

NIABI ZOO COMMUNITY ADVISORY BOARD

MAY 18, 2020 ZOOM 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 | <input checked="" type="checkbox"/> Jeff Craver |
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Meeting Minutes

1. Call to order: 5:30pm
2. Minutes approval: February 17, 2020: Motion to approve JG – Second KS | Approved
3. Visitor(s): Scott Lohman
4. New members: None
5. Executive meeting recap: NA
6. Niabi Zoo Foundation 501c3: As of this date, the 501c3 has been signed and will be processed
7. Meeting dates: ~~05/18~~ • 06/15 • 07/20 • 08/17 • 09/21 • 10/19 • 11/16 • December TBD | Meetings begin at 5:45 pm
8. Director's Report: LJ
 - a. Continuing ongoing projects at the Zoo
 - b. Email burst to bring in donations came in the very generous amount of \$11,000
 - c. Niabi Zoological Society pledged \$20,000 for food (Cost to feed per year = \$240,000)
 - d. Zoo is offering: Book Reading, Classes at the Zoo through Zoom, and Subscription Services
 - e. Press Releases: Cancer surgery on one animal and more births
 - f. No seasonal or part time staff
 - g. Full time employees working from home
 - h. Receive less than 30% from taxes which means the Zoo needs to generate revenue
 - i. Hosting classes to help supplement revenue
 - j. Gearing up to open the Zoo depending on the guidelines during COVID 19
 - k. JC and LJ are reaching out to the State for further guidance on Phasing for reopening the Zoo

9. New Business:
 - a. Revenue gap for operation: Sponsorships for Pints, Exhibits, Special Events, Education, and Adoption
 - b. Future attendance opportunities: Senior Citizens, Families, School Groups, Churches, and Service Clubs
 - c. Action plan for moving forward with fund raising.
 - d. Bundling opportunities for reopening
 - e. Government Phasing for opening the Zoo
 - f. Foundation information is signed and sent to IRS
10. Old 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 (Did not open because of COVID)
 - e. Potential Senior Citizens fund raising events
 - f. Revenue per head analysis
11. Next meeting agenda items:
 - a. Establish MOU
 - b. Creative ways to get people to the Zoo and still social distance
 - c. Evaluate opening the Zoo in the winter
12. Niabi Zoo CAB documents will reside on www.rfcfd.org after they have been approved by the board.

Adjourned: 6:22 pm Motion to adjourn KS – Second KM | Approved

Next meeting: Monday July 20, 2020 5:45 pm via ZOOM

Respectfully submitted,
Krisan Steiger