



General Meeting of the Board of Directors
Fresno Chaffee Zoo Education Building
Wednesday, September 21, 2016 5:30 pm

DRAFT

Table with 4 columns: Board Members, Attendance, Staff Present, and Public Present. Lists names and attendance status for various individuals, including Board Members, Staff, and Public.

Meeting called to order at 5:30 p.m.: Board Chair, John Valentino called the meeting to order.

Roll Call: Board Directors Dougherty, Nokes, Price, Rainwater, Price, Gonzalez, Saladino, and Valentino all present. Board Directors Cates and Levy absent. Advisors CEO Barton and Mr. MacAlpine present. Legal Counsel Mr. Larsen present.

Approval of Minutes: Director Valentino called for review of the minutes from July 20, 2016 and a motion to approve. Director Dougherty so called for a motion to approve. Director Gonzalez seconded. All in favor. None opposed. Motion carried.

Chair Report: Director Valentino stated he did not have anything to report at this time. He differed to the CEO's report.

CEO Report: CEO Barton reported that two weeks ago a few members of the Fresno Chaffee Zoo, including himself, attended the AZA annual conference in San Diego. This year's conference hosted over 270,000 people. He also mentioned that his team participated in a total of four presentations, and six committees. CEO Barton wanted to congratulate Lisa Condoian, who is now an AZA accreditation inspector. He also praised Alisha Anderson and the entire marketing department on their wonderful job with the new Fresno Chaffee Zoo commercial. The commercial created quite a buzz at the AZA conference, and received several compliments from Disney and Monterey Bay Aquarium. CEO Barton stated he is currently working with Yamabe and Horn to create at least 200 more parking spaces for 2017. These parking spaces will be located across from the Zoo, off of Belmont Avenue. They are looking to design a safe crosswalk from the parking lot, into the park. CEO Barton stated that attendance has steadily increased, and is 40% higher than last year. CEO Barton stated that the zoo is expecting the older female lion to give birth any day now. There is a Facebook competition for guests to try and guess the actual day. The winner will get an opportunity to go behind the scenes and meet the cub(s). CEO Barton stated that our veterinary department is working with UC Davis and Colorado State University to introduce stem cell therapy to Amy, our African elephant.

Review, Discuss, and Consider FCZ Marketing Update: Chief Marketing & Development Officer, Alisha Anderson, presented the 2016 Guest Survey. She stated that there were 341 participants, compared to 302 in 2008. The survey was benchmarked against other zoos nationally. CMDO Anderson stated that the Fresno Chaffee Zoo



admission and membership fees are significantly lower comparatively. Also the overall guest satisfaction is higher than it was in 2008. CMDO Anderson distributed the guest survey to the board members at the July meeting via a USB drive. She stated the length of stay increased to 3.3 hours which is average for the size of our zoo. Continuing with demographics, we had a larger average party size. This reflects that mostly families are visiting. Our ethnic diversity is slightly different than benchmark zoos, which is a direct reflection of our local demographics. She stated the income levels are spread out across the board, although very similar to the benchmark zoos. We had 62% of our visitors from Fresno county, 35% were not in Fresno county but lived in California, and 3% from outside the state. CMDO Anderson stated that of the visitors from outside of Fresno County 84% stated they were only here to visit the zoo. In terms of advertising, 25% of guests stated they heard of the zoo through T.V., and this year for the first time was via social media. Director Gonzalez asked if guests were visiting the website. CMDO Anderson responded that the facts and figures through the Google analytics shows a large amount of traffic for the website. She believes the questions of how the guests heard about the zoo is what lead to a lower percentage for via the website. She stated that most people visit our website for informational purposes. CMDO stated that 78% of guests who visited the zoo purchased food and/or retail. She stated that the overall guest experience increased positively if the guest purchased food or retail as well. The retail purchase percentage is above the national average, and slightly higher than 2008. CMDO Anderson stated that the inconveniences stated were related mostly to parking. In the general summary of the survey it was noted that our admission price is significantly lower than the national average. Also, our overall satisfaction is was very high. Other key conclusions were that the overall satisfaction of the zoo was at 80%, which is amazing. Also, most visitors were there for entertainment and education purposes. The net promoter score 95%, which means that the guest would promote the zoo to others. The zoo was commended on its cleanliness and friendly and welcoming staff. All of the exhibits were rated over 79%, with African Adventure receiving a high score of 95%. CMDO Anderson stated that 2/3 of the visitors stated they had staff interaction. Also stating that the guests who attended a keeper chat, had a higher satisfaction rate than a guest who did not. CMDO Anderson wanted to thank and highlight her managers, including: Ciara, Heather, Pam, and Katharine. Anderson stated she would also like to thank Heather for creation and development of the FCZ commercial. CMDO Anderson played the commercial for the Board. Anderson congratulated the membership manager, Katharine Alexander for reaching the goal of 20,000 members this year. CMDO Anderson also welcomed Megan Scholl to the team. Megan was recently been promoted to help in development, as well as memberships. CMDO Anderson thanked the Musson family for their \$50,000 donation. Anderson stated that Valley Children's Hospital is donating \$25,000 a year, for three years for the giraffe platform. Anderson mentioned she would be working to increase the year-end appeal amount, which brought in \$25,000 in 2015. CMDO stated the events team coordinated 250 events this year, and brought in \$435,000 YTD in gross revenue.

