

**Riverbanks Park Commission**  
**Meeting Minutes**  
**18 October 2018**

**Attendance Report**

Commissioners Present: Bud Tibshrary, Jan Stamps, Mary Howard, Alana Williams, Mike Velasco, Phil Bartlett, Bob Davidson

Commissioners Absent:

Staff Present: Tommy Stringfellow, Breta Rheney, Katie McCoy, John Davis, Lochlan Wooten

**Call to Order**

Chairman Tibshrary called the meeting to order.

**Reading of the Minutes**

The September 2018 minutes were approved as distributed.

Bartlett moved, Howard seconded, m/c unanimous.

**Chairman's Remarks**

Chairman Tibshrary wanted to extend his thanks to the staff for all of their continued hard work. He remarked that the prior day's Boards Emeritus luncheon was excellent. There were two individuals there worthy of recognition; Don Barton who helped found the Zoo, and Mrs. Rose Wilkins whose husband Bob Wilkins is a former park commissioner and longtime supporter of Riverbanks.

**Chief Finance Officer's Report**

Financial report was provided by Breta Rheney:

**Attendance**

Year to date through September 30 the budgeted attendance was 297,000; actual attendance was 8.2% above budget at 321,406, an additional 24,406 visitors. Despite being closed Friday - Sunday due to Hurricane Florence we are still ahead of budget but lost approximately 20,000 visitors for the month. Paid attendance represented 38%, membership visits represented 59%, and free represented 3% of the total. Although attendance was soft during the month we feel the impact was due to the weather and weather forecasts and expect attendance to rebound in October. Still no direct impact of the increased admission fees in July.

**Revenue**

Year to date budgeted revenue through September was \$3,776,898; actual revenue was \$3,868,695 resulting in a \$91,797 increase compared to budget.

The primary contributors to the increased revenue across most categories is due to attendance increase.

## **Expenses**

Year to date through September budgeted expenses were \$4,665,675; actual expenses were \$4,405,273, resulting in \$260,402 savings compared to budget.

Primary contributors to the savings are due to timing and savings in open or unfilled positions, in addition to being closed for three operating dates due to the hurricane.

## **Society**

Annual budgeted membership households is 38,000; Year to date actual membership is 40,536. Actual membership revenue through September was \$1,024,065 compared to budget of \$913,127, resulting in an increase of \$110,938 in Society membership revenues. Members continue responding well to the introduction of zoo babies and the message of renewing now before dues increase in January.

The October 2018 financials were accepted as presented:

Davidson moved, Bartlett seconded, m/c unanimous.

## **Chief Marketing Officer's Report**

Marketing report was provided by Lochlan Wooten:

- ZOOfare was beautiful. This year's event had the most tickets ever sold. About \$100,000 was raised.
- Baby gorilla now has a name. The naming was the largest single auction item. The winner chose the name "ZaKota" after her two sons.
- Boo at the Zoo starts tomorrow. It will run 12 nights this year, through October 30 from 6-9pm.
- Excited about Society's numbers right now. The numbers are currently ahead of prior year. This increase has a lot to do with the calculated risk that was taken to have the Society's membership price increase lag behind the gate increase.

## **Director of Animal Care and Welfare:**

Animal report was provided by John Davis:

- The animal department is in the midst of a baby boom. It's been a great year in the animal department. We will continue to celebrate the contribution to the AZA programs.
- Macy the gorilla delivered her offspring and is doing very well.
- First litter of lion cubs was the three females born in April. All of them are out on exhibit. Just two weeks ago the other female lion had her cubs. Animal staff will continue to monitor the two cubs. Working with Lochlan to get the lion webcams back up.
- Amelia the giraffe was born this spring. She is doing very well. Currently monitoring another giraffe for pregnancy right now.
- Just received a female harbor seal yesterday from Gladys Porter Zoo. Next month will receive another male harbor seal from Milwaukee.
- Will receive two female meerkats this weekend.

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

President and CEO Stringfellow provided the following report:

- The bylaws committee (Bartlett, Stamps, and Howard) met prior to the full Commission meeting to review the by-laws. Phil Bartlett shared their suggested edits to the full board. The suggested edits will be shared with the attorney for further review.  
Bartlett motioned to have legal review, Howard seconded, m/c unanimous.
- President Stringfellow honored past chairs of the Commission with an awards plaque and animal painting to thank them for their service and time as chair.
- Master Plan Update-
  - Stringfellow gave an update at Boards Emeritus on master planning.
  - Stringfellow presented information on the Gondola transportation system that is being researched as an option for Riverbanks.
    - The commission voted all in favor of perusing the research on the gondola.
  - Discussed elephant exhibit- Riverbanks has made the proactive decision to move the two female elephants to another facility. The current exhibit space will be converted to rhino and we will continue to work on identifying space for an expanded exhibit in hopes of bringing elephants back in the future when their populations are more stable.

### **Executive Session**

An executive session was held to discuss a personnel matter. No action was taken.

The meeting was adjourned.

Approved and adopted on the 15<sup>th</sup> day of November 2018.

Alana D. W. [Signature], Secretary