



governmentattic.org

"Rummaging in the government's attic"

Description of document: Smithsonian Institution (SI) National Zoological Park
Advisory Board Meeting Minutes, April 2016-
February 2021

Requested date: 06-April-2021

Release date: 28-April-2022

Posted date: 09-May-2022

Source of document: Records Request
Assistant General Counsel
Smithsonian Institution
Office of General Counsel
MRC 012
P.O. Box 37012
Washington, DC 20013-7012
Fax: 202-357-4310

Preferred during COVID-19 pandemic:
SIRecordsReq@si.edu

The governmentattic.org web site ("the site") is a First Amendment free speech web site and is noncommercial and free to the public. The site and materials made available on the site, such as this file, are for reference only. The governmentattic.org web site and its principals have made every effort to make this information as complete and as accurate as possible, however, there may be mistakes and omissions, both typographical and in content. The governmentattic.org web site and its principals shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused, or alleged to have been caused, directly or indirectly, by the information provided on the governmentattic.org web site or in this file. The public records published on the site were obtained from government agencies using proper legal channels. Each document is identified as to the source. Any concerns about the contents of the site should be directed to the agency originating the document in question. GovernmentAttic.org is not responsible for the contents of documents published on the website.



Smithsonian Institution

Office of General Counsel

VIA ELECTRONIC MAIL

April 28, 2022

Re: Your Request for Smithsonian Records (request number 193578481)

This responds to your request, dated and received in this Office on April 6, 2021, for “a copy of the meeting minutes of the National Zoological Park Advisory Board” covering the time period April 16, 2016 to the present.” The Smithsonian responds to requests for records in accordance with Smithsonian Directive 807 – Requests for Smithsonian Institution Information (SD 807) and applies a presumption of disclosure when processing such requests. The policy is posted on our website at <http://www.si.edu/OGC/Records-Requests>.

Enclosed are 43 pages of responsive material. Please be advised that certain information has been redacted from the enclosed documents consistent with SD 807.

Information related to certain fundraising and donor-related activities has been redacted consistent with SD 807 under Exemption 4, where release of the information would likely impair the Smithsonian’s ability to raise private funds.

Certain information such as confidential research from a third party and draft material, where the information prior to being made publicly available would be harmful to the Smithsonian or its employees, has been redacted consistent with SD 807 under Exemption 5.

Personal information, such as signatures, home addresses and telephone numbers, and direct business telephone numbers and room numbers, has been redacted consistent with SD 807 under Exemption 6, where disclosure of such information would constitute a clearly unwarranted invasion of the personal privacy of a third party with no overriding public interest. Donor-identifying information has also been withheld consistent with SD 807 under Exemption 6.

Information pertaining to the Smithsonian’s security system is being withheld consistent with SD 807 under Exemption 7(E), which protects both investigatory and non-investigatory materials even when they have not been compiled in the course of a specific investigation. *Tax Analysts v. IRS*, 294 F.3d 71, 79 (D.C. Cir. 2002). The public release of the information would reveal information about the Smithsonian’s security system that could risk circumvention of the law.

The exemptions invoked appear over each redaction.

This concludes the Smithsonian's response to your request. Thank you for your interest in the Smithsonian.

Best Wishes,

Claire C. Dean

Claire C. Dean
Assistant General Counsel

Enclosure

You have the right to appeal a partial or full denial of your request. Your appeal must be in writing, addressed to the Smithsonian Institution Office of General Counsel at the address below, SIRecordsReg@si.edu, or (202) 357-4310 (fax number), and made within sixty days from the date of this response letter. Your letter must explain your reason(s) for the appeal. The Smithsonian Deputy Secretary and Chief Operating Officer will decide your appeal and will respond to you in writing. You also have the right to request mediation services from the Office of Government Information Services (OGIS), within the National Archives and Records Administration, to resolve disputes about the withholding of information. Your request for mediation should include language authorizing OGIS to make inquiries on your behalf, including the right to review all documentation that OGIS deems necessary regarding your request. You should note that you understand that any documents you provide to OGIS, except those provided in confidence, may be copied and forwarded to Smithsonian Institution officials as a part of the dispute resolution process.



National Zoo and Conservation Biology Institute Advisory Board Meeting
Friday, February 19, 2016
Smithsonian's National Zoo, Visitor Center, Boardroom

MINUTES

ATTENDING IN PERSON: Jim Dinegar (Chair); Susan Mars (Vice-Chair); Dawn Arnall; Hal Brierley; Stephanie Cutter; Jeff DeBoer; David Leavy; Ken Lore; Tom Lovejoy; Angie Marriott; Terry McCallister; Ziad Ojakli; Patricia Olson; Terry Prather; Emanuel Rouvelas; David Velazquez; Beatrice von Gontard; Karen Silberman, Chair, FONZ Board of Directors.

STAFF: Dennis Kelly, Director, NZP; Steve Monfort, John and Adrienne Mars Director, SCBI; Pamela Baker-Masson, Associate Director of Communications; John Benton, Interim Associate Director, Finance and Administration; Lesli Creedon, Associate Director, Advancement; Nicole Ernst, Advancement; Chuck Fillah, Associate Director, Planning and Strategic Initiatives; Brandie Smith, Associate Director, Animal Care Sciences; Secretary David Skorton, Smithsonian Institution; Richard Kurin, Provost, Smithsonian Institution; Ginny Clark, Office of Advancement, Smithsonian Institution; Lynn Mento, FONZ Executive Director.

CHAIR'S WELCOME (JIM DINEGAR)

- Welcomed new Advisory Board Member, Stephanie Cutter and new FONZ Board Chair, Karen Silberman.
- Read his response to Washingtonian article about Dennis Kelly.
- Introduced Secretary Skorton.

CONVERSATION WITH SECRETARY DAVID SKORTON

- Discussed his first 8 months as Secretary.
- Informed everyone that the Folk Life Festival for 2017 will feature Cuba.
- [REDACTED] Ex. 5
- Announced the Smithsonian Secretary's Scholars program to hire 40 new, 5-year term positions -- curators, conservators, researchers, scientists.
- Mentioned his love of music and the importance of an addition to the strategic plan for visual and performing arts and humanities at the Smithsonian.

OFFICIAL BUSINESS and APPROVAL OF MINUTES (JIM DINEGAR)

- The Board approved the minutes from the October 16, 2015 Board Meeting.

ZOO AND SCBI UPDATE, Dennis Kelly, Steve Monfort, and Brandie Smith

- Showed the video of Tian Tian in the snow that was seen by 60 million people.
- Discussed NZP/SCBI FY16 priorities that were sent in advance, and that [REDACTED] Ex. 5 [REDACTED] are two of the top priorities.
- Provided an animal update including Bei Bei's public debut, preparations for Bao Bao going to China, red pandas returning to the Zoo, fennec fox births and carcass feedings.
- Discussed the health of the elephants at the Zoo and the care that is taking place.
- [REDACTED] Ex. 5 [REDACTED]
- Reported on the Myanmar Forest Cover Change Map -- the first comprehensive assessment of forests in Myanmar that is publically available.

- Discussed the [REDACTED] Ex. 5
- Provided an update on the Smithsonian-Mason School of Conservation.
- Informed the Board of the efforts to produce the first litter of 'test-tube' domestic dog puppies. This research lays a foundation for applying in vitro fertilization to preserving endangered canid species and addressing certain heritable diseases common to both the domestic dog and humans.
- Discuss the [REDACTED] Ex. 5, the new screens installed in the Visitor's Center lobby and the [REDACTED] Ex. 4

FONZ UPDATE, Karen Silberman and Lynn Mento

- Reviewed 2015 accomplishments including membership, events, co-hosted donor events, retail, volunteers, and camps and classes.
- Provided an example of the new dashboard that FONZ is implementing to show how they are measuring against their yearly goals on revenue, membership, and engagement and satisfaction.
- Highlighted priorities for 2016 including [REDACTED] Ex. 5

CAPTIAL CAMPAIGN, Virginia Clark, Ziad Ojakli, Angie Marriott and Lesli Creedon

- Provided an update on the overall Smithsonian Campaign, including:
 - As of January 31, [REDACTED] Ex. 4
 - Six director positions have been endowed across the Smithsonian.
 - Public opening of National Museum for African American History and Culture on September 24.
 - Highlighted the People >Passion >Purpose speaker series: events featuring 3-4 speakers representing different units, each give 8-minute TED-style talks about their work, linking it to real world impact. People >Passion >Purpose will be making stops in Washington, D.C., Atlanta, New York, San Francisco, Los Angeles, Seattle, Chicago, and Houston.
- Discussed NZP/SCBI Campaign progress, including:
 - As of January 15, raised [REDACTED] Ex. 4
 - FY16 raised [REDACTED] Ex. 4
- Reminded everyone of the funding priorities for the Campaign: [REDACTED] Ex. 5
- Discussed priorities for 2016 including [REDACTED] Ex. 5
- Informed the Board of upcoming fundraising and engagement opportunities, including a Gala in 2017.
- Reminded the group how they can help:
 - Make a gift. Goal is for 100% board giving annually;
 - Serve on the 2017 Gala Host Committee;
 - Host a party or bring people in for a tour, highlighting the new Donor-Members levels; and
 - Urgent need for a sponsor for the Kids Farm.

ZOOS 2050: THE FUTURE OF OUR PROFESSION, Dennis Kelly, Steve Monfort, Greg Schneiders and Pamela Baker-Masson

- Discussed the trends in public opinion of zoos and aquariums, including favorability, awareness of controversy, the view on animals, importance, and how trends change over time.
- Highlighted the evolution of zoos from the 19th century to today and barriers to future success.
- Discussed the [REDACTED] Ex. 5

- Explained the zoo animal sustainability supply chain and the constraints on success.
- Discussed living biodiversity in human care and existential need and the relationship between conservation, public engagement and animal care and sustainability.
- Discussed the Ex. 5
- Explained the five messages staff is being trained to use in interactions with the public.
 - We study animals and habitats worldwide to save wildlife.
 - We are animal care experts.
 - We introduce you to amazing animals.
 - We engage learners of all ages and train the next generation of scientists and zoo professionals.
 - We couldn't do this work without you. Thank you.

CONCLUSION

The meeting was adjourned with an Executive Session.

NEXT MEETINGS

2016 ADVISORY BOARD MEETING SCHEDULE

Friday, June 17, 2016 (Front Royal)

Friday, October 21, 2016 (Rock Creek)



Smithsonian
National Zoological Park
Conservation Biology Institute

Smithsonian's National Zoo and Conservation Biology Institute Advisory Board Meeting

Friday, June 17, 2016

Smithsonian Conservation Biology Institute, Front Royal, VA

MINUTES

ATTENDING IN PERSON: Jim Dinegar (Chair); Susan Mars (Vice-Chair); Hal Brierley; Jeff DeBoer; Elliott Ferguson; Won-kyong Kim; Michael Lefenfeld; Ken Lore; Angie Marriott; Terry McCallister; Ziad Ojakli; Patricia Olson; Emanuel Rouvelas; Beatrice von Gontard.

STAFF: Dennis Kelly, Director, NZP; Steve Monfort, John and Adrienne Mars Director, SCBI; Pamela Baker-Masson, Associate Director of Communications; Lesli Creedon, Associate Director, Advancement; Nicole Ernst, Advancement; Joe Escoto, Associate Director, Finance and Administration; Cole Johnson, Advancement; Brandie Smith, Associate Director, Animal Care Sciences; David Wildt, SCBI; Richard Kurin, Provost, Smithsonian Institution; Lynn Mento, FONZ Executive Director.

CHAIR'S WELCOME, OFFICIAL BUSINESS AND APPROVAL OF MINUTES, Jim Dinegar

- Welcomed new Advisory Board Member, Michael Lefenfeld.
- Welcomed Joe Escoto, new Associate Director for Finance and Administration.
- The Board approved the minutes from the February 19, 2016 Board Meeting.

