

Minutes of the Louisville Zoo Foundation Board Meeting
Tuesday, 24 October 2023
6:00p.m. African Outpost

Members of the Louisville Zoo Foundation Board met at 6:00p.m. on 24 October 2023, in person with members present as follows:

Quorum Present: Cleo Battle, Wendy Dant Chesser, Larry Florman, Tom Halbleib, John Hollis, Deborah King, Kate Loyd, Neil MacDonald, Steve Pazienna, Becky Phillips (Chair), Butch Shaw, Linda Speed

Ex-Officio Members: Chad Dobbins, Dan Maloney

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

Guest: Sarah Phillips from BCH

I. Welcome – Becky Phillips, Chair

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

II. Conservation Moment – Kim Allgeier

Kim Allgeier shared a four-minute video about the Future Healers Got Zoo Buddies program. Kim has shared this presentation at two recent national conferences; 2023 AZA Conference in Columbus, OH and the North American Environmental Educators conference. The Zoo Buddies program is now in its 23rd month. They meet the last Saturday of each month.

III. Chair’s Report – Becky Phillips

a. Approval of 22 August 2023 Minutes – Becky Phillips

The minutes were approved by unanimous consent.

b. Vote to extend terms for C. Battle, D. King, PD Tye

Chair Becky Phillips made a motion on behalf of the Funding and Development Committee to extend Board terms for Cleo Battle, Debbie King and Pattie Dale Tye. Dr. Florman seconded the motion and the vote passed unanimously.

IV. Director’s Report – Dan Maloney

a. Kentucky Trails

At the Kentucky Trails Workshop #3, CLR presented the total estimated cost of Kentucky Trails at \$84 million. After the 3-day workshop, costs were trimmed to \$74 million. Zoo Leadership met with Schmidt Architects to determine must haves and requested a plan for a design at \$40 million.

Dave Tummonds recommended Scott Straight as a Construction Manager for this project. He is a retired VP of Construction for LG&E and understands site preparation and the construction industry.

An integral piece of a successful capital campaign is the importance of filling (3) Development staff positions. Dan will speak to Metro about posting these positions.

b. Events

Mayor Greenberg and Deputy Mayor George will be running in Throo the Zoo 5K on Saturday, Nov. 11.

Boo at the Zoo will not break attendance records this year however, per caps have increased over last year. The all-inclusive pricing has helped.

Daily zoo attendance is ahead of projections by 3000 people as of October 24.

V. Finance Committee – Tom Halbleib

Louisville Zoo Foundation

The \$10 million invested with Baird has earned interest and is now stands at \$17.2 million. The interest earned in September was \$70,000.

Louisville Zoo Operation

REVENUES:

Attendance – August attendance of 70,309 was 12.7% ahead of the prior year attendance of 62,407 but below the projected attendance of 73,400. Our very successful July resulted in a decrease in August revenues. Special promotions were held during the JCPS busing issues.

Revenue – Admission receipts were both below the prior year, 21.8% and below the projected amounts. Operations receipts are behind the prior year, mainly due to the timing of sloth experiences and the KSC payment for dual memberships. Year to date revenue is ahead of both prior year and projected revenue by 24.4% and 5.9% respectively.

Membership –Memberships were below the prior year by 18.9% and below the projected amounts.

SSA – SSA commissions continued to perform well and were approximately 42.6% above the prior year and 11.7% ahead of the August projection. People are spending money when they are here.

Donations/Sponsorships – Donations were ahead of both prior year and projections.

EXPENSES:

The Zoo's largest expenditure, personnel, is essentially flat to prior year and projection. However, there are variations in our other expense categories. We continue work with

OMB to ensure all accruals for FY23 have been posted correctly. The largest outstanding item for review is approximately \$184,000 for utility expense. We are still working with HR on employee compensation from a study that was conducted. Several positions are ready to be filled.

VI. Funding & Development – Debbie King

Ms. King reported the Feasibility Study sub committee will move forward and work with Skystone Partners to develop a Top 50 prospect list for Kentucky Trails. This will cost \$12,000.

Skystone Partners has proposed Phase 2 work for the capital campaign. This is an 18-month commitment. The Feasibility Study sub committee is not prepared to move forward until the scope of Kentucky Trails project is more defined.

It will be imperative the Zoo's Development department add 3 full time positions. Dan will speak with the mayor's office.

Breakfast at the Zoo is November 8. This is a friend-raising event. All board members are asked to attend at least one Breakfast at the Zoo.

Kelly Grether reported statewide elected officials (legislators, metro council members,) were offered (4) Boo at the Zoo tickets. Because it is a busy election year, officials can attend when they want, and tickets are at the front desk. 69 individuals have attended. McCarthy Strategic Solutions will follow up with attendees along with the Development department. Dan has bi-weekly calls with McCarthy Strategic Solutions.

VII. Exhibits and Facilities – Steve Paziienza

Deferred Maintenance Chart shows projects continuously coming on and rotating off as they are completed. The amount of deferred maintenance at the zoo is never ending. More staff is needed to complete projects. Maintenance team includes seven people.

The front entrance will have new landscape for 2024.

The AZA inspectors will be at the zoo November 27 – December 1. Most items from the 2017 AZA inspection have been addressed.

- Jaguar has been moved to Littlerock, AR
- Graphics have been upgraded throughout the zoo
- The macaw exhibit has been upgraded.

Humana Safety and Security will provide a tabletop active assailant training to zoo staff.

VIII. CEC Report – Steve Taylor

Jaguar, Lebron, was transferred to Little Rock Zoo.

The red panda will move into the old jaguar exhibit after renovation. The Red Panda SSP plans to recommend a female to join Sunny D.

Two koalas will move into the red panda exhibit in the Australia area. Keeper staff will go to San Diego Zoo to train with koalas.

A rescued American alligator was kept at the zoo for 30 days and will be sent to the AZA accredited St. Augustine Alligator Farm in Florida.

IX. Marketing Report – Cleo Battle

The Zoo is interested in purchasing Placer AI for marketing use. Placer AI is a marketing solutions company specializing in the collection of voluntary data acquired from a multitude of mobile applications across millions of smartphones.

Tickets for Wild Lights go on sale February 1. The theme is “Out of this World”.

Sarah Phillips, from BCH advertising agency was introduced.

Robert Kemnitz explained the November polar bear public relations campaign. The new polar bear, Payton will arrive on Wednesday and be in quarantine for 30 days.

There are approximately 6000 tickets left for Boo at the Zoo this weekend.

The Zoo has a finalist in the annual Rose Awards, seasonal Lynn Farrow.

X. Friends of The Zoo – Chad Dobbins

FOZ has restructured the bylaws. There will be a single class of new members each year. Currently there are 42 members on the Friends of the Zoo Board.

The annual FOZ Board audit is in progress.

FOZ is working on overhauling Zoofari for 2024. The mix and Mingle ticket will be eliminated. Zoofari will be a more upscale event.

The extra Woodford Reserve bottles will be at the Wine Rack on Frankfort Ave and used for tastings and to sell. There are 70 bottles left.

XI. Adjournment

The meeting adjourned at 7:11pm.