



MINUTES
BOARD OF ZOO COMMISSIONERS
OF THE CITY OF LOS ANGELES
VIRTUAL MEETING*
TUESDAY, MARCH 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
Margot Armbruster
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 10:03 AM.

**AGENDA ITEM 2
APPROVAL OF MINUTES FOR MEETING OF FEBRUARY 15, 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 Aquariums

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 Hopkins seconded. Motion passed by unanimous vote.

AGENDA ITEM 5

PRESENTATION – ZOO SOCIAL MEDIA STRATEGY

Emily Marrin, Director of Marketing and Communications for GLAZA provided a presentation on the Zoo's Social Media Strategy. Presentation highlights:

- Social Media value for users and Brands
- LA Zoo is represented on Facebook, Instagram, and Twitter with daily posts
- Pandemic drove video posts and the Zoo followed by updating and engaging on YouTube
- Over 380,000 Zoo followers across social media platforms
- Utilize "Influencers" to grow trust and awareness to brand/events; example LouAnne Brickhouse posts on condor chick LA1720
- Greater accessibility with text on photos for sight impaired users
- Utilize social media for "Black History Month", "Spanish Heritage", etc.
- Amplify Zoo PR with posts related to conservation and operational changes
- Next FY will highlight diverse staff throughout the year

President Winnick asked for clarification on text/photos. Ms. Marrin explained that sight impaired people have a reader on devices that reads aloud the text for images.

Commissioner Smith commented that he has looked at other zoos' social media and feels ours is lacking. He noted we don't have to wait for highlight month such as "Black History" to show how diverse Los Angeles and the Zoo's staff are. Commissioner Smith asked about the low number of "shared" posts compared to other zoos. Ms. Marrin noted that is usually related to a "star" animal such as "Fiona" the hippo in Cincinnati. Discussion regarding new strategies for FY 23.

AGENDA ITEM 6

GENERAL MANAGER REPORTS

A. Animal Updates

Beth Schaefer, General Curator, gave the following transaction updates:

- Outgoing male maned wolf and two female chimpanzees
- Received two male chimpanzees
- Continue to do well with blue throated macaw breeding; sending two chicks out

B. GLAZA Update

GLAZA President Tom Jacobson gave the following update:

- Achieved 149% of total restricted fundraising goal for the year
- Membership is up to over 40,000 households
- Attendance continues to do well above projections
- Revenue is 142% above projections
- Final total for Betty White donations was \$240,000
- Began "Conservation Council"
- Board retreat scheduled for March 19
- Janet Dial began March 1 as the new VP of Institutional Advancement

C. Zoo Director Update

Zoo Director Denise Verret provided the following updates:

- Launched recruitment of our Summer 2022 Paid Internship Program which will be overseen by the Equity Division. Students can intern in the Nutrition Center, Animal Care, or Learning and Engagement divisions
- California condor egg laying season – nine fertile eggs have been laid so far

Ex-Officio Member Lichtenstein asked if the Zoo is going to keep the current reservation system. Mrs. Verret noted that the reservations help with operational planning and on-site tickets are still available for purchase.

**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 Smith seconded. By unanimous vote, the meeting was adjourned at 10:40 AM.

ATTEST:

PRESIDENT

SECRETARY