

NIABI ZOO COMMUNITY ADVISORY BOARD – NOVEMBER 13, 2017 MEETING

ATTENDANCE

Bill Nelson – Chair	Kamille Brashear	Rev. Dr. Melvin Grimes	Ashley Merga
Liz Dierolf – Vice Chair	Ky Boyle	Mik Holgersson	Luke VanLandegen
Gerald Correthers - Secretary	Katherine Broughton	Kathy Matherly	
Lee Jackson – Niabi Director	Dr. Laura Crowe	Barb Melbourne	

MEETING MINUTES

1. RI Forest Preserve Pres. Kai Swanson joined briefly at beginning of meeting
2. Selection of officers: Bill Nelson volunteered to Chair, Liz Dierolf volunteered to Vice Chair, Gerald Correthers volunteered to Secretary
3. Standing meeting schedule going forward - suggestion to keep 1st Monday of the month, with an exception of January 1, 2018, where meeting would move to 2nd Monday for that one occurrence; motion to accept by Gerald, 2nd by Luke. Motion passed.
4. Lee reviewed his monthly report, mention of conservation research committee being established that has 2 openings for CAB members to join voluntarily if interested; Dr. Crowe volunteered for a spot. There remains one spot open for another CAB member to participate if interested - talk to Lee for details and to volunteer
5. Kai Swanson discussed a bit of the strategic planning that happened to get to the point of engaging a volunteer CAB, there is an emphasis to ensure future success of the Zoo, to mitigate and reduce issues of political interference that goes against the mission and vision of Niabi Zoo, and there is a desire to build a high quality attraction that continues to create meaningful experiences for patrons while supporting and leading conservation and education efforts both in community and across the globe; next major step is to regain national accreditation with the AZA (timeline approx. 18 mos.)
6. Lee noted that his staff conducts Accreditation meetings every Tuesday at 1:00pm at Niabi, and CAB members are welcome to attend to learn more about the process
7. Members discussed revenue/expenses sheets for the 2017 season, where conversation about increase in admission prices developed into discussion of options for revenue streams that would offset some costs and increase Niabi's ability to provide high quality experiences while maintaining reasonable consumer pricing. Lee informed that admission rate hike is already in the works, but several CAB members would like to continue discussion on ways to maintain affordability for individuals and families who may not attend the zoo if cost becomes too

prohibitive. Currently, Zoo has no corporate sponsors or grants that could provide additional revenue streams.

8. Liz suggested it would be helpful for CAB to understand the Zoo's strategic plan deeper and whether the mission was to create a high quality, superior zoo attraction or to create a high quality, educational experience for all community members - those are two different paths and need to be clarified. Liz also requested Lee and his team project out the financial outcomes of admission rate increase to take in factors of possible decrease in attendees or school groups, and to give the CAB an indication of what priorities for the group should be/how the group can best support the Zoo and Lee's team in the coming months.

Meeting adjourned at 6:55pm