



FRESNO COUNTY ZOO AUTHORITY

MEETING

9:00 am Wednesday, April 30, 2014

Fresno County Employees' Retirement Association

1111 H Street, Fresno, CA 93721

(559) 457-0681

ACTION SUMMARY MINUTES

1. Call to Order

CHAIRMAN HERZOG CALLED THE MEETING TO ORDER AT 9:05 AM. A QUORUM OF MEMBERS, JOHN GRAY, GERALD LYLES, ASHLEY SWEARENGIN, PAUL TOSTE, RALPH WATERHOUSE, AND THE CHAIRMAN WERE PRESENT. KENT STRATFORD WAS ABSENT.

2. Public Comments

This time is made available to receive comments from the public on matters within the Board's jurisdiction that are not on the Agenda. Attention is called to the fact that the Board is prohibited from taking any action on matters that are not on the Agenda. Members of the public are limited to three minutes to speak during Public Comments as well as for each item on the agenda. In order to accurately record the minutes, members of the public are asked to speak only from the podium. Before beginning comments, please state for the record your name and affiliation, if any.

PUBLIC COMMENTS RECEIVED FROM CITIZEN LISA FLORES.

3. Consent Agenda

These matters are routine in nature and are usually approved by a single vote. Prior to action by the Board, the public will be given the opportunity to remove any item from the Consent Calendar. Items removed from the Consent Calendar may be heard immediately following approval of the Consent Calendar.

A. Review and approve minutes of March 12, 2014

B. Review and approve payment of County of Fresno invoice for Professional and Specialized Services in the amount of \$30,714.75 February and March 2014

- C. Receive Treasurer's Report for quarter and month ended March 31, 2014
APPROVED – AS/GL -- MEMBER STRATFORD ABSENT

4. Receive Fresno Chaffee Zoo Director's Report
RECEIVED REPORT FROM DIRECTOR SCOTT BARTON. THE ZOO WAS ON TRACK FOR THE MONTH OF APRIL TO THE BREAK THE 100,000 ATTENDANCE FIGURE FOR THE FIRST TIME IN THE ZOO'S HISTORY. GREAT WEATHER, FOUR-MONTH-OLD BABY TIGERS, THE TIMING OF SPRING BREAK AND STRONG COMMUNITY SUPPORT WERE CONTRIBUTING FACTORS. YEARLY ATTENDANCE IS ALSO AHEAD OF BUDGETED PROJECTIONS. AFRICA CONSTRUCTION IS GOING WELL, A FALL 2015 OPENING IS ANTICIPATED, AND THEY ARE WORKING WITH OTHER ZOOS ON THE ACQUISITION OF ANIMALS. HOUSTON'S ZOO PLANS A SEA LION EXHIBIT, AND VISITED SEA LION COVE RECENTLY.

5. Receive Fresno Chaffee Zoo Finance Director's report
RECEIVED REPORT FROM FINANCE DIRECTOR BRIAN GOLDMAN. SELF-GENERATED REVENUE IS 10% AHEAD OF BUDGET, AND PERSONNEL AND OPERATING EXPENSES WERE 9% AND 16% UNDER BUDGET, RESPECTIVELY. OTHER YEAR-TO-DATE GAINS INCLUDE ATTENDANCE FOR GROUPS UP 54%; MEMBERSHIP REVENUE UP 13%, AND TOTAL MEMBERSHIP UP 18%.

MEMBER SWEARENGIN INQUIRED ABOUT THE ZOO'S CONCESSIONAIRES, CONTRACTS AND MAXIMIZING SALES. MR. GOLDMAN GENERALLY DESCRIBED TERMS OF THE CONTRACTS, THE ZOO'S CONTINUAL IMPROVEMENT EFFORTS, AND FUTURE OPPORTUNITIES FOR SALES, FOOD AND CATERING WITH THE AFRICA PROJECT.

PUBLIC COMMENTS RECEIVED FROM CITIZEN RICHARD HARRIMAN.

6. Extension of Measure Z Sales Tax Ordinance
- a. Hold second hearing on ordinance for the extension of the current one tenth of one percent (0.10%). Measure Z transactions and use tax, pursuant to Revenue and Taxation Code section 7286.43, to be administered by the State Board of Equalization (2/3 vote required), and waive further reading; and
APPROVED PT/GL – MEMBER STRATFORD ABSENT

- b. Approve ballot language; and
APPROVED THE ADOPTION OF BALLOT LANGUAGE AS PRESENTED IN AGENDA ITEM 6b, ATTACHMENT C – AS/RW -- 5 AYES 1 NO; MEMBER STRATFORD ABSENT

THERE WAS DISCUSSION AMONG MEMBERS, AND THE DEFINITION OF "VISITOR AMENITIES" AND OTHER LANGUAGE WAS CLARIFIED BY DIRECTOR BARTON. JOHN VALENTINO, ZOO CORPORATION CHAIRMAN AND KEEP OUR ZOO CAMPAIGN COMMITTEE MEMBER, COMMENTED ON THE DEVELOPMENT OF THE LANGUAGE.

PUBLIC COMMENT RECEIVED FROM CITIZENS FLORES AND HARRIMAN, AND ZOO DOCENT JACK TOLLIDAY.

All supporting documentation is available for public review in the office of the Fresno County Zoo Authority, 2220 Tulare Street, 6th Floor, Fresno, 93721, during regular business hours.

For further information, please contact Catherine Crosby, Zoo Authority Coordinator, at 600-4305, email zooauthority@co.fresno.ca.us, or visit www.zooauthority.org.

Requests for disability-related modification or accommodation needed in order to participate in the meeting must be made to the Zoo Authority Coordinator no later than 9:00 a.m. on the day prior to the meeting.