

Riverbanks Park Commission
Meeting Minutes
16 August 2018

Attendance Report

Commissioners Present: Bud Tibshrary, Jan Stamps, Mary Howard, Alana Williams, Mike Velasco

Commissioners Absent: Phil Bartlett, Bob Davidson

Staff Present: Tommy Stringfellow, Breta Rheney, Katie McCoy, Lea Simons, Rachael Bashor

Call to Order

Chairman Tibshrary called the meeting to order.

President Stringfellow introduced newly hired staff: Lea Simons, safety & risk manager, and Rachael Bashor, director of education. Riverbanks is pleased to have them on board and is already excited about the great things they will bring to the organization.

Reading of the Minutes

The July 2018 minutes were approved as distributed.

Stamps moved, Howard second, m/c unanimous.

Chairman's Remarks

Chairman Tibshrary stated that he is pleased with the performance of Riverbanks amongst all the exciting births and activity. He is proud of all the work that staff and management have done.

Chief Finance Officer's Report

Financial report was provided by Breta Rheney:

Attendance

July budgeted attendance was 118,279; actual attendance was 19% above budget at 140,657, which is an additional 22,378 visitors. This July set an all-time attendance record in Riverbanks history; 10% more than last July and 30% more than the last 6-year average. Continued promotions of lion cubs, gorilla baby, and giraffe calf helped boost attendance. The increase in general admission on July 2 has not been met with resistance or impacted attendance at this point in time.

Revenue

July budgeted revenue was \$1,273,384; actual revenue was \$1,426,260, resulting in a \$152,876 increase compared to budget.

The primary contributor to the increased revenue is the record July attendance, which has positively impacted most all revenue generating categories.

Expenses

July budgeted expenses were \$1,650,885; actual expenses were \$1,533,809, resulting in \$117,076 savings compared to budget.

Primary contributors to the savings are due to timing and savings in open or unfilled positions.

Society

Annual budgeted membership households is 38,000; July actual membership is 39,696. Actual membership revenue for July was \$477,134 compared to the budget of \$400,965, resulting in an increase of \$76,169 in Society membership revenues.

The July 2018 financials were accepted as presented:

Stamps motioned to approve, Velasco second, m/c unanimous.

Chief Marketing Officer's Report

Chief Marketing Officer Lochlan Wooten provided the following report:

- Brew at the Zoo on August 3 was a great success. The margins for this specific event are fantastic, and revenue always does very well.
- Next Saturday, August 25 will be "Zoo Night" at the Columbia Fireflies game. This is in response to an initiative this year to increase community partnerships. Riverbanks purchased tickets for employees and all are invited to attend.
- ZOOfare is September 21. For the first time this year, Riverbanks will be proactively mailing tickets to county council members.
- Wooten shared a graph of "excellence ratings for value of admission" from spring 2010 through July 2018. The graph showed the trends in perceived value of admission, highlighting that July 2018 is at an all-time high at 84%.
- Wooten briefly discussed the 2019 March Madness tournament, which will be held in Columbia March 22-24. Riverbanks is working on partnerships with the Columbia Visitors Bureau in preparation for this event.
- Wooten discussed the recently advertised Riverbanks sponsored trip to Tanzania. This trip will be led by former President & CEO Satch Krantz, and was highly requested.

Chief Executive Officer's Report

President and CEO Stringfellow provided the following report:

- Gorilla gender reveal went very well. The infant's gender was revealed as a boy. Riverbanks will most likely auction a naming opportunity for him at Zoofari. We also revealed that gorilla Macy is pregnant and could be due late fall.
- Mammal department is in the process of acquiring two harbor seals in the next 30-60 days.

- Capital Projects- Presented and discussed a list of priority items (specifically use of the same land survey vendor without bidding out due to the efficiencies, savings and knowledge they can provide for previous surveys they have conducted.) Chairman Tibshrary requested a timeline for completion of the noted projects.
 - Velasco motioned for approval of capital projects, Stamps second, m/c unanimous.
- Master Plan Update- Next meeting will be round 3. Rounds 1 and 2 have produced a list of things most wanted by the group. Round 3 will focus on narrowing down the list.

The meeting was adjourned.

Approved and adopted on the 20th day of September 2018.

Alana Ok, Secretary