**Review, Discuss and Consider Financial Report:** Director Saladino stated that the Finance committee would allow CEO Barton to make decisions regarding line item changes within the budget, but that they would need to notify the Finance committee when doing so. CFO Goldman reviewed the 2016 June Financial report with the board. CFO Goldman stated that the self-generated that the self-generated revenue was \$5,500,485 compared to budgeted revenue of \$4,388,900. Goldman stated that the June 2016 attendance was 80,913 compared to budgeted attendance of 76,000 and 57,400 in June of 2015. CFO Goldman stated the architect selection committee is meeting next week for the Program Animal and Commissary building design. The selection committee are interviewing three different architects. CFO Goldman stated the Finance Committee meeting was cancelled today. Director Rainwater asked if the zoo is keeping the Kopje Lodge open for dinner. CEO Barton stated they did try doing that in spring, but it wasn't very successful. Director Rainwater suggested there be more advertising involved next year to help promote the dinner options at the Lodge. Director Richards made a motion to accept the financial report as presented. Director Price seconded. All in favor. None opposed. Motion carried.

**Review financial report:** CFO Goldman stated that the 990 has been sent to Moore Grider to be filed. He also mentioned that the 2017 budget will be presented at the next Board meeting. CFO Goldman reviewed the 2016



August Financial report with the Board. CFO Goldman stated that the current surplus is \$2.8 million over budget, and total expenses are 7% under budget. Most expenses are under budget with the exception of food and catering due to events. There are still quite a few more events held at the later part of the year. The capital Measure Z funds were approximately \$18 million at the end of August 2016. CFO Goldman stated that attendance is continuing to steadily increase as we enter into the fall season. He also mentioned that the workers compensation rate has been lowered next year to the lowest it has ever been. That being said, the lowered costs also come with less discounts. Director Dougherty made a motion to approve the financial report as presented. Director Rainwater seconded. All in favor. None opposed. Motion carried.

**Review, Discuss and Consider Warthog Contracts for Profession Services:** CFO Goldman submitted a request for a capital budget of \$85,250. This amount will cover two separate proposals and the project manager's expense for the design of the Warthog exhibit project. CEO Barton stated that the two proposals were separated as there are two firms working on the Warthog design. One is for landscape design, and the other is the architectural design. CEO Barton said this is a relatively smaller project and should be completed by 2017. After completion the exhibit's dimensions will be roughly 6500 sq. feet. The warthog exhibit will be right next to the lion holding area. Director Valentino called for a motion to approve. Director Saladino so moved for approval. Director Dougherty seconded. All in favor. None opposed. Motion carried.

**Review, Discuss, and Consider Bylaw Review Committee Update:** Director Levy would like to schedule a Bylaw committee meeting for next week. Executive Assistant, Jessica Revis, will send out calendar invitations to the committee members.

**Closed Session:** Conference with Legal Counsel – Employee Performance Evaluation (CEO)  
Pursuant Govt. Code 54957(b)

**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:** Dotty Doyle stated she was very happy to be a part of the zoo as a docent. She was very excited for the Facebook competition regarding the birth of the lion cubs.

**Board questions and comments:** Director Dougherty commended the staff member Amanda, for hosting a wonderful behind the scenes tour for his guests. They thoroughly enjoyed their visit, and her warm and welcoming demeanor.

**Adjournment:** Closed Session entered into at 6:29 pm, Open Session resumed at 7:44 pm. No action taken.  
Adjournment 7:45 pm

**Respectfully submitted by:** Jessica Revis, Executive Assistant to the CEO/Executive Director  
Fresno's Chaffee Zoo Corporation