



MINUTES
BOARD OF ZOO COMMISSIONERS
OF THE CITY OF LOS ANGELES
VIRTUAL MEETING*
TUESDAY, FEBRUARY 16, 2021 – 10:00 AM

* IN CONFORMITY WITH THE GOVERNOR'S EXECUTIVE ORDER N-29-20 (MARCH 17, 2020) AND DUE TO CONCERNS OVER COVID-19, THIS BOARD MEETING WAS HELD ENTIRELY TELEPHONICALLY VIA ZOOM.

“Creating dynamic experiences to connect people and animals”

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Eric Garcetti
Mayor

Nithya Raman
Council Member
4th District

Zoo Commissioners

Karen B. Winnick
President

Bernardo Silva
Vice President

Margot Armbruster

Christopher Hopkins

Daryl Smith

Richard Lichtenstein
ex officio member

Denise M. Verret
Chief Executive Officer
& Zoo Director



An Equal
Employment
Opportunity
Employer

MEMBERS PRESENT

Karen Winnick
Daryl Smith
Bernardo Silva
Christopher Hopkins
Margot Armbruster

VISITORS

No response

EX OFFICIO MEMBER PRESENT

Richard Lichtenstein

COMMISSION STAFF

Denise Verret
Denise Tamura

MEDIA

No response

ZOO GENERAL COUNSEL

Steve Houchin

**AGENDA ITEM 1
CALL TO ORDER**

Commission President Winnick called the meeting to order at 10:00 AM.

**AGENDA ITEM 2
APPROVAL OF MINUTES FOR MEETING OF JANUARY 19, 2021**

Commission President Winnick moved to approve January 19, 2021 minutes. Vice President Silva so moved, Commissioner Smith seconded, and the motion passed.

**AGENDA ITEM 3
GENERAL PUBLIC COMMENT**

No Comments

LOBBYING NOTICE

No Comments

NEIGHBORHOOD COUNCIL

No Comments

Accredited by the Association
of Zoos and Aquariums

Accredited by the American
Association of Museums

Member of the California
Association of Zoos and Aquariums

AGENDA ITEM 4

FY21 JAN - JUNE INTEGRATED MARKETING PLAN

Kait Hilliard, GLAZA Vice President of Marketing and Communications, gave an overview of the revised Marketing plan for the remainder of this fiscal year. During the pandemic, GLAZA Marketing has shifted from driving paid attendance to creating online/virtual content with more social media outreach.

Brand Assessment utilizing strengths (S), weakness (W), opportunities (O), and threats (T) and the following were highlighted:

- Outdoor safe location (S)
- Limited capacity/experience (W)
- Conservation Strategic Plan and Vision Plan Rollouts (O)
- Pandemic, economic recovery, and weather (T)

Ms. Hilliard discussed results from the Visitor Survey completed after visiting the Zoo; noted most respondents are members not general paid attendance visitors. Overall the Zoo is seen as a safe outdoor space that guests would recommend others to visit. Negatives related to limited capacity and experience are most common.

Goals include 1) Meet/Exceed Attendance 2) Build Conservation Brand 3) Elevate fundraising 4) Develop DEIJA commitments for better branding and community outreach.

Ms. Hilliard reviewed limited Sponsorship revenues as a result of the pandemic but noted additional fundraising via online outreach such as the California condor chick naming and other virtual content. The website has also been redesigned. There is a calendar of virtual events, including this year's Beastly Ball, through the end of June 2021. GLAZA will be renegotiating with Pepsi regarding phasing out of single use plastics at the Zoo.

Vice President Silva asked about the City's creation of a Zoo Sign District. Zoo Director Denise Verret responded she will contact the appropriate City department and report back.

