

**THE MINUTES OF THE REGULAR MEETING OF THE
COMMUNICATIONS COMMITTEE OF THE
METROPOLITAN ZOOLOGICAL PARK AND MUSEUM DISTRICT**

St. Louis, Missouri
December 16, 2020

A regular meeting of the Metropolitan Zoological Park and Museum District Communications Committee was held via Zoom at 7733 Forsyth Boulevard, Suite 550, on Wednesday, December 16, 2020 at 11:00 a.m.

The primary reason for the meeting was to discuss the Report to the Community Publication.

Michelle Harris, Communications Committee Chair called the meeting to order. Upon roll call, the following Committee members were present: Christine Chadwick, Darnetta Clinkscale, and Michelle Harris. Matthew Pollock, ZMD Deputy Executive Director, was also in attendance.

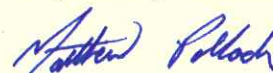
No members of the public were present.

Mr. Pollock began the discussion by providing an overview and the rationale of the abbreviated Report to the Community Publication. He reminded the Committee that a full publication was not prepared as a result of the COVID-19 pandemic and the potential burden such a report would have on the various ZMD institutions. The working session was then opened to the Committee members for thoughts and suggestions. A discussion ensued. Committee Members complimented the example draft of the abbreviated publication. The Committee's consensus was to focus the content of the abbreviated publication on a message from the ZMD Chair reflecting on 2020, key figures on the estimated 2020 tax revenue, and links to the institution's specific annual reports. It was discussed that the abbreviated publication would be made into a webpage and included on the ZMD's website for viewing, rather than a printed publication. Next, the Committee discussed the idea of developing a ZMD email distribution list. A discussion ensued and it was acknowledged that this would be an ongoing task. Lastly, there was a brief discussion on the vision for the publication in the years to come. This was tabled for future meetings.

Next Steps: Mr. Pollock will revise the abbreviated publication based on the Committee's suggestions and the Committee will meet again on Wednesday, January 6, 2021 at 11:00 a.m. to review and discuss moving forward with developing the publication into a webpage.

There being no other business to come before the Communication Committee, Ms. Clinkscale moved that the meeting be adjourned; Ms. Chadwick seconded the motion. The motion was unanimously approved. The meeting adjourned at 11:50 a.m.

Respectfully submitted,



Matthew Pollock
Acting Secretary