

Minutes of the Louisville Zoo Foundation Board Meeting
Tuesday, 28 February 2023
6:00p.m. in the Gheens Room

Members of the Louisville Zoo Foundation Board met at 6:00p.m. on 28 February 2023, in person with members present as follows:

Quorum Present: Julie Babbage, Larry Florman, Tom Halbleib, John Hollis, Debbie King, Kate Loyd, Steve Paziienza, Becky Phillips (Chair), Leigh Pittman, Butch Shaw, Cory Skolnick, Linda Speed, Dave Tummonds (Vice Chair), Pattie Dale Tye, Louis Waterman

Emeritus Members: Chad Dobbins, Dan Maloney, Darryl Metzger, Patrick Mulvihill, Sheryl Snyder

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

Guest: Laura and Tom Burford, Michaela Rogers from KY Fish and Wildlife

I. Welcome – Becky Phillips, Chair

Ms. Phillips called the meeting to order at 6:00p.m.
She welcomed Cory Skolnick to the Board as a new member.

II. Conservation Moment – Laura Burford and Michaela Rogers from KY Fish and Wildlife

Laura Burford and Michaela Rogers showed the Kentucky Wild video to the group. Kentucky Wild was launched in 2018 and has 12,673 members. Kentucky Wild helps support the work of KY Fish and Wildlife.

The Taylor Fork MOTUS Tower has been installed. This tower tracks animals passively as they migrate through the region. It picks up birds, bats and even insect migration.

Pollinator gardens have been established in 15 counties. The plan is to have a pollinator garden in all 120 Kentucky counties. The Zoo will host a pollinator stakeholder meeting in July. This meeting brings together farmers, beekeepers, naturalist, etc.

The Zoo and KY Fish and Wildlife will partner in the coming year on the Eastern Hellbender project.

III. Chair's Report – Becky Phillips

a. Foundation Award

Stephanie Bromback received this month's Foundation Award. Stephanie is the Events Supervisor for the Zoo. She has been in the events department for 16 years. Over the past few years, Stephanie and her team have brought to life new events like Wild Lights lantern festival, the Eggventure Scavenger Hunt, and the Zoo Happy Hour series.

b. Approval of 6 December 2023 Minutes – Becky Phillips

The minutes were approved by unanimous consent.

c. Vote on new Board Member, Jeffrey Nally – Debbie King

Ms. King made a motion on behalf of the Funding and Development Committee to nominate Jeffrey Nally to the Zoo Foundation Board. Jeffrey is Regional Manager for PNC Bank. He manages and directs a team at 11 PNC branches. Tom Halbleib seconded the motion and the motion passed.

IV. Director's Report – Dan Maloney

- a. Dan is reporting to Deputy Mayor, Nicole George. Her cabinet of Metro agencies encompasses Public Health and Service agencies. It is a large portfolio.

b. Kentucky Trails

The Kentucky Trails Design bid has been awarded to CLR/Schmidt Architects. Survey and site visits are underway. A site report will be completed by April 1 and the first meeting with the Zoo team will be in April.

c. Neighbors meeting

The Zoo will host a neighbor meeting on March 14 in the African Outpost. Upcoming Zoo events and the Kentucky Trails project will be discussed. MSD will attend.

d. Frankfort visits

Dan has met with 21 new Kentucky Legislators over the course of 3 weeks. There is no specific ask for these visits just keeping the Zoo at top of mind. Dan offered the Zoo event space for legislative committee meetings.

e. New Assistant Curator hired

Jessica Cunningham, a new Assistant Curator of Mammals has been hired and will start in early April. Jessica comes from the Kansas City Zoo where she has overseen animal training and the animal entertainment.

f. Long range plans for Elephants

The AZA Accreditation application is due September 1. The elephant exhibit should pass accreditation standards this round, however, may not in the future. Dan is in the beginning stages of addressing the future of elephants at the Zoo.

