

**Riverbanks Park Commission**  
**Meeting Minutes**  
**17 January 2019**

**Attendance Report**

Commissioners Present: Bud Tibshrary, Jan Stamps, Alana Williams, Bob Davidson, Mike Velasco

Commissioners Absent: Mary Howard, Phil Bartlett

Staff Present: Tommy Stringfellow, Breta Rheney, Katie McCoy, Dave Ruhl

**Call to Order**

Chairman Tibshrary called the meeting to order

**Reading of the Minutes**

The December 2018 minutes were approved as distributed.

Davidson moved, Velasco seconded, m/c unanimous.

**Chairman's Remarks**

Chairman Tibshrary wished everyone a happy New Year and expressed his excitement for Riverbanks in the year to come. He wanted to pass along his appreciation for the staff's continued hard work and society's continued support.

**Chief Financial Officer's Report**

Financial report was provided by Breta Rheney:

- Rheney noted that the invitation for the monetary bid for audit has gone out to bid.

**Attendance**

Budgeted attendance for the month of December was 116,200; actual attendance was 94,125, down 22,075 visitors as a result of inclement weather. Year to date we are down in budgeted attendance by 14,232. Membership visits are ahead of budgeted numbers, which is helping with the paid attendance decline. Paid attendance represented 39%, membership visits represented 57%, and free admission represented 4% of the total.

**Revenue**

Year to date budgeted revenue through December was \$7,577,803; actual revenue was \$7,958,486, resulting in a \$380,683 increase compared to budget.

Despite paid attendance being down due to inclement weather, the primary contributor in the revenue increase is due to the Lexington County escrowed funds that were received in November. General Admission revenues are down primarily due to a decline in paid attendance as well as a softness in per cap spending of \$.79. The per cap decrease is found across all ticket types which began trending this way in the month of October. With the planned increase in group and corporate ticket categories in January we should see our budgeted per cap rebound.

## **Expenses**

Year to date through December budgeted expenses were \$8,287,297; actual expenses were \$8,168,706, resulting in a \$118,591 savings compared to budget.

Primary contributors to the savings are due to timing of invoices, savings in open or unfilled positions, and reduced staffing expenses during bad weather days.

## **Society**

Annual budgeted membership households is 38,000; year to date actual membership is 40,753. Actual membership revenue through December was \$2,300,607 compared to budget of \$2,170,426, resulting in an increase of \$130,181 in Society membership revenues. Members continue responding well to the message of renewing now before dues increase in January in addition to the introduction of zoo babies.

The December 2018 financials were accepted as presented:

Velasco moved, Davidson seconded, m/c unanimous.

## **Chief Operating Officer's Report**

Dave Ruhl presented on the updated Farm Experience which is scheduled to open by this spring. New experiences will include a goat playground, pig exhibit, ambassador ducks, parallel play chicken coops, and an interactive goat contact yard.

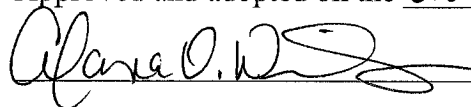
## **Chief Executive Officer's Report**

President and CEO Stringfellow provided the following report:

- Animal Updates- Still waiting to receive confirmation of the gender of the second baby gorilla. The two newest lion cubs should go out on exhibit soon.
- Tuesday and Wednesday this week the vet staff conducted procedures on both the male and female tigers for a reproductive assessment. Mary King from WIS visited on Wednesday to film a Beyond the Banks segment regarding the tiger reproduction story.
- Master Planning Update- Might have to move the next workshop to the week following the currently scheduled commission meeting. Will update the group shortly with more information.
- Lights Before Christmas- Despite weather, met budgeted numbers and exceeded revenue numbers. SSA sold more than the budgeted.
- Stringfellow presented the Commission with options on how to present the widow of Lloyd Liles (past Society Board and Commission Chair) a plaque that Riverbanks had created in his honor a few months ago. The Commission agreed that Stringfellow should present Doris Liles the plaque in person.

The meeting was adjourned.

Approved and adopted on the 28<sup>th</sup> day of February 2019.

 \_\_\_\_\_, Secretary