



# MINUTES

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

TUESDAY, MARCH 20, 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  
4<sup>th</sup> 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  
Bernardo Silva  
Christopher Hopkins

### VISITORS

Omar Gonzalezs

### EX OFFICIO MEMBER ABSENT

Richard Lichtenstein

### COMMISSION STAFF

John Lewis  
Lisa Gerencser

### MEDIA

None signed in.

### ZOO GENERAL COUNSEL

Dov Lesel

### AGENDA ITEM 1

#### CALL TO ORDER

Commission President Winnick called the meeting to order at 10:00 AM.

### AGENDA ITEM 2

#### APPROVAL OF MINUTES FOR MEETING OF FEBRUARY 20, 2018

Commission President Winnick moved to approve the minutes February 20, 2018. Vice President Silva so moved, Commissioner Armbruster seconded and the motion passed.

### AGENDA ITEM 3

#### GENERAL PUBLIC COMMENT

None



#### **AGENDA ITEM 4 - NEIGHBORHOOD COUNCIL**

No Comments

#### **AGENDA ITEM 5 – AMBASSADOR ANIMAL PROGRAM**

General Curator, Beth Schaefer, and Curator of Mammals, Josh Sisk, gave an overview of the Ambassador Animal Program. This program is allowing more animals to be considered as “Ambassadors” for their species and for the Zoo. Visitors have an opportunity to see animals up close and this tends to foster a greater relationship with visitors and conservation/preservation. “Animals and You” is an onsite program set up throughout the Zoo that allows docents to share these animals with visitors at the Zoo. These animals are also used for outreach events when a group is unable to visit the Zoo, staff can bring some animals to them.

Besides the typical use of “outreach” animals the Zoo has also added hippo feedings, giraffe feedings, and soon there will be flamingo feeding. As part of this presentation, keepers brought in the following animals to share with the Commission: North American Porcupine, woma constrictor, and a Harris hawk that performed a fly around at the meeting. Commissioners thanked staff for their hard work and stated they very much enjoyed their “Ambassador Animal” introductions.

#### **AGENDA ITEM 6 – ZOO BUSINESS AND MARKETING PLAN**

Zoo Director, John Lewis, discussed the Zoo’s current Business and Marketing Plan (BMP). By City ordinance the Zoo Department must submit a BMP; this plan can cover one year up to five years. Per the last BMP the Zoo had divided its focus into four categories: Campus, Conservation, Unity, and Human Capital. Improvements made since last BMP include:

- Campus – Improved exhibits, renovated play park, creating an additional facility rental space located behind the CDC, the completion of the Zoo’s Vision Plan.
- Conservation – Provided over \$480,000 to 33 conservation organizations around the globe, added educators at exhibits to engage the visitors in conservation discussions, currently recruiting a nutritionist to assist with feeding plan for animals. Will also be hiring a Conservation Curator to better assess our conservation efforts globally.
- Unity – Increased animal encounters on grounds to include giraffe feeding, hippo feeding, and soon flamingo feeding. All these feeding enhance the “Animals and You” program already in place.
- Human Capital – Doing outreach in our communities for children who may not be able to visit the Zoo. Improved/increased staff trainings.

GLAZA has again been given a budget of \$2 million for marketing and advertising of the Zoo. GLAZA will be focused on specific groups around the City to increase attendance.

#### **AGENDA ITEM 7**

##### **GENERAL MANAGER REPORTS**

###### **A. Animal Transactions**

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

- Female big horn sheep outgoing for breeding recommendations
- Outgoing giant horned lizards
- Receiving a pair of red bill blue magpies
- Lowland paca was born and can be seen in the nursery
- Juvenile female giraffe going to Louisville for breeding recommendations

**B. GLAZA Update**

GLAZA President Connie Morgan gave an update on GLAZA activities:

- Received \$25,000 for animal health equipment
- Received \$10,000 for CA condor video project
- New York Life is a new sponsor and will be grounds providing identification cards for children.

**C. Marketing and Events Update**

Kait Hilliard, VP of Marketing for GLAZA gave an update on Zoo activities. Highlights included:

- Through marketing efforts increase attendance and revenue, build the “LA Zoo” brand, and supporting other projects
- Increasing social media presence as well as creating unique video content
- Big Bunny will take place at the end of March

**D. Zoo Director Reports**

Zoo Director Lewis commented on the following:

- Two ocelot kittens were born
- Attendance was good through February but the weather has affected March attendance
- Zoo Spring Camp begins next week
- Continuing to discuss elephant program with Neighborhood Council groups

Commissioner Chase asked Director Lewis about the death of the last male white rhino; some discussion about the importance of Zoo missions.

**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 Hopkins so moved the meeting be adjourned and Commissioner Chase seconded; the meeting was adjourned at 11:05 AM.

ATTEST:

\_\_\_\_\_  
PRESIDENT

\_\_\_\_\_  
SECRETARY