NOMINATING COMMITTEE REPORT AND ACTION, Susan Mars

- Nominating Committee had a call on April 18.
- Reminded everyone that with the current Board Composition. We currently have no vacancies, but with Charles Francis stepping down when his term ends, we will have two vacancies as of October.
- The Committee is following up on conversations with potential future candidates:
 - Exs. 5 and 6
 -
 -
 -
- Jim Dinegar's term on the Advisory Board and as Chair will come to an end in October.
- The Nominating Committee put forth Ziad Ojakli to serve as Chair when Jim's service is up.
- The Board voted Ziad Ojakli to serve as Chair for a two-year term effective October 21.
- The Board voted three members to a second three-year term:
 - Angie Marriott;
 - Terry McCallister; and
 - Manny Rouvelas.
- Reminder that Board recruitment is the responsibility—and privilege—of every Board member. The Nominating Committee will meet before the next meeting and would appreciate everyone's thoughts on candidates.

SMITHSONIAN UPDATE, Richard Kurin

- Provided an update on various happenings within the Smithsonian, including the London partnership with the Victoria and Albert Museum, provost structure, opening of the National Museum of African American History and Culture (NMAAHC), attendance, challenges facing the National Air and Space Museum (NASM) building, a finance update, as well as a strategy for working with more companies.

VISIT TO DENVER ZOO, Patricia Olson

- At our meeting in February, Hal Brierely suggested Ex. 5
- Ex. 5
-

ZOO AND SCBI UPDATE, Dennis Kelly, Steve Monfort, and Brandie Smith

- Highlighted increased visitation over the last year.
- Discussed the Washed Ashore exhibit.
- Discussed safety as our highest priority in light of the gorilla incident at the Cincinnati Zoo.
- Provided updates on animal care, including the arrival of several new species of birds for the Bird House, an update on elephant care, reporting that Batang orangutan is pregnant, work in the field by the Animal Care team on Andean bears, as well as an update on panda bear cub, Bei Bei.
- Reported on a kiwi chick hatching -- the first egg laid by a female kiwi at SCBI (previously hatched eggs were originally laid at other zoos).
- Discussed the Ex. 5
- Discussed Ex. 5

- Discussed the [REDACTED] Ex. 5
- Provided an update on the [REDACTED] Ex. 5

FONZ UPDATE, Lynn Mento

- [REDACTED] Ex. 4
- Highlighted updates to date for 2016 including growing membership by revamping member benefits, Member Month (May), expanded camps/classes, new Visitor Relationship Management (VRM) program, Washed Ashore, and events (Brew at the Zoo and Grapes with the Apes).

CAPTIAL CAMPAIGN, Ziad Ojakli, Angie Marriott and Lesli Creedon

- Discussed NZP/SCBI Campaign progress, including:
 - As of May 31, raised [REDACTED] Ex. 4
 - FY16 raised [REDACTED] Ex. 4
- Reminded everyone of the funding priorities for the Campaign: [REDACTED] Ex. 5
- Discussed activities since October including new member-donor programs, donor trip to Cuba and events with BB&T, Talk with the Animals featuring Meredith Bastain, the Conservation Immersion Seminar, and Talk with the Directors.
- Highlighted the Nels and Kristen Olson dinner hosted in the Giant Panda House to promote the new member-donor program. Advisory Board Members are encouraged to use this as a template and host their own event.
- Discussed [REDACTED] Ex. 5 Gala for the National Zoo and Conservation Biology Institute to be held on [REDACTED] Ex. 5
- Reminded the group how they can help:
 - Make a gift. Goal is for 100% board giving annually;
 - Serve on the 2017 Gala Host Committee;
 - Host a party or bring people in for a tour, highlighting the new Donor-Members levels; and
 - Slate Hill Conservation Area.

GLOBAL CANID FACILITY, Steve Monfort, Dave Wildt, and Lesli Creedon

- Provided an introduction and overview of the facility, including the 13 canids species that are at risk.
- Discussed why SCBI is a good fit to meet the challenge of saving these species, including the expertise, space and our success with taking on challenging species.
- Discussed the desired outcomes of the Global Canid Facility, including:
 - Understand the biology of priority species
 - Knowledge to improve management and reproduction
 - Sustainable populations for insurance, and in some cases, reintroduction
 - Training.
- Met with and heard from the Global Canid Team of Jen Nagashima, Marieke Kester, and Stacie Bickley and their work on canids.
- Learned of the species of canids that would be included in the work at SCBI, including Red Wolves, African Wild Dogs, Dholes and Maned Wolves.
- Discussed the project elements and timeline for the Global Canid Facility.
 - Highlighted the fundraising strategy for the Facility, including the construction budget and naming opportunities.
- Held a discussion with the Advisory Board to get their feedback on a variety of topics, including:
 - [REDACTED] Ex. 5
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]

CONCLUSION

The meeting was adjourned with an Executive Session.

NEXT MEETINGS

2016 ADVISORY BOARD MEETING SCHEDULE

Friday, October 21, 2016 (Rock Creek)



Smithsonian's National Zoo and Conservation Biology Institute Advisory Board Meeting

Friday, February 24, 2017

Smithsonian's National Zoo, Visitor Center, Boardroom

MINUTES

ATTENDING IN PERSON: Ziad Ojakli (Chair); Susan Mars (Vice-Chair); Stephanie Cutter; Jeff DeBoer; Fern Fernandez; Won-kyong Kim; David Leavy; Michael Lefenfeld; Terry McCallister; Patty Olson; Terry Prather; Manny Rouvelas; David Mork, Chair, FONZ Board of Directors.

ATTENDING BY PHONE: Beatrice von Gontard.

STAFF: Dennis Kelly, Director, NZP; Steve Monfort, John and Adrienne Mars Director, SCBI; Pamela Baker-Masson, Associate Director of Communications; Lesli Creedon, Associate Director, Advancement; Nicole Ernst, Advancement; Joe Escoto, Associate Director, Finance and Administration; Chuck Fillah, Associate Director, Planning and Strategic Initiatives; Will Pitt, Deputy Director, SCBI; Brandie Smith, Associate Director, Animal Care Sciences; Greg Abbott, Office of Government Relations, Smithsonian Institution; Scott Miller, Deputy Undersecretary for Collections and Interdisciplinary Support, Smithsonian Institution; Richard Kurin, Acting Provost, Smithsonian Institution; Lynn Mento, FONZ Executive Director.

MEET-AND-GREET WITH SCIENCE AND ANIMAL CARE STAFF: Bryan Amaral, Lauren Augustine, Bill Clements, Francisco Dallmeier, Betsy Herrelko, Scott Sillett, Buddha Pukazhenth, Marc Valitutto.

WELCOME, OFFICIAL BUSINESS AND APPROVAL OF MINUTES, Ziad Ojakli

- Thanked the scientists and animal care staff that joined the meet-and-greet session.
- Thanked Won-kyong Kim and Samsung for letting us have a sneak peek at the Panda Experience virtual reality film produced by the Smithsonian Channel.
- Discussed Bao Bao departing for China including FedEx donation to cover the travel expenses and the successful communications efforts around the departure and showed the "Best of" video.
- Welcomed new Advisory Board Member Fern Fernandez of American Airlines.
- Welcomed Chair of the FONZ Board of Directors, David Mork.
- Informed the Board of the information provided in their folders including an updated agenda, travel survey, "Fast Facts" document, priorities slide and gala information.
- The Board approved the minutes from the October 21, 2016 Advisory Board Meeting.

NOMINATING COMMITTEE REPORT, Susan Mars

- Nominating Committee met in December.

- Reminded everyone that with the current Board Composition, we have two vacancies.
- The Committee discussed potential future candidates:
 - Exs. 5 and 6
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Slated and approved candidate John Canning for election.
- Slated and approved two members to a second three-year term:
 - Hal Brierley; and
 - Tom Lovejoy.
- Reminder that Board recruitment is the responsibility—and privilege—of every Board member. The Nominating Committee will meet before the next meeting and would appreciate everyone's thoughts on candidates.

BUDGET DISCUSSION, Dennis Kelly and Steve Monfort

- The Government is currently operating on a Continuing Resolution (CR), which expires on April 28.
- Ex. 4 [REDACTED]
- Reminded Members to invite people they know that are serving in the new Administration and Congress to the Zoo and SCBI for tours to educate them on the importance of our mission and activities, and how we are responsible stewards of our appropriation.

PRIORITIES, Ziad Ojakli and Dennis Kelly

- Reminded everyone that this slide replaces the benchmarks that were previously part of the briefing materials and that only the items in yellow and red will be discussed.
- Discussed the priorities for 2017 and Ex. 5 [REDACTED]

HIGHLIGHTS, Ziad Ojakli, Steve Monfort, and Lynn Mento

- Highlighted new program "*Year of Fun*" to improve the guest experience at the Zoo as a direct result of a decline in the Net Promoter Score.
 - Ex. 5 FONZ has identified the most important experiences through guest surveys, staff focus groups and observations.
 - Areas identified for improvement include seeing and interacting with animals, addressing empty animal habitats, learning from staff and volunteers, as well as addressing pain points of wayfinding and ease of parking and buying food.
 - Discussed Ex. 5 [REDACTED]
- Discussed NZP/SCBI Campaign progress, including:
 - As of February 14, raised Ex. 4 [REDACTED];
 - Discussed Ex. 5 the 2017 Gala for the National Zoo and Conservation Biology Institute Ex. 5 [REDACTED] Ex. 4 [REDACTED]
 - Reminded the group how they can help with the Gala:
 - Join us on April 3 for the Host Committee meeting;
 - Buy your tickets/table; and
 - Review prospect list.
- Provided an update on the Earth Optimism Summit on April 21-23 including speakers at the event and details on additional themed-events on Earth Day across the Smithsonian, the Zoo, and around the world.

SMITHSONIAN UPDATE, Richard Kurin

- Provided an update on various happenings within the Smithsonian, including a finance update and the budget uncertainty, attendance and the visits by the First Family, and the challenges facing the National Air and Space Museum (NASM) building.

NEXT ANIMAL HABITAT, Dennis Kelly

- Discussed [REDACTED] Ex. 5
- Master Plan vision is for the entire Zoo, and builds upon the success of Asia Trail, Elephant Trails, American Trail and soon-to-be-built *Experience Migration*.
- Must decide the order and priority of projects in the next year: giraffes, orangutans and gorillas, and building a new mid-zoo entry point.
- Projects to be considered are Zoo Commons, African Savannah and Global Forest.
- Discussed [REDACTED] Ex. 5

EDUCATION PROGRAMS, Lesli Creedon

- Provided an overview of current informal education programs at the Zoo and SCBI.
- Discussed visitor survey results on education at the Zoo, which are positive.
- Provided information on next steps for education programs including that the Associate Director of Public Engagement, hiring of a new Smithsonian Assistant Secretary for Education and Access and the impending new Smithsonian Strategic Plan.
- Discussed the [REDACTED] Ex. 5
- Members made recommendations on potential outside partners with who we should consider collaborating to leverage their reach.

CONCLUSION

The meeting was adjourned with an Executive Session to discuss the Efficiency and Effectiveness Study.

NEXT MEETINGS

2017 ADVISORY BOARD MEETING SCHEDULE

Friday, June 9, 2017 (Front Royal)

Friday, September 29, 2017 (Rock Creek)



Smithsonian
National Zoological Park
Conservation Biology Institute

Smithsonian's National Zoo and Conservation Biology Institute Advisory Board Meeting

Friday, June 9, 2017

Smithsonian Conservation Biology Institute, Front Royal, VA

MINUTES

ATTENDING IN PERSON: Susan Mars (Vice-Chair); Hal Brierley; John Canning; Stephanie Cutter; Elliott Ferguson; Fern Fernandez; Michael Lefenfeld; Ken Lore; Tom Lovejoy; Angie Marriott; Terry McCallister; Terry Prather; Manny Rouvelas; David Velazquez; Beatrice von Gontard; David Mork, Chair, FONZ Board of Directors.

