

NIABI ZOO COMMUNITY ADVISORY BOARD – JULY 2018 MEETING

IN ATTENDANCE

Bill Nelson – Chair	Kat Broughton	John Peters
Liz Dierolf – Vice Chair	Dr. Laura Crowe	Luke VanLandegen
Gerald Correthers - Secretary	Mik Holgersson	
Lee Jackson – Niabi Zoo Director	Kathy Matherly	

MEETING MINUTES

1. Minutes approval for June – motion: Kathy M., 2nd: Liz D., minutes approved
2. Guests: Scott Lohman
3. Bill: 501(c)3 status
 - a. Proposed plan to take over existing 501(c)3 in Indiana no longer an option; working on developing new bi-laws and constitution for new nonprofit instead
 - b. Mark Schwiebert working pro bono with CAB to help develop above-mentioned documents and to file appropriate paperwork with IRS for 501(c)3 status
4. Zoo survey:
 - a. Group discussed questions included on survey, not seeing usefulness of questions as they appear – very simple, not specific enough to garner details from customers about ways the Zoo could increase visit time and frequency
 - b. Group discussed why a survey is necessary at this time, wanting to best use the CAB's time and Zoo Director's to have useful information
 - c. Discussion on best ways to get information from customers on wants, needs, expectations; Lee hesitant to do too much that would set up unrealistic expectations on future plans
 - d. Bill to check back in with individual creating survey to see if questions can be added/changed to glean better information
 - e. Discussion on how to survey/focus group visitors and/or potential donors in the future, related to master plan:
 - i. Liz – in a capital campaign the Zoo would conduct a feasibility study and interview specific donors/potential donors to gauge agreement, interest in supporting certain projects
 - ii. Luke – recommends Zoo look at how to incorporate economic impact information in a future survey or focus group – will look into whether Bi-State can assist with that information

- f. Zoo Director report:
 - i. No new action on master plan, will go to Forest Preserve in August for approval
 - ii. Taking ownership permanently of Bactrian Camels; 2 badgers to arrive in August; 2 potbellied sea horses to join Oceans exhibit
 - iii. Education presentations coming up – jaguars, orangutans
 - iv. Summer camps going over very well, many full
- g. Items for next agenda:
 - i. Further review of survey
 - ii. Further review of 501(c)3 materials/progress
 - iii. Master Plan, Zoo Director updates

Adjourn: 7:40pm

Next meeting: Monday, August 6th, 2018 – 5:30pm at Niabi Zoo