

# NIABI ZOO COMMUNITY ADVISORY BOARD – MARCH 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 February – postponed due to lack of quorum
2. Tax increase and impact on the zoo – incremental minimum wage increase will lead to \$500,000 on future budgets; fees for 2019 already approved, 2020 budget will need to adjust to offset increased labor costs. Mik – suggests focusing on repeat customers and stewarding them to ensure less attrition from year to year.
3. No visitors
4. Wine & Design event – partnership with Figge Art Museum, will be held in April. Ticketed event.
5. Review of fees: Mik – how do we show economic impact of the Zoo, to demonstrate value for support? Kathy – can registers show who patronizes Zoo based on ZIP codes?
6. 501(c)3 Discussion: Lee – need work done to complete 501(c)3 application to facilitate bringing on a development staff member (fundraising)
7. Director's Report:
  - a. Primate exhibit nearly complete, will open on Opening Day
  - b. June 10<sup>th</sup> – AZA team returns to complete accreditation visit
  - c. Opening Day – April 13, 2019
8. Next meeting agenda items:
  - a. Complete 501(c)3 process
  - b. Look at weekends Zoo could be open after official fall closing
  - c. Other items by Chair

Adjourn: 6:35pm

**Next meeting: Monday, Apr. 1, 2019 at Niabi Zoo**