



## 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  
5333 Zoo Drive  
Los Angeles  
California 90027  
323/644-4200  
Fax 323/662-9786  
<http://www.lazoo.org>

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

Marc Mitchell

Richard Lichtenstein  
ex officio member

John R. Lewis  
Zoo Director

#### MEMBERS PRESENT

Tyler Kelley  
Marc Mitchell  
Bernardo Silva

#### VISITORS

Rex Link

#### MEMBERS ABSENT

Karen Winnick

#### EX OFFICIO MEMBER PRESENT

Richard Lichtenstein

#### COMMISSION STAFF

Denise Verret  
Lisa Gerencser

#### MEDIA

None signed in.

#### 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 inclement 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 need 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:

\_\_\_\_\_  
PRESIDENT

\_\_\_\_\_  
SECRETARY