V. Finance Committee – Tom Halbleib

January attendance of 16,552 was ahead of both our prior year attendance of 5,566 and our projected attendance of 10,860. The ‘School’s Out Safari’ discount has been well received and we have seen a good response to the discount. Year to date attendance of 410,725 is 1.5% behind our projected attendance of 416,780, however we continue to see higher paid attendance against our projection. January revenue of \$352,894 was ahead of our projected revenue with memberships and donations performing well. Memberships sold, 1,095, are ahead of the projected 715 for the month. 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. While expenditures are ahead of the prior year in most categories, we are 1.4% under our projected year to date budget of 10,642,200.

HB1 Line Item

Tom continues negotiations to complete the agreement with the state of Kentucky that will allow the Zoo to spend the \$10 million appropriation through 2027 instead of spending it all by the next budget cycle. The Foundation will serve as the fiscal agent to Metro Louisville. Metro Louisville has agreed to this arrangement.

VI. Funding & Development – Debbie King

The Zoo sponsorship monies total \$550,400. Sponsors include LG&E & KU, Meijer, Churchill Downs, and The MacDonald Family. Brown Forman will be the presenting sponsor for Zoofari. Due to the open sponsorship position, Kelly Grether and Lori Hagest have taken over sponsor responsibilities until this position is filled.

Breakfast at the Zoo event will be March 8. Ms. King encouraged all Board members to come and bring 2-3 guests.

April 27 Louisville legislative caucus members will be invited to a Wild Lights evening event.

Zoofari is June 10. Table sales and sponsorships are now in progress.

VII. Exhibits and Facilities – Steve PaziENZA

Steve PaziENZA reported on the Deferred Maintenance sheet. Recent completed projects include:

- Parking lot security cameras installed.
- The Giraffe fence work is complete.
- Dark area at back gate is now lit with a streetlamp.
- African Outpost has been painted and new floors installed.

Upcoming projects include:

- Updating the front entrance with a new sign, lighting, landscape, hardscape. Looking to place a mural on the wall opposite the gift shop.
- Splash Park is prepared and cleaned. Installation of the new surface will be done in late March or early April. The Splash Park opens Memorial Day weekend.

For future reporting, Steve would like to show “before” and “after” photos of projects to the Board. And identify projects that will generate revenue versus non-revenue generating projects.

The Kentucky Trails project will involve each committee. A Project Manager will help to engage Board members throughout the process.

The Exhibit and Facilities committee will review the current committee charter.

VIII. Marketing Report – Robert Kemnitz

Robert shared stats of the Zoo’s new Tik Tok channel which started January 5.

46 Tik Tok videos
12 million views
1.3 million likes
42,000 followers
25,000 comments
154,000 shares

The new Wild Lights video was shown at the meeting. Media night is Thursday, March 9. Other VIP’s have been invited such as hotel concierges, influencers, tourism professionals. The new billboard at the front of the Zoo will feature Wild Lights.

IX. BEE Committee – Patti Dale Tye & Leigh Pittman

Patti Dale Tye reported the BEE will send out a survey to all Board Members. The Committee of four people includes Pattie Dale Tye and Leigh Pittman (Co-Chairs), Jeff Nally and Linda Speed.

Pattie Dale encourages are Board members to think of the Zoo when purchasing gifts. She and Becky Phillips has secured the International Women's Forum to be held at the Zoo in June. Also, GLI will host an Executive Women's Program at the zoo in late August.

X. CEC Committee – Dan Maloney

Dan confirmed the US Fish and Wildlife Service has changed the ruling regarding breeding of rescued polar bears. Dan credits a conservation with Senator Paul and Rob Givens at a Future Healers meeting at the Zoo. Ron Evans, General Curator is now working to get a male polar bear for Qannik to mate with.

Kim Allgeier reported summer camps sold out in two days.

XI. Friends of The Zoo – Chad Dobbins

FOZ members participated in a board retreat. Chad believes the work done at the retreat will result in more opportunities to support the Zoo, streamline FOZ events, and engagement.

Chad thanked Brown Forman for returning as the Zoofari Presenting Sponsor at the \$60,000 level.

Brew at the Zoo will sell 1 type of ticket to reduce crowd size and be more enjoyable event for everyone. Sponsorship opportunities are available now.

XII. Adjournment

The meeting adjourned at 7:17pm.