

Minutes of the Louisville Zoo Foundation Board Meeting
Tuesday, 25 April 2023
6:00p.m. at Baird's East End Offices

Members of the Louisville Zoo Foundation Board met at 6:00p.m. on 25 April 2023, in person with members present as follows:

Quorum Present: Cleo Battle, Lori Eberenz, Larry Florman, Tom Halbleib, John Hollis, Chris Jones, Debbie King, Kate Loyd, Jeff Nally, Steve Pazienza, Becky Phillips (Chair), Leigh Pittman, Butch Shaw, Stephanie Shea, Cory Skolnick, Jessica Thompson, Erica Tolar, Pattie Dale Tye

Emeritus Members: Sophie Call, Chad Dobbins, Dan Maloney, Darryl Metzger

Staff Present: Kim Allgeier, Margue Esrock (Recorder), Kelly Grether, Zoli Gyimesi, Robert Kemnitz, Stephanie Moore, Linda Smith, Steve Taylor

I. Welcome – Becky Phillips, Chair

Ms. Phillips called the meeting to order at 6:00p.m.

Ms. Phillips welcomed Jeff Nally to the Board as a new member. Sophie Call, Special Assistant to the Mayor, was also welcomed as Mayor Greenberg's appointed member of the Board.

Ms. Phillips thanked Darryl Metzger for the use of Baird's board room for this meeting.

II. Conservation Moment – Dr. Christina Castellano

Dan introduced Dr. Christina Castellano. Christina, Steve Taylor, and Kim Allgeier have spent the last year creating the Zoo's Conservation Strategy. The Conservation Strategy will be used as a communication tool for both internal and external audiences. Stakeholders, staff, members, and guests were surveyed to help establish basic pillars to be used as guides for conservation action and giving.

III. Chair's Report – Becky Phillips

a. Approval of 28 February 2023 Minutes – Becky Phillips

The minutes were approved by unanimous consent.

b. Skystone Partners Vote – Debbie King

Ms. King made a motion on behalf of the Funding and Development Committee

to enter into a contract with Skystone Partners. Phase 1 of the project will be completed by August 2023 and cost \$142,925. Tom Halbleib seconded the motion. The vote passed unanimously.

IV. Director's Report – Dan Maloney

a. Kentucky Trails

The Kentucky Trails Design Workshop #1 was held April 13 & 14. Several Board members attended (Becky Phillips, Debbie King, Steve Paziienza, Jessica Thompson, Dr. Florman) and relayed positive remarks about the workshop.

b. AZA Advocacy Day in Washington D.C.

Dan attended 9 meetings with Kentucky and Southern Indiana Congressional Representatives. Dan discovered Representative Brett Guthrie is a big animal fan. Senator Rand Paul received an award recognition from Dan Ashe, AZA President for his help with rescued polar breeding regulation.

c. Upcoming events

The Zoo will host the Jefferson County Caucus Night on April 27. AT&T is the sponsor of this event. A reception will be held in the African Outpost prior to guests viewing Wild Lights.

Monarchs and Mimosas is a sold-out event on Saturday, April 29. The next one will be held in September.

The Splash Park will open Memorial Day weekend. The new surface has a 5-year guarantee and individual tiles can be replaced if needed. A Sustainer Society event is planned at the Splash Park for adults this summer.

d. Animals

The new red panda, Sundara, "Sunny D" is settling in. He can be viewed this week from 8:00am – 9:00am as he gets use to guests at the exhibit window.

On International Flamingo Day, the Zoo's 89 Chilean Flamingos will be officially placed in the flamingo yard. Guests are asked to wear pink for a "Pink Out".

e. Derby Activities

Dan has attended several Derby events including the Fillies Ball and KDF's "They're Off" Luncheon. Dan attended the Morning Line Radio event at the KY Derby Museum to promote the zoo. Dan, Kelly Grether and Kim Allgeier will be guests of PNC for Thurby.

