Minutes of the Louisville Zoo Foundation Board Meeting
Tuesday, 27 June 2023
6:00p.m. Gheens

Members of the Louisville Zoo Foundation Board met at 6:00p.m. on 27 June 2023, in person with members present as follows:

Quorum Present: Cleo Battle, Jamie Brodsky, Wendy Dant Chesser, Larry Florman, Tom Halbleib, John Hollis, Kate Loyd, Steve Pazienza, Becky Phillips (Chair), Leigh Pittman, Linda Speed, Sunil Thirkannad, Erica Tolar, Dave Tummonds (Vice Chair), Pattie Dale Tye

Emeritus Members: Sophie Call, Chad Dobbins, Niko Jones, Dan Maloney

Staff Present: Kim Allgeier, Margue Esrock (Recorder), Ron Evans, 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.

II. **Conservation Moment – Steve Taylor**
The video of Peanut the wallaby was shown to the group. Peanut was hand raised by animal staff after his mom rejected him from her pouch. It took a team effort to hand raise Peanut who is now located in the Australian Walkabout with the other wallabies.

III. Chair's Report – Becky Phillips

a. Approval of 25 April 2023 Minutes – Becky Phillips
The minutes were approved by unanimous consent.

b. Foundation Award
Dr. Gyimesi presented the Foundation Award to Vet Tech, Catherine Smolinski. Since 2008, Catherine has been a valued member of the Zoo's Animal Health Center while working as a licensed veterinary technician. Catherine has exceptional nursing skills and is a passionate, compassionate, hard-working, and fun team member. She works well with the animal department on conditioning animals such as elephants, rhinos, polar bears, orangutans, and giant tortoises for blood collection. Catherine assists in implementation of the preventative health program and displays much appreciated diligence in sample organization and processing. She is a key facilitator in the Zoo's research projects that involve biomaterial collection.

c. Youth Board President
Niko Jones is outgoing Youth Board President. Ms. Phillips recognized and thanked Niko for his service and time on the Youth Board.

d. Vote for Term extension for Becky Phillips

Becky Phillip's third term will end June 30, 2023. Ms. Phillips agrees to extend her term and service. Mr. Tummonds made a motion to approve Ms. Phillips fourth term. The vote passed unanimously.

IV. Director's Report – Dan Maloney

a. Kentucky Trails

The Kentucky Trails Design Workshop #2 was held May 31 – June 2, 2023. Kate Loyd and Dave Tummonds attended. They relayed positive remarks about the workshop. Right now, the architects and designers are collecting ideas. The next workshop will be July 17 – 19. Any Board member is welcome to attend.

b. Louisville Metro Updates

In the FY24 budget, OMB supports the Zoo retaining both sponsorship and donation dollars up to a $2 million cap.

Dan spoke with Kelly Jones at Metro Safe about scheduling a tabletop active shooter exercise for the Zoo.

New zoo rack cards are now placed in all Kentucky Welcome Centers.

V. Finance Committee – Tom Halbleib

HB1 Line Item

An agreement with Louisville Metro and Commonwealth of Kentucky has been signed. The $10 million will be invested once received.

Attendance

As of today, attendance is 892,265 which is the 2nd highest attendance in the history of the zoo. Dan reported the new red panda contributed to the high attendance. Over 1200 plush red pandas have been sold. Both April and May were record breaking months in the food and beverage categories. Field trips, education programming, new animal experiences, organized parking and a clean zoo all contributed to guest attendance.

May attendance of 149,779 was ahead of both the prior year attendance of 140,942 and the projected attendance of 127,800 for the month. Both member and paid attendance was ahead of both metrics. Wild Lights attendance was behind projections for the year and ended at approximately 66,000 guests, about 5% behind the prior year attendance of approximately 71,000. Year to date attendance of 786,242 is about 5% ahead of the prior year attendance and 3.3% ahead of the projected attendance of 760,990. May revenue was slightly behind the prior year revenue by about 1.7% but substantially ahead of the projected revenue for the month. Revenue from admissions, membership, education programming, parking, operations receipts, and SSA commission are all ahead of both the

prior year's monthly revenue and the projection for the month. Year to date revenue is about 2.3% or $311,522 behind prior year to date revenue. With the exclusion of the nonrecurring donation revenue of $300,000 received in December 2021, total revenue is essentially flat to the prior year. Total expenses are slightly under our projected year to date budget through May. 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. We are continuing to work through some Workday hiccups in expense category reporting.

VI. BEE – Leigh Pittman and Patti Dale Tye

Ms. Pittman presented the results of the 2023 Board survey via a power point presentation. The results were discussed briefly and will be explored in more depth at the August Board meeting.

VII. Funding & Development – Kelly Grether

Ms. Grether showed the Zoofari "Fund the Need" video featuring a second accessible playground near the Splash Park.

The Development report shows Zoo Foundation Board Top Funding Priorities are:
1. Kentucky Trails Habitat
2. Train station revitalization project
3. Main Zoo parking lot

Donations for zoo operations will be approximately $475,000 at the end of the fiscal year.

Sponsorship

Boo at the Zoo sponsorship is underway. Sponsorship planning for 2024 Wild Lights has already begun.

The Sponsorship / Grant position should be filled by August 1.

The next Breakfast at the Zoo for Board Members is September 6 at 7:45am. Th topic will be Helen, the west lowland gorilla.

Exhibits and Facilities – Steve Pazienza

The Exhibits and Facilities Committee member toured the Kentucky Trails area with staff members. Steve encourages all board members to see the area before construction starts.

This committee voted to meet every other month moving forward.

Project Updates:

- The Meta Zoo renovation is now underway. The work is 2 – 4 months behind schedule.
- The Splash Park is operational with a new tile flooring

- The Little Penguin exhibit received a new HVAC system
- The Tiger exhibit has a new HVAC system
- The perimeter fence has been painted
- The front entrance is getting a refresh with new paint, fresh plantings an illuminated sign and a mural
- Employee break rooms are updated
- The Gheens room will have an interior refresh.
- Lines will be repainted in the parking lot.
- The next KY Trails workshop will be July 17 – 19.

Deferred Maintenance Chart shows projects continuously coming on and rotating off as they are completed.

VIII. CEC Report – Steve Taylor / Kim Allgeier

The zoo has a baby piglet babirusa.
The red panda exhibit is extremely popular.

Kim Allgeier reported this year school field trips had a 15,000-student increase over the previous year.

The Backstage Pass Experience has been selling well with guests. Visitors may purchase a behind the scenes experience with rhinos, penguins, or pinnipeds. The black footed ferret conservation center is also a part of each of the tours.

The Education department is working on reimagining outreach into the state for the next 5 years. Dan plans to ask for $2-3 million from the state to fund "Zoo to You".

IX. Marketing Report – Cleo Battle

Doe Anderson's WKU student run agency will work on the marketing for next year's Wild Lights.

The Marketing Committee will be interviewing ad agencies for a new agency of record and a 5-year contract. Price Weber has been the agency of record for the past six years.

Sazerac has agreed to extend Noah Mascles' marketing internship.

X. Friends of The Zoo – Chad Dobbins

Mr. Dobbins thanked Zoofari supporters. Finals numbers will be presented in August. As of now an approximate $300,000 was raised in gross revenue. The silent auction brought in $26,000.

Brew at the Zoo will take place August 26, 2023. Brew at the Zoo with Wine and Food too tickets will go on sale July 1. Early bird tickets are $115. There will be a silent disco, oversized yard games, catered food, and VIP tastings from 5pm – 9pm.

FOZ is still 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.**

XI. Adjournment

The meeting adjourned at 7:36pm.