



# Dane County

## Minutes - Final Unless Amended by Committee

### Henry Vilas Zoo Commission

*Consider:*

*Who benefits? Who is burdened?*

*Who does not have a voice at the table?*

*How can policymakers mitigate unintended consequences?*

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Wednesday, October 16, 2019

7:00 AM

Zoo Administration Building  
702 S. Randall Ave  
Madison, WI 53715

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#### A. Call To Order

*Others present: Ronda Schwetz, Joseph Darcangelo, Jess Thompson, Kristin Moala*

**The meeting was called to order by Anne Ross at 7am.**

**Present** 6 - ANNE ROSS, Supervisor CHUCK ERICKSON, JEFFREY GUNDERSON, SARAH JUSTUS, MICHAEL PETERSEN, and TAG EVERS

**Excused** 1 - JONATHAN BECKER

#### B. Consideration of Minutes

**A motion was made by EVERS, seconded by ERICKSON, that the minutes of the September 24 Zoo Commission meeting be approved. The motion was carried by a voice vote.**

Minutes of the Sept 24 Henry Vilas Zoo Commission Meeting

#### C. Action Items

*None*

#### D. Presentations

*None*

**E. Reports to Committee**

*Kristin Moala presented the 2020 communications plan to the commission.*  
*EVERS offered to convene a neighborhood meeting to lay the groundwork for more communication with surrounding neighborhoods. ERICKSON will help coordinate. Dates and times will be discussed at the next commission meeting.*  
*ROSS would like the zoo to incorporate a local wildlife emphasis in our action plans to engage people about what they can do in their own backyards.*  
*The commission discussed the recommendations to phase in AZA industry best practices as we move forward.*  
*The former zoological society analyzed zip code data from onsite purchases, but did not analyze anything other than geographical data. EVERS would like the zoo to look in to ways to better identify who our current guests are and ways to reach more diverse audiences. PETERSEN recommended we utilize our relationships with similar sized, free zoos.*  
*ERICKSON would like us to include more information about sustainability throughout our communication plan and use examples like the new aviary roof to showcase ways we are reducing our energy consumption.*  
*JUSTUS would like to add information about our extended hours and an explanation of how that will improve guest experiences.*

**Zoo Report**

*Ronda Schwetz updated the commission on the zoos upcoming events and potential animals shipments.*  
*Joseph Darcangelo talked about ideas for taking advantage of the zoo's indoor space during winter months and how that will affect future collection planning.*

**F. Future Meeting Items and Dates**

*The commission agreed to allow the Tuesday, November 5 meeting to go until 8:30am.*

**G. Public Comment on Items not on the Agenda**

*None*

**H. Such Other Business as Allowed by Law**

*None*

**I. Adjourn**

**A motion was made by ROSS, seconded by ERICKSON, that the meeting be adjourned. The motion passed with a voice vote.**

**The meeting adjourned at 8:15am.**

**Respectfully submitted by Kristin Moala, pending commission approval.**