

NIABI ZOO COMMUNITY ADVISORY BOARD

FEBRUARY 17, 2020 MEETING

IN ATTENDANCE:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Bill Nelson - Chair | <input type="checkbox"/> Mik Holgerson |
| <input checked="" type="checkbox"/> Kathy Matherly | <input checked="" type="checkbox"/> Jason Gilliland |
| <input checked="" type="checkbox"/> Krisan Steiger | <input checked="" type="checkbox"/> Vicki Thorton |
| <input checked="" type="checkbox"/> Lee Jackson- Niabi Zoo Director | |
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Meeting Minutes

1. Call to order: 5:47 pm
2. Minutes approval: January 20, 2020: Motion to approve KM – Second VT | Approved
3. Visitor(s): None
4. New members: None
5. Executive meeting recap: NA
6. Election of Officers: The following are approved as Officers:
 - a. Chair: Bill Nelson
 - b. Vice Chair: Kathy Matherly
 - c. Secretary: Krisan Steiger
7. Niabi Zoo Foundation 501c3: As of this date, the 501c3 has been signed and will be processed
8. Meeting dates: 02/17 • 03/16 • 04/20 • 05/18 • 06/15 • 07/20 • 08/17 • 09/21 • 10/19 • 11/16
• December TBD | Meetings begin at 5:45 pm
9. Director's Report: LJ
 - a. Preparing for Zoo opening and summer
 - b. Invertebrate exhibit completion
 - c. Eagle Owl: young male will be on site in three weeks
 - d. Crocodile monitor system
 - e. Fennec foxes are growing
 - f. Baby monkey is doing well
 - g. Hiring for seasonal staff
 - h. MindFire is working on marketing of exhibits, press releases, and social media.
 - i. All exhibits will be open to the public the day the Zoo opens.

10. New Business:

- a. JG: suggestion for advertising, using 15 and 30 second spots
- b. Open discussion about bundling, discounts, couponing, and family packs
- c. Review of Boo at the Zoo
- d. Zoo opens on April 11, 2020
- e. Potential Senior Citizens fund raising events
- f. Revenue per head analysis

11. Old Business:

- a. By laws: Amend per discussion concerning President/Chairman. Motion to approve KS – Second VT | approved
- b. Woodward Grant: Niabi Zoo is a designated potential recipient from this fund. There is a grant writing process that is competitive with a few other potential recipients. Deadline for the grant is May 31, 2020.
- c. There was a discussion about “bundling” tickets for the public to purchase so they can enjoy the multiple venues at the Zoo (i.e. feeding giraffes, feeding parakeets, and riding the train) with one purchase. Several options were discussed.
- d. New members were interested in Mind Fire and what they do for the Zoo. LJ gave a brief about their responsibilities and the effectiveness of their service.
- e. Review of Gift Guidelines: Motion to approve KS – Second MH | Approved

12. Next meeting agenda items:

- a. New Members
- b. Finalization of Niabi Zoo Foundation
- c. Grants for small exhibits

13. Niabi Zoo CAB documents will reside on www.rfcfd.org after they have been approved by the board.

Adjourned: 7:20 pm

Next meeting: Monday March 16, 2020 5:45 pm

Respectfully submitted,
Krisan Steiger