



governmentattic.org

"Rummaging in the government's attic"

Description of document:

Smithsonian Institution (SI) Meeting minutes, National Zoo Park Advisory Board, 2010-2015

Requested date:

14-April-2016

Initial Response:

06-April-2021

Appealed date:

21-April-2021

Release date:

26-January-2026

Source of document:

Smithsonian Institution Records Request
Associate General Counsel
Smithsonian Institution
Office of General Counsel
MRC 012
P.O. Box 37012
Washington, DC 20013-7012
Fax: 202-633-5196
Email: 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 the Deputy Secretary and Chief Operating Officer

ELECTRONIC MAIL

January 26, 2026

Re: Your Records Request Appeal (477822075)

On April 6, 2021, the Smithsonian responded to your request under Smithsonian Directive 807 (SD 807) for “a copy of the meeting minutes of the National Zoological Park Advisory Board,” from January 1, 2010, to April 2016, by releasing 69 pages of responsive material subject to various redactions under Exemptions 4, 5, and 6 of SD 807. The Smithsonian received your appeal questioning whether releasable information was properly separated from information exempt from disclosure.

Pursuant to SD 807, I have reviewed your appeal. First, I would like to acknowledge and apologize for the delay in processing your appeal, which was due in part to personnel changes. Second, after careful consideration, I am affirming your appeal in part. At times in the Smithsonian’s response, Exemption 5 could have been applied in a more narrowly tailored manner, where releasable information was reasonably segregable from information exempt from disclosure. In many instances, however, information was properly withheld as exempt, and I am affirming the withholding of that information.

As such, please find enclosed the material responsive to your request with additional information released that was previously withheld.

This concludes the Smithsonian’s review of your appeal under SD 807.

Sincerely,

A handwritten signature in blue ink that reads "Meroë S. Park".

Meroë S. Park
Deputy Secretary and Chief Operating Officer



Smithsonian National Zoological Park

LY

National Zoo Advisory Board Meeting

March 19, 2010

Smithsonian's National Zoo

MINUTES

ATTENDING: James Dyer, Steve Elmendorf, Stanley Freimuth, Tony Lupo, John Marriott, Susan Mars, Tom Nides, Ronald Rosenfeld, Jim Weinberg, Scott Wilfong and Curtin Winsor.

STAFF: Zoo Director Dennis Kelly, Zoo Acting Executive Officer Debra Nauta-Rodriguez, FONZ Executive Director Bob Lamb, FONZ Deputy Director Greg Melanson, Emily Armstrong, Fran Bernstein, Pamela Baker-Masson, Daniel Kemp, Kathryn Rasmussen, Lisa Whitney, Lori Yates.

WELCOME AND INTRODUCTIONS

- Chairman John Marriott welcomed new board member Curt Winsor, introduced new Zoo Director, Dennis Kelly and welcomed them to their first board meeting.

APPROVAL OF MINUTES

- Minutes were approved by Chairman John Marriott.

ZOO DIRECTOR'S REPORT

- Tai Shan's departure went well and he was flown safely to China in a special FedEx plane.
- The Zoo team did a monumental job dealing with the record snow fall.
- The Board of Regents approved the Conservation and Research Center's (CRC's) repositioning as the Smithsonian Conservation Biology Institute (SCBI). Steve Monfort will continue as Director of SCBI.
Ex 5

- Ex. 5
- Jim Dyer made a motion to Ex. 5 Susan Mars seconded the motion,
Ex. 5
- The Board suggested that a qEx. 5
- NZP staffing assessment was completed and overall the results were good.
- Preliminary Zoo priorities at first glance are:
Ex. 5

- Board discussed pros and cons of the relationship with SI.

- The Zoo's priorities tentatively included in the Capital Campaign are:
 - Ex. 5 [REDACTED]
 - [REDACTED]
- Ex 5 [REDACTED]
- The Zoo is proud of the Big-eared Bat Project. U.S. Fish and Wildlife Service is evaluating the program at SCBI concurrent with the board meeting and we are cooperating fully.

NEW COMMITTEE AND TASK FORCE ASSIGNMENTS

The new committee and task force chairs are as follows:

- Committees:
 - Executive – Chair, John Marriott
 - Nominating – Chair, Scott Wilfong
- Task Forces:
 - Government – Chair, Jim Dyer
 - Marketing - TBD
 - Development of facilities/parking garage – Chair, Ron Rosenfeld
 - Fundraising – Chair, Wendy Block

Each committee/task force chair should consider what they need and who they want to serve on the committee. Chairs of various committees/task forces should provide updates to the board at future meetings.

Suggestions: Ex. 5 [REDACTED]

NOMINATING COMMITTEE DISCUSSION

Advisory Board currently has 14 members but can increase to 21. Ex. 5 [REDACTED]

CAPITAL PROJECT UPDATE (see attached page)

FINANCIAL UPDATE

The following ongoing restraints to the budget were identified:

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

FONZ REPORT

- FONZ Executive Director Bob Lamb reported on the success of the following events: ZooLights, Tai Shan's Farewell Event, Woo at the Zoo and Wild Side Stage.
- Revenues in 2009 were in line with projections. Expenses were lower than projected resulting in a higher net income than projected.
- January and February 2010 visitation was lower than last year due to weather and hazardous conditions.
- There is a new FONZ Capital One Visa Card.
- There are new FONZ visitor & organizational initiatives.
 - New FONZ Visitor & Organizational Initiatives:
 - Salaried employee handbook
 - Staff performance plans
 - New online hiring platform – Kiosite
 - Customer service training
 - Zoo-wide visitor surveying/benchmarking
 - New FONZ Concessions Initiatives:
 - Merchandise: Photo system and Panda Plaza Store refresh
 - Food Service: Salad Bar at Mane Restaurant, Paninis at Panda Café, new cart vendors

CONCLUSION

Chairman John Marriott noted the remaining 2010 Advisory Board meeting dates are scheduled for June 4 and October 22. The meeting was adjourned.



Smithsonian National Zoological Park

National Zoo Advisory Board Meeting February 25, 2011 Smithsonian's National Zoo

MINUTES

ATTENDING: John Marriott, Chair, Susan Mars, Vice Chair, Wendy Block, Jim Dinegar, James Dyer, Tony Lupo, Andrew Shore, Scott Wilfong

STAFF: Eva Pell, undersecretary for science; Dennis Kelly, director;; Bob Lamb, executive director, FONZ; Steve Monfort, Carol Fiertz, Fran Bernstein, Daniel Kemp, Kathryn Rasmussen, Cassandra Thomas.

WELCOME AND INTRODUCTIONS

- Chairman John Marriott welcomed everyone and called the meeting to order.

APPROVAL OF MINUTES

- Board approved minutes on a motion by Jim Dyer.

SMITHSONIAN UPDATE, Eva Pell

- Ex 5
- It is possible that there will be a two week shutdown.
- Ex 5
-
-
-
- The capital campaign was approved by the regents in January.

SCIENCE UPDATE, Steve Monfort

- Monfort provided an overview of the most recent work being done at the Smithsonian Conservation Biology Institute (SCBI). He pointed out that in the 2010 fiscal year SCBI received the highest amount of grant money in its history, \$5.5 million.
- In partnership with George Mason University, the Academic Center is scheduled to open fall 2012 or early 2013.

COMMITTEE REPORTS

- Executive Committee Report, John Marriott, Chair
 - Ronald Rosenfeld will be stepping down from the board. Jim Dinegar will head the parking task force and Wendy Block will lead the capital campaign committee.
 - Ex 5
 - Ex 5

- Nominating Committee Report, Scott Wilfong, Chair
 - The Zoo Advisory Board (ZAB) currently has 13 members, but by-laws state that the board can have as many as 21. Ex. 5
[REDACTED]
 - Jim or Mai Abdo agreed to join the board.
○ Ex. 5
[REDACTED]
 - Wilfong called attention to the list of board prospects. Ex. 5
[REDACTED]
 - Ex. 5
[REDACTED]
 - Monfort said that it would be helpful if Ex. 5
[REDACTED]
 - Mars asked for an elevator speech about Ex. 5
[REDACTED]
- Government Relations Committee Report, Jim Dyer
 - There was extensive discussion of a possible government shut down. Kelly explained that many Zoo employees, e.g. animal care and security, are deemed essential and would be exempted. Our priority would be the safety of the animals.
- Marketing, Tony Lupo
 - Ex 5
[REDACTED]
 - [REDACTED]
- Capital Campaign, Wendy Block
 - Block has agreed to chair the Zoo's capital campaign committee. She expressed her excitement about the project. She has been involved in other capital campaigns and looks forward to being a part of this endeavor.
 - Block is hosting a lunch at Ex 6 [REDACTED] on April 13 to further discuss the capital campaign.

DIRECTOR'S REPORT

- Development Update:
Ex 6
[REDACTED]
- Programmatic Master Plan (PMP) Draft, Brandie Smith and Chuck Fillah
 - Smith and Fillah presented a draft long-term master plan for the Zoo. The draft includes Ex 5
[REDACTED]

Ex 5

- Ex 5
- Ex 5
- Board members were encouraged to continue to provide feedback on the PMP. Updates on this plan will be discussed at the June board meeting.

- Budget cuts/Adjustments
 - Compared to other zoos we are doing well.
 - Dinegar commented that things with the economy will only get worse and we need a plan
Ex. 5
 - Lupo discussed alternative revenue opportunities such as Ex. 5
Tony volunteered Ex. 5

FONZ Report, Andrew Shore, Bob Lamb

- FONZ's figures for revenues, expenses and net income for the past years were presented and reviewed.
- FONZ Events
 - ZooLights: FONZ made the decision to make ZooLights free to increase attendance and save the event. With aggressive marketing, visitation during ZooLights was up 450 percent from 2009 and the income was \$14,000 greater than budgeted.
 - Woo at the Zoo on February 11 sold out, with an estimated net income of \$8,000.
 - ZooFari will be held on May 19 with a few changes this year. Ticket and table prices have increased and a new Supporter Lounge has been introduced to allow for lion cub viewing at the event. Tables have been moved to a more central location in the Zoo.

CONCLUSION

Chairman John Marriott noted the schedule for upcoming board meetings. The next Zoo Advisory Board meeting is scheduled for Friday, June 17. The meeting was adjourned.



Smithsonian National Zoological Park

National Zoo Advisory Board Meeting

June 4, 2010

Smithsonian's National Zoo

MINUTES

ATTENDING: Wendy Block, James Dyer, Steve Elmendorf, Stanley Freimuth (via phone), Tony Lupo, John Marriott, Susan Mars, Tom Nides, Ronald Rosenfeld, Jim Weinberg, and Curtin Winsor.

STAFF: Zoo Director Dennis Kelly, Zoo Associate Director for Finance and Administration Carol Fiertz, FONZ Executive Director Bob Lamb, Fran Bernstein, Daniel Kemp, Lori Yates.

WELCOME AND INTRODUCTIONS

- Chairman John Marriott welcomed board members and reviewed content of their packets.
- Carol Fiertz was introduced at the new Associate Director of Finance and Administration.

APPROVAL OF MINUTES

- Board approved minutes on motion by Curtin Winsor, seconded by Wendy Block.

COMMITTEE REPORTS

- Executive Committee Report.
The Executive Committee will consist of the Board Chair, Vice Chair, Zoo Director, President of the FONZ Board of Directors, (Executive Director of FONZ will sit in for the President if he/she is unable to attend), and the Under Secretary for Science. The Director of the Smithsonian Conservation Biology Institute will take the place of the *ex officio* CRC board member.
- Nominating Committee Report, Scott Wilfong, Chair
 - Exs 5 & 6
 - The Zoo Advisory Board (ZAB) currently has 15 members. The by-laws state that the board can have as many as 21 members.
 - Exs 5 & 6
 - Exs 5 & 6
 - ZAB is presently recruiting five men and/or women as new board members. Board members should contact Scott Wilfong if they have nomination recommendations.
- Government Relations Committee Report, Jim Dyer, Chair
 - Elmendorf and Tom Nides have agreed to serve on the Government Relations Task Force.
 - Dennis Kelly suggested three goals for the committee: Ex. 5
 - Dyer stated Congress is Ex. 5
 - Dyer discussed the parking garage Ex. 5

- Action items: with Jim Dyer's permission, invite Ex 6 from the FONZ board to serve on the Government Relations Task Force.
- Facilities/Parking Garage Committee Report, Ron Rosenfeld, Chair
 - Rosenfeld expressed hope Ex. 5
 - Dyer offered to assist Rosenfeld Ex. 5
The parking garage project Ex. 5
 - Next steps: Ex. 5
 - Ex. 5
 - Curt Windsor suggested recruiting Ex. 5
- Fundraising Committee Report, Wendy Block, Chair
 - Ex 5
 -
 -
 -
- Marketing Committee, Tony Lupo, Chair
 - Ex 5
 -
 -

FINANCIALS

- Carol Fiertz reported that overall the FY11 budget is expected to be good, but if there is a continuing resolution, the Zoo will not receive the expected 4 percent budget increase.
- Ex 5

●

●

●

FONZ UPDATE

- As of late May, attendance is ahead of last year by 3 to 4 percent.
- Bob Lamb stated that FONZ had a terrific year last year, but is now trailing that by 3 percent.
- Lamb reported on the success of the following events: Guppy Gala, ZooFari, and the Deloitte corporate event, which netted an estimated income of \$560,000 over 10 days.
- Ex 5

DIRECTOR'S UPDATE

General Science and Animal Update:

- New Andean Bear Cubs: viewing available only on weekends due to construction.
- Francoise, a Sloth Bear has returned to NZP.
- Elephant Exhibit: in process of shifting elephants to the new exhibit.
- Elephants: Kelly will travel to Malaysia and Thailand with Steve Monfort to meet with government officials to discuss problems they are having with their elephant populations.
- Panda Cub: unfortunately, this was the 4th year in a row that Mei Xiang has not been able to conceive.
- NZP is becoming the foremost center for kiwi research and reproduction in the United States. The Zoo brokered a rare deal in which New Zealand exported five of its iconic birds. Two will live at SCBI.
- Cheetahs: The National Zoo has the best cheetah research facility in the world in the Cheetah Science Facility at SCBI.
- Lions: on May 18, Naba gave birth to a cub. Sadly, on May 20 the cub died. Pathologists determined a hay awn (the pointed tip on a blade of hay) found in the cub's lung led to pneumonia and caused the death. The use of hay bedding for animals, including great cats, is common throughout zoos. There was only organic material in the lions' den. Good news: it appears both female lions are pregnant.
- Virginia Big Eared Bat: working with the U.S. Fish and Wildlife Service and the West Virginia Division of Natural Resources, Zoo scientists established a colony of 40 bats at SCBI to help save them from a fungal disease known as white nose syndrome. As of this date 37, of the original 40 have died. Although the "bat team" knew the high risks associated with this effort, No one had ever attempted to scientifically assess and sustain this subspecies of bats in captivity.
- Kelly will also travel to Beijing, China to hold first round of discussions on renegotiation of panda lease. Kelly has been meeting regularly with U.S. Fish and Wildlife Service (USFWS).

