

MINUTES OF THE SPRING RIVER ZOO REVIEW COMMITTEE
City Hall - 425 N. Richardson
September 18, 2019 - 4:30 PM

Call to Order

Acting Chair, Judy Stubbs called the September 18, 2019 meeting to order at 4:43 p.m.

The following were present:

Members: Acting Chair, Councilor Judy Stubbs, Councilor Jacob Roebuck, and Staff Liaison, Marge Woods. Committee Chair, Councilor Angela Moore was absent.

Staff present: Joe Neeb, City Manager; Mike Matthews, Deputy City Manager; Juanita Jennings, Public Affairs Director; Jim Burress, Parks Director; Marge Woods, Zoo Superintendent; Andrea Cole, Head Zookeeper; Caitlyn Lenz, Zoo Education Coordinator; and Gina Montague, Administrative Assistant Senior.

Public present: Jeanine Best, City Counselor; Kerry Moore, Vicki Burress, Ivan Hall, Jane Ann Oldrup, Kelly Smith, Bonnie Bitzer, Friends of Spring River Zoo and Allison Penn, Roswell Daily Record.

APPROVAL OF AGENDA

Member Roebuck motioned to approve the agenda as presented; Acting Chair Stubbs was the second, a voice vote was unanimous, the motion passed with Councilor Moore absent.

APPROVAL OF THE MINUTES

1. Member Roebuck motioned to approve the minutes of the August 5, 2019 meeting, Acting Chair Stubbs was the second. A voice vote was unanimous and the motion passed with Councilor Moore absent.

NON-ACTION ITEMS

2. Discuss Marketing and Programming – Jacob Roebuck, City Councilor
Joe Neeb began the discussion by going over the items approved for the Zoo at the City Council meeting on Thursday, September 12, 2019. In that meeting, City Council voted to fund the big cat exhibit and established cost recovery expectations for the Zoo. Zoo staff are expected to create a cost recovery plan within three (3) months to recommend to City Council for their approval. Member Roebuck then went over a PowerPoint of his ideas for the zoo regarding marketing and programming in order to meet the cost recovery expectations of the City Council. No motions were made at this time.

NON-ACTION ITEMS

NONE

CHAIR COMMENTS / REPORTS / ANNOUNCEMENTS

Jim Burress, Parks Director stated that for next month's meeting, he would like Zoo staff to present a PowerPoint on the enclosures at the Zoo to discuss what they looked like before, presently, and how he and the staff envision them for the future.

He also stated he would like to introduce the new Zoo Education Outreach/Coordinator at next month's meeting.

Joe Neeb, City Manager stated he would like to go over the Capital projects for the Zoo next month.

Member Roebuck discussed having a progress report on the cost recovery plan from the Zoo staff next month.

Juanita Jennings, Public Affairs Director discussed upcoming events at the Zoo; A Signage Reveal the first week in October, Octobearfest, Saturday, October 5th, Night of the Living Zoo on October 25th and 26th, and Brett's Birthday Party on November 2nd.

PUBLIC PARTICIPATION

Bonnie Bitzer, Roswell citizen stated that her philosophy is that government is not supposed to make money and that if governments get too into the theory of cost-recovery then their philosophy is going in the wrong direction. She stated that services are paid for by taxes, there has to be a perspective there where we are not too far over the edge of business theory.

ADJOURN

The meeting was adjourned at 6:02 p.m.

Next Committee meeting: October 7, 2019 at 4:30 p.m.