



Special Meeting of the Board of Directors
Fresno Chaffee Zoo Education Building
January 10, 2013 5:34pm

Table with 4 columns: Board Members Present, Board Members Absent, Public Present, Staff Present. Lists names of attendees and absentees.

Meeting called to order at 5:34 p.m.

Chair Report: Director Dougherty introduced Bruce Campbell, Docent Council President, and incoming Board Member representing the Docent Council. Director Dougherty stated this was a special meeting to review the 2013 budget with Director Templeton giving the report on why we should raise the zoo admission fee and Director Nokes giving the report for not increasing the zoo admission fee.

Director Templeton: Director Templeton stated from a strategic financial standpoint we should be working to close the gap leading us to a more self-sufficient financial operation reducing our reliance on operational funds from Measure Z. Director Templeton further stated from a community side the board should keep the zoo as affordable as possible for as many people as possible.

Director Nokes: Director Nokes stated we should continue to build our zoo membership and visitor base, not raise zoo admission fees now will not accomplish that objective. Fresno County has one of the highest unemployment rates in the United States. We already ask families to pay more in taxes to support the zoo. The economy has turned the corner and zoo membership and visitation has increased and is expected to continue. The zoo could raise admission fees a small amount annually or bi-annually. In the meantime the zoo could generate additional revenue through merchandising more of its great features.

Board questions and comments: Director Levy stated her concern of diluting support for renewing Measure Z if entrance fees are raised. Director Levy further stated the board needs to keep affordability in mind.

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.

Board Chair called for a motion to adjourn. Director Richards so moved. Director Templeton seconded. All in favor. Meeting adjourned at 6:45 pm

Respectfully submitted by: Lisa Condoian, Assistant Board Secretary
Fresno Chaffee Zoo Corporation