



Fresno's Chaffee Zoo Corporation
Board of Directors Meeting
Agenda

Thursday, November 19, 2020 5:30 PM
Zoom: Meeting ID 922 8865 6749 Passcode 687852

Directors Present

- Mr. Oliver Baines, joined at 5:33 PM
- Ms. Chelsea Cates
- Dr. Ed Gonzalez, Vice Chair
- Mr. Babatunde Ilori, joined at 6:10 PM
- Mr. Kyle Kirkland, Chair
- Mr. Rion Morgenstern, Treasurer
- Mr. Ross Parnagian
- Ms. Julie Vance

Directors Absent

- Dr. Emy Phillips

Guest Speakers Present

- Mr. Peter Smits, Phoenix Philanthropy Group

Board Advisors Present

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

Zoo Staff Present

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

Mr. Kirkland called the meeting to order at 5:33 PM

Item 01: Roll Call

Mr. Gonzales-Warkentin took the roll and established a quorum was present.



Item 02: Public Comment

Mr. Kirkland asked if any members of the public wished to comment. Hearing none, he proceeded with the meeting.

Item 03: Consider for approval Board Meeting minutes from 10/22/2020

Mr. Kirkland asked if there were any comments on the minutes presented in agenda items 03, 04 and 05. Hearing none, Mr. Morgenstern made a motion to accept the 10/22/2020 Board Meeting minutes as presented, and Ms. Vance seconded. The motion passed unanimously.

Item 04: Consider for approval Special Board Meeting minutes from 11/11/2020

Mr. Morgenstern made a motion to accept the 11/11/2020 Special Board Meeting minutes as presented, and Mr. Parnagian seconded. The motion passed unanimously.

Item 05: Consider for approval Special Board Meeting minutes from 11/16/2020

Mr. Morgenstern made a motion to accept the 11/16/2020 Special Board Meeting minutes as presented, and Dr. Gonzalez seconded. The motion passed unanimously.

Item 06: Chair Report

Mr. Kirkland welcomed back Ms. Vance who had missed a few meetings due to recovery from surgery. He then asked Mr. Barton to give the CEO Report.

Item 07: CEO Report

Mr. Barton stated that since Fresno County had returned to the Purple Tier in the state's pandemic rankings, the Zoo's indoor locations had again closed but stated that the annual Zoo Lights celebration was on track to continue as planned. Mr. Barton noted that the Zooplex Building and Ambassador Building projects were moving into the above ground portion of construction. He reported the loss of a beloved female orangutan, Siabu, due to complications from jaw cancer and announced that the zoo's first female rhino calf had been born.

Item 08: Consider for approval construction contingency items

Mr. Barton reviewed the proposed contingency items for the Zooplex Building and Ambassador Animal projects. He stated that these changes were recommended by the City and architects; Mr. Santiago agreed that the items presented were reasonable.

Ms. Vance made a motion to approve the construction contingency items as presented, and Mr. Baines seconded the motion. The motion passed unanimously.

Item 09: Consider for approval release of Design Retention for Studio Hansen Roberts, African River project

Mr. Barton stated that Studio Hansen Roberts had completed schematic designs for the African River project and have requested the release of their design retention. He reminded the Committee that \$3.6 million was previously approved for the design of the project.



Mr. Kirkland noted that the project would require funds raised from development efforts along with Measure Z funding to complete. He suggested that the project be reviewed in greater detail to total cost of build and operation of the project.

After further discussion of the project, Mr. Baines made the motion to approve the release of retention, and Mr. Parnagian seconded. The motion passed unanimously.

Item 10: Consider for approval Financial Report

Dr. Wachter provided an update on the Zoo's financial performance and position through October 2020. She started by stating the Zoo grossed \$6.5 million in self-generated revenue, 38% below budget and add that in October, the Zoo generated \$1.5 million exceeding 2019's October revenue. Dr. Wachter continued that expenses are 20% below budget while the operating income was 40% below budget, Admissions were 51% below budget, Membership 12% lower, and Food Services/Gift Shop came in 39% below budget. Zoorassic Park was only 1% below budget due to the exhibit being extended through the end of 2020 at no additional cost. Dr. Wachter then stated that the annual Zoo Boo event was well attended with strong per capita spending.

Mr. Morgenstern made a motion to accept the Financial Report as presented and Ms. Vance seconded. The motion passed unanimously.

Item 11: Consider for approval 2021 Budget

Dr. Wachter presented the 2021 budget by stating the budget is balanced with a \$47,813 operating income. The strategy for 2021 is to increase marketing of memberships and the "Total Experience" ticket. A key driver will be webstore sales allowing for spontaneous purchasing, add-ons, and events. Dr. Wachter continued by saying the prices of add-on experiences such as Giraffe Feeding and Zoorassic Park would be increasing for non-members and general ticketed guests.

Dr. Wachter continued by stating that the board-designated funds will be focused on mission driven priorities such as conservation, development, veterinary equipment and animal exhibit improvements.

After further discussion of personnel expenses, including the addition of IT coordinator, Dr. Gonzalez made a motion to approve the budget as presented and Ms. Vance seconded the motion. The motion passed without opposition.

Item 12: Receive Feasibility Study update

Mr. Smits gave a brief overview of the results from the Zoo's feasibility study. The feedback received was positive and supported the goal to raise \$50 million. He stated the next step would be for Phoenix Philanthropy Group to formalize a campaign plan for review by the Board.

Item 13: Consider for approval Change to Finance Committee's frequency of reporting

Mr. Kirkland then asked Mr. Morgenstern to update the Board on the Finance Committee's proposed change in reporting schedule. Mr. Morgenstern stated that Finance Committee will adopt



a meeting schedule much like the Board has for 2021 where at the end of each meeting, it will be decided if the next month's meeting is needed. He also stated that the Finance Committee plans to reduce the financial reporting to a quarterly schedule.

Item 14: Receive an update on Golden Charter Academy

Dr. Gonzalez stated that Fresno Unified School District will make a final decision on Golden Charter on January 13, 2021. Mr. Watanabe said that the Zoo's Education team will be meeting with Mr. Robert Golden, CEO, in January to develop curriculum.

Item 15: Consider for approval Old Business

Mr. Kirkland then asked if any Director had any old business to consider. Hearing none, he proceeded to Item 16.

Item 16: Consider for approval New Business

Mr. Kirkland asked if there was any new business to report. Hearing none, he adjourned the meeting at 7:20 PM.