

Fresno Chaffee Zoo
894 W. Belmont Avenue
Fresno, CA 93728

Fresno's Chaffee Zoo Board of Directors
Finance Committee Meeting
Minutes

January 23, 2020
Education Lab Conference Room

Committee Members Present

- Mr. Babatunde Ilori
- Ms. Julie Vance, Chair
- Dr. KC Chen
- Mr. Kyle Kirkland

Fresno Chaffee Zoo Staff Present

- Mr. Scott Barton
- Dr. Lily Wachter
- Mr. Amos Morris
- Ms. Laura Martina
- Mr. Steven Gonzales-Warkentin

Guest Speakers

- Mr. Chris Comstock, Regency Investments
- Mr. Judson Myers, Regency Investments

Ms. Vance called the meeting was called to order at 4:23 PM and asked Mr. Gonzales-Warkentin to call the roll. With a quorum confirmed present, the Committee proceeded with business.

Agenda Item 02: Public Comment

Ms. Vance called for comments from the public; none were offered.

Agenda Item 03: Chair Report

Ms. Vance noted that she had nothing to report beyond the published agenda items.

Agenda Item 04: Receive Quarterly Update from Regency Investments

Ms. Vance asked the representatives from Regency Investments to provide an update on the performance to date of the investment funds under management. Mr. Myers gave an overview of the General and Endowment Fund's performance as of December 31, 2019. He reminded the Committee that the Zoo's General Fund portfolio comprised 60% stock and 40% bonds; the Endowment Fund comprised 70% stocks and 30% bonds. He added that the Zoo had recently been gifted with stocks from a donor's estate and recommended the sale of the positions. Mr. Kirkland asked about the performance versus industry benchmarks and the Committee agreed that the performance to those benchmarks was acceptable.

Agenda Item 05: Approve Finance Committee Meeting Minutes from 11/20/2019

Ms. Vance then asked the Committee to review the minutes and asked if there were any suggested revisions. Hearing none, Mr. Kirkland made a motion to accept the minutes as presented; Dr. Chen seconded. The motion passed unanimously.

Agenda Item 06: Approve Year-to-Date Financial Report

Ms. Vance then asked Dr. Lily Wachter, Chief Financial Officer, to present an update of Zoo Corp's year-to-date financials. Dr. Wachter reference the financial results through November 2019, stating that the yearend finances were currently being finalized. Dr. Wachter noted that self-generated revenue was about 8% below budget but was up 7% from 2018. Attendance was tracking about 6% below targets. Membership revenue was up 5%, and food services was up 11%. Operating expenses were about 5% below budget. Dr. Wachter clarified that the previously reported utility cost variance related to water/sewer costs, not electricity. Mr. Barton stated that management would provide additional detail at the next Committee meeting pursuant to Ms. Vance's request.

Dr. Wachter also presented revised graphics and suggested reviewing guest spending instead of just focusing on attendance revenue. Dr. Chen referenced a fifteen dollars off membership coupon he received in the mail. He asked for the Zoo to report at the next meeting how many new members are generated from this promotion. After further discussion, Mr. Kirkland made a motion to accept the Year-to-Date Financial Report as presented, and Mr. Ilori seconded. The motion passed unanimously.

Agenda Item 07: Receive 2019 Zoorassic Park Financials

Ms. Vance then asked Mr. Barton for an update on the Zoorassic Park exhibit from summer 2019. Mr. Barton stated that revenue generated from the exhibit came in under target, but the capture rate of attendees was 45% percent. He reported that, based on demand, the pricing of Membership Add-ons would be adjusted for the Spring 2020 showing of the Exhibit. Mr. Barton noted that the exhibit had been moved to the Zoo's busy season based on add-on traffic, that the Zoo received a discount on this year's rental and that the exhibit had been enhanced with other prehistoric creatures.

Agenda Item 08: Receive updated 2020 Marketing Plan

Mr. Kirkland then stated that he and Mr. Morgenstern had recently met with the Zoo's marketing team to review the 2020 marketing plan. The group discussed where the Zoo is focusing its marketing efforts. Mr. Morgenstern encouraged more spending on digital marketing. Mr. Ilori stated a strong investment in technology is needed to support the marketing efforts. Mr. Kirkland suggested more advertising in general, stressing brand enhancement, mission and events.

Agenda Item 09: Old Business

Mr. Barton then reported on the previous request to reach out to schools to discuss packaging of tickets. Mr. Ilori stated that schools can market items that are for a good cause, such as the Zoo's mission.

Agenda Item 10: New Business

Ms. Vance asked if there was any new business to report. Hearing none, she adjourned the meeting at 5:31 PM.