

MINUTES OF THE COUNCIL ZOO COMMITTEE  
OF THE METROPOLITAN SERVICE DISTRICT

April 5, 1990

Council Chamber

Committee Members Present: Jim Gardner (Chair), Ruth McFarland (V. Chair) and Mike Ragsdale

Committee Members Absent: Tom DeJardin and David Knowles

Chair Gardner called the regular meeting to order at 4:09 p.m.

1. Consideration of March 1 and 15 Minutes

Motion: Councilor Ragsdale moved for approval of the minutes.

Vote: Councilors Gardner, McFarland and Ragsdale voted aye. Councilors DeJardin and Knowles were absent.

2. Ordinance No. 90-343, Amending Ordinance No. 89-294A Revising the FY1989-90 Budget and Appropriations Schedule for Increased Zoo Operations (Public Hearing)

Agenda Item No. 2 was scheduled for a public hearing. No members of the public appeared to testify on Ordinance No. 90-343.

Kay Rich, Assistant Zoo Director, said because of good weather the Zoo had performed better than staff projected and required additional expenditure to buy supplies. He said extra costs included pay raises in the Administration Division and increased elephant care which required extra zoo keepers. He noted the Africa! Exhibit and good weather created 22 percent higher attendance than projected. He noted under Metro's budget process, revenues accrued from the better attendance would show up in next year's fund balance and necessary funds to pay for the higher costs now would be transferred from the Zoo's Operating Contingency Fund.

Councilor McFarland asked the amount of staff's request. Mr. Rich said the requested amount was \$204,000. Councilor McFarland asked how much the Zoo would earn. Mr. Rich said \$500,000 more than staff projected. He said staff could return in May with another budget amendment if the good weather continued. He said staff projected attendance could increase by 100,000 to 500,000 but could grow even more if the good weather continued.

Motion: Councilor McFarland moved to recommend the full Council adopt Ordinance No. 90-343.

Chair Gardner asked what Materials & Services increases were related to increased attendance. Mr. Rich said postage increased due to mailings to the Friends of the Zoo (FOZ), but that staff also underestimated postage costs for the fiscal year. He noted one secretary had been ill which required temporary help.

Vote: Councilors Gardner, McFarland and Ragsdale voted aye. Councilors DeJardin and Knowles were absent. The vote was unanimous and the motion passed.

3. Resolution No. 90-1237, Approving a Request for Proposal Document for Marketing Research Services for a Three-Year Period at the Metro Washington Park Zoo

Jane Hartline, Marketing Manager, said three admission gate surveys were performed per year and a fourth survey focussed on various issues such as tourism or the concert series. She said staff would probably ask for a survey this year on the Zoolights Festival. The Committee and Ms. Hartline discussed Oregon's top tourist attractions. Ms. Hartline said Multnomah Falls was the number one unpaid state attraction, but the Zoo was the number one paid attraction. Chair Gardner asked when the current contract would expire. Ms. Hartline said the contract would expire in May and staff planned a gate survey in May. Chair Gardner asked if amounts budgeted for FY89-90 and FY90-91 were close. Ms. Hartline said they were. Councilor McFarland asked if there were enough funds for the new contract to begin this May and Ms. Hartline said there were.

Motion: Councilor McFarland moved to recommend the full Council adopt Resolution No. 90-1237.

Vote: Councilors Gardner, McFarland and Ragsdale voted aye. Councilors DeJardin and Knowles were absent. The vote was unanimous and the motion passed.

4. Update on Zoo Ballot Measures Campaign

Mr. Rich noted the Northwest Labor Council gave the Zoo ballot measures a favorable endorsement. He said lawn signs would go up April 14. He said a campaign fund raiser would be held April 19 at Montgomery Park and welcomed participation from the Council. He said Sherry Sheng, Zoo Director, had been extremely busy with the campaign and had spoken with many groups. Councilor McFarland noted the American Federation of State and County Municipal Employees (AFSCME) endorsed the ballot measures also. Chair Gardner asked if any opposition had been voiced on the ballot measures. Mr. Rich said Ms. Sheng was not aware of any opposition to-date. He said in the absence of a poll it was difficult to get a feel in relation to other ballot measures, but that all feedback thus far had been favorable. Councilor McFarland asked if staff would perform a poll. Mr. Rich said a poll would not be performed and funds for that purpose would be used for fund raising. Councilor McFarland noted she and Councilor Wyers spoke to a coalition of East Multnomah County neighborhood groups and told them all funds raised by the ballot measures would be strictly for the Zoo.

Chair Gardner adjourned the meeting at 4:25 p.m.

Respectfully submitted,



Paulette Allen  
Committee Clerk  
CZC90.095