CAPITAL CAMPAIGN UPDATE

- Smithsonian's Capital Campaign goal is to raise roughly \$1.5 billion in seven years.
- The NZP goal is \$81 million.

The board went into executive session.

CONCLUSION

Chairman John Marriott noted the remaining 2010 Advisory Board meeting is scheduled for October 22. The meeting was adjourned.



Smithsonian National Zoological Park

National Zoo Advisory Board Meeting October 14, 2011 Front Royal, Virginia

MINUTES

ATTENDING: John Marriott, Susan Mars, Jim Dinegar, Stanley Freinmuth, Bill Lomika, Tony Lupo, Ronald Rosenfeld, Andrew Shore

STAFF: Secretary Wayne Clough, Smithsonian; Virginia Clark, SI Office of Advancement; Dennis Kelly, NZP Director; Steve Monfort, SCBI Director; Karin Agoulnik, NZP Advancement; Pamela Baker-Masson, NZP Supervisory Public Affairs Specialist; Lesli Creedon, Associate Director, Advancement; Carol Fiertz, NZP Associate Director, Finance and Administration; Chuck Fillah, NZP Exhibits and Park Management; Bob Lamb, FONZ Director; Greg Melanson, FONZ Deputy Executive Director; Don Moore, NZP Associate Director, Animal Care; Ruth Stolk, NZP Advancement

GUEST: Frank Mars

WELCOME AND INTRODUCTIONS

- Chairman John Marriott welcomed everyone and called the meeting to order.

APPROVAL OF MINUTES

- Board approved minutes from the last meeting (June 17).

EXECUTIVE COMMITTEE REPORT, Susan Mars

- Mars asked members to consider sponsoring an animal on the Conservation Carousel.
- Ex 5

DIRECTOR'S UPDATE, Dennis Kelly

- Ex 5
- Kelly reported that NZP had to eliminate 8 federal positions this year: 7 at the Rock Creek campus (3 in Exhibits, 3 in Public Affairs, 1 in Horticulture), and 1 in Front Royal (animal care – which was a keeper who was retired and was not backfilled). However, the funds received for Kids' Farm from State Farm enabled NZP to hire back 2 of the exhibits staff and 1 in public affairs on the trust side.
- Ex 5
- Kelly reported on recent publicity NZP has been getting including very positive coverage in Associated Press, CNN The Washington Post, and TODAY Show.

- Kelly announced that the White House bestowed Pierre Comizzoli with a Presidential Early Career Award for Scientists and Engineers (the highest honor bestowed by the U.S. government on science professionals in the early stages of their independent research careers. Pierre received the award for his work in the emerging field of cryopreservation of exotic animal gametes.
- Kelly reported that NZP is taking a giant step toward preventing the next SARS, avian flu, or Ebola outbreak. [Ex 5]
[REDACTED]
- Kelly reported that NZP vets and animal keepers continue to find creative and cutting edge ways to breed endangered species including the Japanese Giant Salamander.
- Kelly announced that NZP is on schedule to open two new exhibits in 2012 and 2013. American Trail opens late spring /early summer 2012, [Ex. 5]
[REDACTED]
Ex. 5
[REDACTED]
- Kelly announced that NZP received the highly competitive and coveted PR News Platinum Award for our Amphibian Crisis public relations campaign.
- Kelly reported about the celebration of the 30th anniversary of the discovery of the last 18 black-footed ferrets in the wild and the 20th anniversary of their re-introduction through a series of media-related activities. The biggest coverage came from the Associated Press article which was picked up in national outlets, like USA TODAY and 46 states.
- Kelly announced that NZP hosted the Smithsonian Network premiere of "Mission Critical: Amphibian Rescue," featuring the research of Brian Gratwicke and our Panama rescue team as they race to save frogs, at the Zoo on Oct. 11.
- Kelly reported on the Parking Garage project – [Ex. 5]
[REDACTED]
- Ex 5 & 6
[REDACTED]
- Ex 5
[REDACTED]
[REDACTED]
- Monfort provided a panda breeding update – NZP is trying another year to breed pandas through artificial insemination. [Ex 5]
[REDACTED]

- Monfort reported on current DNA research and analysis being done by NZP scientists—including the discovery of two new species of seabirds. [Ex 5]
[Ex 5]
[REDACTED]
- Ex 5
[REDACTED]

FONZ UPDATE, Bob Lamb

- Lamb reported on NZP visitation in 2011, which is down 20% over 2010. Major causes for this decline include:
 - construction taking place in 1/3 or more of Zoo
 - weather impact
 - fewer multiple visits
 - more realistic/accurate attendance tracking

Despite this decline, net profit is up and revenue per capita is better than in previous years.

- Lamb announced a partnership [Ex. 5] Ex. 5
[REDACTED]
- Lamb reported on the success of a recent direct mail campaign with a response rate of over 1.1%.
- [Ex 5]
[REDACTED]
- Lamb reported that volunteer engagement is the best of all units in SI and encouraged Board and NZP staff to thank/recognize volunteers in person when possible.
- Lamb reported that the search for the new food service [Ex. 5]
[REDACTED]
- Lamb announced that FONZ is expecting [Ex. 5]
[REDACTED]. Board members suggested [Ex. 5]
[REDACTED].
- Dinegar asked [Ex. 5]
[REDACTED].

NOMINATING COMMITTEE, Jim Dinegar (on behalf of Scott Wilfong, Chair of Nominating Committee)

- Dinegar presented the committee's recommendation [Ex. 5]
[REDACTED]
[REDACTED].

SMITHSONIAN UPDATE, Secretary Wayne Clough

- Sec. Clough thanked board members for their service and congratulated them on recent successes including:
 - Recent gifts: [Ex 5 & 6]
and [Ex 6] from Ford Motor Company to the NZP Critical Priorities Fund
 - Groundbreaking for the new Smithsonian-George Mason Academic Center this past June and upcoming opening of the new facility for clouded leopards and red pandas at Front Royal on November 12, thanks to over [Ex 6] in funding.
 - [Ex 5]
○ [Ex 5]
[REDACTED]
 - Dennis Kelly elected to the Board of the Association of Zoos and Aquariums, and AZA appointed Don Moore (NZP) Chair of its Accreditation Commission for 2012.

- The National Chapter of American Association of Zoo Keepers won the "Best Chapter of the Year" award (out of 90 chapters across the country, and after making a concerted 5-year-effort to reconstitute AAZK here at NZP).
- New Advancement Officer at Zoo - Lesli Creedon.
- Ex 5 [REDACTED]
- Sec. Clough stressed the need to stay relevant to future generations and maximizing SI's impact by updating the way we can connect with people, fund new research, and become a 21st century hub of lifetime learning.
- Sec. Clough provided a federal funding update: SI is under a Continuing Resolution at the FY 2011 (minus 0.5%) level until November 11. Ex 5 [REDACTED].
- Ex 5 [REDACTED]
- Sec. Clough reported on the success of Smithsonian Enterprises including shops, magazine, and channel.
- Sec. Clough reported that despite difficult financial times, the SI fundraising goal for FY 2011 was \$175M and preliminary numbers Ex. 5 [REDACTED]
- Sec. Clough emphasized the importance of the SI national campaign Ex 5 [REDACTED]

[REDACTED] The SI Campaign messages include:

- Tell America's whole story
- Inspire lifelong learning
- Spark discovery and
- Reach people everywhere

CAMPAIGN REPORT, Lesli Creedon (on behalf of Wendy Block, Campaign Chair)

- (Since the campaign chair, Wendy Block, was unable to attend, Lesli Creedon gave the report.) Creedon provided an overview on the NZP campaign:
 - Ex 5 [REDACTED]
 - [REDACTED]
 - Philanthropic Backdrop –
 - Robust recovery in giving after steep declines in 2008-09. Total giving in 2010, when adjusted for inflation, up 3.8% to \$290.89 bn
 - Individual, bequest & family foundation giving up 2.7%; accounts for 87% of all giving.
 - Foundation giving remained steady.
 - Corporate giving up 10.6 percent to \$15.29 billion.
 - *Giving to animal organizations & the environment dropped, but by less than 1%. Only accounts for 2% of all giving.*
 - 19 gifts of \$50M or more were given in the first half of 2011.

Ex 5 [REDACTED]

- Creedon reported on goals for key campaign projects and priorities at both the Rock Creek and Front Royal campuses and the Giant Panda Program.
- Creedon emphasized the need to bolster the endowment [Ex. 5]
[REDACTED]
[REDACTED]
- Creedon reported on next steps:
 - Ex. 5
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
- Creedon reviewed the gift table and [Ex. 5]
[REDACTED]
- Ex 5
[REDACTED]

CONCLUSION

The open part of the meeting was adjourned and the Board met in a brief Executive session. The next meeting was scheduled for Friday, February 10, 2012 at the Zoo's Rock Creek Campus.



Smithsonian National Zoological Park

National Zoo Advisory Board Meeting June 17, 2011 Smithsonian's National Zoo

MINUTES

ATTENDING: Bill Lomicka, Jim Dinegar, Andrew Shore, Steve Elmendorf, Tony Lupo, Jim Dyer, John Marriott, Susan Mars

STAFF: Eva Pell, Undersecretary for Science; Alison McNally, Undersecretary of Finance and Administration; Dennis Kelly, NZP Director; Greg Melanson, FONZ Deputy Director; Steve Monfort, SCBI Director; Carol Fiertz, NZP Associate Director, Finance and Administration; Daniel Kemp, Kathryn Rasmussen, and Barbara Uhler, NZP Advancement.

WELCOME AND INTRODUCTIONS

- Chairman John Marriott welcomed everyone and called the meeting to order.

APPROVAL OF MINUTES

- Board approved minutes from the last meeting.

SMITHSONIAN UPDATE, Eva Pell

- The federal FY 2011 budget was finally approved in April, and resulted in SI receiving approximately 0.2 percent less than in FY 2010.
- Pell reported that there is no word on the 2012 budget. [Ex. 5] [REDACTED]
- Pell also reported on the Smithsonian Consortia grants. The goal of the grants was to encourage big projects across all of the units. NZP is part of project that was funded through the grant program which research the next generation of genome sequencing.
- Dennis reported that the NZP Genetics Lab just received an in-kind donation from Roche for a state-of-art sequencing machine that will benefit the entire Smithsonian and play a major role in this project.
- Tony Lupo asked about the possibility [Ex. 5] [REDACTED].

SCIENCE UPDATE, Steve Monfort

- Monfort reported on recent births at SCBI, which included a pair of clouded leopard cubs, five cheetah cubs, and a litter of black footed ferrets that were the result of an artificial insemination procedure using 20 year-old banked ferret sperm.
- Monfort reported that SCBI is about to pilot [Ex. 5] [REDACTED].

- Monfort also announced that SCBI has hired Mahendra Shrestha as the director of the Global Tiger Initiative. Mahendra was formerly with the National Fish and Wildlife Foundation where he was the director of the Save the Tiger Fund,

COMMITTEE REPORTS

Executive Committee Report, Jim Dinegar

- The Executive Committee met on June 9 and reviewed all action items from the February Advisory Board meeting
- Ex. 5 [REDACTED]. The Nominating Committee had put together a slate of candidates, which the next committee report will discuss.

Nominating Committee, Dennis Kelly

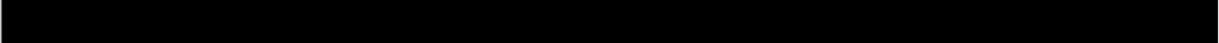
- Since Scott Wilfong, the committee's chair was unable to attend, Dennis Kelly gave the report. Dennis began by reiterating the need to nominate six new board members. The following prospects were discussed:
 - Ex. 5 [REDACTED]
 - Ex. 5 [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Dennis also reported that John Marriott and Susan Mars have agreed to stay on as Chair and Co-Chair.

- Exs 5 & 6



Government Relations Committee Report, Jim Dyer

- Ex 5



Ex 5

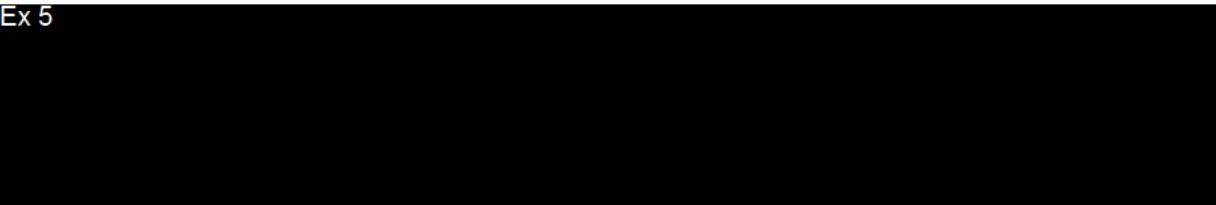


CAMPAIGN FUNDING MODELS, Alison McNally

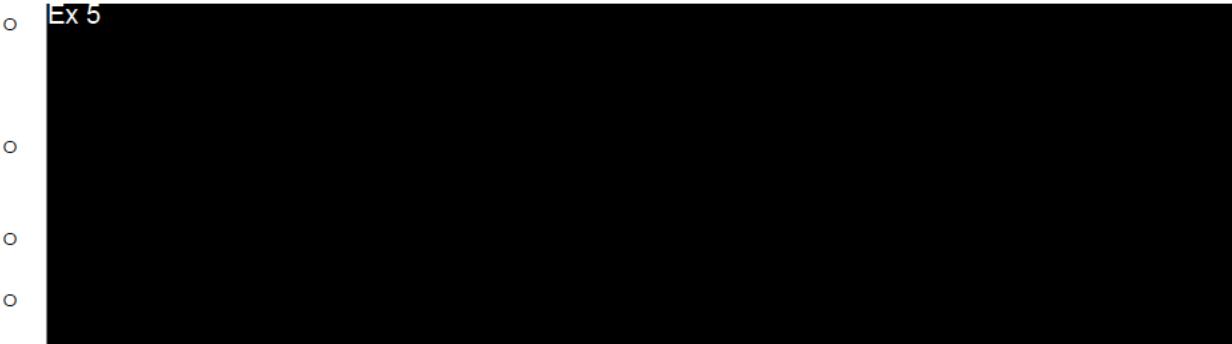
- Alison McNally, Under Secretary for Finance and Administration, provided the board with an update on SI Capital Campaign planning



- Ex 5



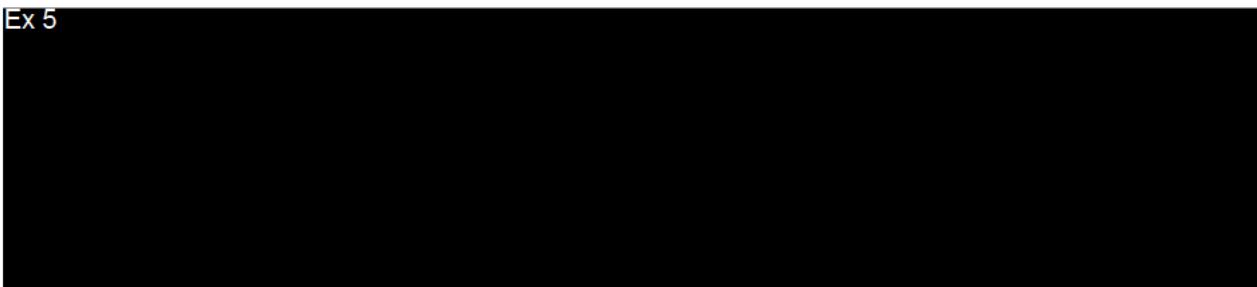
o Ex 5



CAPITAL CAMPAIGN CASE STATEMENT

- Carol Thomson, president of the consulting firm of SteegeThomson, which SI has hired to develop communications for the capital campaign, spoke to the board about developing a communications strategy.