AGENDA ITEM 5

LEARNING & ENGAGEMENT VIRTUAL SCHOOL PROGRAMMING PRESENTATION

Dan Keeffe, Director of Learning and Engagement (L&E), provided a presentation on all the virtual outreach his division has been creating during this pandemic. Prior to FY 18/19, L&E provided school field trips, Zoo Pals Program, Community Outreach, Camps and Classes, but did not have an online or virtual presence. Since March 2020, L&E had to reimagine how to engage students and the community. The following are some highlights from the new L&E programming:

- Virtual Field Trips: Teachers can utilize with an entire class or students may visit on their own. Various animals are highlighted in this program with recorded Keeper Talks, animal facts, and engaging questions.
- Docent Led Virtual Tours: These virtual tours provide more interaction for students and available Docents to engage with questions and listen to observations
- North Hollywood High School (Zoo Magnet): As the students cannot be on campus, L&E has created special behind the scenes videos for students; for the first time, magnet students were able to visit the Health Center. The school has also utilized L&E staff with online assemblies.
- Expand LA: A program through LAUSD where 20 STEM organizations create content and engage students weekly during the course.
- Zoo Pals: As this program exists solely to provide underserved schools with access to transportation for field trips, new programming was designed. The funding is now used

to provide Zoo care packages to program students. L&E created a three week course that “visits” the class once a week.

L&E also got creative with teaching space and created a virtual classroom within the closed California Condor Rescue Zone (CCRZ). This space has been temporarily repurposed to serve as a fully operational recording and interactive studio for staff to utilize. Along with the new recording equipment new live feed exhibit cameras will now be accessible.

Mr. Keeffe noted that the ability to reach a wider audience and outreach using online content is reason to continue this programming even when pandemic precautions have changed.

AGENDA ITEM 6 GENERAL MANAGER REPORTS

A. Animal Updates

Beth Schaefer, Director of Animal Programs, gave the following transaction updates:

- Young female giraffe going to San Diego
- Female Rowley’s Palm Viper going to St. Louis per SSP breeding recommendation
- Both female hippopotami will be leaving – one to Florida and the other to Hawaii. There will be no hippopotamus on exhibit, but they are listed in the Vision Plan.

GLAZA Update

Tom Jacobson, GLAZA President, gave the following update:

- Reached 51% of restricted fundraising goal for the year
- Membership is down below 38,000 households
- Virtual Beastly Ball is scheduled for June 5, 2021
- Angela Collier Gardens project has been approved by Cultural Affairs Department; next step is City Council approval
- Continue to cultivate and meet with potential Trustees
- A virtual Board of Trustees Retreat is being held this Saturday

Mr. Jacobson stated that GLAZA will continue to have a virtual component to events and fundraisers in the years to come.

C. Zoo Director Update

Zoo Director Denise Verret announced today is the first day the Zoo has been opened to the public since the beginning of December 2020. Again, the Zoo is following all State and County guidelines for the safety of animals, staff and visitors; limited timed ticketed entry and closed indoor spaces remain. Mr. Lichtenstein asked if the Zoo provides face masks; Ms. Verret noted that visitors are expected to arrive with one, but they could be provided with a replacement if theirs is damaged while on grounds and are available for purchase as well.

The City reached an agreement with labor unions and there will be no furloughs or layoffs through the end of June 2021 in exchange for deferring raises through fiscal year 2022. The City is currently going through budget process for FY 22 and hopes to apply for a Federal Grant of up to \$10 million for cultural and community institutions. Director Verret stated that during Black History Month, the Zoo is highlighting culturally appropriate content via social media and website and will continue to do this for each community/cultural celebration moving forward. Lastly, comments for the EIR were due and BOE has received 16 letters. Once the Zoo has been updated regarding those comments, Mrs. Verret will update the Commission.

AGENDA ITEM 7
OLD BUSINESS
None

AGENDA ITEM 8
ADJOURNMENT

There being no more business to come before, President Winnick motioned to adjourn the meeting; Vice President Silva so moved and Commissioner Hopkins seconded; the meeting was adjourned at 11:06 AM.

ATTEST:

PRESIDENT

SECRETARY