

NIABI ZOO COMMUNITY ADVISORY BOARD – FEBRUARY 4, 2019 MEETING

IN ATTENDANCE

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

MEETING MINUTES

1. Minutes approval for January – Liz D., motion; Kathy M. 2nd; approved
2. Visitors: Jeff Craver
3. Forest Preserve Meeting Discussion
 - a. Comments from public again objecting to Zoo being part of Forest Preserve – see comments document
 - b. Lee and Jeff will provide CAB with bullet-point information about the Forest Preserve partnership and how to answer questions about tax changes and impact on Zoo
 - c. Lee will provide Zoo budget information to be discussed at March meeting
4. Fundraising
 - a. Discussed variety of fundraising event, Liz D. pointed out that a development plan for the Zoo will help determine what type of fundraising to do and when.
 - b. Fundraising areas include: grants, sponsorships, individual donations, events; each has distinct purpose and fits into a fundraising plan when goals/objectives are determined and need established for specific projects, programs, etc.
 - c. Group agreed a contracted or part-time/full-time staff member is needed specifically for development and coordination of fundraising
 - d. Liz D. offered to connect Lee with Linda Wastyn, local grant-writer and fundraising consultant; Kat B. offered to help with grant-writing if/when needed
5. 501(c)3 Update: nothing to report
6. Director's Report:
 - a. Bid for nightwatchman out to potential vendors for increased security
 - b. New zookeeper on staff
 - c. Upgrading alarm system
 - d. Opening Day – April 13, 2019
 - e. Ticket entry remaining same as 2018
 - f. Mindfire working on promotion/marketing of 2019 season

- i. Marketing/budget ideas introduced by group for increasing revenue: discount or incentive for return visits, possible discount for end-of-day entry, "TapOnIt" deal
 - g. Monkey born 32 days ago, doing well; new primate exhibit construction on schedule
 - 7. Next meeting agenda items:
 - a. 2020 Budget review
 - b. Fee discussion
 - c. CAB Membership recruitment

Adjourn: 6:50pm

Next meeting: Monday, March 4th, 2019 – 5:30pm at Niabi Zoo