- Ex 5



- Ms. Thomson then led the board through a freewheeling discussion, [Ex. 5]
[REDACTED]
[REDACTED]
[REDACTED]

DIRECTOR'S REPORT, Dennis Kelly

- Dennis announced that the Zoo is on schedule to open two new exhibits in 2012. American Trail opens late spring /early summer 2012, [Ex. 5]
[REDACTED]
[REDACTED]
[REDACTED].
- Ex 5
[REDACTED]
- Dennis presented a fundraising update. We have raised more than [Ex 6] since the last meeting including a [Ex 6] gift from State Farm in support of the Zoo's Kid's Farm. In addition to the funds raised, [Ex 5]
[REDACTED]

FONZ REPORT, Greg Melason

- Melanson presented and reviewed FONZ's figures for revenues, expenses and net income for the years.

CONCLUSION

The meeting was adjourned and the next meeting was scheduled for October 17 at the Zoo's Front Royal Campus.



Smithsonian National Zoological Park

National Zoo Advisory Board Meeting

October 22, 2010

Smithsonian's National Zoo

MINUTES

ATTENDING: Jim Dinegar, James Dyer, Steve Elmendorf, John Marriott, Susan Mars, Tom Nides, Andrew Shore, Bill Lomicka, Stan Freimuth

STAFF: Secretary of the Smithsonian Wayne Clough, Zoo Director Dennis Kelly, Zoo Associate Director for Finance and Administration Carol Fiertz, FONZ Executive Director Bob Lamb, Fran Bernstein, Daniel Kemp, Lori Yates.

WELCOME AND INTRODUCTIONS

- Chairman John Marriott welcomed new board members Bill Lomicka and Jim Dinegar and FONZ President, Andrew Shore.
- Carol Fiertz was introduced as the new Associate Director of Finance and Administration.

APPROVAL OF MINUTES

- Board approved minutes on motion by Jim Dyer, seconded by Steve Elmendorf.

COMMITTEE REPORTS

- Executive Committee Report, John Marriott, Chair
 - Discussion of Zoo priorities and EX 5 [REDACTED]
 - Fran Bernstein was congratulated for her tremendous leadership of the development team.
- Nominating Committee Report, Scott Wilfong, Chair (Dennis Kelly reporting)
 - EX 5 [REDACTED]
 - Exs 5 & 6 [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - The Zoo Advisory Board (ZAB) currently has 15 members. The by-laws state that the board can have as many as 21 members.
- Government Relations Committee Report, Jim Dyer, Chair
 - Congress adjourned without passing the appropriations bill EX 5 [REDACTED]
 - EX 5 [REDACTED]
 - [REDACTED]
 - EX 5 [REDACTED]

SCIENCE UPDATE, Steve Monfort

- Monfort provided an overview of the Smithsonian Conservation Biology Institute (SCBI). Monfort reviewed that SCBI serves as an umbrella for the National Zoo's global science efforts and is organized into six centers of excellence: Conservation Ecology Center, Center for Conservation Education and Sustainability, Center for Conservation & Evolutionary Genetics, Migratory Bird Center, Center for Species Survival, and the Center for Animal Care Sciences. Monfort pointed out that most other conservation NGO's are moving away from single species research and that SCBI is leading the field in this area.
- In May 2010, SCBI held its first Science Retreat with the theme "Understanding and Sustaining a Biodiverse Planet." Four cross-center projects were identified.

FINANCIALS: Carol Fiertz

- Carol presented overview of the NZP budget.
- Carol reviewed Federal Budget from 2006 to 2011.
 - Average yearly increases of Federal Budget is 3.51%
 - Average yearly increase of salaries/benefits is 6.07%
 - Average yearly COLA increase is 3.55%
- Percentage of salaries and benefits from the federal budget which has created an operating budget deficit:
 - 81% in 2006 to
 - 95% in FY10 to
 - 92% in FY11 or
 - 96% in FY11 (CR) – both FY 11 projections with hiring freeze implemented
- Working on ways to increase revenue. Possibilities include:
 - Ex. 5
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Courses of action are under consideration [Ex. 5] .
 - Ex. 5
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]

- Ex 5
- NZP is 10% of SI's budget Ex 5
Ex 5
- Ex 5

FONZ UPDATE, Bob Lamb

- Reviewed FONZ's major operational areas: corporate and special events, development, education, food service, membership, merchandise, parking and guest services, website and publications, and volunteer recruitment and training
- Presented figures for revenues, expenses and net income for the years 2008, 2009 and a 2010 year-end projection. He stated that FONZ had a terrific year last year, but is now trailing that by 3 percent.
- In 2009 membership reached an all-time high of 41,600; in 2010, membership was slightly behind at 40,900.
- Guppy Gala, ZooFari, and the Deloitte corporate event netted an estimated income of Ex 6 over a 10 day period.
- Ex 5

PRESENTATION, Smithsonian Secretary G. Wayne Clough

- Provided an overview of the state of the Institution and an update on capital campaign planning. Ex 5
- NZP and SCBI are powerful resources and it is important that we share this expertise with the world. Ex 5
- SI as a whole has been working hard to be better organized. It was named the 4th best place to work in the country.
- Visitation is strong. In the past several years 85 new exhibits have opened. Ex 5
- Ex 5
- Working to improve mobile apps at various units to provide young people with more exposure to SI.
- FY 10 was a good year financially for the Institution. Ex 5

DIRECTOR'S UPDATE, Dennis Kelly

- Ex 5
-
-
-
- SI is conducting a feasibility study on Ex 5

- Secretary Clough stressed that leadership is prepared to work with NZP on Ex. 5

■ [REDACTED]

■ [REDACTED]

■ [REDACTED]

CONCLUSION

Chairman John Marriott noted schedule for upcoming board meetings. The meeting was adjourned.



National Zoo Advisory Board Meeting
Friday, February 20, 2015
Smithsonian's National Zoo, Visitor Center, Board Room

MINUTES

ATTENDING IN PERSON: Jim Dinegar (Chair); Susan Mars (Vice-Chair); Hal Brierley; Jeff DeBoer; Elliott Ferguson; David Leavy; Tom Lovejoy; Ziad Ojakli; Emanuel Rouvelas; David Velazquez; Pete Smith, Vice Chair, FONZ Board of Directors.

ATTENDING BY PHONE: Angie Marriott, Beatrice von Gontard

STAFF: Dennis Kelly, Director, NZP; Steve Monfort, Director, SCBI; Pamela Baker-Masson, NZP Associate Director of Communications; Lesli Creedon, NZP Associate Director, Advancement; Nicole Ernst, NZP Advancement; Carol Fiertz, NZP Associate Director, Finance and Administration; Chuck Fillah, NZP Associate Director Planning and Strategic Initiatives; Virginia Clark, Office of Advancement, Smithsonian Institution; John Kress, Interim Under Secretary for Science, Smithsonian Institution; Nell Payne, Director, Office of Government Relations, Smithsonian Institution; Bob Lamb, FONZ Executive Director.

SPEED DATING: Meredith Bastian, Christina Castiglione, Marie Galloway, Kenton Kerns, Don Neiffer, and Craig Saffoe.

CHAIR'S WELCOME, OFFICIAL BUSINESS and APPROVAL OF MINUTES (JIM DINEGAR)

- Welcome to Elliott Ferguson and David Leavy who joined for their first meeting.
- The Board approved the minutes from the October 17, 2014 Board Meeting.
*Amended to correct Adrienne Mars's name.

NOMINATING COMMITTEE REPORT AND ACTION, Susan Mars

- Nominating Committee met on January 12.
- Reviewed actions since last Nominating Committee Meeting
 - Dennis is reaching out to other Zoos [Ex. 5]
 - Exs 5 & 6

- Reviewed the current Board Composition and priority categories for new members. Two Board members terms are up this year, so our goal is to add 2-3 members over the next 12 months.
- Want to recruit candidates [Ex. 5]
- Exs 5 & 6

Exs 5 & 6

- In addition, the team is going to get more information and background on Ex. 5
- Ex 5
- The Board voted three members to a second three-year term:
 - Jeff DeBoer;
 - Patty Olson; and
 - Beatrice von Gontard.
- A sincere thanks to our three retiring members -- Wendy Block, Bruce Campbell and Jennie Turner Garlington. All have been great friends of the National Zoo and SCBI.

SMITHSONIAN UPDATE, John Kress

- Ex 5

DIRECTORS' REPORT, Dennis Kelly and Steve Monfort

- Provided an animal update including new species (Kudu, coral, 20 species of fish, Striped Skunks, Short Eared Elephant Shrew, Greater Mouse-Deer, Long-Tailed Chinchillas, and North American Porcupines), orangutan and gorilla breeding, and new bull elephant coming in the Fall.
- Discussed budget highlights:
 - FY15
 - Full-year Federal appropriation
 - Received increase of 2.8%
 - \$500,000 for equipment expenditures and
 - \$200,000 to cover increased commissary costs
 - Plus 1% Cost of Living
 - Ex 5
- Provided an operational update:
 - Ex 5
 - Dennis elected as Vice Chairman of the Association of Zoos and Aquariums Board of Directors
- Discussed *Experience Migration*
 - Transforming Bird House into first-of-its-kind exhibit with immersive, hands-on animal and science experiences.
 - Ex 5
 - This will be the only exhibit of its kind in the world; no other zoo or natural history museum is telling the story of migration in this scale or scope.
 - *Experience Migration* will bring the research of the Smithsonian Migratory Bird Center to the public and engage people in citizen-science projects.
 - The exhibit will inspire our visitors and give them the tools and knowledge to protect important species before they are on the brink of extinction.
 - Concept design completed at the end of 2014.
 - Showed the migration of the Honey Buzzard video to show the annual life cycle of birds.
- Provided an update on parking:
 - Ex. 5
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Provided a security update on Spring Break Visitor Screening:
 - Bag Checks;
 - Controlled Access; and
 - Special Access for FONZ Members.

- Discussed the DC Attitude and Usage Survey, both findings and recommendations.
 - Findings:
 - 100% of people know the Zoo exists
 - 75% know that the Zoo is part of the Smithsonian Institution
 - To entice more visitors:
 - Something “new”
 - Entertainment /Fun – Great place for adults as well as children
 - 46% don’t know about SCBI
 - Awareness of conservation efforts:
 - 19% of respondents said that knowing about the Zoo’s conservation efforts make them more likely to visit the Zoo
 - 18% of respondents said that knowing about the Zoo’s conservation efforts make them more likely to become a FONZ member or donate to the Zoo
 - Recommendations to maintain or increase attendance, the Zoo will need to:



- Discussed the Smithsonian Myanmar Initiative.
- Informed everyone about Elephant Welfare study and how the Zoo and SCBI are engaged.
- Provided an update on the Smithsonian Migratory Bird Project.

FONZ Strategic Planning Process, Bob Lamb and Pete Smith

- FONZ Board of Directors has approved their Strategic Plan. The goal is to: Create exceptional visitor experiences that build a personal connection to the Zoo and its conservation mission while growing revenues.
- The plan has four areas to achieve their goal: visitor experience, events, educational programs and membership.
- Through these four areas, FONZ will:
 - Increase visitors, members and member retention and engagement;
 - Increase memberships for FONZ, and donations for the National Zoo;
 - Cultivate increased engagement with donors and members over a long period of time; and
 - Increase support and action for conservation of species and habitats.

CAPTIAL CAMPAIGN, Ziad Ojakli, Angie Marriott and Lesli Creedon

- Ginny Clark provided an update on the overall Smithsonian Campaign.

- Discussed NZP/SCBI Campaign progress, including:

- As of January 31, raised [Exs 5 & 6]
- For our FY 15 goal, [Exs 5 & 6]
- Since October, we have:
 - [Exs 5 & 6]

Exs 5 & 6

- Reminded everyone of the funding priorities for the Campaign: [Ex. 5]
- Informed everyone of upcoming fundraising and engagement opportunities, as well as events:
 - Corporate Breakfast;
 - Amphibian Rescue Center Dedication in Panama;
 - Congressional Picnic;
 - ZooFari;
 - Conservation Immersion Seminar;
 - Baby Shower;

- Ambassador Dinner; and
- Chef's table in the Commissary.

Giant Panda Program, Dave Wildt and Brandie Smith

- Provided a history of Giant Pandas at the Zoo, including NZP/SCBI science and conservation efforts/successes, especially over the last decade;
- Discussed National Zoo/SCBI's focus in China to protect habitat, create a healthy population, and provide training;
- Reported on the role and impact of pandas on exhibit at NZP; and,
- The recent and future cost of the NZP giant panda program.

CONCLUSION

The meeting was adjourned without an Executive Session.

NEXT MEETINGS

2015 ADVISORY BOARD MEETING SCHEDULE

Friday, June 12, 2015 (Front Royal Campus)

Friday, October 16, 2015 (Rock Creek Campus)



National Zoo Advisory Board Meeting
Friday, June 12, 2015
Smithsonian Conservation Biology Institute, Front Royal, VA

MINUTES

ATTENDING IN PERSON: Jim Dinegar (Chair); Hal Brierley; Jeff DeBoer; Elliott Ferguson; David Leavy; Tom Lovejoy; Patricia Olson; Terry Prather; Emanuel Rouvelas; Beatrice von Gontard; John Ring, Chair, FONZ Board of Directors.

STAFF: Dennis Kelly, Director, NZP; Steve Monfort, John and Adrienne Mars Director, SCBI; Pamela Baker-Masson, NZP Associate Director of Communications; Lesli Creedon, NZP Associate Director, Advancement; Nicole Ernst, NZP Advancement; Carol Fiertz, NZP Associate Director, Finance and Administration; Chuck Fillah, NZP Associate Director Planning and Strategic Initiatives; John Kress, Interim Under Secretary for Science, Smithsonian Institution; Bob Lamb, FONZ Executive Director.

SPEED DATING: Justin Cooper; Shermin De Silva; Amy Johnson; Natalia Prado-Oviedo, Natalia; Parker Pennington

CHAIR'S WELCOME, OFFICIAL BUSINESS and APPROVAL OF MINUTES (JIM DINEGAR)

- The Board approved the minutes from the February 20, 2015 Board Meeting.

NOMINATING COMMITTEE REPORT AND ACTION, Hal Brierley

- Nominating Committee met on May 7.
- Reviewed the current Board Composition and priority categories for new members. Two Board members terms are up this year, **Ex 5**
- **Ex 5**
- **Exs 5 & 6**

- Slated two candidates for election. Both approved.
 - Dawn Arnall –Dawn lives in Aspen, sits on the Board of Conservation International, supports other zoos, and has a foundation dedicated to animal welfare.
 - Won-kyong Kim – Executive Vice President of Samsung Electronics North America.
- 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.

