

# NIABI ZOO COMMUNITY ADVISORY BOARD – JANUARY 8, 2018 MEETING

## IN ATTENDANCE

Bill Nelson – Chair	Kamille Brashear	<del>Rev. Dr. Melvin Grimes</del>	<del>Ashley Morga</del>
Liz Dierolf – Vice Chair	<del>Ky Boyle</del>	Mik Holgersson	Luke VanLandegen
Gerald Correthers - Secretary	Kat Broughton	Kathy Matherly	
Lee Jackson – Niabi Director	Dr. Laura Crowe	Barb Melbourne	

## MEETING MINUTES

1. Guest at meeting – Scott Logan from Niabi Zoological Society
2. December meeting minutes – Kathy M. motion to approve, Luke 2<sup>nd</sup>, minutes approved
3. Policy on members not able to attend meetings:
  - a. Ashley Morga has communicated with Bill wanting to stay part of the group but cannot attend meetings until June
  - b. Kamille Brashear, although present at January meeting has since stepped off Board
  - c. Rev. Grimes cannot attend meetings as schedule stands
  - d. No contact with Ky Boyle
  - e. Forest Preserve reserves right to remove non-functioning members, bylaws of CAB state members must be replaced within 60 days of vacancy; Bill/Lee will bring recommendations for membership issues to Forest Preserve attention and let them make final determinations
4. Reviewed Mindfire survey results that pertain to Zoo. Of note:
  - a. Zoo is most recognized entity, has most passionate responses (both positive and negative)
  - b. Some negative responses questioned for relativity to current perception, as survey was done 1 ½ years ago; Mindfire will join March meeting to discuss survey results and answer some questions about how results were calculated
  - c. Discussion of a targeted survey specifically to recent visitors and members of the Zoo to determine where lack of education/knowledge is and how perception needs to be enhanced or changed – Bill mentioned WIU has resources in students who could create a targeted survey for the Zoo at low to no cost, should that be a route the CAB decides to initiate to help focus messaging and marketing efforts
5. Master Planning:
  - a. Feb. 5 and 6 is first of three meetings with contracted group doing a Master Plan for the Zoo – representatives will attend Feb. CAB meeting to discuss

6. Meeting with Zoological Society:
  - a. Bill, Lee, Liz and reps from Forest Preserve met with reps from Zoological Society; Society indicated plans in progress to turn over all funds into separated accounts, part endowment, part liquid funds to distribute each year. Society also indicated desire to pay for all current needs costs, approx. \$100,000. Nothing is finalized yet, and Society asked for details on cost of certain projects. As of Feb. 5, nothing has changed and projects have not yet been paid for.
7. Discussion on opportunities to reach target audiences:
  - a. Discussed costs to bring outreach to schools/organizations who have target audiences as customers and who may not currently attend the zoo.
  - b. Possible underwriting opportunity for large corporation or business to sponsor
  - c. Will look at a targeted survey and examine other priorities first, in order to understand better what the target audience should be and how to reach them
8. New species arriving at the Zoo between now and spring opening, total number of new specimens will be 100-125
9. Bill – Chair – will report CAB progress and updates to Forest Preserve at next regularly-scheduled Preserve meeting: Feb. 20<sup>th</sup> at 5:30pm on 3<sup>rd</sup> floor of Co. Admin. Building; all CAB members invited to attend, will send Feb. meeting minutes to Preserve ahead of time and Bill will be on-hand to answer questions and bring anything that comes up back to CAB in March
10. Next meeting:
  - a. Lee will identify 1-2 staff members to be involved with CAB going forward, as way to bridge operational with strategic; CAB will have more inside knowledge this way and staff can raise objections based on their knowledge/experience as we move further into offering some strategic decisions to staff to implement
  - b. First item on meeting agenda going forward will be for comment by visitors – meetings are open to public and will include time for visitors to ask questions or comment on agenda items so will be noted in formal agenda going forward
  - c. Discussion of fundraising, how Zoological Society will engage with CAB/how CAB can help Zoo with identifying, making recommendations on funding sources if Society does not follow through on funding
  - d. Review what questions CAB would like to ask members and Zoo visitors for a targeted survey to determine perception, knowledge, and future messaging/marketing focus

Meeting adjourned at 7:25pm