ATTENDING BY PHONE: David Leavy.

STAFF: Dennis Kelly, Director, NZP; Steve Monfort, John and Adrienne Mars Director, SCBI and Deputy Director, NZP; Pamela Baker-Masson, Associate Director of Communications, NZP; Lesli Creedon, Associate Director, Advancement, NZP; Nicole Ernst, Advancement, NZP; Joe Escoto, Associate Director, Finance and Administration, NZP; Chuck Fillah, Associate Director, Planning and Strategic Initiatives, NZP; Will Pitt, Deputy Director, SCBI; Brandie Smith, Associate Director, Animal Care Sciences, NZP; Lynn Mento, FONZ Executive Director.

TOUR OF FOREST ECOLOGY PROGRAM: Bill McShea, Kristina Anderson-Teixeira, and Ty Lindberg

WELCOME, OFFICIAL BUSINESS AND APPROVAL OF MINUTES, Dennis Kelly

- Informed the Board that Z is unable to attend and with Susan's permission, will run the meeting.
- Thanked Beatrice and Adie von Gontard for hosting the wonderful dinner the evening before at their home.
- Thanked the Forest Ecology Program team for the informative overview and tour.
- Played one of the Earth Optimism videos highlighting NZP/SCBI's work to save species.
- Welcomed new Advisory Board Member John Canning.
- Informed the Board of the information provided in their folders including an updated agenda, "Fast Facts" document, draft Conservation and Science Committee Charter, checklist for visiting other zoos, priorities slide and a recently published article on our recent efforts to introduce captive bred frogs back into the wild in Panama.
- The Board approved the minutes from the February 24, 2017 Advisory Board Meeting.

NOMINATING COMMITTEE REPORT, Susan Mars

- Nominating Committee met in May.
- Reminded everyone of our current Board Composition, and that we currently have a full Board of 21 Members.
- The Committee discussed new and revisited previously discussed potential future candidates:
 - Exs. 5 and 6
 -
 -
 -
 -
 -
 -
 -
- All of the candidates will be kept on a list for future consideration and invited to the Zoo for a "get to know you" tour.
- Reminder that Board recruitment is the responsibility of every Board member. The Nominating Committee will meet before the next meeting and would appreciate everyone's thoughts on candidates.
- Discussed the optimal size of the Advisory Board.
- The Board approved a change in the by-laws to grow the Advisory Board gradually to include 30 Members.

CONSERVATION AND SCIENCE COMMITTEE DISCUSSION, Dennis Kelly and Steve Monfort

- Conservation and Science Committee is an outcome of the Efficiency and Effectiveness study.

- Charter for the Committee was discussed and approved.
- Bylaws to be amended to add as a standing Committee of the NZP/SCBI Advisory Board.

PRIORITIES, Dennis Kelly

- Reminded everyone that this slide replaces the benchmarks that were previously part of the briefing materials and that only the items in yellow and red will be discussed.
- Discussed the priorities for 2017 and [REDACTED] Ex. 5

HIGHLIGHTS, Dennis Kelly, Steve Monfort and Fern Fernandez

- Discussed animal updates including giant pandas, elephants, tiger pregnancy, and the baby boom at SCBI.
- Discussed having an approved Federal budget, but some uncertainty for the fall.
- Provided an update on the successful Earth Optimism Summit on April 21-23 including speakers at the event and details on additional themed-events on Earth Day across the Smithsonian, the Zoo, and around the world.
- Discussed the M-Factor, a pan institutional initiative to improve the guest experience at the Zoo as a direct result of visitor surveys and research showing that the Zoo needed to focus on creating a more fun, entertaining and engaging guest experience.
 - Since the last meeting, we created a Joint NZP/SCBI/FONZ Board Task Force which held its first meeting to hear of progress and plans going forward.
 - Areas identified for improvement include seeing and interacting with animals, addressing empty animal habitats, learning from staff and volunteers, as well as addressing pain points of wayfinding and ease of parking and buying food.
 - New initiatives are underway including memory buttons for guests to wear on special days (birthdays, first zoo visit, etc.), selfie stations installed in the Park for photos, new way-finding signage and changing the workforce culture to include the importance of customer service.
- Discussed NZP/SCBI Campaign progress, including:
 - As of May 31, the Smithsonian raised \$1.7 billion, exceeding its goal of \$1.5 billion, with Ex. 4
 - As of June 9, Ex. 4 NZP/SCBI has raised Ex. 4
 - Hal Brierley and Susan Mars committed generous pledges to officially surpass our Campaign goal.
 - Informed everyone to save the date for the April 8, 2018 all-Smithsonian Campaign celebration; and
 - Discussed Ex. 5 the 2017 Gala for the National Zoo and Conservation Biology Institute to be held on Ex. 5 Ex. 4

NEXT ANIMAL HABITAT AND CONSERVATION PROGRAM, Dennis Kelly, Steve Monfort, and Brandie Smith

- Discussed Ex. 5
- Ex. 5
- Highlighted the timeline for a decision for the next capital project.
- Discussed the conservation and science opportunities, including Ex. 5
 - Ex. 5
 -
 -

- [REDACTED] Ex. 5 [REDACTED]

SCBI SCIENCE AND CONSERVATION IN KENYA, Peter Leimgruber and Suzan Murray

- Provided an overview of the Smithsonian's history in Kenya as well as current NZP/SCBI work in the area, including a history of working with government agencies, non-governmental organizations, and other research institution (Princeton, for example);
- Discussed the types of in-country programs, ranging from wildlife surveys and landscape mapping and modeling to comprehensive human-wildlife health programs that take a holistic approach to wildlife conservation and human developments, with all efforts including significant infrastructure and capacity building.
- Discussed the [REDACTED] Ex. 5 [REDACTED] Ex. 5 [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Highlighted the Mpala Research Center and the development of the facility as a major conservation hub that provides critical science and conservation support to all conservation stakeholders in Kenya, including wildlife, local communities, the Kenyan Wildlife Service and other science and research institutions.
- Discussed the new [REDACTED] Ex. 5 [REDACTED]
- Provided detail how developing a robust health, conservation and science program in Kenya, and by can help save both human and animal lives.

CONCLUSION

The meeting was adjourned with an Executive Session.

NEXT MEETINGS

2017 ADVISORY BOARD MEETING SCHEDULE

Friday, September 29, 2017 (Rock Creek)

2018 ADVISORY BOARD MEETING SCHEDULE

Friday, February 23, 2018 (Rock Creek)

Thursday, June 7, 2018 (Front Royal)

Friday, September 28, 2018 (Rock Creek)

*Thursday, September 27, 2018 – Gala (TBC)



Smithsonian
National Zoological Park
Conservation Biology Institute

ADVISORY BOARD

CONFERENCE CALL

Monday, August 21, 2017

3:30 pm

Call-In Number: **Ex. 6**

Participant Code: **Ex. 6**

Moderator Code: **Ex. 6**

MINUTES

- **Welcome**

- Thank you all for joining us today.
- Called this meeting to update everyone on progress since the June meeting, especially as we prepare for our meeting in September.
- We are on panda birth watch (30-50 day window).

- **Budget/Finances**

- In good shape on the budge overall.
 - Ahead of budget on parking and the carousel; and
 - Behind budget on retail and food sales.

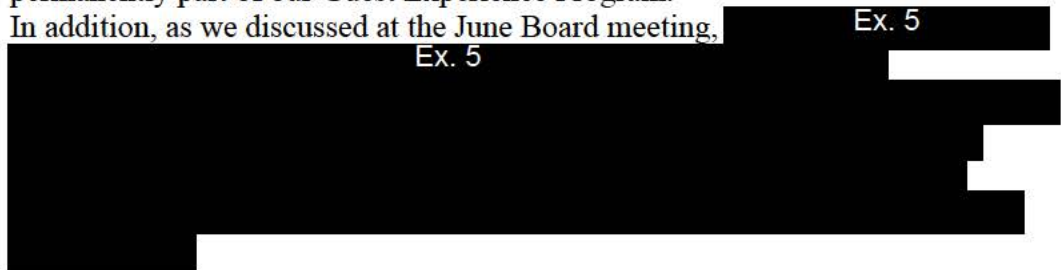
- **Visitation**

- As we discussed at the Advisory Board meeting in June, attendance at the Zoo is about 23% below plan for the first half of calendar 2017. We believe this variance is due to three factors:
 - Closure (since last September) of one of the Zoo's three entrances because of the rebuilding of Beach Drive; this street closure has also caused massive traffic jams at the Zoo's main entrance on Connecticut Ave, which has been well reported;
 - Difficulty, especially on weekends of reaching National Zoo via Metro rail because of "SAFE TRACK" repairs; and
 - Unusually wet weekends this past Spring.
 - Fortunately, Beach Drive and the Zoo's Beach Drive entrance will reopen in August; Metro Rail's SAFE TRACK program is complete; and there are new and exciting animals and programs to talk about at the Zoo.

- We are evaluating a possible “Win-Back” campaign, involving media and/or promotion, especially this Fall (during Zoolights) and next Spring and Summer. The purpose of this campaign will be to increase visitation to recent historic levels.

- **Summer of Fun**

- To address the issue of declining visitor preference/Net Promoter Score, we have implemented an aggressive enhanced guest experience enhancement program in July and August of this year. This program, called “Summer of Fun,” which was developed in strong partnership with the FONZ Guest Services Team and the Zoo’s Communications-Exhibits-Planning team, involves impactful activities like:
 - Live and recorded music on Olmstead Walk throughout the day;
 - Memory buttons for guests;
 - Photo ops with costumed characters (Panda Pal);
 - Adult “Happy Hour” late in the afternoon, to attract young adults (and older folks too!); and
 - Several free “pop-up” play areas for young children on Fridays, Saturdays and Sundays;
- We will be doing some informal assessment of the effectiveness of these temporary initiatives to see which are “moving the needle” and should be permanently part of our Guest Experience Program.
- In addition, as we discussed at the June Board meeting,



- **Morey Survey**

- The results of our May/June 2017 Visitor Survey are in and we are pleased to report that our score for Overall Satisfaction went up 3 points to 68% of respondents rating their experience as excellent. Up 5 points were our Excellent ratings for FUN (now at 72%), educational experience (now at 70%, and staff/volunteer courtesy (at 87%). Interestingly, the highest rated exhibits were the *Carousel*, *Amazonia*, and *Small Mammal House*.

- **Next Capital Project/Conservation Program**

- Hired a well-respected Consumer Market Research firm – IPSOS Public Affairs – to assist us in determining current local visitor preferences for species that are now at the National Zoo versus species we might add. IPSOS has conducted an on-line survey and we expect results soon.

- We also are preparing background information on what zoos currently have what we feel are world-class orang, gorilla and giraffe habitats and conservation programs and what it would take for us to do the same.
 - Thank you to the Advisory Board Members who consulted with us on this survey.
 - All of this information will be sent to you in the briefing book.
- **Conservation and Science Committee**
 - Z reached out to [REDACTED] Ex. 5
- **Campaign and Gala Update**
 - FY17 including [REDACTED] Ex. 4
 - FY17 goal -- [REDACTED] Ex. 4
 - Campaign ([REDACTED] Ex. 4)
 - [REDACTED] Ex. 4
 - Recent gifts:
 - Recent large gifts: [REDACTED] Ex. 6
 - [REDACTED] Ex. 6
 - Gala -- [REDACTED] Ex. 4 in ticket/table sales and donations. Probable [REDACTED] Ex. 4
 - Partnership with [REDACTED] Ex. 6 (luncheon on September 11 for Host Committee)
- **Safety**
 - [REDACTED] Ex. 5



Smithsonian
National Zoological Park
Conservation Biology Institute

Smithsonian's National Zoo and Conservation Biology Institute Advisory Board Meeting
Friday, February 23, 2018
Smithsonian's National Zoo, Visitor Center, Boardroom

MINUTES

ATTENDING IN PERSON: Ziad Ojakli (Chair); Susan Mars (Vice-Chair); Hal Brierley; Jeff DeBoer; Fern Fernandez; Michael Lefenfeld; Ken Lore; Tom Lovejoy; Angie Marriott; Terry McCallister; Patty Olson; Terry Prather; Manny Rouvelas; Dave Velazquez; Pete Smith, Chair, FONZ Board of Directors.

