

Riverbanks Park Commission
Meeting Minutes
15 February 2018

Attendance Report

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

Commissioners Absent: Alana Williams

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

Special Presentation

Representatives from the Riverbanks Green Team (Kevin Eubanks, Melodie Scott-Leech, Amanda Gregory-Keefer, Josh Lampton and Jennifer Rawlings) presented their plans, initiatives and progress for Riverbanks Zoo's conservation and recycling efforts.

Call to Order

Chairwoman Howard called the meeting to order.

Reading of the Minutes

The January 2018 minutes were approved as distributed.

Tibshrary moved, Bartlett seconded, m/c unanimous

Chief Finance Officer's Report

- Rheney informed the Commission that the three year contract for audit services with Scott & Co. ended with the FY2017 audit and that they would need to select a firm to perform the current year's audit. Rheney informed the Commission that the current contract with Scott & Co has an optional two year extension in one year increments.¹
- Velasco motioned to do an auditor RFP for a 1 year pricing structure with a 3 year non-commitment quote. Bartlett seconded the motion.

Attendance

Attendance for the fiscal year-to-date is 633,973. This is slightly ahead of budget but running 42,474 behind prior year. The prior year difference is related to declines in membership visits of 37,200, and other free admission of 8,302.

Membership at the end of January is 39,260. This is 1,260 ahead of budget and 456 behind prior year. The largest decline in memberships as compared to the prior year is in

¹ This statement has been revised/corrected to accurately state the comment from the February 2018 meeting.

the Explorer level. Overall, membership visits comprise 53.7% of total current attendance, a slight increase from last month.

Revenues

- Revenues for the first half of this fiscal year are \$8,117,197.
- Net earned revenue consists of 72% of total revenues and governmental support is 28% of total revenues.
- Current year total revenue is \$184,291 ahead of prior year, exclusive of the Society operating contribution variance.
- Not considering the Society operating contribution variance, the increase from prior year is almost split 50/50 between earned and governmental support.

Departmental Expenses and Utilities

- Departmental personnel costs are 63% of total departmental expenses, excluding utilities. Year-to-date departmental expenses from largest to smallest are comprised of the following:

	YTD Current			YTD Prior			Variance
	Personnel	Other	Total	Personnel	Other	Total	
Animal Care	\$1,650,065	\$574,132	\$2,224,197	\$1,570,079	\$543,381	\$2,113,460	(\$110,737)
Guest Services	1,207,332	208,273	1,415,605	1,150,409	199,832	1,350,241	(65,364)
Administrative	605,117	688,405	1,293,522	647,099	616,114	1,263,213	(30,309)
Facility Management	513,065	689,677	1,202,742	527,149	720,847	1,247,996	45,254
Utilities	0	1,001,715	1,001,715	0	932,080	932,080	(69,635)
Botanical	494,729	192,895	687,624	444,684	169,993	614,677	(72,947)
Marketing & Public Relations	172,317	368,274	540,591	164,650	244,694	409,344	(131,247)
Education	61,386	3,496	64,882	127,604	6,566	134,170	69,288
	<u>\$4,704,011</u>	<u>\$3,726,867</u>	<u>\$8,430,878</u>	<u>\$4,631,674</u>	<u>\$3,433,507</u>	<u>\$8,065,181</u>	<u>(\$365,697)</u>

- Animal Care and Botanical have approved personnel increases from the prior year, which comprise a large portion of their variances. Guest Services has also incurred personnel increases, mostly in the public safety department.
- The Administrative variance has savings in personnel costs due to vacant and unfilled positions, offset by unplanned costs for project related costs and increases in IT.
- Marketing & Public Relations has additional advertising expenses as compared to the same period last year. The overall budget increase from the prior year budget is \$50,000.

Chief Operating Officer’s Report

COO report was provided by Tommy Stringfellow:

- Stringfellow introduced Riverbanks’ new COO Dave Ruhl. Ruhl previously worked at Palm Beach Zoo and was at Toledo Zoo for 10 years prior to that.
- Wine Tasting tickets have sold out.

Revised- 7.1.18

- The galapagos tortoise exhibit has been expanded and completed.
- The new bird aviary is about two weeks from completion.
- The animals in the Riverbanks Conservation Outpost (RCO) tunnel are currently off exhibit while building maintenance is being performed. The tunnel will remain open for visitor traffic.

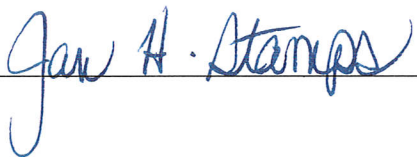
Chief Executive Officer's Report

President and CEO Stringfellow provided the following report:

- Stringfellow elaborated on the relationship between Riverbanks and The State paper. Susan is meeting with the editor next week.
- Riverbanks is giving the city 0.4 acres of land near the interstate for the city to build a sewer pump station. Stringfellow passed a document from attorney Kevin Garrison for each Commissioner to sign.
- A press release went out regarding gorilla Kazi's pregnancy. She is due in June/July. Her half-sister Macy is also mating and could potentially become pregnant as well.
- Stringfellow shared his experience attending the Director's Policy Conference in Monterey, California. One of the initiatives that the Association of Zoos and Aquariums (AZA) is working on is improving brand awareness and what AZA accreditation means to an institution. They will be doing campaigns in major markets around the United States. Riverbanks is not in a major market, but will look at doing its own AZA commercial.
- Last week Tye Price from Chernoff Newman conducted a follow up meeting to the November Leadership Summit. The summit was the beginning of strategic planning and getting all departments involved. Stringfellow shared a brand-map.
- Stringfellow shared his updated list of initiatives.

The meeting was adjourned.

Approved and adopted on the _____ day of March 2018.

 _____, Secretary