

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

Fresno's Chaffee Zoo Corporation  
**Finance Committee Meeting**  
*Minutes*

Thursday, October 17, 2019  
Education Lab Conference Room

**Committee Attendees Present**

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

**Advisors Present**

- Mr. Scott Barton

**Zoo Staff Present**

- Mr. Amos Morris
- Ms. Laura Martina
- Ms. Lyn Myers
- Mr. Steven Gonzales-Warkentin

The meeting commenced at 5:09 PM

**Item 01: Roll Call**

Mr. Gonzales-Warkentin called roll and confirmed all members and advisors were present. With a quorum in attendance, the Committee proceeded with business.

**Item 02: Public Comment**

No members of the public were in attendance to offer comment.

**Item 03: Chair Report**

Ms. Vance stated she had nothing new to report.

**Item 04: Receive, review and consider Finance Committee meeting minute from 09/19/2019**

The Committee reviewed the minutes from the previous Finance Committee Meeting. Ms. Vance asked if there were any suggested revisions. With no revisions offered, Mr. Chen motioned to accept the minutes as presented; Mr. Ilori seconded. The Committee approved the minutes without objection.

**Item 05: Receive, review and consider FCZ's 2020 Budget**

Mr. Barton then presented the proposed 2020 budget for the Zoo. He indicated key items such as a proposed increase in individual ticket pricing, management's projection for attendance and revenue and expected operational costs. Mr. Kirkland suggested additional money to be budgeted for advertising to drive attendance. Mr. Ilori suggested the Zoo research possible partnerships with local schools to offer ticket packages. Mr. Barton stated the Zoo would be hiring a Social Media coordinator to manage the Zoo's presence on various social media platforms. He also stated the Zoo will be devoting efforts to increasing membership.

The Committee further discussed the proposed budget. Specific items discussed included:

1. Revising the new (2020) child pricing to \$8.95 from the proposed \$9.95. Mr. Barton indicated that the finance staff will model on how this pricing affects the proposed budget.
2. Inconsistencies of the expected revenue from Zoorassic Park in the 2020 budget; Mr. Barton stated that he would check the numbers and confirmed that they align.
3. Mr. Kirkland asked about the performance to budget for this year's Zoorassic Park exhibit. Mr. Barton noted that Zoorassic Park in 2020 would start earlier in the year to boost off-peak attendance.
4. Subnote on Personnel Expenses page will be revised to state "\*\*\*operations moved to Maintenance in 2020."
5. IT expenses are expected to be higher in 2020 as the Zoo replaces antiquated computer equipment and integrates a webstore with our website.
6. Landscaping will use reclaimed water in 2020 which will cut water costs.
7. Mr. Kirkland asked to include funding in the budget for peak period parking staff. Mr. Barton noted staff will add a parking category (including staff, contracting services and/or security).
8. Mr. Morris stated that he would be preparing a deferred maintenance list for the Zoo Authority. He noted that the Zoo recently completed a roof survey and intends to complete a survey of other infrastructure.

The Committee took no action on the budget and asked Zoo staff to research the above issues, modify the proposed budget, and present the revised budget at the next Finance Committee meeting.

**Item 06: Receive, review and consider Phoenix Philanthropy Group Proposal**

Mr. Kirkland reminded the Committee that the proposal had been presented at the previous Board meeting. The Development Committee met on October 4<sup>th</sup> to discuss the Board's suggestions. Mr. Kirkland presented a breakdown of the changes made to the original proposal.

Mr. Ilori suggested the Zoo take a second look at the development budget. He also suggested the zoo focus on the technical systems that will be implemented within the project, and if they can be integrated across platforms. Mr. Kirkland stated that the Director of Development would become a separate position in the 2020 organizational structure.

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Mr. Kirkland made a motion to present the updated proposal to the Board of Directors for approval. Mr. Ilori seconded. The motion passed without objection.

**Item 07: Old Business**

Ms. Vance asked if there was any old business for discussion. Hearing none, she proceeded to the next item.

**Item 08: New Business**

Ms. Vance asked if there was any new business for discussion. Hearing none, the meeting was adjourned at 6:49 PM.