



MINUTES

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

TUESDAY, NOVEMBER 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

Tyler Kelley

Yasmine Johnson

Marc Mitchell

Richard Lichtenstein
ex officio member

John R. Lewis
Zoo Director

MEMBERS PRESENT

Karen B. Winnick
Tyler Kelley
Marc Mitchell
Bernardo Silva

VISITORS

Rex Link
Jessica Golden

MEMBERS ABSENT

Yasmine Johnson

EX OFFICIO MEMBER ABSENT

Richard Lichtenstein

COMMISSION STAFF

John R. Lewis
Lisa Gerencser

MEDIA

None signed in.

CITY ATTORNEY LIAISON

None

**AGENDA ITEM 1
CALL TO ORDER**

Commission President Winnick called the meeting to order at 10:06 AM.

AGENDA ITEM 2

APPROVAL OF MINUTES FOR MEETING OF OCTOBER 18, 2016

Commission President Winnick moved to approve the minutes of October 18, 2016 Commission Vice President Silva so moved, Commissioner Kelley seconded and the motion passed.

**AGENDA ITEM 3
GENERAL PUBLIC COMMENT**

Jessica Golden spoke about various Zoo items. Items included:

- Ideas for more revenue generation
- Utilize organizations such as Boy Scouts to assist with daily operations
- Market wi-fi to college students utilizing the Zoo as a place to come and study
- Hold yoga classes at the Zoo
- Remove “bee traps”



AGENDA ITEM 4 - NEIGHBORHOOD COUNCIL

No Comments

AGENDA ITEM 5 – REINDEER ROMP AND ZOO LIGHTS PROMOTION

Kait Hilliard and Sara Rodriguez from GLAZA gave an overview of the two promotions. Highlights included:

- November 18 will be the kick off for Reindeer and Zoo Lights promotions
- Billboards, social media, and radio advertising
- Will use same media campaign as last year
- Various news groups will cover the event on different days
- Zoo Lights will be 47 nights this year
- Ticket sales began October 7 and to date 18,000 have been sold

AGENDA ITEM 6 – PRESENTATION ON ZOO PUBLICATIONS AND SOCIAL MEDIA

Emily Marin, Marketing and Communications Manager for GLAZA, Gene Morgan, Web Manager for GLAZA, and Katherine Spada, Social Media Manager for GLAZA gave a presentation on all aspects of Zoo outreach through media. Highlights included:

- There is paid media, earned media and owned media utilized to promote the Zoo
- Discussed the consumer cycle of Awareness, Education and Engagement
- Discussion about Zoo publications
- Over four million emails have been received this year
- Plan to grow email list and add content to drive attendance
- Two thirds of all web views are from mobile devices; 2.5 million people viewed the website content
- The website is the primary tool for ticket sales and other information
- Main social media formats used are Facebook, Twitter, and Instagram
- Social media requires constant monitoring in order to respond to questions or comments
- Facebook utilizes “sponsored” posts that boost the views of Zoo’s events
- Instagram is the platform for better images of our collection
- Twitter is used in real time and is more witty and locals based

AGENDA ITEM 7

GENERAL MANAGER REPORTS

A. Animal Transactions

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

- Will be receiving a male sarus crane to pair with our female
- Male Chinese goral will be going back to the wild
- Chilean flamingo was born
- Grey-crowned crane was born

B. GLAZA Update

GLAZA President Connie Morgan gave an update on GLAZA activities:

- Received multiple donations for zoo lights, zoo pals and the play park
- Received \$15,000 to cover the giraffe feeding station
- Next month should be able to present final plans for new event area

C. Marketing and Events Update

Kait Hilliard, VP of Marketing and Events for GLAZA gave the following overview:

- The Dinosaur exhibit will close on January 8

- “ZooLAbbrate” – Zoo’s 50th Birthday party to take place on November 28 with half off admissions
- Shared the advertising collateral for the 50th Anniversary

D. Zoo Director Reports

Zoo Director John Lewis commented on the following:

- “Reggie” and “Tina” are now on display together in Reggie’s exhibit
- Staff working on Giraffe feeding station
- Attendance and revenue for October were higher than anticipated; attendance is 16% up and revenue is 41%
- Zoo’s Community Outreach Meeting on the Masterplan is set for 12/6/16
- Reminded Commissioners the Zoo’s AZA Accreditation Inspection will take place next month

**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 Commission Vice President Silva so moved the meeting be adjourned and Commissioner Mitchell seconded; the meeting was adjourned at 11:29 AM.

ATTEST:

PRESIDENT

SECRETARY