MINUTES

BOARD OF ZOO COMMISSIONERS
OF THE CITY OF LOS ANGELES

TUESDAY, FEBRUARY 21, 2017 – 10:00 AM

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

“Creating dynamic experiences to connect people and animals”

Los Angeles Zoo
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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
Marc Mitchell

Richard Lichtenstein
ex officio member

John R. Lewis
Zoo Director

MEMBERS PRESENT
Tyler Kelley
Marc Mitchell
Bernardo Silva

MEMBERS ABSENT
Karen Winnick

EX OFFICIO MEMBER PRESENT
Richard Lichtenstein

COMMISSION STAFF
Denise Verret
Lisa Gerencser

CITY ATTORNEY LIAISON
Dov Lesel

AGENDA ITEM 1
CALL TO ORDER
Commission Vice President Silva called the meeting to order at 10:05 AM.

AGENDA ITEM 2
APPROVAL OF MINUTES FOR MEETING OF JANUARY 17, 2017
Commission Vice President Silva moved to approve the minutes of January 17, 2017. Commissioner Mitchell so moved, Commissioner Kelley seconded and the motion passed.

AGENDA ITEM 3
GENERAL PUBLIC COMMENT
None
NEIGHBORHOOD COUNCIL
No Comments

AGENDA ITEM 4 – CDC PARK UPDATE
VP of GLAZA Genie Vasels presented a PowerPoint and model of the new CDC park design; The Angela Collier Gardens and Park. Highlights of the new space include:
• Additional space for events of various sizes
• Park will have state-of-the-art audio and visual components
• There will be three entrances to the park depending on need
• The park may be tented during inclimate weather
• An amenities building that can be used for small meetings or prep and staging for larger events
• Total estimated cost will be $3.2 million
• Hope to be completed by May 2018

AGENDA ITEM 5 – DINOSAUR EXHIBIT SUMMARY
Kait Hilliard gave a summary on the success of the Dinosaur exhibit. Kait noted this exhibit was brought in because we thought El Nino was going to affect 2016 attendance. Exhibit ran from April 2016 through January 8, 2017. Social Media and on air news segments added to the draw of the exhibit. Attendance was discussed but no revenue numbers were shared with the Commission.

AGENDA ITEM 6 – ZOO LIGHTS/REINDEER ROMP SUMMARY
Kait Hilliard gave a recap of Reindeer Romp and Zoo Lights.
• The event was extended this year to cover all winter school breaks
• Utilized the same campaign as previous years
• Working with discounted ticket providers visitors were able to purchase tickets through several websites
• Increased paid advertisement and more media coverage this year
• Additional sponsors were also added to the event
• Attendance was up 24% from 2015 due to the additional days of the event
• Visitor feedback – need more displays and food options

Discussion about increase awareness of Zoo events and activities through various reports to the City, staff, and officials.

AGENDA ITEM 7
GENERAL MANAGER REPORTS
A. Animal Transactions
General Curator, Beth Schaefer, discussed the latest animal transactions. Some highlights include:
• Male hippopotamus is going to Dallas
• Wonga pigeons are on display in the aviary
• Received a feather tailed opossum
• Birth of an Eastern bongo
• Birth of a siamang
• Clutch of bushmasters hatched
B. GLAZA Update
   GLAZA President Connie Morgan gave an update on GLAZA activities:
   • GLAZA has paid in full its portion of the Elephants of Asia exhibit
   • Honoree for this year’s Beastly Ball is the Annenberg Foundation and the Leadership Award recipient will be National Geographic
   • Goal for Beastly Ball is $5 million; half of which is needed to cover GLAZA’s operating costs
   • Slash will be performing and there is hope to be able to live stream the concert
   • Working on funded a position for the Zoo; Curator of Conservation

C. Zoo Director Reports
   Zoo Deputy Director Denise Verret commented on the following:
   • Weather in January caused attendance and revenue to be down for the month but the Zoo is still on target to achieve YTD projections
   • Masterplan workshops being held this week with the second public outreach meeting being held the evening of 2/22
   • Thanked Commissioner Mitchell for his work and dedication as he moves on to another City Commission position

AGENDA ITEM 8
OLD BUSINESS
None

AGENDA ITEM 9
ADJOURNMENT
There being no more business to come before, Vice President Silva motioned to adjourn the meeting Commissioner Mitchell so moved the meeting be adjourned and Commissioner Kelley seconded; the meeting was adjourned at 11:11 AM.

ATTEST:

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PRESIDENT      SECRETARY