



MINUTES

BOARD OF ZOO COMMISSIONERS OF THE CITY OF LOS ANGELES

TUESDAY, JANUARY 16, 2018 – 10:00 AM

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

*“Creating
dynamic
experiences
to connect
people and
animals”*

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Eric Garcetti
Mayor

David E. Ryu
Council Member
4th District

Zoo Commissioners

Karen B. Winnick
President

Bernardo Silva
Vice President

Margot Armbruster

Nicole Chase

Christopher Hopkins

Richard Lichtenstein
ex officio member

John R. Lewis
Zoo Director

MEMBERS PRESENT

Nicole Chase
Karen Winnick
Margot Armbruster

MEMBERS ABSENT

Bernardo Silva
Christopher Hopkins

EX OFFICIO MEMBER PRESENT

Richard Lichtenstein

COMMISSION STAFF

John Lewis
Lisa Gerencser

ZOO GENERAL COUNSEL

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AGENDA ITEM 1 CALL TO ORDER

Commission President Winnick called the meeting to order at 10:03 AM.

AGENDA ITEM 2

APPROVAL OF MINUTES FOR MEETING OF DECEMBER 19, 2017

Commission President Winnick moved to approve the minutes December 16, 2017. Commissioner Chase so moved, Commissioner Armbruster seconded and the motion passed.

AGENDA ITEM 3 GENERAL PUBLIC COMMENT

None

VISITORS

Rex Link

MEDIA

None signed in.



AGENDA ITEM 4 - NEIGHBORHOOD COUNCIL

No Comments

AGENDA ITEM 5 - PRESENTATION - ORNATO GRANT RECIPIENT - CREATING AN EQUINE ANTI-POACHING UNIT IN THE EASTERN CAPE

Animal Keeper Roxane Losey worked in the field in eastern Africa to assist with the development of a mounted ranger patrol unit to assist in the fight against poachers.

Highlights of Ms. Losey's trip included:

- 40 days spent in the field
- Sadly in her time there over 50 rhinos were poached; she was witness to one of the poaching scenes where three rhinos lost their lives
- The area where this mounted patrol is being formed is called Ankhala
- Ms. Losey taught rangers all elements of equine care included grooming, breaking the horses in for riding, and desensitization to guns by exposing them to a gun range
- Special highlight was the interest the villagers, especially children, took in this new endeavor
- Three horses were used for this initial training. Two additional horses have been purchased through fundraising efforts

Ms. Losey thanked Mr. Ornato and Zoo staff for allowing her the chance to help with real conservation and anti-poaching efforts. She hopes to return in April to check on the program and assist with additional help.

AGENDA ITEM 6 – ZOO SPONSORSHIP PROGRAM

Brian Levitz, Director of Corporate Giving for GLAZA, gave an overview of GLAZA's sponsorship program. Sponsorships revenue have increased from \$90,000 in 2011 to over \$1 million in 2016. GLAZA's Sponsorship Program consists of four categories:

1. Community Focus – An organization gets involved with the Zoo and becomes an active role in our community focused events
2. Marketing Initiative – A sponsor who works with the Zoo to assist in Zoo messaging while also marketing their own company
3. Category Exclusivity – A sponsor who has sole rights to an on grounds service as well as the ability to create additional marketing/advertising for the Zoo as additions to their own campaigns
4. Turn-key – Sponsors who have booths on grounds to promote their own products as well as costumed character appearances.

Short discussion about signage and the Zoo's ability to advertise. Zoo needs to build brand awareness with more local companies for additional sponsorships.

AGENDA ITEM 7

GENERAL MANAGER REPORTS

A. Animal Transactions

Zoo Curator, Candace Scilimenti, discussed the latest animal transactions. Some highlights include:

- Incoming fringed leaf frogs
- Outgoing white crested turacos to San Diego

- Birth of several Kaiser newts

B. GLAZA Update

GLAZA President Connie Morgan gave an update on GLAZA activities:

- Received \$50,000 for upkeep of the Witherbee Auditorium as well as renovations to swan lake
- Received \$50,000 for Duttonhaver field study programs
- Received \$25,000 for Animal care
- Received \$43,000 from two separate donors for CA condors
- Received \$5,000 for Zoo Lights

C. Marketing and Events Update

Kait Hilliard, VP of Marketing for GLAZA gave an update on Zoo Lights which ran from November 17, 2017 – January 7, 2018. Highlights of the event included:

- Dynamic pricing for various of days
- Revenue received was \$4.2 million with over 266,000 attendees.
- 11 sold out nights
- Additional local news broadcasts of the event
- The “Twinkle Tunnel” was one of the most utilized “selfie” spots on Instagram

D. Zoo Director Reports

Zoo Director Lewis commented on the following:

- Attendance and revenue are both ahead of projections for the year; y-t-d attendance is 868,214 and revenue is almost \$9 million
- December we held the last public meeting for the Zoo’s Vision Plan (formerly Master Plan) and the majority of the feedback was very positive. Next steps are to take this plan out further in the community as it has been discussed with local council offices already
- Elephant Guardians are working on more protests. The group has made it clear they do not want zoos to exist at all, it’s not just about elephants in captivity

AGENDA ITEM 8 OLD BUSINESS

None

AGENDA ITEM 9 ADJOURNMENT

There being no more business to come before, President Winnick motioned to adjourn the meeting Commissioner Chase so moved the meeting be adjourned and Ex-Officio Member Lichtenstein seconded; the meeting was adjourned at 11:08 AM.

ATTEST:

PRESIDENT

SECRETARY