ATTENDING BY PHONE: Stephanie Cutter; Beatrice von Gontard.

STAFF: Steve Monfort, Acting Director, NZP and John and Adrienne Mars Director, SCBI; Pamela Baker-Masson, Associate Director of Communications; Nicole Ernst, Advancement; Joe Escoto, Associate Director, Finance and Administration; Virginia Kromm, Acting Associate Director, Advancement; Brandie Smith, Associate Director, Animal Care Sciences; Steve Sumner, Smithsonian Facilities; Lynn Mento, FONZ Executive Director.

WELCOME, OFFICIAL BUSINESS AND APPROVAL OF MINUTES, Z Ojakli

- Thanked Angie Marriott for hosting the wonderful dinner the evening before at her home.
- Thanked the Cheetah Conservation Station team for the informative overview and tour.
- Informed the Board of the information provided in their folders including an updated agenda, "Fast Facts" document, biographies of science staff participating in the Conservation and Science discussion, 2018 priorities slide and timeline for improving the guest experience, recent donor impact report, and a copy of the resolution given to Dennis Kelly.
- Welcomed Steve Monfort to his first meeting as Acting Director.
- Introduced Virginia Kromm, who is serving as Acting Director of Advancement with Lesli Creedon's departure.
- Welcomed Pete Smith, Chair of the FONZ Board of Directors, to his first meeting.
- Thanked outgoing Advisory Board Members Jeff DeBoer, Patty Olson and Beatrice von Gontard for their service on the Board and to the Zoo and SCBI. Each was presented with a framed animal photo.
- Approved the minutes from the September 29, 2017 Advisory Board Meeting.

NOMINATING COMMITTEE REPORT, Susan Mars

- The Nominating Committee met on December 19.
- Reminded everyone of our current Board Composition, and that with Jeff DeBoer, Patty Olson and Beatrice von Gontard rolling off the Board, and the resignation of Won-kyong Kim, we have four seats available on the Board.
- Discussed the gradual growth of the Advisory Board to 30 Members.
- The Committee discussed new and revisited previously discussed potential future candidates:
 - Exs. 5 and 6
 -
 -
 -
 -
 -
 - All of the candidates are in the process of being invited to the Zoo for a "get to know you" tour.
- The Board discussed Ex. 5
 - Ex. 5
 -
 -
 -
 -
- Re-elected Elliott Ferguson and David Leavy to their second three-year terms.
- Reminded the group that Board recruitment is the responsibility of every Board member. The Nominating Committee will meet before the next meeting and would appreciate everyone's thoughts on candidates.

PRIORITIES, Steve Monfort

- Introduced the 2018 priorities – Ex. 5

- Discussed how the board can be helpful with [REDACTED] Ex. 5
 - [REDACTED] Ex. 5
 - [REDACTED] on
 - [REDACTED]

NEXT ANIMAL HABITAT AND CONSERVATION PROGRAM, Steve Monfort

- Discussed [REDACTED] Ex. 5
 - [REDACTED] Ex. 5
 - [REDACTED]
- Summarized the materials sent ahead of the meeting analyzing the next capital project, including:
 - [REDACTED] Ex. 5
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Updated the Board on the current levels of federal funding for capital projects at the Zoo and SCBI, as well as the projected future federal funding and needs.
 - We had been working with partners in Central Smithsonian to [REDACTED] Ex. 4
 - [REDACTED]
 - Discussed the [REDACTED] Ex. 5
 - Discussed the [REDACTED] Ex. 5

CAMPAIGN UPDATE, Angie Marriott

- The Smithsonian Campaign raised \$1.88 billion, exceeding its goal of \$1.5 billion, the largest amount ever raised in a Campaign by a cultural organization.
- The Zoo/SCBI raised [REDACTED] Ex. 4;
- Highlights and successes of the NZP/SCBI fundraising Campaign including:
 - [REDACTED] Ex. 4
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - Endowed the position of the Director of SCBI;
 - Funded six Secretary Scholars positions;
 - Expanded our elephant herd and opened a new elephant facility;
 - Fully funded our Giant Panda program for ten years;
 - Brought bison back to the Zoo in honor of our 125th birthday;
 - Built a Conservation Carousel;
 - Expanded both our cheetah breeding and research facilities and programs here in Front Royal and the wild;
 - Released once extinct-in-the-wild oryx into Chad, and frogs into Panama; and
 - Hired our first full-time program manager to Virginia Working Landscapes.

- Discussed FY18 priorities:
 - Build a robust unrestricted giving program through \$2,500-\$10,000 Council memberships and annual giving;
 - Identify and cultivate new major sponsors and donors (\$250,000+) to [REDACTED] Ex. 5
 - [REDACTED] Ex. 5
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Virginia Kromm updated the Board on Zoo/SCBI FY18 fundraising to date of [REDACTED] Ex. 4
- Discussed the Advancement Committee, the [REDACTED] Ex. 5, the number of fundraising priorities and the importance of Board giving.

CONSERVATION AND SCIENCE AT NZP/SCBI, Steve Monfort and Tom Lovejoy

- Provided an overview of the information sent in the read-ahead about the Conservation and Science work done by the Zoo and SCBI.
- Discussed the science strategic plan, ecological monitoring, saving species (black-footed ferrets, Panamanian golden frogs, scimitar-horned oryx, etc.), Smithsonian-Mason School of Conservation, and Conservation Commons.
- Hosted a lightning round of questions with science staff, including a conversation with:
 - Francisco Dallmeier, Center for Conservation and Sustainability;
 - Betsy Herrelko, Animal Care Sciences;
 - Peter Leimgruber, Center for Conservation Ecology;
 - Jesus Maldonado, Center for Conservation Genomics;
 - Pete Mara, Migratory Bird Center;
 - Suzan Murray, Smithsonian Global Health Program.
 - Budhan Pukazhenthi is a Research Physiologist at the Center for Species Survival.

CONCLUSION

The meeting was adjourned with an Executive Session.

NEXT MEETINGS

2018 ADVISORY BOARD MEETING SCHEDULE

Thursday, June 7, 2018 (Front Royal)

Friday, September 28, 2018 (Rock Creek)



Smithsonian
National Zoological Park
Conservation Biology Institute

MINUTES

Smithsonian's National Zoo and Conservation Biology Institute Advisory Board Meeting

Thursday, June 7, 2018

Smithsonian's Conservation Biology Institute, Auditorium

ATTENDING IN PERSON: Ziad Ojakli (Chair), Susan Mars (Vice-Chair), Hal Brierley, Michael Lefenfeld, Ken Lore, Thomas Lovejoy, Terry Prather, Pete Smith

ATTENDING BY PHONE: John Canning, Elliott Ferguson, David Leavy, Angie Marriott, Manny Rouvelas

STAFF: Steve Monfort, Acting Director, NZP and John and Adrienne Mars Director, SCBI, Pamela Baker-Masson, Associate Director of Communications, John Davis, Smithsonian Provost, Joe Escoto, Associate Director, Finance and Administration, Christine Huber, Advancement, Virginia Kromm, Acting Associate Director of Advancement, Lynn Mento, Executive Director, FONZ, Will Pitt, Associate Director, Conservation Science, Brandie Smith, Associate Director, Animal Care Sciences, Steve Sumner, Smithsonian Facilities.

WELCOME, OFFICIAL BUSINESS AND APPROVAL OF MINUTES, Z Ojakli

- Welcomed group, and John Davis, Smithsonian Provost to the meeting.
- Reviewed materials in Board folders including Fast Facts on Elephants, a recent Donor Impact Newsletter, updated ZAB contact information and the biographies of the SMSC faculty for the lunchtime session.
- Approved the minutes from the February 23, 2018 Advisory Board meeting.

DIRECTOR'S REPORT, Steve Monfort

- Going forward, mission critical departments to provide updates to the Board.
 - Brandie Smith – Animal Care Science
 - Will Pitt – Science and Conservation
- Steve updated the group on the following:
 - Capital Budget;
 - New Conservation Pavilion (Ex. 4) and Auditorium refresh;
 - Me and the Bee Playground opening this Fall;
 - Stanley Cup at the Zoo excitement;
 - Announced (Ex. 6).

SMITHSONIAN STRATEGIC PLAN DISCUSSION, John Davis

- John shared that he has enjoyed spending time at both NZP and SCBI and especially interested in migratory birds.
- Shared a new SI initiative – along with new Undersecretary for Communication, SI has made a new (Ex. 4)
 - Will train scientists to talk about work in relatable ways
 - Talking heads on news
 - Exploring monthly print pieces
 - April Regents meeting was focused on science
- Discussed the role of a Provost
 - Chief Academic Officer
 - Work with units to weave academic mission and provide allocation of resources
- Reviewed the New SI Strategic Plan with focus on a few in particular:
 - Goal 1: Be One Smithsonian
 - Internal goal;
 - Conservation Commons – 6 science units doing their own work;
 - Create a better model for collaboration and resource sharing such as Movement of Life.
 - Goal 2: Catalyze new conversations and address complex challenges
 - Word Smithsonian has trust in every marketplace – valuable brand;
 - SI can handle difficult conversations in a safe and respectable environment;
 - Earth Optimism is example of this:
 - Bring people together without it feeling like a doomsday event;
 - Follow up on EO 2018 – people shared their success stories;
 - Goal 5: Drive large, visionary, interdisciplinary research and scholarly projects:

- American Women's History Initiative (5 year/\$25 million goal);
 - Committees in units focused on digital, collections, curatorial, education
 - Congress in FY18 added permanent budget line of \$2 million; have received four \$1 million gifts
 - Six new curatorial positions – two science focused
 - 2019 – SI year of Music:
 - Smithsonian has the largest collection music in the world;
 - 2019 Goal is to have a musical event every day of year;
 - NZP could do something with animal vocalization/critters.
 - Ivory Task Force - "Game Change":
 - Ivory present in collections at every museum;
 - How to tell story in moral way and conserve these pieces;
 - How ivory impacts the world in every way and its impact on civilization.
 - SI is well positioned to have this conservation.
- Provided Leadership Updates
 - Robert J. Spiller, Assistant Secretary for Advancement
 - Julissa Marengo, Assistant Secretary for Communications and External Affairs
 - Hired 4 Unit Directors this year: NASM, Postal Museum, African Art, and Anacostia. Next: Freer Sackler, American History
- He answered questions and led discussion on Smithsonian challenges, education and visitor engagement.
 - Smithsonian's [REDACTED] Ex. 5
 - How can we use SI units to drive curriculum and educate young people?
 - Provost asked: How should we be thinking about 21st century Zoo visitors?
 - Podcasts
 - Web traffic/data (webcams)
 - Provost asked: should we be thinking aggressively about a seamless visitation experience across all units? Or do we honor ethos and individual personality of all units?
 - How do we learn about NZP visitors and people who visit multiple museums?
 - Digital engagement with students such as a daily quiz
 - [REDACTED] Ex. 5

ADVANCEMENT COMMITTEE REPORT, Hal Brierley

- Discussed how our board can be more engaged around fundraising; not a mandate but hope for participation from all.
- Virginia Kromm provided FY18 fundraising update: [REDACTED] Ex. 4
- Highlights:
 - Me and the Bee sponsored by [REDACTED] Ex. 6
 - Volgenau Foundation Gift to name SMSC Academic Building
 - Steve traveling and engaging with donors resulting in gifts
- Discussed a [REDACTED] Ex. 5
 - [REDACTED] Ex. 5
 - [REDACTED]

NOMINATING COMMITTEE REPORT, Susan Mars

- The committee is not presenting new candidates at this time.
- We can use new committees as a way to engage potential members.
- Discussed using high end donor trips to identify/cultivate new members.
- Considered the challenge of desire for international members vs. in-person attendance.

