

NIABI ZOO COMMUNITY ADVISORY BOARD – JUNE 2018 MEETING

IN ATTENDANCE

Bill Nelson – Chair	Kat Broughton	John Peters
Liz Dierolf – Vice Chair	Dr. Laura Crowe	Luke VanLandegen
Gerald Correthers - Secretary	Mik Holgersson	
Lee Jackson – Niabi Zoo Director	Kathy Matherly	

MEETING MINUTES

1. Minutes approval for May. – motion: Luke V., 2nd: John P., minutes approved
2. Guests: CLR Team, Amy Behning (MindFire Communications), Jeff Craver
3. Master Plan presentation – see additional attached materials
 - a. Designed as 10-yr plan, will be flexible and may change once reviewed again in 3 years
 - b. Drivers: use the land to determine exhibit placement, work towards being a year-round zoo, meet short-term and long-term needs, focus first on current zoo space with vision to expand into not-yet-used land
 - c. Three buckets for plan: 55-60% spend on attractions, 35-40% spend on guest amenities and infrastructure
 - d. Discussed timetable for construction:
 - i. Luke/John – questioned how timetable was determined, which exhibits built/renovated first vs others waiting 5 yrs down the road
 - ii. CLR response – timetable laid out to provide for resources to be acquired prior to building large exhibits; finances determined based on static property tax, slight increase on hotel/motel tax, increase in attendance and admissions price every few years
 - iii. Mik – questioned how IL/IA politics and possible recession could affect timetable and zoo attendance; CLR/Mindfire response: recession usually brings more local dollars due to families avoiding costly out-of-area vacations; if state funding changes, the Zoo will need to seek more private funding to accommodate plans
 - e. Discussed proposed layout
 - i. CAB largely approves of layout, agrees adding restaurant and adjusting traffic patterns of visit flow will provide an enjoyable experience
 - ii. Kathy, Bill – discussed possibility of shifting gift shop to be more in line with exiting traffic so patrons don't miss it
4. Zoo Director report – see attached materials

5. Sub-Committee to develop draft By-Laws, 501(c)3 organization structure:
 - a. Mark Schwiebert suggested one last attempt to reach out to Society group to try to get Zoo funds released back to Niabi so we can move forward with enhancing the Zoo, before establishing CAB-managed Niabi Zoo Foundation; he will look over documents and make some recommendations if CAB moves forward
 - b. No next sub-committee meeting yet scheduled
6. Surveys:
 - a. Still waiting to get preliminary questions/structure back from Don McClain, but hoping to survey Zoo patrons yet this summer
7. Pints for Preservation: annual summer event fundraiser for Zoo
 - a. Amy Behning, Mindfire: passed out materials for soliciting sponsors for event (see attached information); CAB members encouraged to seek out and solicit businesses to sponsor event or attend as food vendor
 - b. Event supports programming, last year's attendance approx. 35% higher than 2016, hoping to sell out again this year
 - c. Liz D. – 2 types of businesses to consider soliciting: those who support the Zoo's mission and those who see advertising benefit; different way of soliciting each and need to be careful of how we message Zoo's needs and the event to each type of business
 - d. Amy offers to go on solicitation visits or provide additional messaging/information if needed
8. Next meeting:
 - a. See draft of survey
 - b. Follow-up report from 501(c)3 committee/attorney's review of by-laws
 - c. Master planning update
9. Motion to adjourn: Kathy M., 2nd – Laura C. Adjourn: 8:15pm

Next meeting: Monday, July 2nd, 2018 – 5:30pm at Niabi Zoo