

Minutes of the Louisville Zoo Foundation Board Meeting
Tuesday, 5 December 2023
6:00p.m. African Outpost

Members of the Louisville Zoo Foundation Board met at 6:00p.m. on 5 December 2023, in person with members present as follows:

Quorum Present: Julie Babbage, Cleo Battle, Larry Florman, Tom Halbleib, John Hollis, Chris Jones, Deborah King, Kate Loyd, Jeff Nally, Becky Phillips (Chair), Leigh Pittman, Butch Shaw, Cory Skolnick, Linda Speed, Erica Tolar, Dave Tummonds (Vice Chair)

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

Guests: Sarah Phillips, Matt Kamer, Brian Garr from BCH

I. Welcome – Becky Phillips, Chair

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

II. Foundation Audit Report – Larry Gumbel, Jones Nale & Mattingly, PLC

Mr. Gumbel reviewed the FY23 audit with the group. Ms. Phillips made a motion on behalf of the Finance Committee to approve the FY23 Audit report by Jones, Nale & Mattingly. Dave Tummonds seconded, and the motion passed.

Mr. Halbleib will circulate Form 990 to the board on behalf of the Finance Committee.

III. Chair’s Report – Becky Phillips

a. Approval of 24 October 2023 Minutes – Becky Phillips

The minutes were approved by unanimous consent.

b. Foundation Award- Stephanie Moore

The Foundation Award was presented to the Zoo’s IT department. Bob Abel and Brian Hiserote received the award.

In December 2021, the Louisville Zoo began the process of transitioning to a new point of sale system. The Zoo’s IT Administrator, Bob Abel, and IT Analyst, Brian Hiserote, led this process. There were many challenges along the way – countless hours spent dealing with Metro IT on access and security issues for the new point of sale system while ensuring both the Zoo and SSA had the proper equipment, database setup, and reporting features. While working through the implementation of the new system they also dealt with continuous challenges from the old system, including a massive crash

when the system was overwhelmed from summer camp sales and Boo at the Zoo ticket sales, as well as our myriad of day-to-day IT issues. Through their hard work over the past two years, the Zoo successfully implemented the new point of sale and webstore on November 29. The transition was successful and almost unnoticed by our guests. We appreciate their dedication to the Zoo and ensuring we have functioning systems in place to support the mission of bettering the bond between people and our planet.

IV. Director's Report – Dan Maloney

Recognition

Dr. John Hollis was recognized by Steve Taylor for receiving the United States Department of Agriculture's APHIS Civil Rights Award 2023 in late November at the APHIS Administrator's Awards Ceremony. One of the reasons he is receiving the award is for his commitment to diversifying the field within Kentucky by introducing students of all backgrounds and abilities to agriculture via the AgDiscovery program at Kentucky State. He has brought the students to the Zoo as part of the program for many years.

Stephanie Moore attended the Louisville Tourism ROSE awards. The ROSE award recognizes service of excellence in front line tourism workers. The zoo's very own Lynn Farrow, business office seasonal, was a finalist for this award.

Debbie King announced a generous \$100,000 donation from Mark Brown and the Sazerac Family Foundation towards Kentucky Trails.

Kentucky Trails

After the 5th Kentucky Trails Workshop was completed, the estimated cost of the project is between \$40-45 million. It was reduced from the original estimate of \$84 million. Final numbers for the project should be announced in February.

The rick house has been redesigned to house a walkup food venue and seating such as a beer garden/deck but not a full event space. The train is still part of the project.

Stephanie Moore has a sheet showing where the cuts from the original estimate were made. Dave Tummonds commented those items should be saved for potential use at the Zoo in the future.

Dan believes there will be opportunities through Metro for sustainability type grants or funding for this project.

AZA Inspection

AZA Accreditation inspection went very smoothly according to Dan. The three-day inspection covers all aspects of zoo operations. Positive remarks included the Marketing team, Zoo Buddies and Girl Scouts Gorilla on the Line Educational Programming, Facilities team and the partnership with Kentucky Fish and Wildlife. The Cuban Crocodile exhibit

and holding area were top concerns that will be addressed. Deputy Mayor George and Board Chair Becky Phillips both were interviewed by the inspection team.

Other items

Steve Taylor, Ron Evans, and Dan are working to get another male polar bear here to breed with Qannik by Spring.

Rita and Inga, grizzly bears, are doing well in Colorado at an 80-acre wildlife preserve.

