

MINUTES OF THE COUNCIL ZOO COMMITTEE
OF THE METROPOLITAN SERVICE DISTRICT

Regular Meeting
June 7, 1990

Committee members present: Jim Gardner (Chair), Ruth McFarland
(Vice Chair), Tom DeJardin, and
David Knowles

Committee members absent: Mike Ragsdale

Chair Gardner called the meeting to order at 4:06 p.m.

1. Consideration of Minutes of May 17, 1990 Meeting

Motion: Councilor DeJardin moved for approval of the
minutes.

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

The motion carried unanimously.

2. Staff Update on Light Rail Stop at Zoo, Discussion of Zoo
Station Stop as Part of a Westside Light Rail Alignment on
Highway 26

Jessica Marlitt, Council Analyst, presented the staff report to the Committee. She said Metro had submitted the Environmental Impact Statement (EIS) and was waiting to hear from the Federal Urban Mass Transportation Authority (UMTA). Andy Cotugno, Transportation Department Director, had recommended to Ms. Marlitt that the Committee and Council make no formal statement on the light rail stop at the Zoo until approval of the EIS was received from UMTA.

Chair Gardner told the Committee he originally wanted both the Committee and full Council to go on record as supporting the Zoo stop. However, after hearing Mr. Cotugno's reasons for postponing statement, he was in agreement that the timing was not good. This issue will be on a future agenda for Committee consideration.

3. FY90-91 Budget Contracts List Review, Development of "A/B"
Designation Recommendations for Council Consideration with
the FY90-91 Budget Adoption

Chair Gardner explained the differences between "A" contracts and "B" contracts, noting that "B" contracts were not required to be presented to Committees or the Council. Ms. Marlitt told the Committee staff had recommended only two contracts for "A"

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designation; Project Evaluation Consultant, Personal Services Contract for \$75,000, and Construction of the Research and Propagation Center, Construction contract for \$220,000. She noted because of the failure of the Zoo levy, the Animals Around Us design and construction contract needed to be reconsidered. Staff was recommending the contract be removed from the FY90-91 list and the budget readjusted accordingly.

Motion: Councilor DeJardin moved the Committee forward staff recommendations on FY90-91 Zoo Contract Designations to the Council

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

The motion carried unanimously.

4. Staff Update on Ordinance to Provide for Fee Adjustments for Special Events

Kay Rich, Assistant Zoo Director, summarized the staff report and told the Committee Ordinance No. 90-354 would be going before the full Council for first reading at their June 14 meeting. He said recent surveys indicated the public would be willing to pay for premium concert events. For that reason, staff was proposing an increase in concert fees to \$5.00 for the Summer's regular series and \$15.00 for two premium concerts. The following amendment/addition to the Metro Code was being proposed:

"f. Special Events: The Zoo, or portions thereof, may be utilized for special events designated to enhance Zoo revenues during hours that the Zoo is not normally open to the public. The number, nature of, and admission fees for such events shall be subject to the approval of the Executive Officer."

In response to Committee questions, Mr. Rich said there would still be some corporate sponsorship. Sherry Sheng, Zoo Director, told the Committee Burger King had discontinued their sponsorship of the "Blue Grass" concert series, but GTE had stepped in and would be sponsoring a new series, "Rhythm & Zoo".

Ms. Marlitt asked Zoo staff if they could report back to the Council on two areas: a comparison of past concert financial results (total costs vs. total revenues) with projected results with the new fees and an explanation of how the Zoo determined the new fees -- what will be the criteria for adjusting fees (e.g., a set percentage of desired profit). Mr. Rich said he would take care of doing that.

5. Zoo Master Plan Update Worksession

Chair Gardner told the Committee he had met with Ms. Sheng to discuss the Zoo Master Plan update. He said he had asked Ms. Marlitt to prepare a memo for the Committee which summarized what had been discussed at the meeting. Chair Gardner noted he and Ms. Sheng had a slightly different idea about what needed to be discussed at the worksession, but they agreed on the types of people to be part of the Steering Committee working on the update.

The makeup of the Steering Committee will be representatives from the Friends of the Zoo, Zoo Committee (all), Executive Management, Ms. Sheng and members of her staff. In addition, Chair Gardner said Ms. Sheng had suggested someone from the community-at-large. He said he hoped to have the Committee and Council as a whole become very familiar with the Zoo Master Plan. In response to questions, Chair Gardner said he hoped to have the Steering Committee ready to start in July and have a finished product in six to nine months.

The Chair asked the Committee members present for some preliminary ideas of which working groups they might be interested in. Councilor Knowles expressed interest in either Finance/Management or Physical/Capital Changes. Councilor McFarland said she had three areas of interest; Education, Animal Collection or Visitors. Chair Gardner noted he would like to participate in Economic Impact, Development, Growth.

Ms. Sheng then summarized for the Committee some of the things she would like from the Steering Committee that would assist her and her staff in preparing the new Zoo Master Plan.

There being no further business, the meeting was adjourned at 5:00 p.m.

Respectfully submitted,

Ann Brunson
Committee Clerk

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