

PARKS AND RECREATION/EDUCATION, ARTS AND CULTURE COMMITTEE
MARCH 6, 2012
4:00 P.M.

Councilman Gilbert, Chairman, called the meeting of the Parks and Recreation/Education, Arts and Culture Committee to order with Councilmen Murphy, Ladd, Robinson, Scott, Rico, Benson, and Berz present. City Attorney Michael McMahan and Shirley Crownover, Assistant Clerk to the Council, were also present.

Others present included Capt. Snyder, Dardee Long, Daisy Madison, Ron Swafford, Valerie Malueg, Dan Johnson, Johnny Feagans, Larry Zehnder, Chief Dodd and John Bridger.

On motion of Councilwoman Ladd, seconded by Councilman Murphy, the minutes of the previous meeting were approved as published and signed in open meeting.

REPORT FROM FRIENDS OF THE ZOO

Mr. Zehnder stated that the Friends of the Zoo have a few obligations, one of them being an annual report to the City Council, which gives an opportunity to talk about the budget issue. He noted that they had submitted a budget request in the upcoming budget and today would be giving an Annual Report and update on the budget. He turned the meeting over to Dardee Long.

Ms. Long submitted a copy of her presentation, which is made a part of this minute material. She introduced Board members, Peter Serodino and Kirk Parker. She noted pretty significant increases in the figures as a result of their continuing to grow. She noted that they were well into their plan. She went over last year's revenue figures, which are included in the report, noting that they get the majority of their money from admissions, memberships, and the gift shop. She then went to the expense side, noting that they had made the repayment on schedule. The Friends of the Zoo pay all salaries. She mentioned an increase in upper level management, noting that they had hired a Marketing Director—Marissa, a consultant and several other key positions. She mentioned 392 volunteers. She explained that they had no way to care for wildlife and that McKamey and the Humane Society have been working with them. She noted that the full burden falls on the Zoo, and this is not cheap.

She showed pictures of campers and animals, talking about their exotic animals, stating that the Zoo is a popular place to visit. She talked about doing "Dream Night" for special needs' families, which is a popular night and very amazing. She talked about snow leopards and spray toads. She mentioned their Zoo educational programs, stating that money invested in the zoo is money well invested. They have at least 400 outreach programs. The year 2012 will be their 75th anniversary, and they have plans for 75 days of fun. She stated that their new marketing director would be working on an update to the Master Plan. The Strategic Plan implementation will cost around \$98,000 in marketing and staff increases amount to \$211,312. Ms. Long noted

that since she had been a city employee, she knows how the city budget works, and it was important to ask the City to share with them; that Friends of the Zoo was doing a tremendous job, and they were asking the city for \$60,000 to help with this.

Ms. Long talked about the sadness of losing red pandas, noting that they were older animals. She mentioned that their snow leopard was going to Cincinnati to breed and reproduce. She stated that she would be happy to take questions.

Councilman Murphy stated that the zoo was awesome and doing a great job; that the volunteer board was a tremendous asset with their oversight and experience, and they were doing a great job; that we all know that animals will die. All in all, he felt that the zoo was doing an excellent job.

Ms. Long stated that they had worked hard and were very transparent; that the Board of Directors run a tight ship. At this point employees presented "Sophie" a little fox and also a red panda. Ms. Long thanked the Council for their support, stating that the additional money would be well spent. The showing of the animals prompted Councilman Murphy to say "that while bringing out the fuzzies, it was a good time to ask for additional money"!

Councilwoman Ladd stated that this was wonderful, with Ms. Long noting that they were involved in exciting new things.

At this point, Councilwoman Ladd went over next week's schedule of meetings on Tuesday. A meeting for Global Green Lighting had been scheduled for 2:00 P.M.; however it was noted that a meeting involving CHA had already been scheduled for that time slot, and the Global Green Lighting meeting would have to be moved. Councilman Gilbert suggested doing this meeting at 1:00 p.m. It was also noted that the Budget meeting is scheduled from 10:00 a.m. to 12:00 a.m., which will give one hour in between. The Lighting meeting will be at 1:00 P.M. and CHA at 2:00 P.M.

This meeting adjourned at 4:15 P.M.