MINUTES
BOARD OF ZOO COMMISSIONERS
OF THE CITY OF LOS ANGELES
VIRTUAL MEETING*
TUESDAY, OCTOBER 19, 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”

Los Angeles Zoo
5333 Zoo Drive
Los Angeles
California 90027
323/644-4200
Fax 323/662-9786
http://www.lazoo.org

“Creating dynamic experiences to connect people and animals”

MEMBERS PRESENT
Bernardo Silva
Daryl Smith
Margot Armbruster

MEMBERS ABSENT
Christopher Hopkins
Karen Winnick

EX OFFICIO MEMBER PRESENT
Richard Lichtenstein

COMMISSION STAFF
Denise Verret
Denise Tamura
Lisa Gerencser

MEDIA
No response

AGENDA ITEM 1
CALL TO ORDER
Commission Vice President Silva called the meeting to order at 10:05 AM.

AGENDA ITEM 2
APPROVAL OF MINUTES FOR MEETING OF SEPTEMBER 14, 2021
Commission Vice President Silva moved to approve September 14, 2021 minutes. Commissioner Armbruster so moved, Commissioner Smith seconded. The motion passed by unanimous vote.

AGENDA ITEM 3
GENERAL PUBLIC COMMENT
No Comments

LOBBYING NOTICE
No Comments

NEIGHBORHOOD COUNCIL
No Comments
AGENDA ITEM 4
DISCUSSION OF PROPOSED COMMISSION MEETING DATES FOR 2022
Vice President Silva asked for a motion to approve the proposed meeting dates for 2022. Commissioner Armbruster so moved, Commissioner Smith seconded. Motion passed by unanimous vote.

AGENDA ITEM 5
BALI MYNA PROGRAM PRESENTATION
Rose Legato, Senior Animal Keeper, discussed the Bali myna program and the Avian Conservation Center (ACC) at the Zoo. Presentation discussed:
- ACC opened in 2012 and is located out of public view; was designed to be as natural a setting as possible for pairing and breeding
- ACC currently houses 14 different species including the Bali myna
- Bali myna is Critically Endangered; they are coveted for their beauty, mimicking and song
- “Star” is a Bali myna the Zoo received from a confiscation of over 90 birds; only 8 birds survived
- Currently have eight offspring
- 46 institutions working on Bali myna conservation
- Approximately 150 birds in captivity
- Conservation work being done in Indonesia on the island of Nusa Penida; working with the locals on education and understanding the importance of each species preservation

Vice President Silva asked how many are living in the wild. Ms. Legato stated there are less than 100 in the wild.

AGENDA ITEM 6
GENERAL MANAGER REPORTS
A. Animal Updates
Beth Schaefer, Director of Animal Programs, gave the following transaction updates:
- Outgoing Aruba island rattlesnake to Brookfield Zoo
- Outgoing Malayan chevrotain to Bronx Zoo
- Births include:
  - Three Bali myna chicks
  - One Saharan horned viper

B. GLAZA Update
GLAZA President Tom Jacobson gave the following update:
- Achieved 14% of total restricted fundraising goal for the year
- Have received funds to complete phases I and II for Collier Gardens
- Received $1 million for the CSP from a donor who wishes to remain anonymous
- Membership is up to over 37,000 households
- Attendance and revenue are ahead of projections
- GLAZA is hosting events
i. **Marketing and Events Update**

Kait Hilliard, GLAZA VP of Marketing and Events gave the following updates:
- Marketing Plan for FY 22 is to be Efficient, Impactful, and Flexible
- Attendance is 38% ahead of projections and revenue is 41% above budget
- Marketing budget is $1.2 millions (51% less than previous year)
- Discussed various visitor demographics
- Events include CA Biodiversity days (September), Boo at the Zoo (October), and upcoming Spring Fling/Wild for the Planet 2022
- Fundraising events include the Sustainable Wine Dinners, Walk for the Wild 2022, and Beastly Ball 2022
- Paid advertising is 16% of FY 19 budget
- Updated website launched in February 2021
- Sponsorships were impacted by the pandemic but GLAZA was able to retain almost all Corporate Sponsors and on grounds activations are currently taking place

C. **Zoo Director Update**

Zoo Director Denise Verret provided the following updates:
- Reptile staff released 500 mountain yellow-legged frogs and observed wild born tadpoles during the release
- Zoo partnered with Plaza de la Raza on a beloved pets Ofrenda. Learning and Engagement staff are assisting visitors with the display of pets that have passed. This is a Hispanic tradition that coincides with the celebration of the “Day of the Dead” on November 1st
- Zoo has installed five solar power phone charging stations throughout grounds

i. Zoo Lights Update

Mrs. Verret announced Zoo Lights will take place November 19, 2021 through January 9, 2022. Over 4,000 tickets have been sold in less than one week and installation is 70% complete. Vice President Silva asked about the marketing plan for the event. Mrs. Verret noted it’s being handled by an outside consultant and she will share more when available. Director Verret also confirmed the installation company is the same as previous years, Mobile Illumination.

AGENDA ITEM 7
OLD BUSINESS
None

AGENDA ITEM 8
ADJOURNMENT
There being no more business to come before, Vice President Silva motioned to adjourn the meeting; Commissioner Smith so moved and Commissioner Armbruster seconded. By unanimous vote, the meeting was adjourned at 11:08 AM.

ATTEST:

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PRESIDENT                                                              SECRETARY