SLATE HILL CONSERVATION AREA, Steve Monfort, Dave Wildt and Lesli Creedon

- Introduction of Slate Hill Conservation Area
 - Discussed the benefits/uniqueness of a facility like Front Royal, including:
 - Only five others in the US, totaling 25,000 acres;
 - Large tracts of land = large herd management; and
 - Closed to the public = less stressful for some animals, research in more naturalistic setting.
 - Discussed why captive breeding is important, including:
 - Insurance populations
 - One of every four animal species on the planet is threatened by extinction due to habitat loss/degradation, overexploitation, pollution, disease, invasive species, human overpopulation and the looming threats of climate change.
 - Research to better understand biology of species; and
 - Maintain Zoo populations to inspire/educate.
 - Ex 5
- Provided an overview of plans, budget, timeline, and fundraising.
 - Ex 5
 -
 -
 -
 -
 -
 -
 -

CAPTIAL CAMPAIGN: Lesli Creedon

- Discussed NZP/SCBI Campaign progress, including:
 - As of June 5, raised [Ex 5]
[REDACTED]
 - Since February, we have:
 - Raised [Ex 5]
[REDACTED]
 - Held a Campaign Committee meeting;
 - Hosted donor events, including the Baby Shower;
 - Focused on Annual Giving; and
 - Filled staff vacancies.
- Ex 5
[REDACTED]
- Circulated an index card for each Board Member to think of a new prospect name.
- Informed everyone of upcoming fundraising and engagement opportunities, as well as events
 - Coral Exhibit opening on June 25;
 - Corporate Breakfast; and
 - Irish Embassy Event.
- Ex 6
[REDACTED]

SMITHSONIAN UPDATE, John Kress

- Provided updates on the Smithsonian, including pan-institutional projects and signature programs, the federal budget, and capital projects such as National Air and Space Museum remodeling.
- Discussed the Smithsonian Leadership transition and welcoming incoming Secretary David Skorton on July 1.
- Thanked Al Horvath for his leadership as Interim Secretary.

WEBSITE, Pamela Baker-Masson

- Discussed the new website design.
- Ex 5 [REDACTED]
- Initial designs are in and content for dozens of pages has been reviewed. Pages are getting updated and technical build just began.
- Ex 5 [REDACTED]
- While we await a new site, we are working to make the most-trafficked pages responsive, including the homepage. The current site is now mobile-friendly –a significant breakthrough as we know people are using their mobile devices in lieu of their computers.
- On the new website, viewers can expect:
 - Streamlined content and design;
 - Emphasis on conservation and science/SCBI; and
 - New organization and layout of Support and Membership areas.

DIRECTORS' REPORT, Dennis Kelly and Steve Monfort

- Provided an animal update including panda artificial insemination, arrival of a male sea lion, birth of a spider tortoise, potential for hyenas, tamanduas, birth of four lesser tenrecs, birth of a short-eared elephant shrew, orangutan and gorilla breeding, and new bull elephant coming in the fall.
- Discussed SAFE -- Saving Animals From Extinction – a new Association of Zoos and Aquariums initiative to focus the entire AZA zoo and aquarium community on conservation science, wildlife expertise and its 180 million visitors on saving species in the wild. In 2015, SAFE will focus on 10 species: African penguins, Asian elephants, black rhinoceros, cheetahs, gorillas, sea turtles, sharks, vaquitas, Western pond turtles, and whooping cranes.
- Discussed budget highlights:
 - FY15
 - Full-year Federal appropriation
 - Received increase of 2.8%
 - \$500,000 for equipment expenditures and
 - \$200,000 to cover increased commissary costs
 - Plus 1% Cost of Living
 - Attendance is down as expected after high FY14 visitation due to panda cub Bao Bao.
 - Ex 5 [REDACTED]
- Provided an operational update:
 - Public Engagement initiatives:
 - Wildlife Trafficking
 - Revamped Zoo Map and Brochure
 - Update on Webcams
 - Ex 5 [REDACTED]
 - Staffing-Dr. Brandie Smith named Associate Director for Animal Care.
- Provided a safety and security update:
 - Successful Spring Break Visitor Screening;
 - 32,000 visitors on Easter Monday; and
 - Plan to adjust and repeat for future years.
- Discussed the Service Contract Act and how it effects the Zoo and FONZ.
- Ex 5 [REDACTED]
- Reported on new wildlife tracking software for analyzing and modeling animal movement data. This new tool will revolutionize conservation science because it allows conservation biologists to accurately answer critical conservation questions, including:
 - How much area does a species need throughout its lifetime?
 - How is animal behavior affected by the environment?
 - How and where will the animal move and where might it come into conflict with human activities such as land use, oceanic shipping routes, wind farms, or aircraft?

- Reported on the recent clouded leopard births in Thailand. The cubs were a result of artificial insemination done by SCBI scientist Pierre Comizzoli and are extremely genetically viable to their population.
- Discussed how SCBI and National Institutes of Health scientists are studying the genome of the native Hawaiian honeycreeper, the Amakihi, to understand how some Amakihi can survive invasive avian malaria.
- Provided an update on the Smithsonian-Mason School of Conservation.

FONZ UPDATE, John Ring

- Reported on a successful Zoofari.
- Provided an update on the FONZ Strategic Plan.
- Discussed the leadership transition
 - Thanked Bob Lamb for his eight years of service to FONZ.
 - Ex. 5

CONCLUSION

The meeting was adjourned without an Executive Session.

NEXT MEETINGS

2015-2016 ADVISORY BOARD MEETING SCHEDULE

Friday, October 16, 2015 (Rock Creek Campus)

Friday, February 19, 2016 (Rock Creek Campus)

Friday, June 17, 2016 (Front Royal Campus)

Friday, October 14, 2016 (Rock Creek Campus)



Smithsonian
National Zoological Park
Conservation Biology Institute

ZOO ADVISORY BOARD MEETING

Friday, June 13, 2014

Smithsonian Conservation Biology Institute, Front Royal, VA

MINUTES

ATTENDING IN PERSON: Jim Dinegar, Susan Mars, Beatrice von Gontard, Angela Marriott, Terry McCallister, Patricia Olson, Ziad Ojakli, Emanuel Rouvelas, Terry Prather, Tom Lovejoy, Tim Lynch (Vice-chair, FONZ Board of Directors).

ATTENDING BY PHONE: Hal Brierley, Bruce Campbell.

STAFF: Dennis Kelly, Director, NZP; Dave Wildt, Center for Species Survival, SCBI; Pamela Baker-Masson, NZP Associate Director of Communications; Lesli Creedon, NZP Associate Director, Advancement; Virginia Kromm, NZP Advancement; Ruth Anna Stolk, SCBI Advancement; Chuck Fillah, NZP Associate Director Planning and Strategic Initiatives; Carol Fiertz, NZP Associate Director, Finance and Administration; John Kress, Acting Under Secretary for Science, Smithsonian Institution; Bob Lamb, FONZ Director; Kathleen Johnson, George Mason University.

CHAIR'S WELCOME AND OFFICIAL BUSINESS, Jim Dinegar

- Welcomed the Board and new Board Member Tom Lovejoy.
- Thanked Susan Mar for chairing the meeting in his absence. **Ex 6**

Ex 6

APPROVAL OF MINUTES

- The Board approved the minutes from the February 21, 2014 Board Meeting

NOMINATING COMMITTEE REPORT AND ACTION, Susan Mars

- Committee met on April 18, 2014.
- Seventeen current Members, but Wendy Block and Jenny Turner Garlington are reaching the ends of their terms.
- Exs 5 & 6
- Hal Brierley and Tom Lovejoy have agreed to join the Nominating Committee.
- Next meeting will be late summer; please send recommendations to Committee members.
- Committee put forth nomination of Jim Dinegar for a second two-year term as Chair. All approved.

SMITHSONIAN UPDATE, John Kress

- Presented how large Smithsonian-wide projects are impacting work at NZP
- Strategic plan focuses on four Grand Challenges: Valuing World Cultures; Understanding the American Experience; Unlocking the Mysteries of the Universe; Understanding and Sustaining a Biodiverse Planet. Goal is to give focus to the many projects at SI.
- Consortia were established with a grant for the Gates Foundation to fund projects that involve multiple units. Goal is to funnel in seed money to make programs competitive for external funding.
- NZP leads three priorities for Understanding and Sustaining a Biodiverse Planet: BioGenomics; Conservation and Sustainability; Global Earth Observatories.

DISCUSSION: PRIORITIZING THE STRATEGIC PLAN, Dennis Kelly

Question posed to the Board:

• Ex. 5

Key facts:

- The first 17 days of the fiscal year NZP was closed because of the government shutdown, then several big snow days and lots of rain.
- Zoo is doing very well because of previous investments: Carousel, American Trail; lion cubs; etc.
- Attendance is up 10%; we should reach 2.5 million, which is more than we expected.
- We have federal budget certainty. Ex. 5

• Ex. 5

- Ex. 5

Discussed Possible Closure of Invertebrate Exhibit.

- Slated to move in the future to area where Think Tank is now.
- Ex 5

Discussed Central Parking Facility.

CAPITAL CAMPAIGN, Angie Marriott and Lesli Creedon

- As of March 31, the Smithsonian had raised [Ex 5] but since then Frank and Susan Mars have [Exs 5 & 6]
- By campaign launch on October 17, [Ex 5]
- Ziad Ojakli attended a Campaign Chair retreat [Ex 6] Participants discussed all units' challenges, brainstormed on how to reach fundraising goals.
- Prior to the public launch, need to finalize our funding priorities/needs. [Ex 6]

[REDACTED] . Ex 5

Ex 5

- Campaign Launch: October 17 Board meeting will end early so Members can attend a lunch for all SI Advisory Board members. That night is NZP 125th Anniversary Dinner at which campaign will be announced. Board Members will be invited to special events Saturday and the black tie gala

DISCUSSION: RAISING AWARENESS AND PASSION FOR SCIENCE

- Questions posed to the Board:
 - How do we get more people to understand:
 - Ex. 5 [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - Ex. 5 [REDACTED]
- Tom Lovejoy opening remarks: Ex. 5 [REDACTED]
[REDACTED]
[REDACTED]
- Examples of science being presented well and in engaging manners to the public include: Leafsnap (app) and USA Science and Engineering Festival.
- Different goals demand different strategies: Ex. 5 [REDACTED]
[REDACTED]
- Suggestions: [REDACTED]

SMITHSONIAN-MASON SCHOOL OF CONSERVATION. Kathleen Johnson

- The School and facility have been open two years.
- The original business plan was to build and populate an undergraduate and a graduate/professional wing. The first year we had 20 undergraduates; this fall we will have 2 cohorts of 20 each.
- Ex. 5
- Rentals are doing better than expected: Ex. 5 Need to balance demand with student space needs.

- Ex 5
-
-
-

CONCLUSION

The meeting was adjourned following an Executive Session.

NEXT MEETINGS

Friday, June 13, 2014 (Front Royal Campus)

Friday, October 17, 2014 (Rock Creek Campus)

Friday, February 20, 2015 (Rock Creek Campus)

Friday, June 12, 2015 (Front Royal Campus)



National Zoo Advisory Board Meeting
Friday, October 16, 2015
Smithsonian's National Zoo, Visitor Center, Boardroom

MINUTES

ATTENDING IN PERSON: Jim Dinegar (Chair); Susan Mars (Vice-Chair); Dawn Arnall; Hal Brierley; Jeff DeBoer; Won-kyong Kim; David Leavy; Ken Lore; Angie Marriott; Ziad Ojakli; Emanuel Rouvelas; David Velazquez; John Ring, Chair, FONZ Board of Directors.

ATTENDING BY PHONE: Patricia Olson

STAFF: Dennis Kelly, Director, NZP; Pamela Baker-Masson, Associate Director of Communications; Lesli Creedon, Associate Director, Advancement; Nicole Ernst, Advancement; Carol Fiertz, Associate Director, Finance and Administration; Chuck Fillah, Associate Director, Planning and Strategic Initiatives; David Wildt, SCBI Center Head / Center for Species Survival; Cynthia Brandt-Stover, Campaign Director, Smithsonian Institution; John Kress, Interim Under Secretary for Science, Smithsonian Institution; Lynn Mento, FONZ Executive Director.

CHAIR'S WELCOME, OFFICIAL BUSINESS and APPROVAL OF MINUTES (JIM DINEGAR)

- Thank you to the Animal Care staff for bringing the animals to us this morning.
- Welcome to Dawn Arnall, Won-kyong Kim and Ken Lore who joined for their first meeting.
- The Board voted to approve the updated bylaws.
- The Board approved the minutes from the June 12, 2015 Board Meeting.

NOMINATING COMMITTEE REPORT AND ACTION, Hal Brierley

- Nominating Committee had a call on October 8.
- Reminded everyone that with the current Board Composition, we have two vacancies.
- Exs 5 & 6

- The Board voted three members to a second three-year term:
 - Ziad Ojakli;
 - Terry Prather; and
 - David Velazquez.
- 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, John Kress and Cynthia Brandt-Stover

- Discussed Secretary Skorton's first few months and his Installation on October 19.
- Provided updates on the Smithsonian, including pan-institutional projects and signature programs, including Biodiversity Genomics, Conservation Commons, climate change and environmental efforts, and the Grand Challenges.
- Provided an update on the Smithsonian Campaign as well as regional outreach and digital philanthropy.

