

Riverbanks Park Commission
Meeting Minutes
21 March 2019

Attendance Report

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

Commissioners Absent: Jan Stamps, Phil Bartlett

Staff Present: Lochlan Wooten, Breta Rheney, Katie McCoy

Guest presentation provided by Milo Anderson, conservation communication manager. Anderson's presentation was entitled "Earned, Owned and Paid: The Importance of Social Media in our Marketing Mix." He explained that current social media platforms such as YouTube, Facebook and Instagram each play a role in reaching different audiences so that Riverbanks can effectively tell its stories.

Call to Order

Chairman Tibshrary called the meeting to order.

Reading of the Minutes

The February 2019 minutes were approved as distributed.
Davidson motioned, Velasco seconded, m/c unanimous.

Chairman's Remarks

Chairman Tibshrary remarked that he is continually very impressed with Riverbanks staff and management, and that Milo's presentation was a great example of this. Tibshrary thanked Lochlan for sitting in for Tommy today. He stated that he was excited for the big weekend coming up as Columbia is a host city for the first round of the NCAA basketball tournament.

Chief Financial Officer's Report

Attendance

Budgeted attendance for the month of February was 59,500; actual attendance was 70,472- up 10,972 visitors. Year to date we are up to budgeted attendance by 5,775. Membership sales are still holding strong, resulting in membership visits tracking ahead of projected visits. The increase in member visits is helping offset the paid (general admission) attendance deficit. In addition, Free Fridays were well attended (10,211 above budget) in January and February this year, due to good weather on most of the Fridays. Paid attendance represented 36%, membership visits represented 57%, and free represented 7% of the total.

Revenue

Year to date budgeted gross revenue through February was \$11,423,611; actual revenue was \$11,758,576, resulting in a \$334,965 increase compared to budget.

Despite paid attendance being soft due to inclement weather, the primary contributor in the revenue increase is due to the Lexington County escrowed funds that were received in November. General Admission revenues are down primarily due to a decline in paid attendance, due to weather factors as well as a softness in per cap spending of \$11.24 compared to a budgeted per cap of \$11.97, down \$0.73. The per cap decrease is found across all ticket types which began trending this way in the month of October. With the ticket price increase in group and corporate ticket categories in January we are seeing our budgeted per cap rebound slightly and expect it to continue provided better weather and spring break holidays drive an increase in the General Admission category.

Expenses

Year to date through February budgeted expenses were \$11,046,429; actual expenses were \$10,641,679, resulting in \$404,750 savings compared to budget.

Primary contributors to the savings are due to 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 40,393. Actual membership revenue through December was \$2,854,347 compared to budget of \$2,722,335 resulting in an increase of \$132,012 in Society membership revenues. Increase is primarily due to the message of renewing before dues increase in January.

Velasco motioned to approve the financials, Howard second, m/c unanimous.

Chief Executive Officer's Report

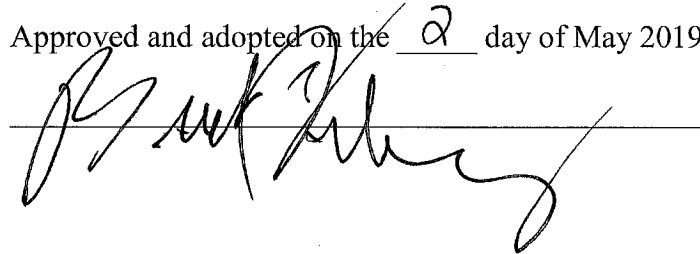
Chief Marketing Officer, Lochlan Wooten provided the following report:

- Animal Updates-
 - This week the hospital staff took a baboon to a local specialty center for a CT scan of a bony mass growing on its face. This is an example of how valuable our specialty community partners are.
 - Fifteen baby goats are in quarantine and on exhibit in the farm. They are very cute and already drawing an interest from guests
- Master Plan Update- CLR was here to conduct another workshop last month. We are now waiting on precise pricing estimates on the elements CLR has presented. Wooten shared the most up to date timeline. We will most likely do a limited soft opening of farm during spring break, and a more formal grand opening later.
- NCAA tournament is this weekend. Riverbanks partnered with Experience Columbia for a discount for ticket holders. Enrichment will be held all day Friday through Sunday.

- Farm updates are well underway and looking great. Buildings and coops are in place and construction is moving along.
- Still in discussions about rhino exhibit. Riverbanks has not made an announcement to the public. Ideal timing for the announcement would coincide with the Bowling for Rhinos event in May.
- Gondola Update- vendor is coming to survey and do an initial site visit in order to provide us with a pricing estimate. Tommy will then meet with our bond attorney to gather details to share at an upcoming meeting.
- Wooten shared the dinosaur promo commercial. The Society was kind enough to sponsor the dinosaurs, which in return has generated memberships. We will continue taking the dinosaur ambassadors to baseball games and handing out trading cards to continue to stir interest

The meeting was adjourned.

Approved and adopted on the 2 day of May 2019.

 _____, Chair