

RECREATION AND PARK DEPARTMENT

Minutes of the Joint Zoo Committee Meeting

June 27, 2013

San Francisco Zoological Society

5:00 p.m.

1. Call to Order and Roll Call

Recreation and Park Commissioner, Paige Arata

Recreation and Park Commissioner, Mark Buell

San Francisco Zoological Society (SFZS) Board Member, Maria Alvarez, Chair

San Francisco Zoological Society (SFZS) Board Member, Elena Asturias

San Francisco Zoological Society (SFZS) Board Member, Gail Secchia

Committee Advisor, Sally Stephens

Committee Advisor, Joseph Spinelli

2. Joint Zoo Committee Meeting Minutes (Action Item)

ACTION: MSA

Adoption of Minutes of the May 23, 2013 Committee Meeting

3. San Francisco Zoo Administrative Report (Discussion)

Tanya Peterson, Executive Director and President, SFZS

Director Peterson reported attendance for the month of May was 92,387 visitors versus budget of 85,000. As of mid-June, year-to-date attendance is 865,424 visitors and over budget by 16.1%.

As part of the Zoo's wellness effort, Peterson reported on improvements made to the polar bear exhibit. Specifically, three hundred yards of soil have been added to the western-most polar bear enclosure as well as an expansion into the neighboring grotto. This renovation will provide a more enriching experience for Uulu, the Zoo's rescued bear from Canada. In conservation news, Peterson reported the Zoo's efforts in breeding the threatened Sierra Nevada yellow-legged frog have proved successful. After three-month hibernation, a small group of the colony was introduced to their prospective mates. Today, a small group of those eggs are developing into tadpoles. Regarding events, during the summer season at the Wells Fargo Wildlife Theatre, a new 30-minute conservation-themed show about the planet's hot spots will be presented. Also, Wildlife Wonders, a 15-minute discussion featuring animals from the ARC will occur. For the upcoming July 4th holiday, Zoo visitors wearing the American flag will receive a \$2 discount. Active and retired military who show their I.D. will receive a discount as well. On July 13th and 14th, the Zoo's annual Teddy Bear Festival event will take place. Live music, take-home crafts and a special meet-and-greet with animal characters make this a fun-filled time for all. Peterson also reported on "Senior Stroll" a program that invites older adults to enjoy the Zoo before it opens to the public. At the last stroll, Board Member Gail Secchia showed the group Greenie's Conservation Corner and focused on Californian native plants.

Lastly, Director Peterson, announced the retirement of the Zoo's Vice President of Human Relations, Jean Brennan. She noted that what began as a six-month consulting job turned into almost a 5-year assignment. Ms. Brennan was presented with a Certificate of Appreciation, signed by the Recreation and Park Commissioners and Director Peterson. Also, the Zoo has named the baby Chacoan peccary, Brennan, in her honor.

4. Animal Transactions. (Action Item)

ACTION: MSA

David Bocian, VP Animal Care & Enrichment, SFZS

Discussion and possible action to recommend that the Recreation and Park Commission approve the following transactions:

**SAN FRANCISCO ZOOLOGICAL GARDENS
ANIMAL TRANSACTION RATIFICATION – June 2013**

DONATION FROM:	ANIMAL SPECIES	PRICE	TOTAL DUE
Palm Beach Zoo at Dreher Park 1301 Summit Blvd West Palm Beach, FL 33405	1.1 Red-bellied lemur <i>Eulemur rubriventer</i>	NIL	N/A
Tulsa Zoo 5701 E 36thSt N Tulsa, OK 74115	0.1 Meerkat <i>Suricata suricatta</i>	NIL	N/A

