

**OREGON ZOO FUTURE VISION COMMITTEE
MEETING SUMMARY
November 30, 2006
Metro Regional Center, Room 270**

Committee members present

Co-Chairs:

Brian Newman (co-chair) Councilor, Metro
Penny Serrurier (co-chair) Oregon Zoo Foundation Board President

Metro/Oregon Zoo Foundation Members:

Bruce Berning Oregon Zoo Foundation Board Member
D. Carter MacNichol Oregon Zoo Foundation Board Member
C. Gregg Hanson Oregon Zoo Foundation Board Member
John R. Kruse Oregon Zoo Foundation Board Member
David Bragdon Council President, Metro

Citizen Members:

John Inskeep IFC Foundation
Walt Pollock Portland General Electric, Former Vice President

Ex-officio members:

Tony Vecchio Director, Oregon Zoo, Metro

Committee members absent

Metro/Oregon Zoo Foundation Members:

George Passadore Wells Fargo Northwest, Former Chief Executive Officer
Michael Jordan Chief Operating Officer, Metro
Robert Liberty Councilor, Metro

Citizen Members:

Sandra McDonough Portland Business Alliance Director

Ex-officio members:

Jeff Miller MERC General Manager, Metro

Also present

Rick Biddle, Vice President, Schultz & Williams, Inc. (S&W)
David Walsh, Senior Planning Associate, Schultz & Williams, Inc.
Christopher Overdorf, Principal-in-Charge, Jones & Jones
David Towne, Consultant
Amelia Porterfield, Council Support Specialist, Metro
Lake McTighe, Executive Assistant to the Council President, Metro
Cat McGinnis, Project Coordinator, Oregon Zoo Strategic Master Plan, Oregon Zoo

Discussion

- Co-Chairs Penny Serrurier and Councilor Brian Newman opened the meeting at approximately 8:00 a.m., welcomed the committee and consultants, invited introductions

around the room, and handed the meeting over to Rick Biddle to lead the consultants' presentation.

- Rick Biddle reviewed the planning project's mission and the consultants' planning process.
- Co-Chair Newman asked that Schultz & Williams gain an audience with the full Metro Council regarding key points in the process before final recommendations are presented. February 15 was identified as an appropriate meeting time in the planning process.
- Carter MacNichol expressed concern about being proactive with the press throughout the project. Co-Chairs Newman and Serrurier agreed to involve Metro public relations staff toward that end.
- Council President Bragdon noted, as an additional public relations issue, that contract negotiations with zoo staff will be ongoing this spring.
- Rick Biddle discussed pros and cons of interactive zoo experiences, including visiting exhibits.
- Carter MacNichol inquired whether a goal of the planning process is to increase zoo attendance. Rick Biddle responded that it is a secondary goal, not primary as the Zoo's market penetration is already high. Opportunities to increase operating revenues will be a focus.
- Rick Biddle explained the timeline for presentation of more detailed market/attendance analysis requested by the committee.
- Rick Biddle shared preliminary data regarding fixed and variable financial pressure points, highlighting that under the current structure, only total operating expenses are variable and therefore have been aggressively managed to maintain a balanced operating budget. Other factors, such as attendance, revenues and property taxes are somewhat fixed or stabilized. Current model requires management within financial limitations.
- Rick Biddle highlighted Oregon Zoo's relatively low expenditures on marketing.
- Rick Biddle asked Cat McGinnis to gather from Committee members, in the next week, names of suggested stakeholders for consultant interviews.
- Rick Biddle outlined next steps during December, including additional discussion regarding zoo access (parking, transit, etc.); identification of stakeholders for interviews; analysis of management, business operations and benchmarks; development of visitor profile.
- At the Committee's request, Co-Chairs will work with Consultants and Cat to set up a longer Committee meeting for the January 11th meeting.

Action steps

- Distribute electronic version of presentation to committee with meeting notes—Biddle, McGinnis
- Gather stakeholders names from Committee via e-mail—McGinnis
- Engage public relations staff in proactive approach to press—Co-Chairs Newman and Serrurier
- Reschedule times to extend January 11th meeting—Co-Chairs, Consultants, McGinnis

Future meetings

January 11, 2007, Thursday

9:00 AM – 11:00 AM (time subject to change)

Metro Regional Center, Room 270

February 15, 2007, Thursday

9:00 AM – 11:00 AM (time subject to change)

Metro Regional Center, Room 275

Prepared by:

Cat McGinnis