



MINUTES
BOARD OF ZOO COMMISSIONERS
OF THE CITY OF LOS ANGELES
VIRTUAL MEETING*
TUESDAY, FEBRUARY 15, 2022 – 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
Bernardo Silva
Christopher Hopkins
Daryl Smith

VISITORS

No response

EX OFFICIO MEMBER PRESENT

Richard Lichtenstein

COMMISSION STAFF

Denise Verret
Denise Tamura
Lisa Gerencser

MEDIA

No response

ZOO GENERAL COUNSEL Steve

Houchin

AGENDA ITEM 1

CALL TO ORDER

Commission President Winnick called the meeting to order at 10:02 AM.

AGENDA ITEM 2

APPROVAL OF MINUTES FOR MEETING OF JANUARY 18, 2022

Commission President Winnick moved to approve the minutes of the past three meetings. Commission Vice President Silva so moved, Commissioner Hopkins seconded. The motion passed by unanimous vote.

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 Aquarium

AGENDA ITEM 4

FINDINGS TO CONTINUE TELECONFERENCE MEETINGS PURSUANT TO ASSEMBLY BILL 361 / GOVERNMENT CODE SECTION 54953(e)(3)

President Winnick asked for a motion to approve findings that virtual meetings are still necessary. Vice President Silva so moved, Commissioner Smith seconded. Motion passed by unanimous vote.

AGENDA ITEM 5

PRESENTATION - ZOO LIGHTS SUMMARY

Deputy Director Mei Kwan and Communications Director Carl Myers presented a summary of Zoo Lights 2021/22. Summary highlights:

- First time the Zoo Department (City of LA) produced and managed the event from installation to tear down
 - The Zoo partnered with Mobile Illumination for lights and installation; same contractor used for 2019/20 Zoo Lights.
 - Partnered with SMG for event management – utilizing local staff from the Greek Theatre.
 - Partnered with The Marketing Arm for advertising and marketing
- Challenges included:
 - Compressed timeline for installation and marketing campaign
 - COVID protocols – capacity limits and verification for entrance
 - Supply chain delays for contractor and concessionaire
 - Inclement weather
 - Protestors against the City’s COVID vaccine verification ordinance
- New for 2021/22:
 - Event branding
 - More photo ops
 - Additional animal light installations
 - LED light display
 - Holiday Village
- The event ran from November 18, 2021 through January 9, 2022 with installation beginning in mid-September
- Final attendance – 160,649 guests
- Attendance revenue - \$3.6 million and Concessions revenue - \$1.4 million
- 1,200 television and radio spots reached 12 million people
- Digital media reached five million people
- Event was covered by 78 media outlets including NBC and ABC
- Feedback from Visitor Survey results were positive with averages of 70% rating Good – Excellent on experience

Ms. Kwan thanked “Team Zoo Lights” for working the event from installation to tear down – Carol Armstrong, Rene Astorga, Andrew Baird, Anna Becker, Jess Kohring, Maura Messerly, Carl Myers, and Jill Werner.

Vice President Silva asked what the net income was to the Zoo. Deputy Director Kwan noted they do not have the final total, but will be an estimated \$800,000. Discussion about income. Mr. Silva asked if the City will be running the event again. Ms. Kwan noted discussions are taking place. Zoo Director Verret stated discussions are currently taking place and that the event will take place again, but most likely will be a new model.

All commissioners gave the Zoo kudos for putting on this event and making it a success.

**AGENDA ITEM 6
GENERAL MANAGER REPORTS**

A. Animal Updates

Ian Recchio, Curator of Reptiles, Invertebrates and Amphibians, gave the following transaction updates:

- Incoming male koala as a breeding recommendation
- Trading with San Diego Zoo Safari Park red-flanked duiker females as breeding recommendations

B. GLAZA Update

GLAZA President Tom Jacobson gave the following update:

- Achieved 118% of total restricted fundraising goal for the year
- Membership is up to over 38,000 households
- Attendance continues to do well above projections
- Revenue is 142% above projections
- Received over \$100,000 in donations for Betty White's 100th birthday/memorial celebration
- Released the 20/21 Annual Report
- Currently planning Board retreat

C. Zoo Director Update

Zoo Director Denise Verret provided the following updates:

- Learning and Engagement Division has partnered with Recreation and Parks to carry their "Family Nature Club" beyond the Zoo's borders. This program has been running since Fall and will continue through June. Positive feedback from all who participate and the Zoo hopes to continue to grow the program
- CA condor egg laying season – six eggs laid so far, 11 breeding pairs – season lasts through May

**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. By unanimous vote, the meeting was adjourned at 10:41 AM.

ATTEST:

PRESIDENT

SECRETARY