DIRECTORS' REPORT, Dennis Kelly and Dave Wildt

- Provided an update on Bei Bei including the First Ladies' visit to the Zoo and naming, debut plan and loan agreement update.
- Passed a resolution thanking David Rubenstein for his continued commitment to the Giant Pandas and the National Zoo (copy of the Resolution attached).
- Provided an animal update including Kandula (elephant) moving to the Oklahoma City Zoo, birth of a porcupine that needed to be hand reared, hatching of two kori bustard chicks, the arrival of a sea lion from Mystic Aquarium, and addition of ring-tailed lemurs to the Lemur Island Exhibit.
- Discussed SCBI's priorities over the next three months including [Ex. 5]
[REDACTED]
[REDACTED]
[REDACTED]
- Discussed visitation for the year.
- Informed the Board about the change in hours -- effective January 1, 2016.
- Discussed budget highlights:
 - Continuing Resolution through December 11;
 - [Ex. 5];
 - 1.3% COLA increase for Federal employees already mandated;
 - [Ex. 5]
 - [Ex. 5];
 - [Ex. 5]
 - [Ex. 5].
- Discussed capital projects:
 - Experience Migration
 - Bird House project delayed [Ex. 5]
[REDACTED]
 - [Ex. 5] with the National Zoo and SCBI.
 - Discussed the STEM curriculum that is being incorporated into the project.
 - Central Parking Facility (CPF)
 - [Ex. 5]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]

FONZ UPDATE, John Ring and Lynn Mento

- Reported that this will be John Ring's last meeting. Karen Silberman will be the new Chair of the FONZ Board of Directors, effective January 1, 2016.
- Reviewed year to date including membership, events, co-hosted donor events, retail, volunteers, and camps and classes.
- Discussed plan for taking FONZ to the next level through vision and value alignment and structural alignment.
- Discussed key priorities for 2016 [Ex. 5]
[REDACTED]
[REDACTED]
[REDACTED].
- Discussed Visitor Relationship Management (VRM) and plans for the future [Ex. 5]
[REDACTED]

CAPTIAL CAMPAIGN, Ziad Ojakli, Angie Marriott and Lesli Creedon

- Discussed NZP/SCBI Campaign progress, including:
 - As of September 30, [Ex. 5]
[REDACTED]
 - [Ex. 5].
 - Successes in FY15
 - \$5 million Endowment for Director, SCBI position.
 - [Ex. 6] from David Rubenstein for the Giant Panda program

- 50+ new prospects
- 8 Cultivation and Fundraising events
- Fall Appeal for Science
- Ex 6
- Experience Migration
 - Ex 6 from ConocoPhillips for Ex 6
 - Ex 6 from Clive Runnels
 - Ex 6 from Edgar Cullman Ex 6
- Ex 6 from the Angell Foundation Ex 6
- Ex 5
- 1st gift from Samsung Electronics.
- Chair of the Smithsonian Board of Regents John McCarter, Jr. and his wife Judy redirected a gift of Ex 6 made in 2013 for interns in the new Wildlife Health Program
- Baby Shower raised more than \$40,000
- Ex 5

- Reminded everyone of the funding priorities for the Campaign: Ex. 5
-
-
- Informed everyone of upcoming fundraising and engagement opportunities, Ex. 5
-
- Discussed sponsorship opportunities for Washed Ashore -- the first official art exhibit at the Zoo from May 27 -- September 5. Ex. 5
-

PUBLIC ENGAGEMENT, Dennis Kelly, Pamela Baker-Masson, and David Leavy

- Provided an update on the recent Public Engagement Task Force meeting.
- Ex 5
- Ex 5
- Ex 5
- Ex 5
- Provided an update on the website. On the new website, viewers can expect:
 - Streamlined content and design;
 - Emphasis on conservation and science/SCBI; and
 - New organization and layout of Support and Membership areas.
- Discussed recent visitor's surveys including the 2015 Washington DC Market and Benchmark study done by Morey Group.
- Ex 5

CONCLUSION

The meeting was adjourned with an Executive Session.

NEXT MEETINGS

2016 ADVISORY BOARD MEETING SCHEDULE

Friday, February 19, 2016 (Rock Creek Campus)

Friday, June 17, 2016 (Front Royal Campus)

Friday, October 21, 2016 (Rock Creek Campus)



National Zoo Advisory Board Meeting
Friday, October 17, 2014
Smithsonian's National Zoo, Visitor Center, Board Room

MINUTES

ATTENDING IN PERSON: Jim Dinegar (Chair), Susan Mars (Vice-Chair), Hal Brierley, Jeff DeBoer, Tom Lovejoy, Angie Marriott, Adrienne Mars (Honorary), Terry McCallister, Ziad Ojakli, Patricia Olson, Terry Prather, Emanuel Rouvelas, John Ring, President, FONZ Board of Directors (*Ex-Officio*).

STAFF: Dennis Kelly, Director, NZP; Steve Monfort, Director, SCBI; Pamela Baker-Masson, NZP Associate Director of Communications; Lesli Creedon, NZP Associate Director, Advancement; Nicole Ernst, NZP Advancement; Chuck Fillah, NZP Associate Director Planning and Strategic Initiatives; Carol Fiertz, NZP Associate Director, Finance and Administration; Virginia Clark, Office of Advancement, Smithsonian Institution; Bob Lamb, FONZ Executive Director; Greg Melanson, FONZ Deputy Executive Director.

CHAIR'S WELCOME AND OFFICIAL BUSINESS, Jim Dinegar

APPROVAL OF MINUTES

- The Board approved the minutes from the June 13, 2014 Board Meeting.
*Amended to include Susan Mars attending in person.

NOMINATING COMMITTEE REPORT AND ACTION, Susan Mars

- Nominating Committee met on September 4.
- Tom Lovejoy and Hal Brierley's first meeting and it is great to have them on the Committee.
- Reviewed the current Board Composition and priority categories for new members. Two Board members terms are up this year, [Ex 5]
[REDACTED]
- [Ex 5]
[REDACTED]
- Ex 5
[REDACTED]
- [REDACTED]
- Reminder that Board recruitment is the responsibility—and privilege—of every Board member and we welcome your ideas on candidates.

DIRECTORS' REPORT, Dennis Kelly and Steve Monfort

- Discussed budget highlights:
 - FY14
 - Attendance up by 16%;
 - Funding up by 8% (+\$4.5M);
 - Grants for science up as well (+\$2.0M); and
 - Increases deployed to Animal Care, Science, Administration and debt repayment.
 - FY15
 - [Ex 5]
[REDACTED]
 - [Ex 5]
[REDACTED]

- Provided an operational update:
 - Staffing- Recruiting for key positions complete or in progress
 - Radio System upgrades have been made
 - New X-Ray Equipment
 - First full year of new FONZ Agreement
- Discussed Experience Migration
 - Transforming Bird House into first-of-its-kind exhibit with immersive, hands-on animal and science experiences.
 - Ex 5

- Provided an animal update, including the Bison habitat opening, Porcupines arriving at the Zoo and Bozie's health.

- Provided an update on parking:

- Ex. 5

- Provided a security update

- Community meetings initiated and ongoing.

- Ex 5

- Updated everyone on the "State of Birds" report.
- Discussed the Panamanian Amphibian Rescue and Conservation Project, including the grand opening of the Gamboa Lab with STRI on April 9, 2015 and Brian Gratwicke receiving Spirit of Defenders Award for Science for his work in Panama.
- Discussed the USAID Grant in Bangladesh for the conservation of Bengal tigers.

CAPTIAL CAMPAIGN, Ziad Ojakli, Angie Marriott and Lesli Creedon

- Informed the Board that we have 100% Board participation – first time ever.
- Discussed Campaign progress since the last ZAB meeting, including:
 - Raised \$8 million;
 - Secured \$1 million leadership gift for the Bird House from FONZ;
 - Obtained 50th member of Circle of Life Society;
 - Produced Campaign marketing materials (Bird House brochure and Naming Opportunities document);
 - Told the group about the Newport cultivation dinner; and
 - Discussed the Bison VIP opening.

- Discussed the next steps for the Campaign

- Ex. 5

- Reminded everyone of the funding priorities for the Campaign: Experience Migration; Endowments; Slate Hill Conservation Area; and the Academic Center.

Advancing Loyalty for the National Zoo (Hal Brierley)

- Presentation began by posing the question: Can a well-crafted "loyalty program" establish stronger relationships with FONZ members and motivate visitors and major donors to become more engaged with the National Zoo?
- Discussed setting expectations of a program:

o Ex 5

- Discussed the loyalty process and how we need to:
 - o Motivate 1st time visits and identify our visitors.
 - o Turn “samplers” into second time visitors.
 - o Change habits and create preference.
 - o Motivate visitors to become members.
 - o Convert members into donors.
 - o Convert donors into major donors
 - o Convert major donors into advocates.
- Discussed the Art of Relationship Management®
 - o Build the framework;
 - o Establish the relationship;
 - o Develop an ongoing dialogue;
 - o Maximize the value of the relationship;
 - o Reward loyalty; and
 - o Sustain the relationship.
- Talked about what makes a loyalty program successful:
 - o Establish a direct, “programmatic” relationship with a broad base of active consumers. Focus on maximizing the value of each customer, without unnecessarily escalating the cost of serving your loyalists.
 - o Target the right customer and primarily “reward” incremental spending:
 - Identify “Category Heavy” splitters — identify customers who can be stimulated or defended and motivate share shift at minimum cost.
 - Reward the right behavior, e.g. enrollment or incremental spending.
 - Avoid traditional “points programs” — 50% of cost is wasted!
 - o Create an opportunity cost for not remaining an active, regular customer.
 - o Engage customers with personally relevant communications.
 - o Create rewards leverage — offer rewards with high perceived value and low costs.
 - o Use reward alternatives — recognition, involvement, “thank you.”
 - o Before launching, plan for the program’s evolution, and how to stay ahead of competition.
- Discussed a Possible Ex. 5

o Ex. 5

FONZ Strategic Planning Process (John Ring)

- Discussed FONZ building an identity that more closely aligns with the conservation mission of the National Zoo.
- Proposed adding a transformational dimension to experiences and integrating conservation into four areas: visitor experience, events, education and membership.

CONCLUSION

The meeting was adjourned without an Executive Session and group then attended the all-Smithsonian Advisory Board Member Luncheon at the Mellon Auditorium.

NEXT MEETINGS**2015 ADVISORY BOARD MEETING SCHEDULE**

Friday, February 20, 2015 (Rock Creek Campus)

Friday, June 12, 2015 (Front Royal Campus)

Friday, October 16, 2015 (Rock Creek Campus)



Smithsonian National Zoological Park

National Zoo Advisory Board Meeting February 21, 2014 Smithsonian's National Zoo, Visitor Center, Board Room

MINUTES

ATTENDING IN PERSON: Hal Brierley, Jeff DeBoer, Charles Francis, Susan Mars, Terry McCallister, Ziad Ojakli, Patricia Olson, Terry Prather, Emanuel Rouvelas, David Velazquez, Beatrice von Gontard, John Ring, President, FONZ Board of Directors (*Ex-Officio*).

STAFF: Dennis Kelly, Director, NZP; Steve Monfort, Director, SCBI; Pamela Baker-Masson, NZP Associate Director of Communications; Lesli Creedon, NZP Associate Director, Advancement; Nicole Ernst, NZP Advancement; Chuck Fillah, NZP Associate Director Planning and Strategic Initiatives; Carol Fiertz, NZP Associate Director, Finance and Administration; Virginia Clark, Office of Advancement, Smithsonian Institution; Eva J. Pell, Under Secretary for Science, Smithsonian Institution; Bob Lamb, FONZ Director.

VICE CHAIR'S REMARKS, EXECUTIVE and NOMINATING COMMITTEE REPORTS, Susan Mars

- Welcomed the Board and let the group know that she would be chairing the meeting as Dinegar was on the way to China with the Board of Trade.
- Welcomed new Zoo Advisory Board members Hal Brierley (present) and Tom Lovejoy (not present).
- Jim Dinegar, Susan Mars, Dennis Kelly and Lesli Creedon met by phone on January 17, 2014 for the Executive Committee Meeting. At the meeting, the group approved the February 21 Board Meeting Agenda, **Ex 5** and heard updates on animals, the inaugural Campaign Committee meeting and the FONZ contract negotiations.
- Jim Dinegar, Susan Mars, Terry McCallister, Dennis Kelly and Lesli Creedon met by phone on September 16 for the Nominating Committee meeting. At the meeting, the Committee got an update on recruitment and reviewed priority categories for new Board members and prospects in those categories. **Ex 5**
- Provided an update on recruitment since our last meeting. **Ex 6** **Ex 5** Bill Lomicka's term has expired and he has decided not to stay on the Board. **Ex 5**
- Let the Board know that they were able to get Smithsonian Institution badges for easier entry to and discounts at the museums.
- Thanked Eva Pell for her service to the Smithsonian.

APPROVAL OF MINUTES

- The Board approved the minutes from the last meeting (October 18, 2013).

SMITHSONIAN UPDATE, Eva J. Pell

- Described the Grand Challenges and the leadership role the Zoo plays in Understanding and Sustaining a Biodiverse Planet through:
 - Global Earth observatories
 - Conservation and sustainability
 - Biogenomics



Smithsonian
National Zoological Park

DIRECTOR'S REPORT, Dennis Kelly

- Reported that the structure of this meeting will be a bit different based on Board feedback. The Briefing Book was sent ahead of time to allow for more conversation and discussion on 2-3 topics at the meeting.
- Provided an update animal update, including:
 - Panda;
 - Lion cubs;
 - Elephants;
 - Sloth bear cub;
 - Red Pandas;
 - Seal pup;
 - Cheetahs; and
 - Bison.
- Discussed animal welfare and staffing, including the study being done on workload, Don Moore's new role at AZA and that **Ex 4** [REDACTED]
- Provided an update on the budget.
- **Ex 5** [REDACTED]
- Updated the Board on visitation to the Zoo.
- Reported on developing a Dashboard/balanced scorecard for the Zoo as part of achieving our five-year strategic goals.
- Discussed the euthanasia of the giraffe at the zoo in Copenhagen.

CAPTIAL CAMPAIGN, Ziad Ojakli

- Provided an update on the Campaign Committee and its first meeting on January 28, 2013.
- Campaign Committee members are: Judith Ayres Burke; Ken Cole; Deborah Dingell; Charles Francis; Amber Hsu; Angie Marriott (Co-Chair); Nels and Kristen Olson; John Piper; Stephen and Linda Willard; Barbara Perry; Anita Winsor Edwards; and Juleanna Glover Weiss
- Shared the Campaign timeline with the Board:
 - Ex. 5 [REDACTED]
 - [REDACTED]
- Updated on fundraising through December 31:
 - Raised \$31.25 million (Ex. 5 [REDACTED]) goal; and
 - Raised \$800,000 in FY14 against a goal of Ex. 5 [REDACTED].
- Discussed progress since the last ZAB meeting including, forming the campaign committee; having its first meeting and fundraising to date.
- Discussed the role of the Board in the Campaign:
 - Provide introductions to potential Board & Task Force members and donors
 - Host cultivation dinners
 - Offer and provide tours
 - Champion a campaign priority
 - Serve on the Campaign Task Force
 - Consider an annual contribution
 - Consider a campaign gift
- Discussed our priorities to see which Ex. 5 [REDACTED]
 - [REDACTED]



Ex 5

- Ex 5
- Shared thoughts on talking about the priorities differently.
 - *Saving*
 - *Caring*
 - *Experiencing*
 - *Training*
- Discussed the Zoo's 125th anniversary a dinner and ideas that the group may have for that evening.

Guest Experience and Communications Discussion (Dennis Kelly)

Questions posed to the Board:

- How do we get to 3 million visitors annually?
- How do we enhance the visitor experience to increase loyalty to our overall mission?

Key Facts:

- Net Promoter Score 73 – 80% (good!)
- Better food in Park
- More bathrooms coming
- Digital signage and app for ease of navigation
- 50% of guests have a direct interaction with a keeper or volunteer

Discussed how to get more people to the Zoo. Suggestions included:

Discussed providing an engaging experience to visitors by:

- Animals (babies, new acquisitions, new habitats);
- Fun vs. Science;
- 125th storytelling; and
- Providing entertainment to families so they want to return.

Discussed loyalty, including:



Smithsonian National Zoological Park

- Membership averages 2.5 years per family;
- In-park promotions;
- Focusing on science;
- Hiring an AD, public programming that owns the guest experience internally;
- Web cams – continue the experience at home.

Discussion on \$55 million Bird House Renovation Campaign (Dennis Kelly)

- Group toured the Bird House
- Jennifer Daniels gave overview of the renovation and plans for the design
- Ex 5

WRAP UP, NEXT STEPS, and ACTION ITEMS

Zoo staff will work on these next steps and action items for the Board.

