



MINUTES

BOARD OF ZOO COMMISSIONERS OF THE CITY OF LOS ANGELES

TUESDAY, MARCH 15, 2016 – 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
4th District

Zoo Commissioners

Karen B. Winnick
President

Bernardo Silva
Vice President

Yasmine Johnson

Tyler Kelley

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
Kelly Kleinman

EX OFFICIO MEMBER ABSENT

Richard Lichtenstein

COMMISSION STAFF

John R. Lewis
Denise Tamura

MEDIA

none signed in

CITY ATTORNEY LIAISON

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AGENDA ITEM 1

CALL TO ORDER

Commission President Winnick called the meeting to order at 10:04AM.

AGENDA ITEM 2

APPROVAL OF MINUTES FOR MEETING OF FEBRUARY 16, 2016

Commission President Winnick moved to approve the minutes of February 16, 2016. Commission Vice-President Silva so moved, Commission President Winnick seconded and the motion passed.

AGENDA ITEM 3

GENERAL PUBLIC COMMENT

Mr. Kelly Kleinman, Trikke Rentals, provided an overview of a new mode of transportation that could be used to generate revenue throughout the Zoo. Other zoos and institutions are using similar products. Brochure outlining product was provided to Commission. Commission President Winnick thanked Mr. Kleinman for this information.



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**AGENDA ITEM 4
EMERGENCY PROCEDURES**

Beth Schaefer, General Curator, provided an overview of Emergency Procedures the Animal Care Division oversees. As part of the Association of Zoos & Aquariums' Accreditation, the Zoo is required to conduct a minimum of four emergency drills annually. Some of the procedures reviewed include:

- Animal Escapes – oftentimes an employee will act the part of an escaped “animal”.
- Reptile Bites – It takes approximately 7 minutes from time of emergency call to transport employee to nearby emergency room.
- Person in Danger
- Dive Safety
- Emergency Firearms Team training
- Earthquakes, fire, other natural disasters

**AGENDA ITEM 5
DINOSAURS AT THE L.A. ZOO**

Kait Hilliard, GLAZA Vice President of Marketing and Events, provided a presentation about the Zoo's new upcoming promotion, “Dinosaurs: Unextinct at the LA Zoo”. Highlights include:

- Promotion was created to generate attendance during El Niño and summer season; lots of advertising (bus signs, street pole banners)
- Will run April 15 – October 31 and feature 17 dinosaurs
- Will be a separate \$5.00 ticket item to gain entrance
- Will be in area behind Children's Discovery Center
- Anticipate capturing 25% of Zoo audience, 5% increase in attendance and revenue generating approximately \$300,000

Commissioner Johnson inquired about an educational aspect of the promotion. Ms. Hilliard noted that there will be signage comparing the dinosaurs with animals in our collection, the status of the animals in the wild, animals that are alive now could become extinct in our lifetime if measures aren't taken to conserve them.

**AGENDA ITEM 6
GENERAL MANAGER REPORTS**

A. Animal Transactions

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

- Transfer of male yellow-footed rock wallaby from San Diego Zoo to Palm Beach Zoo
- Transfer of male Southern gerenuk from St. Louis Zoo to White Oak Conservation Center
- Transfer of male black howler monkey from Omaha Henry Doorly's Zoo to Scovill Zoo. A male black howler monkey will be transferred from LAZ to Omaha Henry Doorly's Zoo also.
- Will be getting tiger salamanders for display.
- New births include Chacoan peccaries, larger Malayan chevrotain, Rio Fuerte beaded lizards, sunburst diving beetles and South American bushmasters.
- Piranha tank is back on exhibit and includes two freshwater rays. The giant river otters are very intrigued by the new stingrays.

B. GLAZA Update

Connie Morgan, GLAZA President, provided an update:

- Sponsorships with 99 Cent Stores and Southern California Honda dealers will continue. New sponsorships include LAFCU and Google.

C. Zoo Director Reports

John Lewis, Zoo Director, commented on the following:

- February's attendance was 16% above projections; 5.5% above year-to-date projections
- Although revenue was ahead of projections in February, it is still approximately \$900,000 behind year-to-date projections. Zoo has budget to cover difference if needed.
- Will have new monthly promotion "Wild for the Planet" starting in April
- Jim Maddy, President/CEO of AZA, retired last month. AZA is currently searching for position.
- As reported heavily in the media last week, Zoo staff suspects P-22, Griffith Park mountain lion, for the death of a koala. Staff has been working with various agencies to try and determine how the large cat was able to access the Zoo and what steps can be taken to minimize him entering the campus in the future. Although he returned to the Zoo a couple of nights after the koala incident, he has not been back since. The koalas are currently off exhibit and other animals are being secured in their night quarters. Staff will continue to monitor surveillance cameras to determine if he returns to the Zoo.

**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; Vice President Silva so moved and Commissioner Mitchell seconded; the meeting was adjourned at 10:35AM.

ATTEST:

PRESIDENT

SECRETARY