- Reminded everyone that while currently at 17 members, can go to 30 members and that board recruitment is the responsibility of every Board member, please pass along your names and ideas.

CONSERVATION SCIENCE COMMITTEE REPORT, Tom Lovejoy

- Committee met on June 6.
- Three non-board members participated – Helen DuBois, Nick Lapham and Beatrice von Gontard.
- Discussed wide range of conservation and science topics to help determine our focus.
- Watched NZP-SCBI created videos on our work with elephants.
- Plan to prepare a case statement to review with group in an upcoming meeting.

FY18 STRATEGIC PRIORITIES Steve Monfort

This overview provides a transparent view of the status of each goal:

1. Accreditation: Planning is in process – scheduled for July 9-12. Final rating given in September.
2. SI Facilitates: Steve Sumner has joined the team and are having monthly check-ins to increase communication.
3. Conservation Commons: No additional updates
4. Experience Migration: [REDACTED] Ex. 4
5. Entry Plaza: [REDACTED] Ex. 5
6. Visitation
 - Reviewed the Operating framework: Bad weather, metro challenges and Beach Drive Closure. International travel is down 8% and overall visitation to Smithsonian is down.
 - Discussed revenue impact and how are we tracking Zoo guests (advertising and surveys)
 - Advertising - [REDACTED] Ex. 6. Target audiences are families, LGBTQ community and young professions. Some initiatives include digital buys, utilization of Washington Post, Coupons at special events, adjusting animal feeding schedule and Metro partnership.
 - Board discussed [REDACTED] Ex. 5
 - [REDACTED]
 - This can be accomplished through a survey to leave about visitors and their Zoo habits (why they visit or don't)

CONCLUSION

The meeting was adjourned with an Executive Session.

NEXT MEETINGS

Friday, September 28, 2018 (Rock Creek)

Friday, February 22, 2019 (Rock Creek)

Friday June 7, 2019 (Front Royal)

Friday, September 27, 2019 (Rock Creek)



Smithsonian
National Zoological Park
Conservation Biology Institute

MINUTES

**Smithsonian's National Zoological Park and Conservation Biology Institute
Advisory Board Meeting
Friday, September 28, 2018
Smithsonian's National Zoological Park, Conservation Pavilion**

ATTENDING IN PERSON: Ziad Ojakli (Chair), Susan Mars (Vice-Chair), David Bell, Hal Brierley, Elliot Ferguson, Fern Fernandez, David Leavy, Michael Lefenfeld, Ken Lore, Thomas Lovejoy, Terry Prather, Manny Rouvelas, Dave Velazquez, Jim Vella

ATTENDING BY PHONE: John Canning, Angie Marriott

STAFF: Steve Monfort, John and Adrienne Mars Director, NZP-SCBI, Joe Escoto, Associate Director, Finance and Administration, Christine Huber, Advancement, Virginia Kromm, Acting Associate Director of Advancement, Lynn Mento, Executive Director, FONZ, Will Pitt, Associate Director, Conservation Science, Brandie Smith, Associate Director, Animal Care Sciences, Steve Sumner, Smithsonian Facilities.

WELCOME, OFFICIAL BUSINESS AND APPROVAL OF MINUTES, Z Ojakli

- Welcomed group
- Shared his gratitude and appreciation for the tremendous work, advice and dedication of Terry McCallister, Terry Prather and Dave Velasquez.
- Invited Terry Prather and Dave Velasquez to share their own personal reflections.
- Welcomed new member Jim Vella.
- Congratulated Steve Monfort on his permanent appointment as the John and Adrienne Mars Director of NZP-SCBI
- Thanked the Board for their role in the appointment process and acknowledged the Provost for being great to work with throughout.
- Recognized the announcement of NZP-SCBI's favorable results from the AZA accreditation.
- Reviewed the agenda for today's meeting.
- Reviewed materials in Board folders including Fast Facts on Red Tide, Ex. 5 of potential new members, biography on candidate Ex. 6.
- Approved the minutes from the June 7, 2018 Advisory Board meeting.

DIRECTOR'S REPORT, Steve Monfort

- Thanked the Board for their role in the process
- Shared that he is proud to carry the John and Adrienne Mars name with his title and shared his personal reflections on his appointment
- Reviewed the FY18 Strategic Priorities Overview
 - Goal 1 Accreditation: was successful.
 - Goal 2 Visitation: discussed Ex. 5
Board indicated a willingness to help and be involved in process.
 - Goal 3 Smithsonian facilities: on-going effort to upgrade animal house control systems with increased funding from Smithsonian Facilities. Ex. 7
Scheduling winter retreat for Senior Leadership.
 - Goal 4 Conservation Commons: planning for Earth Optimism 2020 and Smithsonian will be hiring a part-time person to lead fundraising.
 - Goal 5 Experience Migration: Contract has been awarded; groundbreaking to be scheduled this winter. Bid came in at Ex. 4 Ex. 5

Ex. 5

Ex. 4

engaging with several major donor prospects.

- In response to a question about Ex. 5
 - Board shared feedback and ideas related to guest experience and marketing.
 - A more in-depth update will be share at February meeting.
- Introduced Will Pitt and Brandie Smith to provide updates on Science and Conservation and Animal Care Sciences to the Board.

CONSERVATION SCIENCE COMMITTEE REPORT, Tom Lovejoy and Will Pitt

- Will Pitt, Associate Director of Conservation Science, is our staff liaison.
- Committee met on Thursday, September 27 with three non-Board members participating: Helen DuBois, Nick Lapham and Beatrice von Gontard.
- The Committee had a free range discussion on a variety of issues and topics.
 - Ex. 5
 -
 -
- Discuss

NOMINATING COMMITTEE REPORT, Susan Mars

- The Committee met on August 2nd.
- Terry Prather and Dave Velazquez are retiring from the board after serving two consecutive terms. The Committee discussed the Ex. 5. Dave told the Committee that he intends to remain available and supportive to both the staff and the Board.
- The staff is Ex. 5
- Shared Ex. 5
- The Committee also asked Steve about what he thinks is needed for future Board members, and we discussed the following priorities:
 - Ex. 5
 -
 -
 -
- Overall, the Committee recognizes the need to achieve balance of those with a regional interest in the Zoo and those with expertise in other areas like science, philanthropy and marketing.
- The Committee also discussed via email the Ex. 5
- Discussed potential candidates
 - Exs. 5 and 6
 -
 -
 -
 -
- The Committee presented two members up for a second term – Dawn Arnall and Ken Lore
 - Committee members have reached out to both of them and they are both willing to serve a second three-year term for re-election.

- The Board voted unanimously to recommend a second term of both.
- The Committee solicited any new thoughts and ideas about who we might consider for the full Board, or for the Advancement and Conservation Science Committees.

ADVANCEMENT COMMITTEE REPORT, Hal Brierley

- The Advancement Committee met on September 5th via phone.
- Reported that since the call, Ken Lore has joined the Committee.
- Shared fundraising updates including that the Zoo raised almost [REDACTED] Ex. 4
- [REDACTED] This has been one of our best fundraising years to date.
- Discussed [REDACTED] Ex. 5
- [REDACTED] Ex. 4
- [REDACTED]
- The Committee discussed what the right target should be for annual Board giving in addition to any special projects that inspire members.
 - The Committee proposed a suggested [REDACTED] Ex. 4, based on similar boards.
 - It was also recognized that it is important to have people on the Board that contribute academic merit, and so those members should not be expected to contribute at this level.
- Announced that we will be hosting a Gala in 2019. Z has agreed to co-chair, and has set an [REDACTED] Ex. 4.

ANCILLAI SOLUTIONS PRESENTATION AND DISCUSSION, Karen Ancillai

- Karen thanked the Board for taking the time this summer for the interviews.
- She presented [REDACTED] Ex. 5

- [REDACTED] Ex. 5
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- [REDACTED] Ex. 5

BOARD SHOW AND TELL

- Ken Lore shared a presentation on a recent visit to the Vancouver Aquarium.
- Tom Lovejoy shared two recent news articles he was involved with.
- Hal Brierley shared the initial findings of a visitation survey his firm has been conducting.

ELEPHANT REINTRODUCTION PRESENTATION AND DISCUSSION

- Dr. Shifra Goldenberg presented on Elephant Reintroduction.
- Board asked who else is doing this work and who are we partnering with.
- Board shared feedback on potential partnerships such as [REDACTED] Ex. 6
- Board asked how we are telling this story at the Zoo through the Elephant exhibit or other outreach.
- Steve Monfort shared:
 - This is still a new initiative and it was presented to solicit feedback about messaging and what resonated with members.
 - Program requires [REDACTED] Ex. 4.

- Dr. Goldenberg represents the next generation of Conservation leaders.

CONCLUSION

The meeting was adjourned with an Executive Session.

NEXT MEETINGS

Friday, February 22, 2019 (Rock Creek)
 Friday June 7, 2019 (Front Royal)
 Friday, September 27, 2019 (Rock Creek)



Smithsonian
*National Zoological Park
 Conservation Biology Institute*

**Smithsonian's National Zoological Park and Conservation Biology Institute
 Advisory Board Meeting
 Friday, February 22, 2019
 Smithsonian's National Museum of the American Indian**

ATTENDING IN PERSON: Ziad Ojakli (Chair), David Bell, John Canning, Bob Cook, Stephanie Cutter, Elliot Ferguson, Michael Lefenfeld, Ken Lore, Thomas Lovejoy, Angie Marriott, Manny Rouvelas

ATTENDING BY PHONE: Hal Brierley, Susan Mars (Vice-Chair)

STAFF: Steve Monfort, John and Adrienne Mars Director, NZP-SCBI, Pamela Baker-Masson, Associate Director Communications, Exhibits and Planning, John Davis, Provost, Smithsonian Institution, Christine Huber, Advancement, Virginia Kromm, Acting Associate Director of Advancement, Lynn Mento, Executive Director, FONZ, Brandie Smith, Associate Director, Animal Care Sciences, Steve Sumner, Smithsonian Facilities.

WELCOME, OFFICIAL BUSINESS AND APPROVAL OF MINUTES, Z Ojakli

- Convened meeting at 8:35 am and welcomed group.
- Shared his gratitude and appreciation for the tremendous work, advice and dedication of Angie Marriott and Manny Rouvelas.
- Invited Angie Marriott and Manny Rouvelas to share their own personal reflections.
- Welcomed new member Bob Cook.
- Noted the purpose of hosting the meeting at the National Museum of the American Indian to remind ourselves that we are part of something bigger.
- Reviewed materials in Board folders including Fast Facts on Naked Mole Rats, **Ex. 5**, information on upcoming events Dino Summer and the Gala, biography on candidate Nels Olson.
- Reviewed the agenda noting a new format to include a longer Executive Session allowing Steve Monfort to participate in a portion of it. Also noted that the Conservation Science Committee did not meet before the meeting and therefore will not report during this meeting.
- Commended NZP-SCBI for their hard work and dedication during the Government shutdown.
- Approved the minutes from the September 28, 2018 Advisory Board meeting.