1. Ex. 5

CONCLUSION

The meeting was adjourned following an Executive Session.

NEXT MEETINGS

2014 Zoo Advisory Board Meeting Schedule

Friday, June 13 (Front Royal Campus)
Friday, October 17 (Rock Creek Campus)



Smithsonian National Zoological Park

National Zoo Advisory Board Meeting

February 22, 2013

Smithsonian National Zoo

MINUTES

ATTENDING: Jim Dinegar, Susan Mars, Bruce Campbell, Jeff DeBoer, Bill Lomicka, Anthony Lupo, Ziad Ojakli, Patricia Olson, Emanuel Rouvelas, Andrew Shore, David Velazquez, Beatrice von Gontard

STAFF: Dennis Kelly, NZP Director; Lesli Creedon, Associate Director, Advancement; Scott Derrickson Deputy Director, Smithsonian Conservation Biology Institute; Nicole Ernst, NZP Advancement; Chuck Fillah, NZP Associate Director Planning and Strategic Initiatives; Carol Fiertz, NZP Associate Director, Finance and Administration; Don Moore, Associate Director for Animal Care Sciences, NZP; Eva J. Pell, Under Secretary for Science, Smithsonian Institution; Nell Payne, Director, Office of Government Relations, Smithsonian Institution; Bob Lamb, FONZ Director.

WELCOME AND INTRODUCTIONS, Jim Dinegar

- Chairman Jim Dinegar called the meeting to order after the Board visited the Speedwell Foundation Conservation Carousel and Elephant Community Center.
- Dinegar provided his vision for his term as Chair.
- Dinegar welcomed new Zoo Advisory Board members Angela "Angie" Marriott, Terry D. McCallister, and Emanuel "Manny" Rouvelas.
- Exs 5 & 6 [REDACTED]
- Ex 6 [REDACTED]
- Dinegar mentioned that he attended the FONZ Board meeting on January 29, and has been invited to all future FONZ Board meetings.

EXECUTIVE COMMITTEE REPORT, Jim Dinegar

- Jim, Susan Mars, Dennis Kelly, and Lesli Creedon met on January 28. EX 5 [REDACTED]

APPROVAL OF MINUTES

- The Board approved the minutes from the last meeting (October 19, 2012).

SMITHSONIAN UPDATE, Eva J. Pell

- Ex 5 [REDACTED]
- [REDACTED]
- Eva reported that in a survey of places to work, the Smithsonian is the 3rd best place to work among middle sized institutions.
- Capital Campaign goal EX 5 [REDACTED]
- Eva discussed how the Zoo plays a leadership role in big ideas around grand challenges:
 - Marine global research observatories
 - Genomics of Biodiversity
 - Conservation work with Boston Consulting Group

GOVERNMENT RELATIONS REPORT, Nell Payne

- EX 5 [REDACTED]

- Ex 5

- Continuing resolution keeps the spending the same as last year, but expires on March 27th.
- Ex 5
- Will affect the Zoo but will not be as obvious to visitors as other museums.
- Ex 5
- Ex 5

DIRECTOR'S REPORT, Dennis Kelly

- Dennis reported that the structure of this meeting will be centered around the Strategic Plan and its goals.
- Dennis discussed the Smithsonian's mission and four grand challenges and how the Zoo fits into those challenges.
- Dennis discussed the Zoo's mission and vision.
- Dennis discussed the Zoo's Unique Value Proposition and five year goals:

Ex 5

- Benchmarks will be shown for each goal as measurable and will be reported quarterly or annually.

STRATEGIC GOAL 3: MISSION DEPENDENCIES: PEOPLE, PLACES AND FISCAL RESOURCES

- Ex 5
- Budget /Sequestration
- Capital Campaign

CENTRAL PARKING FACILITY REPORT, Dennis Kelly

- Dennis reported on updates with the Central Parking Facility since Ex. 5

- Dennis reported that the next steps for the project are:

➤ Ex. 5

BUDGET/SEQUESTRATION, Dennis Kelly

- Dennis reported that our total federal contribution has increased since 2009.

- FY13 Update

Ex 5



- Next Year's FY14 Outlook

➤ Ex. 5



CAPTIAL CAMPAIGN and ADVANCEMENT REPORT, Lesli Creedon

- Lesli provided a campaign progress report (both Smithsonian-wide and for the Zoo).
- The Zoo has raised [Ex 5] .
- Ex 5 [Ex 5] . She also reported that the Kid's Farm is fully funded thanks to FONZ securing a gift [Ex 6] .
- Lesli then explained the gift table and how it is a model of the gifts that are needed to reach our goal.
- Lesli discussed the prospect pipeline and the need for help in identifying 900 new names.
- Lesli reported on ways that the Zoo is working to build its prospect pool and how the Board can help/is helping:
 - Mining our existing lists
 - Jim Dinegar hosted Board of Trade Breakfast – March 22
 - Ziad Ojakli and Jeff DeBoer co- hosted Corporate Breakfast – May (date TBD)
 - Ex 5 [Ex 5]
 - Front Royal Open House – April 27
 - Campaign Committee – need for a Chair and other volunteers to join the Committee.
 - 125th Sponsor – need for an overall sponsor as well as help with bringing bison back to the Zoo.

STRATEGIC GOAL 2: GUEST EXPERIENCE, EDUCATION & OUTREACH

- Terry Prather was to report on "Guest Satisfaction Strategy" but due to the weather, he was unable to attend. We will have Terry speak at the next meeting.

- **FONZ UPDATE, Bob Lamb**
 - Bob gave a financial update for FONZ including higher than projected visitation and revenue.
 - Bob provided information on the NZP awareness and use studies that are conducted by volunteers at the Zoo.
 - Bob reported that FONZ exceeded their sponsorship revenue goal as well as their special events target.
 - Bob reported that FONZ was able to offer new amenities for guests as well as the successful expansion of ZooLights.
 - Bob discussed several special events including the opening of the Elephant Community Center and upcoming Zoofari.
 - Bob reported on the National Zoo Mobile App for iphones.

"THE ETHICS OF ZOOS AND ANIMAL WELFARE" LUNCHEON DISCUSSION, Don Moore

STRATEGIC GOAL 4: ORGANIZATION, WORKFORCE CULTURE AND OPERATING PRACTICES, Dennis Kelly

- Dennis discussed the definition of accreditation, the importance of being accredited, the Association of Zoos and Aquariums and its role, and the Zoo's timeline for accreditation.
- Dennis reported on the importance of safety at the Zoo, how we are keeping staff and guests safe, and the impact of accidents at other institutions.
- Dennis reported that the Zoo has had a recent focus on security and to date has upgraded the control room with cameras in Lion/Tiger; made gate upgrades at Adams Mill, Hawthorne, Harvard Street, and Front Royal; recruited new Chief of Zoo Police with significant SI experience, and established new position of Lieutenant; and Police are actively recruiting to fill staffing gaps.
- Dennis discussed the FY13 security objectives [Ex. 5] [REDACTED]
- [Ex. 5] [REDACTED]
- Dennis updated the Board on the important [Ex. 5] [REDACTED] areas of focus for 2013. The Zoo [Ex. 5] [REDACTED]
- [Ex. 5] [REDACTED]
- [REDACTED]
- [REDACTED]

STRATEGIC GOAL 1: ADVANCE SCIENTIFIC RESEARCH IN CONSERVATION BIOLOGY, Scott Derrickson

- Scott Derrickson gave a science report including: grants, large mammals and human-disturbances in Gabon, conservation medicine, the Wildlife Diagnostic Center, fishing cats radiograph, Island Scrub-Jay Conservation Initiative in Santa Cruz, conservation from poop – non-invasive DNA analysis, genomic resources for conservation, Apps for Apes, and also provided several timely science stories.

NOMINATING REPORT, Jim Dinegar

- [Ex 5] [REDACTED]
- Jim Dinegar and Susan Mars will handle nominating for the next couple of months until a new chair is named.
- Call of the nominating committee will be held in March to review potential new members – suggestions from the Board welcome
- [Ex 5] [REDACTED]

SCBI TASK FORCE REPORT, Beatrice von Gontard

- Task Force members Beatrice von Gontard, Helen DuBois, Nick Lapham, George Ohrstrom, and Suzanne Engel met on January 23, 2013, at the New Academic Center.
- The group discussed SCBI's mission, and campaign goals and conservation efforts including Virginia Working Landscapes, the Academic Center, animal breeding, Slate Hill Conservation Area, and endowments for international work.

COMMUNICATIONS TASK FORCE REPORT, Bruce Campbell and Tony Lupo

- Task Force members Bruce Campbell and Tony Lupo met by conference call on Monday, December 17, 2012 with Dennis Kelly, Pamela Baker-Masson, and Lesli Creedon.
- The call focused on an overview of Zoo communications, upcoming major projects, and the formation of an active Task Force.
- The group is working to define its goals and will build the Task Force around them – hoping to have Bruce, Tony and 4-6 others with geographic reach and expertise. Suggestions are welcome from others on the Board, as well as volunteers from the Board.

WRAP UP, NEXT STEPS, and ACTION ITEMS

Zoo staff will work on these next steps and action items for the Board.

- Find a Campaign Chair
- Change benchmark reporting from “no” to “annual”
- Central Parking Facility Update on Funding
 - LaHood meeting outcome
 - Bond update
 - Send ZAB Jones Lang LaSalle report
- Send calendar of important dates at the Zoo
- Send Haier proposal to show the diversity of options for partnering with the Zoo
- Business Roundtable introduction by Ojakli to John Engler
- More information on domestic cat issue and how the Board can help

CONCLUSION

The meeting was adjourned.

NEXT MEETINGS

2013 Zoo Advisory Board Meeting Schedule

Friday, June 7 (Rock Creek Campus)
Friday, October 18 (Front Royal Campus)

2014 Zoo Advisory Board Meeting Schedule

Friday, February 21 (Rock Creek Campus)
Friday, June 13 (Rock Creek Campus)
Friday, October 17 (Front Royal Campus)



Smithsonian National Zoological Park

National Zoo Advisory Board Meeting June 7, 2013 Smithsonian Institution Castle, Regents Room

MINUTES

ATTENDING: Jim Dinegar, Susan Mars, Jeff DeBoer, Bill Lomicka, Anthony Lupo, Angie Marriott, Terry Prather, Ziad Ojakli, Patricia Olson, Emanuel Rouvelas, David Velazquez

STAFF: Dennis Kelly, NZP Director; Steve Monfort, Director, SCBI; Pamela Baker-Masson, NZP Associate Director of Communications; Lesli Creedon, NZP Associate Director, Advancement; Nicole Ernst, NZP Advancement; Chuck Fillah, NZP Associate Director Planning and Strategic Initiatives; Carol Fiertz, NZP Associate Director, Finance and Administration; Don Moore, Associate Director for Animal Care Sciences, NZP; Secretary Wayne Clough, Smithsonian Institution; David Rubenstein, Smithsonian Regent; Virginia Clark, Office of Advancement, Smithsonian Institution; Stacy Cavanagh, Senior Executive Director, OUSS, Smithsonian Institution; Nell Payne, Director, Office of Government Relations, Smithsonian Institution; Karen Silberman, Vice President, FONZ Board of Directors; Bob Lamb, FONZ Director.

WELCOME AND INTRODUCTIONS, Jim Dinegar

- Chairman Jim Dinegar called the meeting to order and introduced Dennis Kelly to welcome Secretary Wayne Clough.

STATE OF THE SMITHSONIAN, Secretary Wayne Clough

- Welcome and introductions
 - State of the Smithsonian
 - Growth of the mission – keep doing what we are doing and do more well.
 - **Ex 5**
 - Zoo is part of SI and essential to the grand challenges
 - Update on the SI Campaign

CHAIR'S REMARKS and EXECUTIVE COMMITTEE REPORT, Jim Dinegar

- Jim thanked Secretary Clough for addressing the Zoo Advisory Board meeting
- Dinegar welcomed new Zoo Advisory Board member Angela "Angie" Marriott
- Jim, Susan Mars, Lesli Creedon and Carol Fiertz met on May 7 for the Executive Committee Meeting.

Ex 5

- Jim reviewed the list of action items from the previous meeting and the status of each item.

APPROVAL OF MINUTES

- The Board approved the minutes from the last meeting (February 22, 2013).

GOVERNMENT RELATIONS REPORT, Nell Payne

• **Ex 5**

•

•

•

•

•



Smithsonian National Zoological Park

DIRECTOR'S REPORT, Dennis Kelly

- Dennis reported that the structure of this meeting will be centered around the NZP Strategic Plan and its goals. NZP staff will provide quarterly or annual benchmark reports on each goal.
- Dennis provided an update on animals, including:
 - Andean and sloth bears;
 - Elephants;
 - Pandas; and
 - New animals at the Zoo.
- **Ex 5** [REDACTED]
- Dennis discussed community and donor outreach, **Ex 6** [REDACTED]
- Dennis addressed the budget situation and provided an overview of the conversation the Board will have today.
- Dennis then reported on Goal 4: Organization, Workforce Culture and Operating Practices.
- Dennis gave an overview of the results of the AZA Accreditation visit and next steps.

STRATEGIC GOAL 3: MISSION DEPENDENCIES: PEOPLE, PLACES AND FISCAL RESOURCES

- **Ex 5** [REDACTED]
- Budget /Sequestration
- Capital Campaign

QUARTERLY REPORTING FOR GOAL 3

BIRD HOUSE AND SLATE HILL -- **Ex 5** [REDACTED]

CENTRAL PARKING FACILITY -- **Ex 5** [REDACTED]

- Dennis reported on updates with the Central Parking Facility, including:
 - **Ex. 5** [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]

BUDGET/SEQUESTRATION, Dennis Kelly

TRUST BUDGET **Ex 5** [REDACTED]

- Dennis reported on the FY13 and FY14 Federal Budget for NZP.
 - Sequestration resulted in a 3% decrease to NZP direct appropriations in FY13, but FONZ provided supplemental funding.
 - **Ex 5** [REDACTED]
 - **Ex 5** [REDACTED]
- The Board discussed the topics in the budget **Ex. 5** [REDACTED]
 - **Ex. 5** [REDACTED]
 - [REDACTED]
 - [REDACTED]

CAPTIAL CAMPAIGN and ADVANCEMENT REPORT, Lesli Creedon

- Lesli provided a campaign progress report (both Smithsonian-wide and for the Zoo).
- The Zoo has raised **Ex 5** [REDACTED]
- **Ex 5** [REDACTED]



Smithsonian National Zoological Park

- Lesli discussed our FY13 efforts [Ex. 5] including:
 - Ex. 5
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Lesli reported on a [Ex. 5] The objectives are to:
 - Ex. 5
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Lesli let the Board know that to accomplish this, we will:
 - Ex. 5
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]

STRATEGIC GOAL 2: GUEST EXPERIENCE, EDUCATION & OUTREACH, DENNIS KELLY

- Dennis provided quarterly reporting on Goal 2, including:
[Ex. 5]
[REDACTED]
- Terry Prather presented on “GUEST SATISFACTION STRATEGY”
- FONZ UPDATE, Bob Lamb
 - Bob gave a financial update for FONZ including lower than projected revenue, primarily a result of lower visitation.
 - Bob provided information on FONZ support to the Zoo over the last 5 years.
 - Bob reported on recent FONZ funding to NZP including \$1.2 million total for:
 - Offsetting \$680,000 for sequestration and to address other NZP priorities
 - Development and content migration for new NZP/FONZ website
 - Bozie elephant move and support costs.
 - Bob reported on the Pizza Playground opening celebration on June 29.

