

MINUTES OF THE REGULAR MEETING OF THE BOARD OF THE METROPOLITAN ZOOLOGICAL PARK AND MUSEUM DISTRICT

St. Louis, Missouri
August 16, 2022

A regular meeting of the Board of Directors of the Metropolitan Zoological Park and Museum District was held via Zoom at 7733 Forsyth Boulevard, Suite 550, on Tuesday August 16, 2022 at 12:00 p.m. The primary purpose of the meeting was to review and discuss the 2022 budget and 2021 financial statements presented by the Saint Louis Science Center Subdistrict and the Science Center Foundation (the “Science Center”).

Darnetta Clinkscale, Chair of the Metropolitan Zoological Park and Museum District (“District”), called the meeting to order. Upon roll call, the following Board Members were present:

Bradley Bakker	Christine Chadwick
Darnetta Clinkscale	Michelle Harris
Jill Nowak	Kenneth Powell

Thomas Mummert joined the meeting after roll call. Other persons attending the meeting included Michael A. Chivell from Armstrong Teasdale LLP, the District’s legal counsel and District employees: Adrienne Mack and Matthew Pollock, Executive Director.

Saint Louis Science Center Subdistrict and Science Center Foundation Budget Presentation: The Chair welcomed the Saint Louis Science Center Subdistrict Commissioners, Science Center Foundation Trustees, the Management Team, and other guests.

Mark Bulanda, Chairman of the Saint Louis Science Center Subdistrict Board of Commissioners, provided a brief welcome to the District Board.

Todd Basteau, President and Chief Executive Officer of the Saint Louis Science Center, welcomed and thanked the District Board for allowing the Science Center to participate in the meeting. He stated that the Science Center is recovering successfully and complimented the team on a remarkable job during the COVID-19 Pandemic. Mr. Basteau provided an overview of the Science Center’s 2021 operations, which included guest attendance and feedback, along with financial results for the year. He noted that Net Operating Revenue for 2021 was \$9.9 million which was supported by some government subsidies. Mr. Basteau shared that the balance sheet is in a good position and 2021, with a positive net cash position relative to debt, was one of the best fiscal years the Science Center has had in the last decade. He continued with an overview of the 2022 budget and noting an uptick in projected membership and fundraising costs in preparation for a major fundraising campaign to invest in the Science Center’s facilities, team, and endowment.

Jackie Mollet, Managing Director of Guest Services, presented the science, education, and guest experience update. She discussed the OMNIMAX theater films, Esports competition, Tyrannosaurs: Meet the Family exhibit, Hockey exhibition, new ride simulator and *Becoming Jane*: The Jane Goodall exhibition.

Andrea Durham, Chief Officer of Science and Education, presented science and education highlights. She discussed the McDonnell Planetarium new program offerings, return of Solar Sundays, laser shows, Preschool Science Series (formerly Discover Science with Me), Discovery Room refresh and opening, YES (Youth Exploring Science), Pop-Up Science, a networking extravaganza, and the Loeb prize. Ms. Durham highlighted Inside the Vault exhibit, Life Science Lab Gallery and the community event, Weather Day at Bush Stadium with over 3,000 school-aged children in attendance. She gave an oversight of First Fridays

and SciFest. Ms. Durham concluded with the Science Center being voted 5th by the 2022 USA Today Reader's Choice Award for Best Science Museums.

Mr. Bastean continued the presentation with the current operating status. He discussed the attendance through June 30, labor challenges, and capital projects that included building cleaning, new exhibit installations, and Café refresh.

Beth Kastner, Chief Financial Officer, presented the St. Louis Science Center's financial update. She discussed the impacts on revenue projections which included attendance and the special exhibit, *Becoming Jane*. Ms. Kastner stated that expenses are being impacted by increased utility rates, transportation costs, supply chain issues, and labor costs

Deb Washington, Managing Director Staff Relations, shared an overview of the Diversity Equity Accessibility and Inclusion (DEAI) initiatives. Ms. Washington discussed that the DEAI committee worked with the Diversity Awareness Partnership, conducted a climate survey, and focused on three areas: self-awareness education, equity and inclusion statement, and diversity and inclusion education. She stated that during 2021, an external consultant was used to engage the team. In 2022, facilitators worked with the SLSC leadership team and D & I committee and then expanded sessions to entire organization to advance conversations and actions around DEAI. They are currently in the next phase with the facilitators and are exploring how to move forward in 2023.

Mr. Bastean concluded the presentation with a strategic plan update, including working with consulting firm PGAV to develop strategy, collaborating with the science and education team to reimagine community alignment, and the campaign feasibility study completed by CCS Fundraising. He stated that STEM/STEAM is changing the world and he believes there is no reason that the Saint Louis Science Center should not be a part of it by having a seat at the table and focusing on the community.

Throughout the presentation, many District Board Members asked questions and/or provided comments. At the conclusion of the presentation, the Chair opened the meeting for additional questions and/or comments from the District Board Members. Discussions followed.

Review of the Budget Presentation: The Chair called for comments and discussion regarding the information presented by the Science Center's management. The discussion included the following comments from Board Members:

- Ms. Nowak recognized the advancement that has been made but is concerned about city attendance and how diversity and inclusion was conflated with the underserved communities. She would like the Science Center to craft a positive story on how the ZMD tax dollars help provide stability during this inflationary period.
- Ms. Chadwick would like an update on the strategic plan process. How has the community been engaged? What is the new value/mission statement which were mentioned but were not shared? She expressed concern about the engagement level of the Trustees/Commissioners of the Science Center in conjunction with the strategic plan.
- Ms. Harris highlighted the importance of the Science Center's Board development as it pertains to fundraising and community outreach.
- Mr. Bakker commented that he would like the Science Center to align its economic interest within industries relevant to the work of the Science Center. For example, connecting organizations within the community to the youth and finding ways for the Science Center to benefit economically from these relationships—particularly as it pertains to building its endowment.

- Mr. Mummert reminded the ZMD Board of the positive strides the Science Center has made with respect to their debt, the challenges of fundraising for reserves/endowment when operating needs are pressing and acknowledged that endowment growth is the next step.
- Mr. Pollock appreciated that several presenters were engaged with the presentations. Other Board Members agreed.

Public Comments: The Chair asked for public comments from those in attendance. There were no public comments.

Approval of Minutes: The Chair called for the approval of the minutes from the June 28, 2022 Open/Closed regular Board meeting.

Ms. Chadwick moved that the open/closed minutes be approved. Ms. Nowak seconded the motion. The Chair asked for discussion; No discussion ensued. The open/closed minutes were approved with all present members voting “Aye”.

Executive Director’s Report: Mr. Pollock reviewed and discussed the June 2022 ZMD internal financial reports.

Personnel Committee Report: Ms. Clinkscale reported that the Committee is in the process of reviewing policies and refreshing the Employee Handbook.

Communications Committee Report: Ms. Harris shared information regarding the ZMD’s 50th anniversary, including the plan for each subdistrict to host a “ZMD Day” on successive Sundays in late September and throughout October.

Audit Committee Report: Mr. Mummert had nothing to report.

Diversity, Equity, Inclusion Committee Report: Ms. Clinkscale reported that the Committee will meet on August 29, 2022.

Report of Legal Counsel: Mr. Chivell had nothing to report.

Old Business: There was no Old Business.

New Business: Ms. Clinkscale stated that the St. Louis City Mayor is in the process of nominating a director to the ZMD Board.

There being no further business of the Board, Mr. Bakker moved to adjourn the meeting. Ms. Harris seconded the motion, which was unanimously approved.

Respectfully submitted,

Jill Nowak

Jill Nowak
Secretary