SHUTDOWN UPDATES, Senior Team

- Senior team presented on the significant financial and emotional impact on all staff.
- Key Takeaways included:
 - Estimated **Ex. 4**

- o Low morale for excepted staff
 - o Impact on long-term science and research projects
 - o Delayed preventative medicine and testing
 - o Exhibit delays and lost promotional opportunities
 - o FONZ financial impacts including lost membership sales
- FONZ and NZP-SCBI response included:
 - o FONZ set up a snack shack to alleviate financial burdens
 - o FONZ 70 salaried staff donated 891 vacation hours for hourly workers
 - o FONZ was able to receive donations to provide morale boosting meals and gift cards for furloughed and excepted workers.
 - o Animal Care staff maintained excellent care for all our animals.
- Report on lessons learned including better advance communication internally and externally, the importance of morale boosting activities and developing creating staffing plans to maximize the use of trust staff, excepted staff and volunteers.

SMITHSONIAN UPDATES, Provost John Davis

- Discussed shutdown impacts that were Smithsonian wide including [REDACTED] Ex. 4
- Shared news regarding the search for a new Smithsonian Secretary, Undersecretary for Administration and Finance, and Director of Government Relations.
- Updated the Board on the Smithsonian budget
 - o [REDACTED] Ex. 4
 - o There is a [REDACTED] Ex. 4
- Discussed the [REDACTED] Ex. 5
- Shared updates on three key SI-wide initiatives: Year of Music, Earth Optimism 2020 and 2019 Summer Solstice.

DIRECTOR'S REPORT/FY19 PRIORITIES, Steve Monfort

- Steve shared the six primary key strategic priorities for FY19 with a brief update on each.
 - o Organizational and Strategic Plan – the Senior Team is in the process of defining Strategic Impact Areas, in order to set strategic level goals to ultimately align organization-wide resource use.
 - o Guest Experience – next steps on hold pending our organizational strategic plan, which will help define challenges, data needs and staffing needs.
 - o Experience Migration – [REDACTED] Ex. 5
 - o Programmatic and Facilities Master Plan – addressed need to identify strategic opportunities for new and refreshed public exhibits.
 - o Smithsonian Facilities Effectiveness – we continue to refine and optimize working relationships between NZP-SCBI and SI facilities. Second annual retreat to occur this spring.
 - o [REDACTED] Exs. 4 and 5
- [REDACTED] Ex. 5
- [REDACTED] Ex. 5
- [REDACTED] Ex. 5
- Steve thanked the Executive Committee for acting as a sounding board in dealing with these issues in real-time

ADVANCEMENT COMMITTEE REPORT, Angie Marriott and Virginia Kromm

- The Committee met on February 6 and welcomed new members Ken, Bob and Jim.

- Shared fundraising update that we have raised [REDACTED] Exs. 4 and 5
- Team will continue to raise money for NZP-SCBI needs such as Experience Migration, Elephant Rewilding and unrestricted gifts.
- Discussed the 2019 Gala
 - Set for Thursday, September 26 at the Arts and Industries Building; Z will be the Co-Chair and the theme will celebrate iconic American species.
 - Committee has been [REDACTED] Ex. 5
 - For an in person auction to be successful, we need to have guests in the audience who have capacity and inclination to donate. At the last Gala, our guests did not fit this profile.
 - Smithsonian also has guidelines for auctions we must follow.
 - After discussing the pros and cons, it was decided to not have an auction this year but keep it as a consideration for future Galas. We will continue to [REDACTED] Ex. 5

NOMINATING COMMITTEE REPORT, Tom Lovejoy

- The Nominating Committee met on February 4 and welcomed new member Michael.
- Recognized Manny for all his hard work on the committee.
- Noted the [REDACTED] Ex. 5 in the meeting materials, nothing that between now and the June meeting, we will be doing work to identify sort and long term needs, led by Michael. We will [REDACTED] Ex. 5 to provide a thoughtful and transparent process.
 - Michael shared that we will identify members and develop specific action plans.
 - By identifying needs and priorities from the strategic plan, we can help fill gaps with ZAB expertise.
 - We also can utilize our term limits and help develop long term plans based on cycling members.
- Shared that we will continue to utilize the Advancement and Conservation Science Committees as opportunities to engage with potential ZAB candidates. Thus far, this has been successful with CSC.
- [REDACTED] Exs. 5 and 6
- [REDACTED]
- The Committee presented **Angie Marriott** with a recommendation to vote her to Emeritus status.
 - The Committee reminded the Board that members may be appointed to a 5-year Emeritus term and that such appointments are limited to members who have made substantial and significant contributions to NZP-SCBI
 - The Board voted unanimously to recommend Angie as an Emeritus member of the Advisory Board.

NZP-SCBI Updates, Senior Team

- Brandie Smith shared updates from Animal Care including our electric eel, a breeding recommendation for our Sumatran tigers, the Myanmar turtle crisis, Canning Scholar Victoria Hall, and the plan to address Avian Flu in Shore Birds.
- On behalf of Will Pitt, Steve Monfort shared Science and Conservation news including a breeding breakthrough with Scimitar Horned Oryx, and an update Elephant Rewilding.
- Virginia Kromm discussed follow up from the Board Strategy discussion from the last meeting.
 - Key takeaway [REDACTED] Ex. 5
 - Board noted [REDACTED] Ex. 5

- Board saw a presentation of all upcoming 2019 NZP-SCBI Attractions
 - Dino Summer at the Zoo including Dino Live and Dino Bots
 - *Pandas* film being show at the Zoo
 - Giant Panda House Refresh
 - Smokey Bear 75th Anniversary
 - FONZ initiatives including the Bird Show, Zoofari, and the Fast & the Fierce 5k
 - New and Possible animal babies including tiger cubs, Andean Bear cubs, River Otter pups
 - 2019 Gala

CONCLUSION

The meeting was adjourned 2:00 pm and went into Executive Session.

NEXT MEETINGS

Friday June 7, 2019 (Front Royal)

Friday, September 27, 2019 (Rock Creek)



Smithsonian
National Zoological Park
Conservation Biology Institute

MINUTES

Smithsonian's National Zoological Park and Conservation Biology Institute Advisory Board Meeting Friday, June 7, 2019

ATTENDING IN PERSON: Ziad Ojakli (Chair), David Bell, John Canning, Bob Cook, Stephanie Cutter, Elliot Ferguson, Michael Lefenfeld, Ken Lore, Thomas Lovejoy, Susan Mars, Nels Olson

ATTENDING BY PHONE: Jim Vella

STAFF: Steve Monfort, John and Adrienne Mars Director, NZP-SCBI, Pamela Baker-Masson, Associate Director Communications, Exhibits and Planning, Christine Huber, Advancement, Virginia Kromm, Associate Director of Advancement, Lynn Mento, Executive Director, FONZ, Brandie Smith, Associate Director, Animal Care Sciences, Rob Spiller, Assistant Secretary for Advancement

OTHER GUESTS: Doug Wein, Manifest Progress

WELCOME, OFFICAL BUSINESS AND APPROVAL OF MINUTES, Z Ojakli

- Convened meeting at 8:30 am and welcomed group.
- Shared his appreciation for the prior evening's reception with the Boards of FONZ and Sahara Conservation Fund.
- Shared the news that Fern Fernandez has resigned from the Board due to relocating to Paris, France.
- Welcomed new member Nels Olson.
- Recognized John Canning as the new chair of the Advancement Committee.
- Offered kudos Ken Lore who has agreed to serve as a liaison to the FONZ Board, Hal Brierley who is joining the Smithsonian National Board and to Tom Lovejoy for his recent article published in Science Advances.
- Reviewed materials in Board folders including: Fast Facts on Whooping Cranes, Gala Pledge Forms, and a copy of Steve's written testimony before Congress.
- Reviewed the agenda noting that due to a work conflict, he may have to depart early.
- Approved the minutes from the February 22, 2019 Advisory Board meeting.

DIRECTOR'S REPORT/FY19 PRIORITIES, Steve Monfort

- Shared his experiences from testifying to the House Committee on Science.
- Provided updates on guest experience.
 - New food options extremely popular. Going forward we will evaluate the commission structure.
 - New free bus from metro to the Park
 - Highlighted Dino Summer
- Reviewed six primary key strategic priorities for FY19 with a brief update on each.
 - Organizational and Strategic Plan – on-going. A more in-depth discussion happening later in the meeting.
 - Guest Experience – visitation and revenue continues to do well and exceed budgeted projections.
 - Experience Migration – we are collecting birds and interviewing for a project manager. Construction on-going
 - Programmatic and Facilities Master Plan – we have received \$1 million in the Federal 2021 budget
 - Smithsonian Facilities Effectiveness – we continue to refine and optimize working relationships between NZP-SCBI and SI facilities. Second annual retreat to occur this spring.
 - Giant Pandas- Brandie will be sharing update in her report.

SMITHSONIAN UPDATES, Rob Spiller

- Reflected on the successes of the last Campaign and how it is laying the groundwork for continued increased annual fundraising.
- Shared updates from the Office of Advancement including a revised corporate gift policy, gift acceptance policies and the ability to accept illiquid assets.
- Discussed [REDACTED] Ex. 5 [REDACTED]
- Provided update on new Smithsonian Secretary Lonnie Bunch noting his long history with SI and skilled fundraising experience.
- Solicited feedback from group on gift acceptance and discussed possible issues. ZAB agreed to provide additional feedback and thoughts to John Canning and Virginia Kromm as John will serve on a Regents lead committee on this topic.

ADVANCEMENT COMMITTEE REPORT, John Canning

- Reported that the committee met on May 15.
- Provided FY19 fundraising updates including:
 - Raised to date: [REDACTED] Ex. 4 [REDACTED]
 - [REDACTED] Ex. 4 [REDACTED] since the last meeting
- Discussed the 2019 Gala
 - Reviewed other Gala's net and gross revenue
 - Reviewed the recent success of the Brookfield Zoo Gala and key takeaways that can be applied to our event.
 - In order for a live auction to be successful, [REDACTED] Ex. 5 [REDACTED]

NOMINATING COMMITTEE REPORT, Susan Mars

- Reported that the Nominating Committee met on May 15 and reviewed the current roster; we are currently at 13 members, with a goal to reach 21.
- Discussed that with the organizational transition of Zoo leadership, we have slowed down recruitment but we are now ready to be more active in our efforts.
- Reviewed the following:
 - **Fern Fernandez**
 - Fern resigned earlier this year from the Board [REDACTED] Ex. 5 [REDACTED]
 - Acknowledged Fern for his Board service.
 - Exs. 5 and 6 [REDACTED]

- Recognized Michael for leading the afternoon session on board qualities and needs.

CONSERVATION AND SCIENCE COMMITTEE REPORT, Tom Lovejoy

- The Committee met on May 29.
- Shared two notable articles – one by Tom in Science Advances and one opinion piece from The New York Times focused on the recent UN report on Biodiversity.
- The Committee discussed the impact on conservation and noted:
 - The report is not a big surprise but is a formal UN process to keep every country engaged and elevated the attention to a new level.
 - The focus should be on the positives of the report – there are a lot of opportunities to do something and that it is not too late.
- Committee discussed other ways to help the Board stay engaged and informed on conservation issues including hosting salon dinners and the sharing of news with their own networks.

SCIENCE AND CONSERVATION UPDATES, Will Pitt

- Shared recent SCBI highlights including new litters of Black Footed Ferrets and Loggerhead Strikes.
- Reported on successful partnerships with external groups such as work with Wildlife Insights (NZP, CI and WCS) noting that by convening a group of collaborators we are aiming to have the greatest conservation impact.
- Shared plan for an external panel review on everything we do in science Goal is to be focused on cross-discipline and being integrative across centers. .