LUNCHEON DISCUSSION WITH SI REGENT, DAVID RUBENSTEIN

STRATEGIC GOAL 1: ADVANCE SCIENTIFIC RESEARCH IN CONSERVATION BIOLOGY, Steve Monfort

- Steve gave a science report including: grants, using genetics to tell frogs apart, nomadic movements of Mongolian gazelles, using statistical models for assessing animal movements, using fecal DNA for studying movement patterns of tigers in India, preserving the female genome without freezing, conservation medicine, the bird friendly coffee program, coral conservation, the hellbender physiology and climate change, the June 1 Conserving Living Landscapes gala in Front Royal, Slate Hill Conservation area master planning, and opportunities in Myanmar.



Smithsonian *National Zoological Park*

WRAP UP, NEXT STEPS, and ACTION ITEMS

Zoo staff will work on these next steps and action items for the Board.

1. Send updated calendar of important dates at the Zoo.
2. Send a list of key Congressional players to the Board with SI top line messages.
3. **Ex 5**
4. Schedule a Zoo tour for incoming Department of Transportation Secretary Anthony Foxx
5. Email SCBI and Communications Task Force reports
6. Send a list of journal articles

CONCLUSION

The meeting was adjourned following an Executive Session.

NEXT MEETINGS

2013 Zoo Advisory Board Meeting Schedule

Friday, October 18 (Front Royal Campus)

2014 Zoo Advisory Board Meeting Schedule

Friday, February 21 (Rock Creek Campus)

Friday, June 13 (Front Royal Campus)

Friday, October 17 (Rock Creek Campus)



Smithsonian National Zoological Park

National Zoo Advisory Board Meeting October 18, 2013 Washington Gas, Board Room, Washington, DC

MINUTES

ATTENDING IN PERSON: Jim Dinegar, Jeff DeBoer, Charles Francis, Anthony Lupo, Angie Marriott, Terry McCallister, Ziad Ojakli, Patricia Olson, David Velazquez, Andrew Shore, President, FONZ Board of Directors (*Ex-Officio*); John Ring, Incoming President, FONZ Board of Directors (*Ex-Officio*)

ATTENDING BY PHONE: Bruce Campbell, Susan Mars, Beatrice von Gontard

STAFF: Dennis Kelly, NZP Director; Steve Monfort, Director, SCBI; Lesli Creedon, NZP Associate Director, Advancement; Nicole Ernst, NZP Advancement; Virginia Clark, Office of Advancement, Smithsonian Institution; Scott Miller, Deputy Under Secretary for Collections and Interdisciplinary Support, Smithsonian Institution; Bob Lamb, FONZ Director; Greg Melanson, FONZ Deputy Director.

CHAIR'S REMARKS, EXECUTIVE and NOMINATING COMMITTEE REPORTS, Jim Dinegar

- Jim welcomed the Board and thanked the entire National Zoo and SCBI staff for their hard work during the government shutdown.
- Jim welcomed new Zoo Advisory Board member Charles Francis.
- Jim, Susan Mars, Dennis Kelly and Lesli Creedon met by phone on September 19, 2013 for the Executive Committee Meeting. At the meeting, the group approved the October 18 Board Meeting Agenda, discussed the budget situation and heard updates on animals, **Ex 5** and the FONZ contract negotiations.
- Jim Dinegar, Susan Mars, Terry McCallister, Dennis Kelly and Lesli Creedon met by phone on September 16 for the Nominating Committee meeting. At the meeting, the Committee got an update on recruitment and reviewed priority categories for new Board members and prospects in those categories. **Ex 5**
- Two motions were presented to the Board for approval, both were approved.
 - Re-election of Susan Mars as Vice-Chair
 - Election of Hal Brierley to the Board.
- Jim let the Board know that they were able to get Smithsonian Institution badges for easier entry to and discounts at the museums.
- Jim reviewed the list of action items from the previous meeting and the status of each item.

TRIBUTE TO RETIRING BOARD MEMBERS

- Jim presented a framed photo to Tony Lupo and thanked him for service on the Board.
- Jim thanked Andrew Shore for his *ex officio* service on the Board and presented him with a framed photo.

APPROVAL OF MINUTES

- The Board approved the minutes from the last meeting (June 7, 2013).

DIRECTOR'S REPORT, Dennis Kelly

- Dennis reported that the structure of this meeting will follow the NZP Strategic Plan and its four goals.
- Dennis let the Board know that the National Zoo and SCBI have been accredited by the Association of Zoos and Aquariums for five years.
- Dennis provided an update on animals, including:
 - Pandas;



- Tiger cubs;
- Elephants;
- Sloth bears;
- Lions;
- Red Pandas; and
- Bison.
- Dennis let the Board know about awards that keepers recently received at the American Association of Zoo Keepers Conference.
- Dennis provided a report on his donor trip to Africa.
- Dennis updated the Board on visitation to the Zoo.

STRATEGIC GOAL 1: ADVANCE SCIENTIFIC RESEARCH IN CONSERVATION BIOLOGY, Steve Monfort

- Steve gave a science report which included information on recent grants, the milk repository, the “happy elephant” welfare project, the “first” live P-horse foal born via artificial insemination, a study of parasites carried around the world in the ballast water of ships, genomics, the change in forests in the United States over the last 400 years, integrating conservation into development (Gabon example), animal tracking and Partners in the Sky, and the Global Tiger Initiative.
- Patty Olson reported on her visit to SCBI over the summer as well as other animal science conferences she has attended. She noted the importance of the work that NZP/SCI is doing in the areas of genomics, domestic cats, and milk.
- Beatrice von Gontard provided an update on the SCBI Task Force. She
 - Welcomed Patricia Olson to the Task Force;
 - Let the Board know that Task Force members have been active in the last two quarters, promoting SCBI and helping find resources for high priority projects; and
 - Stated that more than 73 Citizen Scientists have now been trained through Virginia Working Landscapes, and the project has now generated enough funding to support a full-time manager, who will be coming on board in November.

STRATEGIC GOAL 3: MISSION DEPENDENCIES: PEOPLE, PLACES AND FISCAL RESOURCES

CENTRAL PARKING FACILITY (CPF): Jeff DeBoer and Dennis Kelly

BUDGET, Dennis Kelly

- Dennis reported on the overall budget situation for the Zoo.
 - Sequestration resulted in a 3% decrease to NZP direct appropriation in FY13, but FONZ 2012 surplus offset the FY13 cut.
 - Dennis reported on the effects of the government shutdown, including about 90,000 lost visitors.



Smithsonian National Zoological Park

➤ Ex 5

➤

CAPTIAL CAMPAIGN, Ziad Ojakli and Angie Marriott

- Ziad provided an update on the Campaign Committee. He will serve as chair, Angie Marriott will be co-chair, and are targeting 15-20 committee members.
 - Members will commit to increasing major gift support and broadening the Zoo's prospect base:
 - Ex 5
 -
 -
 -

- Ziad shared the Campaign timeline with the Board:

➤ Ex 5

➤

➤

➤

➤

➤

➤

➤

- Revenue as of September 30:
 - Raised \$30.5 million Ex 5
 - Raised \$7.8 million Ex 5
- The fundraising goal for FY14 is Ex 5.
- Ziad discussed the role of the Board in the Campaign:
 - Provide introductions to potential Board & Task Force members and donors
 - Host cultivation dinners
 - Offer and provide tours
 - Champion a campaign priority
 - Serve on the Campaign Task Force
 - Consider an annual contribution
 - Consider a campaign gift

STRATEGIC GOAL 2: GUEST EXPERIENCE, EDUCATION & OUTREACH, LESLI CREEDON ON BEHALF OF PAMELA BAKER-MASSON

- Lesli gave an overview of Zoo Communications
 - Four NZP Communications Messages:
 - Excellence in Animal Care Sciences;
 - SCBI – promote all things related to science;
 - Visit the Zoo – both physically and virtually; and
 - Advancement – promote sponsorships, donors, marketing etc.
- Lesli provided an update on strategic communications, including:
 - Ex 5



➤ Ex 5

- Lesli gave an update on media coverage on the Giant Panda.
- Lesli provided an update on the DDB “Little Known Facts” marketing campaign.
- Lesli told the Board about FY 14 major projects for communications:

Ex 5

- Tony Lupo praised the staff for the positive news coverage of the Zoo during the shutdown.
- Jim Dinegar asked for a project plan (timeline, deliverables, budget) for the website redesign.

SMITHSONIAN UPDATE, Scott Miller

- Scott reported that the Smithsonian is not sure [redacted] Ex. 5
- Scott reported that across the board cuts [redacted] Ex. 5
- Scott discussed how the one-time cuts for 2013 [redacted] Ex. 5
- [redacted]
• Scott discussed leadership changes at the Smithsonian.
 - Regents Chair, France Cordova, stepped down to serve as head of the National Science Foundation;
 - Secretary Wayne Clough is leaving in October 2014, search committee already formed;
 - Biff Birmingham at STRI has left.

STRATEGIC GOAL 4: ORGANIZATION, WORKFORCE CULTURE AND OPERATING PRACTICES, DENNIS KELLY

- Dennis reported on staff morale.

FONZ UPDATE, Bob Lamb

- Bob gave a financial update for FONZ including lower than projected revenue, primarily a result of lower visitation.
- Bob provided an update on membership revenue including higher than projected membership through August of 2013.
- Bob reported improvement in the guest satisfaction surveys done by John Morey.
- Bob discussed how FONZ is working to increase its membership base.
- Bob reported on how FONZ is continuing to engage members through things like *Smithsonian Zoogoer Magazine*, FONZ Member Newsletters, Email Updates, Social Media, Member-Only Events and Animal Previews, Discount Ticketed Events, and the Zoogoer Calendar
- Bob discussed how FONZ activities are focused on member needs (examples: Saved the Kids' Farm, Pizza Garden Refreshed, Expand Camps, Classes, Sleepovers, and Strengthening FONZ Volunteer Corps).
- Bob reported on how FONZ is working to reach broader audiences to go beyond "Families with Children"
 - Young Professionals



Smithsonian National Zoological Park

- Contact with Diverse Audiences
- Social media
- Bob provided an update on attendance and revenue from 2013 Special Events at the Zoo (ZooFari, Brew at the Zoo, and Rock n' Roar).

WRAP UP, NEXT STEPS, and ACTION ITEMS

Zoo staff will work on these next steps and action items for the Board.

1. Send updated calendar of important dates at the Zoo.
2. [Ex 5] [REDACTED]
3. [Ex 5] [REDACTED]
4. [Ex 5] [REDACTED]
5. Send shorter SCBI and science stories.
6. [Ex 5] [REDACTED]
7. Share the Smithsonian-Mason School of Conservation Executive Committee notes.
8. Follow up on scheduling meetings with Secretary Foxx.

CONCLUSION

The meeting was adjourned following an Executive Session.

NEXT MEETINGS

2014 Zoo Advisory Board Meeting Schedule

Friday, February 21 (Rock Creek Campus)

Friday, June 13 (Front Royal Campus)

Friday, October 17 (Rock Creek Campus)



Smithsonian
National Zoological Park

National Zoo Advisory Board Meeting
October 19, 2012
Smithsonian National Zoo

MINUTES

ATTENDING: John Marriott, Susan Mars, Bruce Campbell, Jeff DeBoer, Jim Dinegar, Jim Dyer, Steve Elmendorf, Bill Lomicka, Anthony Lupo, Patricia Olson, Terry Prather, Andrew Shore, David Velazquez, Beatrice von Gontard, Curtin Winsor

STAFF: Dennis Kelly, NZP Director; Steve Monfort, SCBI Director; Pamela Baker-Masson, NZP Supervisory Public Affairs Specialist; Lesli Creedon, Associate Director, Advancement; Molly Dodge, NZP Advancement; Nicole Ernst, NZP Advancement; Chuck Fillah, NZP Associate Director Planning and Strategic Initiatives; Carol Fiertz, NZP Associate Director, Finance and Administration; Steve Sumner, Project Manager, Smithsonian Office of Facilities, Engineering & Operations, Bob Lamb, FONZ Director; Greg Melanson, FONZ Deputy Executive Director

WELCOME AND INTRODUCTIONS

- Chairman John Marriott welcomed new members Prather and Velazquez and called the meeting to order.

APPROVAL OF MINUTES

- The Board approved the minutes from the last meeting (June 8, 2012).

DIRECTOR'S REPORT, Dennis Kelly

- Dennis gave everyone Stefan Bechtel's book "Mr. Hornday's War."
- Dennis reported on several key Smithsonian updates from the Office of the Under Secretary for Science.
- Dennis provided a status update on various animals including pandas and elephants, Ex 5 [REDACTED]
- Dennis discussed the opening of American Trail on Labor Day weekend and the new seals.
- He reported on the status of the Speedwell Foundation Conservation Carousel set to open in November 2012.
- Dennis reported that the 2013 budget outlook remains uncertain Ex. 5 [REDACTED]
[REDACTED]
[REDACTED]
- Dennis mentioned upcoming traffic challenges for the Zoo Ex. 5 [REDACTED]
- Dennis discussed the capital campaign, Ex. 5 [REDACTED]

SCIENCE UPDATE, Steve Monfort

- Steve Monfort gave a science report including: grants, professional training, the Salamander Lab, reproductive science, coral spawn, wildlife health and conservation, the Pandemic Threats Program (PREDICT), an update on the opening of the Smithsonian-Mason School of Conservation, animal births at Front Royal, and the Smithsonian Conservation Council, as well as several timely science stories.

EXECUTIVE COMMITTEE REPORT, John Marriott

- John reported that he, Susan Mars, Jim Dinegar, Dennis Kelly, and Lesli Creedon met on August 30 and September 25. At the meetings, the group discussed road construction, [Ex 5] the strategic planning retreat, the Giant Panda Cub death, elephants, work of the Nominating Committee, strategic planning and the results of the employee survey, the Capital Campaign, [Ex 5] [REDACTED] Jim Dinegar will be the new Chair of the ZAB, Curtin Winsor will head the Nominating Committee and Susan will stay on as the Vice-Chair.

NOMINATING REPORT, Curtin Winsor, Chair of Nominating Committee

- Curt reported on nominating updates and next steps [Ex 5] .
- Curt presented two motions for Board approval:
 - Re-election of Curt Winsor to a second term
 - John W. Marriott as an honorary member.
- The Board approved both motions.
- Curt welcomed other suggestions for those to be considered for the Board.

