

FRESNO'S CHAFFEE ZOO CORPORATION
General Meeting of the Board of Directors
Fresno Chaffee Zoo Education Building
July 17, 2008 5:36pm

Present	Absent	Public	Staff
Bruce Campbell Colin Dougherty			Lewis Greene Patty Peters
Sharon Levy Sheri Manning-Cartwright George Nokes Shari Rainwater Cruz Ramos Tom Richards Tom Templeton John Valentino	Sieg Fischer		Other Dirk Poeschel DPLDS, Inc.

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

Report by Dirk Poeschel: Mr. Poeschel stated the environmental impact report process is continuing with the Fresno city staff. Director Valentino stated that as discussed in previous meetings an attorney that specializes in land use was hired to assist in keeping the environmental impact report process on track. Director Ramos asked if there would be a scope of work from the land use attorney. Director Valentino stated there is. Mr. Poeschel stated that the draft would be ready in August. Director Levy asked how frequently everyone would meet. Mr. Poeschel stated that he has attempted to talk with Fresno City staff directly regarding the importance of things in preparing the draft. Mr. Poeschel stated that he has recommended experts for the areas of the environmental impact report document for the City Attorney's staff to consider. CEO Greene stated that the City is the lead agency for the environmental impact report. Director Levy asked when the process would be completed. CEO Greene replied the current completion date is expected to be January 2009. Director Dougherty asked if our interaction with the City has improved. Mr. Poeschel stated that it has improved slightly. Director Rainwater asked if the City staff had any experts for some of the areas regarding the environmental impact report document. Mr. Poeschel stated that they did not and that he had made some recommendations that would help the process and those recommendations were met with some reluctance. Director Ramos asked who the City attorney is. Mr. Poeschel stated that the attorney assigned to the Zoo is Ms. Kathy Phelan.

Chair Report: Director Valentino stated that a fee proposal was requested from 2 of the 4 architect firms interviewed for the non-animal facilities. CEO Greene stated that the process of selection is still ongoing. CEO Greene stated that the request for qualifications for the animal facilities is being drafted. Director Valentino stated that after the animal facilities request that the request for qualifications for the construction manager will begin.

CEO Report: CEO Greene stated that he and Mr. Poeschel had met with several city council members regarding the environmental impact report process and the park fees. CEO Greene stated that the City Council met on July 1, 2008 specifically to address the parking fee issue. CEO Greene stated that he, Mr. Goldman and Ms. Peters met with the parks department to put together a plan for reimbursing visitors part of the park fee if the fee is raised at a later date. CEO Greene stated that it would be a very laborious and difficult process. CEO Greene stated that the Do the Zoo event was held in June. There was a positive response from the vendors and guests. Ticket sales were down this year as is the case for most events in the community. CEO Greene stated that the Skywalk in the Rainforest has reopened. On July 3 Horseshoe crabs were added to the Stingray Bay exhibit and have been very popular among zoo visitors. CEO Greene stated that the next 2 events coming up are Ice Cream Zoofari – Saturday, August 16, 2008 and Dia de la Familia – Sunday, August 17, 2008. CEO Greene stated that there are new small exhibits in the corners of the Reptile Building. A new addition is the Vietnamese Mossy Frog. There are 2 small Black-Footed cats in the exhibit by Small Wonders. The California King Snake has eggs. Director Nokes asked where the snake came from. Director of Animal Care Andy Snider stated that a local resident donated the snake. Director Ramos asked if this was a common occurrence. Mr. Snider stated that the zoo does not receive donated animals very often. CEO Greene stated that the zoo usually does not take animals from unknown sources, but tries to recommend a rescue resource, if one is available.

Report by Director of Finance and Administration: In the absence of the Director of Finance and Administration Brian Goldman, CEO Greene gave the financial report to the board. CEO Greene stated that attendance and membership are both up this year.

Discuss and consider board letter: Director Dougherty stated that Ms. Peters does a wonderful job of getting the news out about the zoo. Director Dougherty asked if the board could put together a letter giving the status of all the projects and the master plan from the board. Director Levy stated that the first letter should state the accomplishments so far. Director Dougherty stated that this could be a semi-annual letter to the community from the board. Ms. Peters stated that Mr. Marc Benjamin would be writing an article updating the status of the zoo and various projects. Director Dougherty stated that the board should give a statement. Director Richards agreed that the board should write a letter of progress to the community. Director Templeton stated that he would volunteer to assist in writing a letter from the board. Director Ramos made a motion for Directors Dougherty and Templeton to compose a letter to the community pending board approval. Director Nokes seconded. Call for discussion. 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: Director Nokes asked about the visitor survey. Director of Marketing and Development Patty Peters stated that the survey going on at the zoo now is an “exit survey”. The firm hired to do the survey stands at the exit and talks to zoo visitors about their zoo experience as they leave. The survey covers everything they may have experienced including the animals, restrooms, gifts and food. Director Nokes asked if Ms. Peters formulated the questions. Ms. Peters stated that she had some input for the exit survey questions. Ms. Peters stated that some of the information would give some insight into how the economy is affecting zoos. Director Ramos asked if there was a time frame for the exit survey. Ms. Peters stated the survey is based on 300 intercepts. Ms. Peters stated that the same firm will be testing an online survey. The information will be on the insert that comes with the zoo guide.

Adjournment: at 6:36pm

Respectfully submitted by: Lisa Condoian, Assistant Board Secretary
Fresno Chaffee Zoo Corporation