ORGANIZATIONAL AND STRATEGIC PLANNING, Doug Wein, Manifest Progress

- Provided an update and overview of the work that the NZP-SCBI Senior Leadership Team has been participating in.
- Noted that it has been very collaborative and that there have been fundamental changes to how ST views itself, how it interrelates and what organizational work focus is.
- Provided updates on outputs that are currently underway and the NZP/SCBI strategic direction.
- Ex. 5
- Board offered input and feedback including the suggestion Ex. 5

BOARD QUALITIES/NEEDS DISCUSSION, Michael Lefenfeld

- Michael led the group in a brainstorming session to help define how Board can support constant and specific needs of NZP-SCBI.
- Discussed current challenges and what types of call to actions can be developed to achieve success.
- Agreed the Board [REDACTED] Ex. 5
 - [REDACTED] Ex. 5
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- [REDACTED] Ex. 5
- [REDACTED] Ex. 5
- [REDACTED] Ex. 5

ANIMAL CARE UPDATES, Brandie Smith

- Giant Panda Updates
 - Bei Bei will return to China when he turns 4.
 - Mei Shan had a successful artificial insemination and while low probability, still holding hope for a baby cub.
 - News of San Diego sending their Pandas back to China.
 - [REDACTED] Ex. 5
- Elephant Updates
 - Breeding occurring with hopes a pregnancy.
 - Current herd is 7 elephants.
 - Two aging elephants are being closely monitored and quality of life being assessed daily.
 - [REDACTED] Ex. 5
 - [REDACTED] Ex. 5

CONCLUSION

The meeting was adjourned 2:00 pm and went into Executive Session.

NEXT MEETING

Friday, September 27, 2019 (Rock Creek)



Smithsonian
National Zoological Park
Conservation Biology Institute

Advisory Board Meeting
Meeting Minutes
Friday, September 27, 2019
National Zoological Park – Visitors Center

ATTENDING IN PERSON: Ziad Ojakli (Chair), David Bell, Elliot Ferguson, Michael Lefenfeld, Thomas Lovejoy, Susan Mars

ATTENDING BY PHONE: John Canning, Bob Cook, Stephanie Cutter, Jim Vella

STAFF: Steve Monfort, John and Adrienne Mars Director, NZP-SCBI, Tiffany Artis, Associate Director of Finance and Administration, Pamela Baker-Masson, Associate Director Communications, Exhibits and Planning, Christine Huber, Director of Advancement Operations, Virginia Kromm, Associate Director of Advancement, Lynn Mento, Executive Director, FONZ, Ginna Newton, Chief Financial Officer, FONZ, Will Pitt, Associate Director, Science and Conservation, Brandie Smith, Deputy Director, Animal Care Sciences

WELCOME, OFFICIAL BUSINESS, AND APPROVAL OF MINUTES, Z Ojakli

- Convened meeting at 8:30 am and welcomed group.
- Thanked Stephanie Cutter for leading a productive session on strategic communications for NZP-SCBI.
- Recognized John Canning for his generosity in hosting a luncheon for Steve Monfort and Suzan Murray in Chicago, Ken Lore for serving as our liaison to the FONZ Board, and Tom Lovejoy for being honored as the 2019 Virginian Scientist of the Year.
- Reviewed the meeting agenda and folder materials, including the Birds focused Fast Facts.
- Approved the minutes from the June 7 meeting.

DIRECTOR'S REPORT AND FY19 PRIORITIES, Steve Monfort

- Reviewed the six primary key strategic priorities for FY19 with a brief update on each.
 - Organizational and Strategic Plan- finalizing strategic plan and will share with Board.
 - Guest Experience - Dino Summer was big success, food trucks and better concession offerings have elevated Guest Experience.
 - Experience Migration - Ex. 4
 - Programmatic and Facilities Master Plan - on-going, nothing new to report.
 - Smithsonian Facilities Effectiveness- new project manager helping to coordinate with SF and acting as an internal resource for NZP-SCBI.
 - Giant Pandas - Bei Bei's transport documentation in process.
- Provided an update on Ex. 4
- Highlighted the 2020 Earth Optimism Summit in celebration of the 50th Anniversary of Earth Day.

SODEXO UPDATES AND DISCUSSION, Steve Monfort and Ginna Newton

- Ex. 5
-
-
-

ANIMAL CARE UPDATES, Brandie Smith

- Provided updates on animal care collections, including our aging Elephant herd.
- Updated Board on International Union for Conservation of Nature President's visit with Steve Monfort.
- Discussed sustainability efforts at NZP.

SCIENCE AND CONSERVATION UPDATES, Will Pitt

- Discussed 3 Billion Birds report
- Highlighted Kristina Anderson-Teixeira who studies forest ecosystem ecology who received the Presidential Early Career Award for Scientists and Engineers (PECASE) for her work on the effects of climate change on the worlds' forests.
- Shared updates on recent SCBI animal births

AMERICAN TREASURES GALA, Z Ojakli and Virginia Kromm

- Reminded the group that Gala was postponed due to a conflict with another NGO
- Provided that as part of re-grouping, Dawn Arnall has connected us with Bill Lively who has experience in managing national events.
- Shared that a full report would be forthcoming after the October 18 meeting with Bill.

EXHIBITS AND PROGRAMMING UPDATES, Pamela Baker-Masson

- Briefed the Board on Dino Summer.
- Shared highlights on external audience engagement success through social, web and print media.
- Included a deep dive look at the website analytics highlights.

COMMITTEE REPORTS

- **ADVANCEMENT COMMITTEE, John Canning**
 - Reported that the committee met on September 19.
 - Provided FY19 fundraising updates including:
 - Ex. 4
 -
 -
 - Reviewed Board giving.
 - Discussed ways Board members can support NZP-SCBI including hosting events in their region.
- **NOMINATING COMMITTEE, Susan Mars**
 - Reported that the committee met on August 21.
 - Shared that Michael has agreed to serve a second term and that Terry Prather will be re-joining the Board in 2020.
 - Reviewed the Ex. 5 updates including:
 - Exs. 5 and 6
 -
 -
 - Discussed that Exs. 5 and 6
 - Shared that NZP-SCBI is working with the FONZ Board liaisons to do skill and talent mapping for our two Boards.
- **CONSERVATION SCIENCE COMMITTEE, Tom Lovejoy**
 - Reported that committee met on September 24.

- The Committee heard an update on American Prairie Reserve and provided input and feedback about potential partnerships.
- Reviewed an update on the SCBI Science Review Panel.

STRATEGIC COMMUNICATION DISCUSSION, Stephanie Cutter

- Reviewed the prior day's session on strategic communications.

○

Ex. 5

○

○

- Board provided feedback

Ex. 5

FONZ AND NZP-SCBI BOARD COLLABORATIONS, Lynn Mento

•

Ex. 5

•

Ex. 5

AMERICAN PRAIRIE RESERVE, Will Pitt

- The Board heard a presentation on our work in Montana focused on the American Prairie Reserve.
- Group provided input and feedback including ideas on how to catalyze collaboration with other groups.

CONCLUSION

The meeting concluded at 2:00 pm and went into Executive Session.



Smithsonian

National Zoological Park

Conservation Biology Institute

Advisory Board Meeting Minutes

Tuesday, March 10, 2020

National Zoological Park – Visitors Center Boardroom

ATTENDING IN PERSON: Ziad Ojakli (Chair), Stephanie Cutter, David Bell, Elliot Ferguson, Michael Lefenfeld, Ken Lore, Thomas Lovejoy, Susan Mars, Nels Olson

ATTENDING BY PHONE: John Canning, Bob Cook

STAFF: Steve Monfort, John and Adrienne Mars Director, NZP-SCBI, Tiffany Artis, Associate Director of Finance and Administration, Pamela Baker-Masson, Associate Director Communications and Exhibits John Benton, Senior Advisor to the Director, Victoria Hall, Veterinarian Epidemiologist, NZP-SCBI, Christine Huber, Director of Advancement Operations, Virginia Kromm, Associate Director of Advancement, Lynn Mento, Executive Director, FONZ, FONZ, Will Pitt, Associate Director, Science and Conservation, Anne Smith, Assistant Director of Advancement, Brandie Smith, Deputy Director, Animal Care Sciences

GUEST: Bill Lively, Ponderosa Consulting

Welcome and Official Business, Z Ojakli

- Z Ojakli welcomed the group and convened the meeting 8:38 am.
- Reviewed the meeting agenda and folder materials.
- Approved the minutes from the September 27 meeting.

Directors Report and FY20 Priorities Review, Steve Monfort

- Ex. 5
- Shared that a new vendor Elevation Burger would be in Mane Grill space.
- Provided an update on the Federal Budget and the Ex. 5
- Ex. 5
- Reviewed the FY20 Priorities:
 - American Prairie Reserve - received generous pledge towards initiative. Ex. 4
 - Bird House – Ex. 4 opening delayed to Fall 2021. Encouraged Board to participate in behind the scenes hard hats tours.
 - Education and Learning – Ex. 5
 - Elephants – Ex. 5
 - Giant Pandas – Ex. 5
 - Smithsonian Conservation Award – Ex. 5

Smithsonian Conservation Award, Anne Smith and Bill Lively

- Ex. 5
-
-
-
-
-

Committee Reports

Nominating Committee, Susan Mars

- Committee met on February 10th and Ex. 5 and discussed candidates
- Ex. 5
-
-
-
-
- Reviewed Ex. 5 ; discussed Exs. 5 and 6
- Additional names were brought forth for additional vetting and review.

Advancement Committee, John Canning

- Shared fundraising updates:
 - To date, NZP/SCBI has raised Ex. 4
 - Additionally, there are more gifts in process totaling Ex. 4 and a verbal Ex. 4 pledge Ex. 4
- Reporting on Board giving
 - Ex. 4
 - Ex. 4
- Discussed new fundraising reports
 - Review new fundraising reports from Advancement in the Board Book.
 - Requested feedback and ideas on report to better inform the Board.

Science and Conservation Updates, Will Pitt

- Updated the Board on Suzan Murray's testimony to Congress on COVID-19
- Shared news of cheetah cubs being born due to successful IVF procedure.
- Ex. 5

Animal Care Updates, Brandie Smith

- Provided update on animal care, specifically related to animal breeding.
- Shared specific examples on clues and signs animal keepers look for in successful breeding and what protocols are in place if anything goes wrong.

Conclusion

The meeting adjourned into Executive Session.



Smithsonian
National Zoological Park
Conservation Biology Institute

Advisory Board Meeting Minutes
Thursday, June 11 and Friday, June 12
Via Zoom

ATTENDING: Ziad Ojakli (Chair), Hal Brierley, John Canning, Bob Cook, Jim Dyer, Elliot Ferguson, Michael Lefenfeld, Cindy Lewin, Ken Lore, Thomas Lovejoy, Susan Mars, Nels Olson, Jim Vella

STAFF: Steve Monfort, John and Adrienne Mars Director, NZP-SCBI, Pamela Baker-Masson, Associate Director Communications and Exhibits, Christine Huber, Director of Advancement Operations, Virginia Kromm, Associate Director of Advancement, Lynn Mento, Executive Director, FONZ, Ginna Newton, Associate Director, Finance and Business Administration, Will Pitt, Associate Director, Science and Conservation, Brandie Smith, Deputy Director, Animal Care Sciences

Thursday June 11, 2020

Welcome and Official Business, Z Ojakli

- Z Ojakli welcomed the group and convened the meeting at 12:35 pm
- Welcomed Jim Dyer back to the Board
- Welcomed Ginna Newton, the new Associate Director for Finance and Business Administration
- Reviewed the agenda, noting the different structure including beginning the meeting in Executive Session to review the impacts of COVID-19 and a budget review
- Approved the minutes from the March 10 meeting

Executive Session – COVID-19 Overview

Executive Session – Budget Review

Animal Care Zoo Operations, Brandie Smith

- Provided an update on elephant Shanti
- Reviewed the NZP Phase I and II “Reopening” Plans noting that the Zoo and Udar-Hazy were to the two SI units scheduled to open to the public in Phase II. Phase II will utilize 4 basic operating principles: Social Distancing, Face Coverings, Hygiene and Health Screenings and areas will be closed where we can’t achieve these goals. Shared what indoor spaces will be open to the public.
- Reviewed the parking and ticketing plans with regards to daily capacity (5,000) as well as way finding signage, and other activities in the pre-planning stages.
- Fielded questions and comments from Advisory Board members.