V. Finance Committee – Tom Halbleib

March attendance of 60,071 was behind both our prior year attendance of 66,583 and our projected attendance of 80,500. March started off with a warm day followed immediately by severe weather leading to an early closure and power outage at the Zoo. There were also 19 days in March that were under 60F and we did not meet our projected attendance on any of those days. Year to date attendance of 507,797 is 1.9% behind our projected attendance of 517,690. February revenue of \$1,335,737 was ahead of our projected revenue with memberships continuing to perform well. Memberships sold for the month, 4,059, are ahead of the projected 3,245 and just behind the 4,075 sold in the prior year. Donations year to date are behind prior year due to a large \$300,000 donation received in December 2021 that was directed to operations to supplement the anticipated year end surplus. That donation was received again this year however it was directed to the Foundation to support an accessible playground and Kentucky Trails. Total expenses are slightly under our projected year to date budget through March. The Workday implementation backlog of processing invoices has caught up and our contractual and supplies expenses are essentially right on our year-to-date projections.

HB1 Line Item

An agreement with Louisville Metro and Commonwealth of Kentucky has been sent to local government for approval. The \$10 million will be invested once received.

VI. Funding & Development – Debbie King

The Zoo sponsorship monies total \$686,599. Development is on track to meet the budget goal.

Funds raised for Kentucky Trails stands at \$855,500.

Zoofari is 10 June. Brown Forman renewed their presenting sponsorship.

VII. Exhibits and Facilities – Steve Paziienza

Sean Woods will review the emergency power outage plan for the Zoo and advise this committee of the plans.

The Exhibit and Facilities committee is reviewing the committee charter.

This committee will work towards clarity in the actual cost of the Zoo's Deferred Maintenance and report back to the Board.

VIII. Marketing Report – Cleo Battle

Wild Lights has been extended to June 4. An additional ad campaign will be implemented.

A 5-year RFP for advertising agency work has been issued. The RFP will be reviewed at the end of June. Price Weber will continue to purchase media through the end of the year.

Wild Lights attendance has been higher than 2022 but lower than 2021. The attendance for 2023 is behind the projected goal.

The Zoo Marketing staff has been working with Louisville Tourism to connect with convention attendees and youth tournament families.

June – September 2023, "Nature Connects" Legos will be at the zoo. Koala bears will be the summer attraction for 2024.

IX. BEE Committee – Patti Dale Tye & Leigh Pittman

Leigh Pittman reported a 50% response rate for the Board survey. It will be sent out again and all Board members are asked to respond. A report will be given at the June Board meeting.

Leigh encouraged board members to use the Zoo as an employee engagement tool or incentive for employees.

Current BEE Committee members are Leigh Pittman, Pattie Dale Tye, Jeff Nally and Cory Skolnick.

X. CEC Committee – Jessica Thompson

Jessica reported the Zoo's summer camps sold out in less than 48 hours. Field trips numbers are back to pre-pandemic levels.

The sloth post experience surveys are garnering 4.8/5.0 ratings.

The Backstage Pass is live. The rhinos, penguins and pinniped encounters range from \$90 – \$120 per person.

Board members are invited to the Zoo Buddy program meetings. The next meetings will be held May 27 and June 24 at 9:30am.

A 5-year-old female Stellar Sea Eagle has been added to the collection.

The Toco Toucan is now in the Macaw Exhibit.

Jessica Cunningham is the new Assistant Curator. She came to us from the Kansas City Zoo.

On April 11, the Zoo passed the USDA Inspection. This permit is good for 3 years.

Kindi, the 7-year-old western lowland gorilla has been experiencing “plucking” or hair loss. The veterinarian team has brought in a child psychiatrist for her. Dr Gyimesi explained Kindi is a teenager living with adults and that has led to stressful behavior.

XI. Friends of The Zoo – Chad Dobbins

Zoofari’s theme is “Cool Island Breezes” and will take place June 10. So far \$115,000 has been raised. Sponsorships, tables, and tickets are available. Tables are \$4,000. Tickets are \$125. A combo ticket for Zoofari and Brew at the Zoo is for sale. The Zoofari committee is looking for silent auction items.

Chad thanked Brown Forman for returning as the Zoofari Presenting Sponsor.

FOZ is offering staff, board members and FOZ members to make a \$100 donation to FOZ in exchange to receive 1 Woodford Reserve bottle from the special master distiller’s pick. The personalized Zoofari bottle is unlike any other bottle of Woodford you can find anywhere. This offer is limited to 1 bottle per person, **while quantities last.**

XII. Adjournment

The meeting adjourned at 7:44pm.