



**FRESNO'S CHAFFEE ZOO CORPORATION**  
**Meeting of the Board of Directors**  
**Fresno Chaffee Zoo Education Building**  
**October 11, 2007 5:35pm**

**Present**

John Valentino  
Sieg Fischer  
Sheri Manning-Cartwright  
Tom Templeton  
Bruce Campbell  
Colin Dougherty  
Shari Rainwater

**Absent**

George Nokes

**Public**

**Staff**

Lewis Greene  
Patty Peters  
Adrienne Castro  
Andy Snider

**Discuss and consider minutes:** Director Templeton made a motion to accept the minutes as written Director Dougherty seconded. Call for discussion. None offered. All in favor. None opposed. Motion carried.

**Chair Report:** Director Valentino stated that when we hear and read about the improved attendance and overall zoo appearance that we shouldn't neglect to thank the entire zoo staff for all their hard work and dedication to the zoo.

**CEO Report:** CEO/Director Greene stated that September was a quiet month. Mr. Greene met with Living Oaks regarding the Tree Survey. Paoli and Odell is continuing with the Environmental Impact Report. Mr. Greene stated that Paoli and Odell still require some information from the City. Mr. Greene further stated that he and Director Valentino are trying to reschedule a meeting the City had previously cancelled in hopes of speeding up the process of receiving information. Mr. Greene and other staff members attended the AZA Conference. Mr. Greene stated that during the AZA Conference he was selected as the Ethics Chair. Mr. Greene mentioned that from this meeting forward, written reports from the zoo departments would be included in the FCZC board packets.

**Report by Director of Animal Care and Conservation:** Director of Animal Care Andy Snider gave the board a report on the animals. Mr. Snider stated that the animal staff had been working on sprucing up some of the exhibits. Mr. Snider stated that one of the new animals expected is a Capybara. Mr. Snider mentioned that a new graphic describing the zoo's conservation efforts is in the Reptile Building

**Report by Director of Marketing and Development:** Director of Marketing and Development Patty Peters stated the Ice Cream Zoofari event was profitable. Ms. Peters stated that the ZooBoo event was off to a great start. Ms. Peters stated they expected to sell out the event. Ms. Peters stated that the trolley will be working to shuttle guests from the parking lot to the zoo.

**Report by Director of Finance and Administration:** CEO Greene reviewed the financial report with the board in the Director of Finance and Administration Brian Goldman's absence. Mr. Greene reported attendance is up. Mr. Greene informed the board that Security Manager Rene Martin had an accident at his home and would be off work for 2-3 months. Mr. Greene stated that staff identification badges would be completed in the next 4-6 weeks. Director Manning-Cartwright stated that the Finance Committee met October 10, 2007 to review the 2008 budget. Ms. Manning-Cartwright stated that the Finance committee approved the 2008 budget and will present it to the full board at the November 1, 2007 general meeting.

**Presentation by Board Director Tom Templeton:** Mr. Templeton gave a PowerPoint presentation on "The Future of Zoos as Field Conservation Organizations – Creating a Model Program". This program was originally presented at the AZAD Conference held in St. Louis this year.

**Update on Stingray Exhibit:** Director Rainwater stated that there was a meeting held in the past week regarding the Stingray Exhibit. Ms. Rainwater stated that when you have an unexpected outcome there needs to be an examination of the situation. CEO Greene stated that this was an unfortunate set of circumstances and that everyone involved did everything to the best of their ability with the knowledge they had at the time. Mr. Greene further stated that we now have a better knowledge of what to do moving forward. Mr. Greene stated that on October 9, 2007 an informal meeting was held attended by a few board members, Brian Joseph (owner of Living Exhibits) and zoo staff to review the series of events. Mr. Joseph stated Living Exhibits will make changes to their operations to minimize these events from happening in the future. Mr. Greene stated that zoo staff will develop protocols to minimize the risk of something that might be missed when we work with an outside vendor. Director Rainwater commended Ken Boriack, Director of Facilities, for getting involved and assisting with finding solutions. Mr. Greene stated that Mr. Boriack is not only respected by zoo staff, but is highly regarded by Living Exhibits staff as well.

**Discuss and consider point person for communication with the media:** Director Valentino stated that in previous meetings Patty Peters, Director of Marketing and Development, was designated as the point person for all media inquiries. Mr. Valentino stated that the board should define a clear structure for handling inquiries from the media. Director Rainwater stated that there was a policy established early on that all zoo related questions such as those regarding animals, zoo activities or zoo staff be forwarded to CEO Greene or Director of Marketing and Development Patty Peters. Ms. Rainwater further stated that she believes this is why we have a good relationship with the media because we are open and transparent. Director Fischer agreed, further stating that the meetings are open to the public. Mr. Fischer stated that caution needs to be used by all board members so as not to appear to be acting as a spokesperson representing the opinion of the board. Mr. Fischer stated that the board chair is best qualified to be the prime contact for board related inquiries. Ms. Peters asked the board to inform her of any interaction with the media. Director Templeton made a motion that the board adopts the following guidelines for interfacing with the media: All questions regarding zoo operations should be directed to the Director of Marketing who will refer the questioner to the proper respondent. All board members should exercise good common sense when speaking to the media and refer the questioner to a more informed source when appropriate. General board policy questions should be directed to the Chairman of the Board in most cases. "No comment" is not an appropriate response to any inquiry. Director Rainwater seconded. Call for discussion. None offered. All in favor. None opposed. Motion carried.

**Discuss and consider Storyland/Playland meeting:** Director Valentino stated that he and fellow Directors Fischer and Levy attended a meeting with the City and Storyland/Playland. Representatives for Storyland/Playland feel they are making progress with their efforts of revitalizing Storyland/Playland. A consensus of the meeting was to form a committee between the 2 boards to discuss the issues before them and move forward.

**Public Comment. This time is set-aside for the public to comment on any item within the jurisdiction of the Board, but not appearing on the agenda. Items presented under public comment may not be discussed or acted upon by the Board at this time. For items appearing on the agenda, the public is invited to comment at the time the item is called for consideration by the Board. Any person addressing the Board under public comment will be limited to a 3-minute presentation to insure that all interested parties have an opportunity to speak. Please state your name and address for the record:** None offered.

**Board questions and comments:** Director Templeton asked if the Park toll booths will have both sides open for entry into the Park the night of ZooBoo. Ms. Peters stated that the Parks Department and the City had been notified.

**Adjournment:** Meeting adjourned at 7:15 pm.

**Respectfully submitted by:** Lisa Condoian, Administrative Assistant  
Fresno Chaffee Zoo Corporation