

Riverbanks Park Commission
Meeting Minutes
20 February 2020

Attendance Report

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

Staff Present: Tommy Stringfellow, Katie Eaton, Breta Rheney, Lochlan Wooten

Others Present: Rebecca Best

Call to Order

Chairman Tibshrary called the meeting to order.

Reading of the Minutes

The January 16, 2020 commission minutes were approved as distributed.

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

Chairman's Remarks

Chairman Tibshrary congratulated Commissioner Phil Bartlett for being nominated once again for the Stuart Hunter Award for Outstanding Teaching. Tibshrary welcomed guest Rebecca Best and thanked her for all of her work and help throughout the past year.

Guest Presentation

Riverbanks' Political Consultant, Rebecca Best, stated that she is thankful for the opportunity to be working with Riverbanks and its great staff. She looks forward to working with Riverbanks again in this calendar year, building and establishing relationships with local councils.

Chief Financial Officer's Report

CFO Breta Rheney provided the following monthly financial report:

Attendance

Budgeted attendance for the month of January was 50,800 ; actual attendance was 65,120; up 14,320 visitors. Year to date we are up to budgeted attendance by 20,818. Membership sales are still holding strong resulting in membership visits tracking ahead of projected visits. Paid attendance represented 37%, membership visits represented 58%, and free represented 5% of the total.

Revenue

Year to date budgeted gross revenue through January was \$9,497,200, actual revenue was \$10,341,780, resulting in a \$844,580 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 January budgeted expenses were \$10,884,400; actual expenses were \$10,263,854 resulting in \$620,546 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 41,420. Actual membership revenue through January was \$2,811,570 compared to budget of \$2,443,000, resulting in an increase of \$368,570 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 January financials, Davidson seconded, m/c unanimous.

Chief Marketing Officer's Report

CMO Lochlan Wooten provided the following report:

- At the special request of councilwoman Allison Terracio and city councilman Will Brennan, we will create a day where residents managed by the housing authority will get a free day to visit Riverbanks (March 14th and March 21st). This is in partnership to create accessibility for our community.
- Recently partnered with a company who makes plush toys. The company makes a product that allows you to record heartbeats and insert them into the plush toy. They reached out to us to record a koala heartbeat that will be used for the plush items and proceeds will benefit efforts in Australia.
- Riverbanks Run is on March 28 at 7:30am. The move from November to March has proved to be extremely successful.
- Wine Tasting tickets will go on sale on March 1.
- Wooten shared the first draft of the Master Plan- "Bridge to the Wild" video preview.
- Timeline- April 2 will be the evening event for the Master Plan preview for the councils.

Chief Executive Officer's Report

President and CEO Tommy Stringfellow provided the following report:

- Stringfellow shared that Lochlan Wooten received the honor of being elected to the AZA ELDP program.
- Stringfellow met with West Columbia's City Zoning Board regarding master planning.
- Capital Projects Update:
 - Rhino construction has begun. The construction trailer has been installed on site. Work has begun inside the rhino barn and once weather clears will begin on exhibit. We are still on schedule for a mid-July opening.
 - Aquarium roof repair is still being evaluated.
- Discussed map view of west campus and greenhouse expansion area and purchasing select area properties. It was recommended to investigate the potential purchase price of select properties.

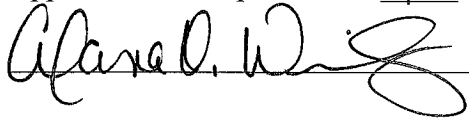
- An estimate of \$450,000 was presented to demolish addresses of 550 and 600 Rivermont to comply with the city ordinance of vacant buildings. The area will be reverted to green space for future development. A motion was made to approve the capital expense of \$450,000 for demolition.
 - Phil motioned to approve, Howard seconded, m/c unanimous.
- Agenda items “Accreditation,” “2020-2021 Preliminary Budget,” and “Job Fair” were tabled due to time.

Executive Session

A brief executive session was held to discuss a personnel issue. No action was taken.

The meeting was adjourned.

Approved and adopted on the 7th day of May 2020.

 _____, Secretary