

**Riverbanks Park Commission
Meeting Minutes
16 January 2020**

Attendance Report

Commissioners Present: Bud Tibshrary, Bob Davidson, Jan Stamps, Mary Howard, Mike Velasco, Alana Williams

Commissioners Absent: Phil Bartlett

Staff Present: Tommy Stringfellow, Katie Eaton, Kathryn Masewicz, Dave Ruhl

Guest Presentation

Chief Operating Officer Dave Ruhl shared the exciting features and timeline for the Rhino exhibit. The exhibit is scheduled to open in early to mid-July.

Call to Order

Chairman Tibshrary called the meeting to order.

Reading of the Minutes

The December 16, 2019 commission minutes were approved as distributed.

Davidson motioned to approve, Stamps seconded, m/c unanimous.

Chairman's Remarks

Chairman Tibshrary wished everyone a Happy New Year. It was a great 2019 and will be an even better 2020. He extended his appreciation to Riverbanks leadership and staff for all that they do. Planning to post pone executive session until the February meeting.

Financial Report

Controller Masewicz shared the following monthly financial report:

Attendance

Budgeted attendance for the month of December was 110,800; actual attendance was 107,686, down 3,114 visitors. Year to date we are up to budgeted attendance by 6,497. Membership sales are still holding strong, resulting in membership visits tracking ahead of projected visits. Paid attendance represented 39%, membership visits represented 57%, and free admission represented 4% of the total.

Revenue

Year to date budgeted gross revenue through December was \$7,755,400, actual revenue was \$8,473,941 resulting in a \$718,541 increase compared to budget. Revenue increases were found across the board with success of the new exhibits and programs such as the Farm Experience, Dino exhibit, new pre-school and adult garden programs, facility rentals, and online/gate ticket purchases.

Expenses

Gross year to date through December budgeted expenses were \$9,377,600; actual expenses were \$8,828,635, resulting in \$548,965 savings compared to budget.

Primary contributors to the savings are due to accruals, timing of invoices, savings in open or unfilled positions, and reduced staffing expenses during bad weather days.

Society

Annual budgeted membership households is 38,000; Year to date actual membership is 41,376. Actual membership revenue through December was \$2,503,748 compared to budget of \$2,255,900, resulting in an increase of \$247,848 in Society membership revenues for the month. Society memberships sales are strong due to the value of unlimited visits, the Farm Experience, free admission to Lights, and discounted ticket incentive for the Dinosaur Experience. Velasco motioned to approve the December financials, Howard seconded, m/c unanimous.

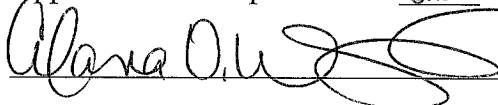
Chief Executive Officer's Report

President and CEO Tommy Stringfellow provided the following report:

- Animal Update-
 - A female siamang should be arriving from Virginia Zoo soon.
 - As Dave shared, everything is currently on schedule for the rhino exhibit and project.
 - In light of the recent forest fire devastation in Australia, and Riverbank's unique connection to koalas and Queensland, Riverbanks is working with Queensland to determine the best use of funds. Marketing is working on additional fundraising initiatives to supplement Riverbanks' donation.
- Capital Allocation Request- Stringfellow requested that \$25,000 of capital be used to fund the preliminary assessment to demolish the 550 and 600 buildings. This will create another 180 spaces of overflow parking.
Stamps motioned to approve, Howard seconded, m/c unanimous.
- Lights Before Christmas Recap- This year we made the decision to close Lights on Monday and Tuesday nights. This proved to be a benefit for staff and increased attendance for the event. Revenue was up for Lights and we received great feedback for the event.
- Bylaws Edit- A vote was taken to correct the commission chair term from one year back to two years, as determined by the enabling legislation.
 - Howard motioned to return the term limit to two years, Stamps seconded, m/c unanimous.
- Timeline Review-
 - Initiated parking fees on January 1st as part of the strategic business plan.
 - A discussion arose regarding parking and what Riverbanks could do to help move guests off the interstate during busy days. Velasco would like to explore the option of Riverbanks funding the Greystone pinch point.
 - Masterplan timeline was discussed. Final books should be available at the next meeting.

The meeting was adjourned.

Approved and adopted on the 20th day of February 2020.

 _____, Secretary