Science and Conservation Updates, Will Pitt

- Reviewed the current status of operations includes essential services (animal care, veterinary services, safety and facilities/construction) and other implementation plans.
- Updated group on international field work based on local conditions and requirements in Peru, Gabon and Paraguay.
- Provided updates on field research including the re-opening of field stations for 25 field research projects and a successful Nest Watch season.
- [REDACTED] Ex. 5 [REDACTED];
reflected on the what the long-term impacts on Conservation Science might be.
- Shared that Smithsonian Mason School of Conservation planned to return onsite in August.

Conclusion – Day adjourned

Friday, June 12, 2020

Welcome, Review from Thursday, Z Ojakli

FONZ, Lynn Mento

- Reviewed the impact of COVID-19 on FONZ
 - [REDACTED] Ex. 5 [REDACTED]
 - [REDACTED] Ex. 4 [REDACTED]
 - [REDACTED] Ex. 5 [REDACTED]
- Discussed plans for online summer camps and educational opportunities

Nominating Committee Report, Susan Mars

- The Committee met on May 29.
- [REDACTED] Ex. 6 [REDACTED] Dawn Arnall has resigned from the Board but will continue to be an active supporter of the Zoo.
- [REDACTED] Ex. 5 [REDACTED]
- Thanked everyone for continuing to send names and ideas.

Advancement Committee Report, John Canning

- The Advancement committee met on May 29.
- Reviewed fundraising updates:
 - Raised [REDACTED] Ex. 4 [REDACTED]
 - [REDACTED] Ex. 4 [REDACTED]
 - Raised [REDACTED] Ex. 4 [REDACTED]
- Shared that [REDACTED] Ex. 4 [REDACTED]
- Reviewed [REDACTED] Ex. 4 [REDACTED]

Advancement, Virginia Kromm

- Provided an overview of the Smithsonian's plans to conduct fundraising during this time
- Discussed fundraising opportunities around our Asian Elephant program
- Reviewed other fundraising priorities

Communications and Exhibits, Pamela Baker-Masson

- Presented an overview on Zoo Guardians and plans to promote on the Zoo's website and social media channels
- Advisory Board provided thoughts and feedback on Zoo Guardians

Executive Session

The Board adjourned into Executive Session



Smithsonian

*National Zoological Park
Conservation Biology Institute*

Advisory Board Meeting Minutes Friday, September 25, 2020 Via Zoom

ATTENDING: Ziad Ojakli (Chair), Hal Brierley, John Canning, Bob Cook, Jim Dyer, Elliot Ferguson, Michael Lefenfeld, Ken Lore, Thomas Lovejoy, Susan Mars, Terry Prather

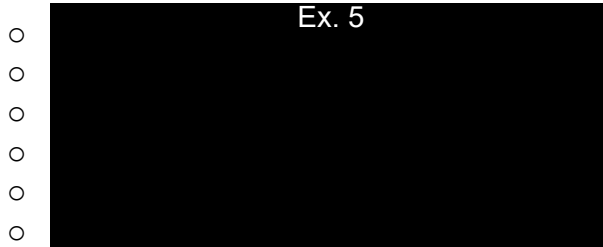
STAFF: Steve Monfort, John and Adrienne Mars Director, NZP-SCBI, Pamela Baker-Masson, Associate Director Communications and Exhibits, Christine Huber, Director of Advancement Operations, Laura Klopfer, Deputy Director, Center for Learning Innovation, Virginia Kromm, Associate Director of Advancement, Ginna Newton, Associate Director, Finance and Business Administration, Will Pitt, Associate Director, Science and Conservation, Brandie Smith, Deputy Director, Animal Care Sciences, Ricardo Stanoss, Head, Center Learning and Innovation, John Talkington, Associate Director, Smithsonian Facilities

Welcome and Previous Business – Tom Lovejoy

- Welcomed group and noted that Z would be joining later in the meeting
- Offered kudos to Board members Elliott Ferguson and Stephanie Cutter
- Asked Virginia Kromm to provide updates on previous business
- Approved minutes from June 11 – 12, 2020 meeting

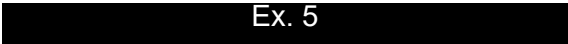
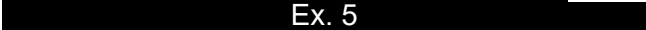
Directors Update – Steve Monfort

- Introduced two new member of Senior Leadership – John Talkington (Associate Director, Smithsonian Facilities) and Ricardo Stanoss (Head, Center for Learning Innovation)
- Reviewed FY20 Priorities noting that several priorities would be discussed throughout meeting and in Executive Session



- Updated Board on the Strategic Plan that will allow tracking of progress towards goals
- Offered his kudos to Senior Team and FONZ on a successful reopening

Giant Panda Conservation – Steve Monfort

- Provided update on panda cub born August 21
- Shared information on public outreach including the panda cam, Giant Panda bulletin and social media
-  Ex. 5
-  Ex. 5

Animal Care Updates – Brandie Smith

- Shared updates on elephant introductions
- Presented on our efforts in shorebird collection
- Provided information on upcoming mask usage study

Science and Conservation Updates – Will Pitt

- Shared reopening plans both at SCBI and for in-field work including Smithsonian-Mason School of Conservation's plans to be on-site
- Discussed challenges with limited international travel
- Shared success story of swift foxes being reintroduced at Fort Belknap in Montana as well as other conservation successes

Center for Learning Innovation – Ricardo Stanoss and Laura Klopfer

- Discussed overview of name change from Education and Learning to Center for Learning Innovation
- Shared vision of team including areas of focus, standards, priority audiences and goals

Committee Reports

Conservation Science Committee – Tom Lovejoy

- Updated Board that the Committee has been paused while dealing with COVID-19 crisis
- Noted with Dawn's departure from Board, we should consider adding other Board members
- Acknowledged Will Pitt's impressive report on SCBI and asked Will to share opportunities and ideas to get Board members involved

Advancement Committee – John Canning

- The Advancement Committee met on September 10.

- Reviewed fundraising updates:
 - Raised [REDACTED] Ex. 4 . Highlights include:
 - [REDACTED] Ex. 4
 - [REDACTED] Ex. 4
- Discussed Planned Giving opportunities noting that [REDACTED] Ex. 4
- Reviewed Panda Cub opportunities
 - [REDACTED] Ex. 5
 - [REDACTED]
 - [REDACTED]

Nominating Committee - Susan Mars

- The Nominating Committee met on September 10
- Nominated John Canning for a second term of service on the Advisory Board; Board unanimously approved
- Discussed two new candidates and after a review of both, asked the Board to vote on their candidacy
- Unanimously approved Ginni Dreier and Rina Kupferschmid-Rojas to join the Board
- Updated the group on other candidate discussions with [REDACTED] Exs. 5 and 6
- Discussed skills and expertise currently not represented on the Board including education, communications and members who bring forth partnership opportunities, noting that the FONZ Board may help fill these needs as well

Executive Session

The Board adjourned to Executive Session



Smithsonian
*National Zoological Park
 Conservation Biology Institute*

ADVISORY BOARD MEETING MINUTES FRIDAY, FEBRUARY 19, 2021 VIA ZOOM

ATTENDING: Ziad Ojakli (Chair), Hal Brierley, John Canning, Bob Cook, Ginni Dreier, Jim Dyer, Elliot Ferguson, Rina Kupferschmid-Rojas, Michael Lefenfeld, Ken Lore, Thomas Lovejoy, Susan Mars, Nels Olson, Terry Prather, Jim Vella

STAFF: Steve Monfort, John and Adrienne Mars Director, NZP-SCBI, Pamela Baker-Masson, Associate Director Communications and Exhibits, Christine Huber, Director of Advancement

Operations, Laura Klopfer, Deputy Director, Center for Learning Innovation, Virginia Kromm, Chief Advancement Officer, Ginna Newton, Associate Director, Finance and Business Administration, Will Pitt, Associate Director, Science and Conservation, Brandie Smith, Deputy Director, Animal Care Sciences, Ricardo Stanoss, Head, Center Learning and Innovation, John Talkington, Associate Director, Smithsonian Facilities, Kaden Borseth, Center for Learning and Innovation

WELCOME AND OFFICIAL BUSINESS

Z OJAKLI

- Welcomed new members Ginni Dreier and Rina Kupferschmid-Rojas
- Reviewed the meeting agenda
- Gave personal reflections regarding working through the pandemic and our commitment to following Smithsonian's lead in diversifying our Board
- Approved the meeting minutes from September 25, 2020

PANDA RETROSPECTIVE

PAMELA BAKER-MASSON

- Reviewed the positive media and public response to Xiao Qi Ji
- Offered highlights from a recent livestream broadcast with the panda cub
- Shared updates regarding partnership between Washington Capitals and National Zoo

DIRECTORS REPORT/FONZ TRANSITIONS

STEVE MONFORT

- Provided review of strategic plan's impact areas and critical functions
- Highlighted goals in progress, facing challenges and completed
- Received feedback on how to better present progress with focus on those needing Board attention and input
- Updated Advisory Board on matters related to FONZ transition following public announcement on February 4, 2021

ANIMAL CARE SCIENCES UPDATE

BRANDIE SMITH

- Provided update on giant panda cub Xiao Qi Ji
- Reporting on primate troop and departure of two male gorilla's to other Zoos
- Ex. 5

SCIENCE AND CONSERVATION UPDATE

WILL PITT

- Provided update on impact of COVID-19 on location based field work; moving ahead as much as possible with science, conservation and education
- Noted that Smithsonian Mason School of Conservation was open for spring semester, including 26 undergrad students on campus.
- Shared update on Montana research efforts

CAPITAL PROJECTS UPDATE

JOHN TALKINGTON

- Reviewed strategic focus for FY25-FY30 long range planning including [REDACTED] Ex. 5
- Highlighted Reptile Discovery Center requirements and cost
- Shared update on near term capital projects including [REDACTED] Ex. 5
- Provided Birdhouse Executive Briefing

ADVANCEMENT COMMITTEE

JOHN CANNING

- The Advancement Committee met on February 3 and discussed the following
 - Fiscal year fundraising progress: [REDACTED] Ex. 4
 - New significant donations including : [REDACTED] Ex. 4
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - The importance and significance of Donor Advised Funds
 - Reviewed and affirmed our Committee Goals for the year
 - To support of NZP fundraising priorities and provide guidance on messaging and content
 - Encourage 100% Board giving

NOMINATING COMMITTEE

SUSAN MARS

- The Nominating Committee met on February 11 and discussed the following
 - Our 2021 Committee Goals which are:
 - i. To review term limits of current Board members and help NZP leadership prioritize on-going needs
 - ii. And to recruit 3-4 additional members for full board consideration at our fall meeting.
 - Active Candidates
 - [REDACTED] Exs. 5 and 6
 - [REDACTED]
 - Engagement strategies such as looking at other Zoos and science conservation organizations as well as considerations related to diversity and inclusion.
 - Immediate and primary needs including DC Restaurant community, Education, Corporate, Philanthropic Families, Agricultural Technology.

CONSERVATION SCIENCE COMMITTEE

TOM LOVEJOY

- Shared updates related to direction of Conservation Science Committee
- Committee's charge will be to help demystify conservation science for the board and other donors
- Continued work with NZP/SCBI leadership to launch efforts to engage Board and other volunteers

The Board adjourned into an Executive Session at 2:15 pm