

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

Fresno's Chaffee Zoo Corporation
Board of Directors Meeting
Minutes

Thursday, October 22, 2020 5:30 PM
Zoom: Meeting ID: 996 4032 2681 / Passcode 486619

This meeting was conducted onsite at the Zoo with consideration of social distancing guidelines and allowing participation via Zoom. Certain public notice requirements under the Brown Act have been suspended during the Covid-19 pandemic including postings in areas for those Board members participating via teleconference.

Directors Present

Mr. Oliver Baines, joined at 5:37 PM
Dr. Ed Gonzalez
Mr. Babatunde Ilori
Mr. Kyle Kirkland
Mr. Rion Morgenstern
Mr. Ross Parnagian
Dr. Emy Phillips
Ms. Julie Vance

Directors Absent

Ms. Chelsea Cates

Advisors Present

Mr. Scott Barton, CEO
Mr. Doug Larsen, Legal Counsel
Ms. Patty McLane, Docent President

Guest Speakers Present

Ms. Allison Case, Moss Adams
Mr. Peter Smits, Phoenix Philanthropy
Mr. Mark Kellher, Phoenix Philanthropy

Zoo Staff Present

Ms. Alisha Anderson
Mr. Steven Gonzales-Warkentin
Ms. Laura Martina
Mr. Amos Morris
Ms. Lyn Myers
Dr. Lily Wachter
Mr. Dean Watanabe

The meeting was called to order at 5:36 PM

Item 01: Roll Call

Mr. Gonzales-Warkentin to take the roll and established that a quorum was present.

Item 02: Public Comment

Mr. Kirkland asked if any members of the public wished to comment. No comments were received.

Item 03: Consider for approval 9/10/2020 Board Meeting Minutes

Mr. Kirkland then asked if there were any comments or corrections for the September 10th meeting minutes. Hearing none, he asked for a motion to present the minutes as presented. Dr. Gonzalez made the motion and Ms. Vance seconded. The motion passed unanimously.

Item 04: Consider for approval 9/14/2020 Special Board Meeting Minutes

Mr. Kirkland then asked if there were any comments to the minutes from the September 14th Special Board meeting. Mr. Parnagian made a motion to accept the minutes as presented and Mr. Morgenstern seconded. The motion passed unanimously.

Item 05: Receive 401k 2019 Audit Update

Ms. Case from Moss Adams then gave a brief overview of the 2019 401k Audit. She stated the audit significant issues.

Item 06: Chair Report

Mr. Kirkland then proceeded to his Chair report. He stated that the search for the Zoo's next CEO was on track and thanked all those involved in the search.

Item 07: receive CEO Report

Mr. Barton confirmed that the City was proceeding with its plan to eliminate Roeding Park's ticket booths. He discussed contingency items that had been approved by both Mr. Kirkland and himself, and noted that the cost of lumber has gone up which could result in future contingency requests. Mr. Parnagian suggested that the Zoo look into purchasing lumber now to save on cost if they had proper storage locations resistant to weather.

Item 08: Receive update from Finance Chair

Mr. Morgenstern stated that the Finance Committee had met earlier in the day and reviewed the first draft of the Zoo's 2021 Budget. He stated that budget will be brought to the Board for approval at the November meeting

Item 09: Consider for approval Financial Update

Dr. Wachter provided an update on the Zoo's financial performance and position through September 2020. She stated that improved attendance and strong membership support resulted in more than \$900,000 in revenue in September. She added that year-to-date admissions were 60% below target, membership 14%, Zoorassic Park 26% and Food and Gift Shop 48% below respectively but noted that operating expenses were 21% percent below budget as well.

Dr. Wachter stated that the Zoo's cash position had improved in the period and that the Zoo had submitted its application for PPP loan forgiveness. She also presented revised per capita reporting to provide a better picture of spending by guests.

After further discussion Mr. Baines made a motion to accept the Financial Report as presented, and Ms. Vance seconded. The motion passed unanimously.

Item 10: Receive Golden Charter Academy update

Mr. Kirkland then asked Dr. Gonzalez to provide an update on the Golden Charter Academy. Dr. Gonzalez said that the school's petition for charter was due to Fresno Unified the following day, noted that the school had identified a possible temporary location and stated that letters of support had been received from the community, including one from Fresno's mayor. The Academy's first class will begin in the Fall of 2021.

Item 11: Consider for approval Nominating Committee's recommendation

Next, Dr. Gonzalez reported that the Nominating Committee had recently interviewed two qualified candidates for the Board of Directors and recommended Ms. Wilma Hashimoto to fill the vacant seat left by Dr. Phillips at the end of 2020. Ms. Vance made a motion to approve Ms. Hashimoto to become a member of the Fresno's Chaffee Zoo Corporation Board and to start her first term in January of 2021. Mr. Ilori seconded the motion. The motion passed unanimously.

Item 12: Consider for approval the acquisition of a new CRM/Database

Mr. Kirkland then asked Mr. Smits to provide a brief overview of the feasibility study that had concluded last week. Mr. Smits stated that twenty-nine interviews had been completed resulting in very positive feedback on the Zoo's upcoming development effort. He stated that the most popular focuses for fundraising were "Wow" exhibits, efforts toward Education and sustainability. Mr. Smits said that those interviewed felt that the goal of fundraising \$50 million was ambitious but achievable.

Mr. Kirkland thanked Mr. Smits for his report. He stated that the Development Committee had met earlier in the week to review Raiser's Edge and Salesforce software. As presented, both software solutions had roughly the same three year cost of ownership and use, but exceeded the amounts the Board had previously approved for database software. He further noted that the amount of the software was modest relative to overall development budget of \$1.5 million over three years. The Development Committee's recommendation was to proceed with Raiser's Edge, based on cost, staff familiarity and market penetration with other zoos and development efforts

Ms. Vance acknowledged that the costs were higher than expected but stated that the software was critical. Dr. Gonzalez agreed and made a motion to approve the purchase of Raiser's Edge software. Ms. Vance second. The motion passed unanimously.

Item 13: Consider for approval change in Board Meeting Schedule for 2021

Mr. Kirkland stated that next year would be an active year for the Zoo with multiple projects occurring and a new CEO in place. He asked Mr. Gonzales-Warkentin to speak further on the recommended changes to the schedule. Mr. Gonzales-Warkentin suggested that it might be beneficial to adopt a schedule of monthly meetings for 2021 and make modifications to the schedule as necessary. After discussion, Mr. Baines made a motion to approve monthly meetings and Mr. Parnagian seconded. The motion passed unanimously.

Item 14: Consider for approval Old Business

Mr. Kirkland asked if anyone had any old business to discuss. None was mentioned.

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

Item 15: Consider for approval New Business

He then asked if there was any new business for discussion. None was presented.

The meeting was adjourned at 6:47 PM.