

MINUTES OF THE COUNCIL ZOO COMMITTEE  
OF THE METROPOLITAN SERVICE DISTRICT

November 15, 1988

Committee members present: Councilors Sharron Kelley (Chair),  
Tom DeJardin (V. Chair), Gary  
Hansen and Corky Kirkpatrick

Committee members absent: Councilor Larry Cooper

Also present: Robin Drews, Board of Trustees,  
Friends of the Washington Park Zoo

Chair Kelley called the meeting to order at 3:40 p.m.

1. Consideration of Minutes of October 18, 1988

The minutes of October 18, 1988 had not been furnished with the meeting packet, therefore, consideration was deferred.

2. Quarterly Program and Budget Review

Sherrie Sheng, Zoo Director, presented a verbal report for each division. Ms. Sheng said written materials had been furnished to the Executive Officer, and it was her understanding that they would soon be distributed. Chair Kelley reminded the Committee of their charge from the Finance Committee--to evaluate fiscal policies in place and examine financing with consideration of continuing the serial levy. Highlights of Ms. Sheng's presentation follow.

Administration

- Communication improved by initiation of a weekly report and weekly meetings with Deputy Executive Officer; internal communication improved through periodic staff meetings, individual interviews and work programs, expansion of teamwork concept and discussion of staff suggestions and concerns with division directors
- Improved fiscal control through transfer of vault room from Visitor's Services Division to Administration, implementation of new cash control and vault room access policies and burglar alarm system
- Improved inventory and cash monitoring through use of micro-computer system

Development

- Continued success in fund raising projects
- Major donation of ivory received for display in Elephant Museum

- New activities being planned to promote attendance during off season
- Work progressing on five-year plan

#### Animal Management

- Animals and birds collected for new and existing exhibits
- Breeding and species survival programs continued, and national recognition achieved in Humboldt penguin and elephant breeding

#### Research

- Behavioral research resulted in changes to bear exhibits with donated materials from Portland General Electric
- Research in elephant artificial insemination continued

#### Education Services

- New logo and signage developed

#### Facilities Management

- Walk through by managers identified and prioritized areas to be improved; maintenance work performed
- Experimental landscaping and plantings performed
- Permanent, part-time maintenance person hired for railway track; renovation schedule developed (in previous years, done on consultant basis)

#### Marketing

- Office moved into Administration Building
- One Percent for Art Program begun
- International requests received for wildlife preservation publication authored by staff
- Summer concert attendance declined by approximately ten percent due to success of liquor-control policies

#### Visitor Services

- AfriCafe opened; consideration of destination marketing of cafe begun and plans for banquet/staging area in unfinished basement
- Portland Oregon Visitors Association given walk through of facility and provided input for improvements

### 3. Report on Africa III Exhibit

This report was presented after item 4.

4. Briefing on Metro Washington Park Zoo Special Event:  
Festival of Light

Kay Rich, Assistant Zoo Director said the event was being planned for December 9-31, 1988, and would cost approximately \$45,000. Mr. Rich said 32,000 attendees and \$110,000 revenue were projected. He said if the event was successful, it would become an annual event.

3. Report on Africa III Exhibit

The report was given by Sherrie Sheng and included schematics. Ms. Sheng noted the original plan involved a larger area, however, after study, portions of the area had been deemed unsuitable for building. Therefore, the exhibit was scaled down to approximately 64 acres. Ms. Sheng said staff input had been instrumental in developing the theme and emphasis of the exhibit and composition of the collection. She said diversity was a major goal and small animals, insects, birds, reptiles and live plants would be exhibited. Ms. Sheng said the design and working drawings' targeted completion date was Summer, 1990, and construction time was estimated to be one year.

There was no further business, and the meeting was adjourned at 5:07 p.m.

Respectfully submitted,

*Gwen Ware-Barrett*

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Council Committee Clerk

gpwb  
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