Dan met with Teddy Abrams and Graham Parker from the Louisville Orchestra. They are interested in bringing back "Roarchestra". Louisville Public Media has also met with Dan regarding potential partnering for "Concerts for Conservation". Additional meetings will be scheduled for 2024.

A new Sazerac intern, Alyssa Brock, will start next week in the Marketing department. Thank you, Mark Brown!

V. Finance Committee – Tom Halbleib

Louisville Zoo Operation

Attendance – October attendance of 145,088 was 9.8% below prior year attendance of 160,803 but ahead of projected attendance of 128,100 by 13.3%. The decline over the prior year is primarily due to lower Boo attendance. Boo attendance was 11,531 lower than the prior year, however the per cap for the event rose \$0.70 over the prior year, a 7.6% increase while our price increased only 5.1% over the prior year.

Revenue – Revenue for the month of October (\$1,643,950) was essentially flat to our projected revenue of \$1,636,800 and ahead of prior revenue of \$1,602,882 by 2.6%. The primary areas showing the largest increases over October of last year are in in-park spending (e.g., food, retail, animal encounters).

Year to date revenue of \$5,303,437 is ahead of both prior year revenue by 9.3% and projected revenue by 4.5%. Education programs and in-park spending categories continue to perform well against budget and the prior year. Year-to-date SSA commissions, which represents sales through September 30, is well ahead of the prior year (36.8%) and projections (9.3%). The commission for October sales will be received in November and is already ahead of the prior year's full calendar year of commissions by 10.8% and our fiscal year commission is ahead of prior fiscal year to date commission revenue of 36.8%.

EXPENSES: The Zoo's largest expenditure, personnel, is essentially flat to prior year and the projected year to date expense. Several positions at the Zoo have been difficult to fill and we are continuing to recruit for these positions. All other expense categories are \$141,334 or 7.58% ahead of the prior year expenditures but are \$103,025, or 5.0%, below our projected year to date expenditures. Overall expenditures are 1.7% ahead of the prior year, but 2.7% below projected year to date expenditures.

The Zoo's budgetary surplus continues to grow. As of October 31, we have a \$391,132 projected surplus, a \$104,750 increase in the surplus amount from the previous month.

VI. Funding & Development – Debbie King

Development is working to secure several large gifts for Kentucky Trails.

The annual fund letter will be going out in the mail next week.

Development has applied for several grants for the upcoming year.

Sponsorship revenue in November was \$74,000. A sponsorship/grant hire should be in place by January.

Ms. King reported the Feasibility Study subcommittee met to develop a Top 50 prospect list for Kentucky Trails. This should be finalized by the end of December.

It will be imperative the Zoo's Development department add 3 full time positions. Several Board members along with Liz Knuppel, Dan and Kelly will meet with Deputy Mayor George and Deputy Mayor Mayton to discuss adding development positions as soon as possible.

Breakfast at the Zoo will be held on Wednesday, January 10. All Board members are encouraged to attend and bring a guest.

VII. BEE Report – Leigh Pittman

Ms. Pittman reported they are refining the BEE Charter.

The BEE Committee is developing a scorecard to use as an engagement tool with Board members.

VIII. CEC Report –Kim Allgeier

Kim Allgeier reported 400 Girl Scouts of Kentuckiana took part in the zoo's Gorillas on the Line program. 60 pounds of electronics were collected through the girl scout drive and sent to Eco Cell. Kelly Grether let board members know any corporations may donate their used phones as well to this program.

The Zoo Buddies program wrapped up the second year. Anyone can join in 2024 if you would like to help.

Our E Kentucky MOTUS tower recorded its first detected animal; a migrating Eastern Whippoorwill, which is a "species of concern" for the KY Dept of Fish & Wildlife Resources.

IX. Marketing Report – Cleo Battle

Bandy Carroll Hellige advertising agency gave a brand presentation to the group. Matt Kamer and Briann Garr, owners of BCH presented the new brand strategy for 2024.

X. Friends of The Zoo – Chad Dobbins

Becky Phillips thanked Chad for his service as FOZ President. The new FOZ president, Mikala Noe will be attending the Foundation meetings in the future.

FOZ revised the bylaws. There are 9 new members which brings the board to 42 members. A total of 50 members can be on the board.

The work for Zoofari 2024 and Brew at the Zoo is just beginning. The Development team and several FOZ members went to the Cincinnati Zoo's gala event to research ideas.

The special Woodford Reserve Zoofari bottle will be on sale at the Wine Rack during Valentine's week.

XI. Adjournment

The meeting adjourned at 7:23pm.