



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?

Tuesday, January 7, 2020

7:00 AM

702 S Randall Ave, Madison, WI 53715 - Zoo Admin
Building

702 S Randall Ave, Madison, WI 53715 - Zoo Admin

A. Call To Order

Other present: Ronda Schwetz, Joseph Darcangelo, Kristin Moala

The meeting was called to order by Anne Ross at 7:05am.

Present 5 - JONATHAN BECKER, Supervisor CHUCK ERICKSON, SARAH JUSTUS, MICHAEL PETERSEN, and ANNE ROSS

Excused 2 - TAG EVERS, and JEFFREY GUNDERSON

B. Consideration of Minutes

A motion was made by BECKER, seconded by ERICKSON, that the minutes of the 11/5/2019 Zoo Commission meeting be approved. The motion carried by voice vote.

[2019
MIN-363](#)

Minutes of the 11/05/19 Zoo Commission Meeting

Attachments: [11.5.19 Minutes](#)

C. Action Items

D. Referrals

1. [2019 RES-424](#) AWARD OF CONTRACT FOR HERPETARIUM ROOF REPLACEMENT AT THE HENRY VILAS ZOO (REBID)

Sponsors: RIPP, ERICKSON, RATCLIFF and SCHAUER

Attachments: [2019 RES-424](#)
[2019 RES-424 Fiscal Note](#)

Contract includes mold removal.

Petersen asked if the contractors had been vetted. Ronda said the zoo and county have both worked with them before and had no concerns. It was noted that the solar panels on the roof will remain.

A motion was made by PETERSEN, seconded by BECKER, that the Resolution be recommended for approval. The motion carried by a voice vote.

E. Presentations

F. Reports to Committee

Zoo Updates

Year End overview by Joseph. Presented gross revenue numbers for 2019, noting that the County did not take over donation collection and concessions until April. The County generated just over \$1.1 million in revenue for the year, including over \$6,700 from the Zoo Run, \$28,250 for Brew Lights, and over \$191,700 for Zoo Lights. Joseph noted that the final figures for Zoo Lights were not in yet and the revenue for that event did not factor in our payment to the lighting vendor.

Erickson asked about volunteer roles during events and asked for a breakdown of volunteers for the next commission meeting.

Ronda pointed out that the Education department was part of the former society and their funds were not included in the minimum society payout in the past. Joseph added that the numbers for this year are promising but recognized that there is room to grow. The zoo has not tapped in to corporate nights, which were a successful source of income for the former society. The zoo is planning on incorporating that again in 2020.

Erickson mentioned the need to highlight some of the budget numbers at the next County Board meeting.

Ross said that she was skeptical about major donors giving to a government agency and pointed out that they would be more willing to give to a 501(c)3. She would like Chuck Hicklin to explain the Madison Community Foundation fund in the next meeting. Ronda gave an overview of the zoo's next steps. She explained that the zoo was looking at bringing in a consultant who has worked specifically with zoos to talk about ways move forward with a new 501(c)3.

Petersen asked about how a future fundraising group would work. Would they report to the zoo or the County? We need to make sure it is more transparent.

Becker pointed out that initially the former society only raised capital funds. We would need to define the scope of a new fundraising partner more clearly from the get go. The group agreed.

Ronda talked about the zoo's master plan moving forward. She talked about a plan that would prioritize the giraffe and rhino exhibit and the large cat exhibit space moving forward.

Ronda mentioned that Marcia Mackenzie is working on large donors. Erickson would like an update from her at a future meeting.

G. Future Meeting Items and Dates

H. Public Comment on Items not on the Agenda

I. Such Other Business as Allowed by Law

Ronda updated the commission on the results of the sheriffs investigation about donations collected by the former society. The sheriff found no criminal activity, greeter box money was accounted for differently and the money was given back to the County.

Erickson would like to discuss a community meeting about extended zoo hours at the February commission meeting and would like to discuss whether there should be more members added to the commission. Recommended thinking about adding another County Supervisor and possibly the Chair of Public Works.

Ronda said the next meeting will happen on Tuesday, February 4.

J. Adjourn

A motion was made by BECKER, seconded by ERICKSON, that the be adjourned. The motion carried by voice vote.

The meeting was adjourned at 8:19am.

Respectfully submitted by Kristin Moala pending Commission approval.