GOVERNMENT RELATIONS REPORT, Jim Dyer and Steve Elmendorf

- Jim reported on the current status of federal funding and stated that [Ex 5] [REDACTED]

SCBI REPORT, Beatrice von Gontard

- Beatrice reported that the mission of the SCBI Task Force is to help promote, network and fundraise locally and nationally for the great science being done and the great plans for expanding SCBI's ability to save species and train the next generation of conservationists. She also reported on a successful Grassland Birds Symposium to promote biodiversity event at SCBI. In addition, Beatrice mentioned a November 1 Task Force meeting (and the desire to make it a national task-force) and a dinner celebrating the 20th anniversary of the Migratory Bird Center Dinner [Ex 6] [REDACTED]

TRIBUTE TO RETIRING BOARD MEMBERS

- Dennis presented a resolution to John Marriott and named him an honorary member of the Board.
- Dennis presented a framed photo to Steve Elmendorf and thanked him for his time on the Board.
- Dennis thanked Jim Dyer for his service on the Board and presented him with a framed photo.

STRATEGIC PLANNING REPORT, Dennis Kelly

- Dennis reported that NZP had a Strategic Planning meeting September 20-21.
- Dennis updated the Board on the Zoo's mission and vision.
- Dennis discussed the Zoo's Unique Value Proposition and five year goals.
 - Goal 1: Science and Animal Care
 - Goal 2: Guest experience, education, and outreach
 - Goal 3: Mission Dependencies: People, places and fiscal resources
 - Goal 4: Organization, workforce culture and operating practices
- Board members asked staff to better define the role of the Board in achieving the goals and how they can help. This would also help attract new Board members and donors.
- [Ex 5] [REDACTED]
- [REDACTED]

SEQUESTRATION REPORT, Carol Fiertz

- [Ex 5] [REDACTED]

ADVANCEMENT REPORT, Lesli Creedon

- Lesli provided a campaign progress report (both Smithsonian-wide and for the Zoo).
- The Zoo has raised \$22.7 million [Ex 5] and raised \$12.1 million in FY12
[Ex 5]
- Two new giving societies have been launched:
 - Champions for Conservation for donors who contribute \$25,000 or more annually
 - Circle of Life Society for donors who have left the Zoo/SCBI in their estates.
- Lesli discussed the feasibility study and key findings
 - [Ex 5]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Susan Mars urged 100% Board participation in annual giving.

SMITHSONIAN-MASON SCHOOL OF CONSERVATION LUNCH

- The Board had lunch with the first class of students at the Smithsonian-Mason School of Conservation.

PARKING REPORT, Dennis Kelly

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

FONZ UPDATE, Bob Lamb

- Bob gave a financial update for FONZ including higher than projected visitation and revenue.
- Bob reported on the new FONZ membership restructure,
- Bob discussed the re-election FONZ Board members and hiring of Mark Phillips as FONZ Assistant Director Membership, Marketing and Events.
- Bob highlighted the guest satisfaction survey in which the 2012 numbers had increased from the 2011 numbers.
- Bob discussed several special events including the opening of American Trail and upcoming FONZ events (Brew at the Zoo, Grapes with Apes, Rock-n-Roar, Fiesta Musical, Autumn Conservation Festival, Boo at the Zoo, and ZooLights).

CONCLUSION

The meeting was adjourned and there was no executive session.

NEXT MEETINGS

2013 Zoo Advisory Board Meeting Schedule

Friday, February 22 (Rock Creek Campus)

Friday, June 7 (Rock Creek Campus)

Friday, October 18 (Front Royal Campus)



Smithsonian National Zoological Park

National Zoo Advisory Board Meeting

June 8, 2012

Smithsonian National Zoo

MINUTES

ATTENDING: John Marriott, Jeff DeBoer, Jim Dinegar, Jim Dyer, Bill Lomicka, Patty Olson, Ron Rosenfeld, Beatrice von Gontard, Scott Wilfong

STAFF: Eva Pell, SI Under Secretary for Science; Dennis Kelly, NZP Director; Steve Monfort, SCBI Director; Karin Agoulnik, NZP Advancement; Pamela Baker-Masson, NZP Supervisory Public Affairs Specialist; Lesli Creedon, Associate Director, Advancement; Chuck Fillah, NZP Associate Director Planning and Strategic Initiatives; Virginia Kromm, NZP Advancement; Bob Lamb, FONZ Director

WELCOME AND INTRODUCTIONS

- Chairman John Marriott welcomed new members DeBoer, Olson, and von Gontard and called the meeting to order.

APPROVAL OF MINUTES

- The Board approved the minutes from the last meeting (October 14, 2011).

EXECUTIVE COMMITTEE REPORT, John Marriott

- John reported that he, Susan Mars, Dennis Kelly, and Lesli Creedon met on May 15 to prepare for the Board meeting, review the budget outlook, [Ex 5] [REDACTED] John also congratulated the NZP Communications team on its recent media accomplishments. And, he highlighted important upcoming events this summer/fall.

NOMINATING REPORT, Scott Wilfong, Chair of Nominating Committee

- Scott presented the Committee's recommendation that the Board move to elect Ziad Ojakli, Group Vice President, Government & Community Relations, Ford Motor Company. The Board approved this motion.
- Scott reported on other nominating updates and next steps.
- Scott presented the Committee's recommendation that the Board elect the following officer slate for succession:
 - Chair: Jim Dinegar will succeed John Marriott for a 2 year term
 - Vice Chair: still considering candidates
 - Nominating Committee Chair: Curt Winsor will succeed Scott Wilfong for a 2 year term
- The Board approved the motion to elect this slate.

GOVERNMENT RELATIONS REPORT, Jim Dyer

- Jim reported on the current status of federal funding and stated that [Ex 5] [REDACTED]

SCBI REPORT, Beatrice von Gontard

- Beatrice reported that the mission of the SCBI task force is to help the SCBI and Zoo team better promote, network and fundraise locally and nationally regarding the great science being done and the great plans for expanding its ability to save species and train the next generation of conservationists. She also reported on a successful joint-event at SCBI, Front Royal, on June 2 with Piedmont Environmental Council and Shenandoah National Park Trust and the progress being done on Virginia Working Landscapes project.

DIRECTOR'S REPORT, Dennis Kelly

- Dennis provided a status update on various animals including new animal births.
- He reported on the status of the Carousel [Ex. 5]
- Dennis reported that the 2013 budget outlook remains uncertain [Ex. 5]

- Dennis gave an update on construction of Elephant Trails [Ex. 5]

The Board approved a motion to move forward with the recommendations for [Ex. 5]

- Dennis reported on the Strategic Planning process and provided a timeline for next steps and [Ex. 5]
- Dennis updated the Board on the status of [Ex. 5]

SCIENCE UPDATE, Steve Monfort

- Steve Monfort gave a science report including: metrics on publications, grants, and staff, an update on the Smithsonian-Mason School of Conservation Academic Center construction, highlights from the special joint-event held at SCBI, Front Royal, on June 2 with Piedmont Environmental Council and Shenandoah National Park Trust, and several timely science stories.

SMITHSONIAN UPDATE, Eva Pell

- Eva Pell reported on several key Smithsonian updates.

PARKING REPORT, Jim Dinegar

- Jim Dinegar reported that the committee met to discuss [Ex. 5] strategy to recommend to the Board.

- [Ex. 5]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

FONZ UPDATE, Bob Lamb

- Bob gave a financial update for FONZ including higher than projected visitation and revenue.
- Bob reported on the new food service vendor Sodexo, who took over in April 2012
- Bob highlighted the success of ZooFari, which drew 2,781 guests (vs. 2,300 in 2011) and netted \$517,000 (vs. \$427,000 in 2011).

ADVANCEMENT REPORT, Lesli Creedon

- Lesli provided a campaign progress report (both Smithsonian-wide and for the Zoo).
- The Zoo has raised \$18 million [Ex. 5]
- Lesli highlighted recent accomplishments since the March ZAB meeting and highlighted key priorities for June-September 2012.
- Lesli presented two trip options for the Board including:
 - Trip to Smithsonian Tropical Research Institute in Panama ~ March 5-9, 2013
 - Trip to Kenya ~ August 25-September 4, 2013

Board members are encouraged to let Lesli know if they are interested in participating in one or both of the trips. Reservation deadline and deposit information will be forwarded to the Board during the last week of June.

SCIENCE PRESENTATION, Suzan Murray

- During lunch, Suzan Murray, Chief Veterinarian and Head of the Department of Animal Health, gave a science update on the National Zoo's cutting edge work with gorillas and a Heart Disease Study.

CONCLUSION

The open part of the meeting was adjourned and the Board met in a brief Executive session.

NEXT MEETINGS

****Special Meeting of the Zoo Advisory Board: Parking Discussion****

Thursday, August 30

5:00-6:00pm

National Zoo Visitor's Center 2nd Floor Board Room

Fall Zoo Advisory Board Meeting

Friday, October 19, 2012

8:00am-1:30pm

SCBI Facility in Front Royal, VA



Smithsonian National Zoological Park

National Zoo Advisory Board Meeting

March 2, 2012

Smithsonian National Zoo

MINUTES

ATTENDING: John Marriott, Susan Mars, Bruce Campbell, Jim Dinegar, Jim Dyer, Steve Elmendorf, Jennie Garlington (via phone), Bill Lomicka (via phone), Tony Lupo, Ronald Rosenfeld, Andrew Shore

STAFF: Eva Pell, SI Under Secretary for Science; Dennis Kelly, NZP Director; Steve Monfort, SCBI Director; Karin Agoulnik, NZP Advancement; Pamela Baker-Masson, NZP Supervisory Public Affairs Specialist; Lesli Creedon, Associate Director, Advancement; Carol Fiertz, NZP Associate Director, Finance and Administration; Virginia Kromm, NZP Advancement; Bob Lamb, FONZ Director; Don Moore, NZP Associate Director, Animal Care; Debra Nauta-Rodriguez, SI OFEO Project Executive; Ruth Stolk, NZP Advancement

WELCOME AND INTRODUCTIONS

- Chairman John Marriott welcomed everyone and called the meeting to order. Provided a summary of accomplishments achieved during his six year tenure with the Zoo Advisory Board. And, he highlighted several critical projects that still need to be addressed.

APPROVAL OF MINUTES

- The Board approved the minutes from the last meeting (October 14, 2011).

EXECUTIVE COMMITTEE REPORT, John Marriott

- John reported that he, Susan Mars, Dennis Kelly, Steve Monfort (via phone), and Lesli Creedon met on February 28 to prepare for the Board meeting. **EX 5**

BOARD COMMITTEE STRUCTURE, Lesli Creedon

- Lesli Creedon reported that John and Susan reaffirmed the current volunteer committee structure that is in place. This includes two standing committees – Executive and Nominating – and ad-hoc task forces, which are appointed by the Chair, chaired by a member of the Advisory Board, and comprised of Board members and other volunteers. The current ad-hoc forces include:
 - *Campaign Task Force*
 - *Communications Task Force*
 - *Government Relations Task Force*
 - *Parking Task Force*
 - *SCBI Task Force*
- Lesli encouraged Board members to consider joining and/or recruiting volunteers to take on leadership positions on these task forces.

GOVERNMENT RELATIONS REPORT, Jim Dyer/Steve Elmendorf

- **EX 5**

- Jim emphasized the need to continue to re-educate current members and educate new members/staff on the importance of the Zoo and its unique science, conservation, and education work.
- Steve Elmendorf agreed with Jim's remarks and added: Ex 5
[REDACTED]
- Steve suggested that if the Zoo Ex. 5
[REDACTED]
- Ex. 5
[REDACTED]

PARKING REPORT, Jim Dinegar

NOMINATING REPORT, Jim Dinegar (on behalf of Scott Wilfong, Chair of Nominating Committee)

- Ex 5
- Jim reported on other nominating updates and next steps.

DIRECTOR'S REPORT: Dennis Kelly

DIRECTOR'S RE: SCR, Dennis Kelly

- Dennis Kelly indicated that once a year he would like to give the Board a comprehensive financial overview. He proceeded to give a report on the budget sources and uses of NZP/SCBI funds over the past five fiscal years along with updates on SCBI staffing, the non-federal (trust) budget, and uses of discretionary and trust funds. Ex 5
- Ex 5
- Dennis provided an animal update and reported on the Asian elephant situation.
- Dennis concluded with several Smithsonian updates.

SMITHSONIAN UPDATE, Eva Pell

- Eva Pell reported on several key Smithsonian updates.

SCIENCE UPDATE, Steve Monfort

- Steve Monfort reported on the newly named Smithsonian-Mason School of Conservation at the SCBI Front Royal facility. [REDACTED]
- Steve reported about his recent extensive travel abroad for various projects including his trips to Indonesia, Abu Dhabi, Thailand, Malaysia, and Nepal.
- Steve reported on the following new initiatives including [REDACTED] Ex. 5

FONZ UPDATE, Bob Lamb

- Bob Lamb indicated that there will be a FONZ retreat in April to look at FONZ mission and goals.
- Bob reported on FY12 goals including an increase in total operating net income, increased membership revenues, meeting/exceeding sponsorship revenue, increase in special events net income, and increase in number of trained FONZ volunteers
- Ex 5 [REDACTED]
- Ex 5 [REDACTED]

CASE STATEMENT REVIEW, Carol Thomson, Steege Thomson

- Carol Thomson opened the conversation by explaining the purpose of the case statement: to be used as a discussion document to help cultivate lead donors during the quiet part of the campaign. The case needs to: connect the Zoo campaign to the Smithsonian campaign, appeal to hearts and minds, and answer three questions: 1) why us 2) why now 3) why these goals
- Carol then opened for discussion. Board members had the following suggestions:
 - Tony Lupo suggested Ex 5 [REDACTED]
 - Bill Lomicka also stressed importance of focusing on conservation.
 - Jim Dinegar suggested Ex 5 [REDACTED]
- Carol requested that Board members email any additional suggestions directly to Lesli.

SI Branding, Evelyn Lieberman

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

CAMPAIGN REPORT, Lesli Creedon

- Lesli Creedon provided an overview on the NZP campaign including the income raised since the October ZAB Meeting (\$5.9 million) and the income to date (\$17.2 million, Ex 5 [REDACTED])
- Lesli reported on recent accomplishments since the October ZAB meeting including Ex 5 [REDACTED] hiring of 9 new staff Ex 5 [REDACTED] transition of <\$10K members to FONZ completed, Ex 5 [REDACTED]
- [REDACTED] two leadership gifts by end of first quarter → Rubenstein: Ex 6 [REDACTED]
- JoGayle Howard Estate: Ex 6 [REDACTED]; Coca-Cola: Ex 6 [REDACTED]

- March - September Priorities
Ex 5 [REDACTED]

Ex 5

[REDACTED]

- Lesli proposed two options for an Education Travel Program either [Ex. 5]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

The Board agreed that [Ex. 5] was a great idea and of the proposed [Ex. 5]

[REDACTED]

[REDACTED]

[REDACTED]

Lesli and her team will look into possibilities for a [Ex. 5].

- Lesli proposed the idea of hosting a black tie [Ex. 5]

[REDACTED]

[REDACTED]

[REDACTED]

CONCLUSION

The open part of the meeting was adjourned and the Board met in a brief Executive session. The next meeting is scheduled for June 8, 2012 at the Zoo's Rock Creek Campus.