5. Animal Updates. (Discussion)
David Bocian, VP Animal Care & Enrichment, SFZS

ANIMAL UPDATES – MAY 2013					
DATE	SEX	ANIMALS	TRANSACTION		COMMENTS
ACQUISITIONS					
5	0.2	San Clemente goat	Birth		
13	0.0.1	Magellanic penguin	Birth		
14	0.1	Hadada ibis	Donation	From Lincoln Park Zoo	
18	0.0.1	Chacoan peccary	Birth		
20	0.0.3	North American ruddy duck	Birth		
20	0.0.2	Magellanic penguin	Birth		
21	0.1	Reticulated giraffe	Donation	From Albuquerque Zoo	
22	0.1	Reticulated giraffe	Birth		
22	0.1	Grey short-tailed opossum	Purchase	From Miller Park Zoo	
23	0.0.1	North American ruddy duck	Birth		
25	0.0.1	Magellanic penguin	Birth		
29	0.0.1	Magellanic penguin	Birth		
DISPOSITION					
				Age at Death	
14	3.3	Chilean flamingoes	Donation		To Louisville Zoo
21	0.1	Wild turkey	Death	~8Y, 11M, 26D	Liver mass and right leg paralysis
22	2.0	Waldrapp ibis	Donation		to Toledo Zoo
23	1.0	Slender-tailed meerkat	Death	12Y, 8M, 27D	Seizures, kidney failure, brain tumor
25	0.0.1	Magellanic penguin	Death	0Y, 0m, 5D	Pending
30	0.0.1	North American ruddy duck	Death	0Y, 0M, 10D	Pending

Committee Member Secchia questioned who sets the price of animals purchased. Bocian answered price is set by the seller. Member of Public Ennis questioned why we accepted the donation of the giraffe, was it for breeding purposes. Bocian answered that this was actually a breeding program trade. SFZ donated this giraffe two years ago and they returned and donated this two year old.

6. Approval of Fiscal Year 2013-2014 Operating Budget for the San Francisco Zoo.

Wayne Reading, Chief Financial Officer, SFZS (Action Item) **ACTION:MSA**
Mr. Reading presented the FY 2013-2014 Operating Budget for approval.

Total revenues budgeted are \$18,741,022 and total expenses are \$18,736,597 generating a breakeven budget with a modest surplus of \$4,425. Reading told the commissioners that after several years of expense and staff reductions it was time to reinvest and rebuild the Zoo. The primary focus for the Zoo in Fiscal Year 2014 will include safety, customer service and enhancement of the wellness initiative. Additional staffing will include a Visitor Services Manager, Safety Consultant, Membership Manager and Director of Animal Wellness. Revenues will be increased from the recent approval from San Francisco Recreation and Park Commission of a \$2.00 gate admission fee to be implemented on September 1, 2013, and a 10.0% increase in family memberships.

Commissioner Buell noted that fundraising expenses are budgeted at \$1.0 million and asked what the budgeted revenue was from fundraising efforts. Reading replied that total revenue budgeted is \$2.0 million. Reading stated that the fundraising department expenses include Capital Campaign activity but the revenue from the capital is recorded as Temporarily Restricted Funds and not included in the operating budget. The capital campaign includes the new Children's Playground currently under construction. Commissioner Buell asked if the fundraising efforts also included capital expenses. Reading responded that it does. Commissioner Buell asked how much capital donations have been raised and Reading responded around \$6.0 million to date. Commissioner Buell suggested that many donors are interested in comparing the amount of expense expended to revenues generated and suggested showing expenses versus revenue in the future.

Committee Member Secchia noted that there is no category of expense for conservation. Reading responded that conservation expense is included in the Animal Division expense and also in Temporarily Restricted Funds that are not included in the operating budget. Secchia asked if the budgeted education expense of 4.0% is compared to other institutions. Reading responded that such comparisons have not been made historically as benchmarking from various institutions is difficult due to accounting processes and expense allocations will vary from institution to institution. He stated that the education department more than pays for itself with revenue exceeding expenses.

Member of the Public Colonese questioned the comparison of the proposed total budgeted expense of \$18.7million to this year's total expenses and asked Reading, what was this year's expense? Reading stated that the current accounting year was not closed and that all expenses have not been recorded and therefore could not provide him a number.

7. **Announcements** (Information only)
None
8. **Chair's Announcements.** (Information only)
None
9. **Old Business.** (Discussion)
None
10. **New Business/Future Agenda Items.** (Information only)
11. **Public Comments:**
12. **Adjournment.**
Meeting was adjourned at 5:40 p.m.