December

Discussion regarding Concessions ensued. City Attorney Dov Lesel stopped the discussion and requested the Commission put the item on the next Zoo Commission's agenda to discuss. Commission Vice President Silva asked if previous concessions agreements could be forwarded to the new Commission members; City attorney agreed these documents could be forwarded

- Moving forward with the Zoo's Master Plan RFP; interviewing five finalists in January

**AGENDA ITEM 7  
OLD BUSINESS**

None

**AGENDA ITEM 8  
ADJOURNMENT**

There being no more business to come before, President Winnick motioned to adjourn the meeting in memory of Ed Tarvyd who passed away on October 26; Mr. Tarvyd was a professor at Santa Monica City College and had completed great research in marine biology/coral reefs. Commission Vice President Silva so moved the meeting be adjourned and Commissioner Johnson seconded; the meeting was adjourned at 11:01 AM.

ATTEST:

\_\_\_\_\_  
PRESIDENT

\_\_\_\_\_  
SECRETARY