



**FRESNO'S CHAFFEE ZOO CORPORATION**  
**Meeting of the Board of Directors**  
**Fresno Chaffee Zoo Education Building**  
**August 9, 2007 5:35pm**

<b>Present</b>	<b>Absent</b>	<b>Public</b>	<b>Staff</b>
John Valentino	Sharon Levy	Tim Marsh	Lewis Greene
Sieg Fischer		Lance Elrod	Patty Peters
Sheri Manning-Cartwright		(Harris Construction)	Brian Goldman
George Nokes			Adrienne Castro
Tom Templeton			
Bruce Campbell			
Shari Rainwater			
Colin Dougherty			

**Discuss and consider minutes:** Director Templeton made a motion to accept the minutes. Director Dougherty seconded. All in favor. None opposed. Motion carried.

**Chair Report:** Director Valentino stated the City would like this board to consider the possible consolidation of the FCZC board and the Rotary Playland/Storyland board.

**CEO Report:** CEO Greene gave the board a copy of the AZA invitation for the national conference featuring sessions on non-profit governance in the post Sarbanes-Oxley era. CEO Greene stated that he had made several media appearances as well as speaking at local organization luncheons. CEO Greene attended the check presentation from the Cinco de Mayo group. CEO Greene stated he also visited Oakland and San Francisco Zoos.

**Report by Director of Animal Care and Conservation:** Andy Snider reported that the zoo has received animals in but that none have shipped out. Mr. Snider was happy to report there had been birds laying eggs and some eggs have hatched. New animals on exhibit include a White-Nosed Coati.

**Report by Marketing and Development:** Patty Peters corrected last month's reported membership increase to 35%. Ms. Peters stated that the zoo group events will be offering consignments tickets to local businesses and organizations. Ms. Peters stated that Amy Boam of the Marketing and Development staff has redesigned the zoo website. Ms. Peters stated the Ice Cream Zoofari event is August 18, 2007.

**Report by Director of Finance and Administration:** Brian Goldman reviewed the financial report with the board members noting that cash and investments are up. Mr. Goldman stated that he has received positive feedback on the gift shop operation. Mr. Goldman stated that attendance is up 30%. Mr. Goldman mentioned that development of the 2008 budget is in progress.

**Discuss and consider Construction Management with a presentation by Tim Marsh of Harris Construction:** Mr. Marsh gave a PowerPoint presentation on the function and benefits of construction management with major building projects. Director Templeton made a motion to move forward on the Request For Proposal process. Director Nokes seconded. Call for public comment. None offered. All in favor. None opposed. Motion carried.

**Discuss and approve the Strategic Business Plan:** Mr. Goldman stated that a change needed to be made to the business plan budget concerning the construction costs. The amount does not change; only a line item changes. Director Manning-Cartwright stated that the finance committee had met regarding the business plan and approved it. Director Manning-Cartwright made a motion to approve the strategic business plan. Director Rainwater seconded. Call for public comment. None offered. All in favor. None opposed. Motion carried.

**Discuss and consider additional staff:** Mr. Goldman reviewed the justification for adding staff. Director Rainwater asked for clarification on job descriptions. Mr. Snider explained the different positions and their duties. Harold Mountan, Elephant Zookeeper, described the schedule and how it relates to the animals on exhibit and staff daily duties. CEO Greene reminded the board that the need for additional staff was identified in the AZA inspection. Director Manning-Cartwright made a motion to accept the proposal for additional staff. Director Dougherty seconded. Discussion: Director Valentino asked CEO Greene for his input. CEO Greene stated he felt this was a necessary action. Director Nokes stated he felt this was an important action to take for the benefit of animal enrichment and to enable the keeper staff to engage the public. Mr. Snider stated the public loves the keeper interaction and the zookeepers are very good at it. Director Fischer asked if there was plan in place to account for growth and staff additions. CEO Greene stated that it is a part of the strategic business plan. Call for public comment. None offered. All in favor. None opposed. Motion carried.

**Discuss and consider adjusting November Board meeting date:** CEO Greene mentioned there was a CFO conference scheduled the same week of the FCZC board meeting. Director of Finance and Administration, Brian Goldman, will be attending that conference. Director Valentino made a motion to move the November 8<sup>th</sup>, 2007 FCZC board meeting to November 1<sup>st</sup>, 2007. Director Rainwater seconded. Call for Public comment. None offered. All in favor. None opposed. Motion carried.

**Discuss and consider potential Board consolidation with Playland/Storyland:** Director Valentino stated that the City had asked this board to consider consolidation. Director Valentino asked fellow board members if this board is willing to explore and consider this item. Director Fischer stated that he has been in contact with the City to see what options are available. Director Templeton stated that he does not feel this is a good idea. Director Templeton further stated that Playland should move forward on their plans and this board should move forward on its duties. Director Fischer stated that the original plan was to have a kid's zone. Director Fischer further stated that two competing entities would undermine the revenue stream for both areas and the board should consider what is best for the community. Director Manning-Cartwright stated the board owes it to the public to consider this option. Director Campbell stated the board should keep the dialogue open and see what evolves. Director Dougherty made a motion to continue discussions with Rotary Playland Storyland. Director Rainwater seconded. Call for discussion. None offered. Call for public comment. None offered. In favor: Directors Valentino, Rainwater, Nokes, Manning-Cartwright, Dougherty, Campbell, Fischer. Opposed: Director Templeton. Motion carried 7-1.

**Discuss and consider the next steps for the zoo Master Plan:** CEO Greene would like to move forward with Request For Proposals for an architect. Director Dougherty made a motion to proceed with a RFP for an architect. Director Rainwater seconded. Call for public comment. None offered. All in favor. None opposed. Motion carried. CEO Greene made a funding request of \$15,000 for a tree survey. Director Rainwater asked if the Alta survey covered that item. CEO Greene stated that the Alta survey determined the number of trees. Director Valentino stated that this survey request will detail which trees can be saved, how rare they might be and if they can be moved. Director Dougherty made a motion to approve the funding request for the tree survey. Director Manning-Cartwright seconded. Call for public comment. None offered. CEO Greene stated the fund request would not exceed \$15,000. Call for public comment. None offered. All in favor. None opposed. Motion carried. CEO Greene made a request for funds to design/program exhibits not to exceed \$50,000. Director Rainwater made a motion to proceed with this funding request. Director Dougherty seconded. Call for public comment. None offered. All in favor. None opposed. Motion carried.

**Public Comment.** This time is set-aside for the public to comment on any item within the jurisdiction of the Board, but not appearing on the agenda. Items presented under public comment may not be discussed or acted upon by the Board at this time. For items appearing on the agenda, the public is invited to comment at the time the item is called for consideration by the Board. Any person addressing the Board under public comment will be limited to a 3-minute presentation to insure that all interested parties have an opportunity to speak. Please state your name and address for the record: None Offered.

**Board questions and comments:** Directors Manning-Cartwright and Rainwater mentioned the gift shop looks good. Director Rainwater inquired about the liability of having an Automated External Defibrillator. Mr. Goldman stated he would research the liability to the zoo. Director Rainwater stated that the board needs move forward with development. Director Templeton asked about the progress of the spruce-up plan. CEO Greene stated that staff had a meeting regarding the spruce-up list and things are moving forward.

**Adjournment:** Meeting adjourned at 7:53pm

**Respectfully submitted by:** Lisa Condoian, Administrative Assistant  
Fresno Chaffee Zoo Corporation