

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

St. Louis, Missouri
May 23, 2023

A regular meeting of the Board of Directors of the Metropolitan Zoological Park and Museum District was held at the Saint Louis Science Center 5050 Oakland Ave., St. Louis, Mo. 63110 at 12:00 p.m. The primary purpose of the meeting was to review and discuss the 2023 budget and 2022 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:

Thomas Mummert	Michelle Harris
Darnetta Clinkscale	Kenneth Powell
Jill Nowak	

Bradley Bakker, Sheila Hudson and Christine Chadwick were absent. Other people attending the meeting included Michael A. Chivell and Jennifer Byrne from Armstrong Teasdale LLP, the District’s legal counsel, and District employees: Adrienne Mack, Florette Hampton and Matthew Pollock, Executive Director.

Public Comments: The Chair asked for public comments from those in attendance; no comments resulted.

Saint Louis Science Center Subdistrict and Science Center Foundation Budget Presentation: The Chair welcomed the Saint Louis Science Center Subdistrict Commissioners, the Science Center Foundation Trustees, the Science Center’s Management team members 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. Mr. Basteau presented a video that highlighted Science Center activities and media attention in 2022, a year of fun, wonder, exploration, and creativity. Mr. Basteau shared that attendance was 463,583, 26% more than 2021 attendance but only 45% of 2019 attendance. About 38% of all attendees were residents of the zoo museum district. He shared the Science Center had a solid but challenging year. He stated \$3 million dollars were spent on capital projects, \$2 million of which was for a new roof. Mr. Basteau shared that the operating revenue equated to \$3.3 million on a cash basis, with a net bottom line loss of more than \$8 million due to non-cash expenses such as depreciation and market value loss of endowment investments. Debt levels have decreased significantly over the past few years—from \$13 million to \$4 million at the end of 2022. He also shared guests had a positive response to the Science center. Mr. Basteau paused for questions. A discussion ensued.

Beth Kastner, Chief Financial Officer presented the St. Louis Science Center’s 2023 Budget. She shared the Science Center’s budgeted attendance is projected to increase by 10% over 2022, tax revenue was budgeted at 2022 levels, increased costs due to implementing a pay equity program for staff, continuing to engage diversity, equity and inclusion consultants and invest in staff in that area, adding staff in the institutional advancement department in anticipation of the upcoming fundraising campaign.

Jackie Mollet, Managing Director of Museum Enterprises, presented the science, education, and guest experience update. She discussed the OMNIMAX theater films, educator open house that included 168 teachers, and virtual reality simulator move to the Simulator Room. Ms. Mollett shared information about the E-Sports program, YMCA Night in the OMNIMAX Theater, celebrating Jane Goodall's 89th Birthday, and the opening of Mandela: The Official Exhibition.

Christina Carlson, Assistant Director of Special Projects, presented 2022 highlights of the Planetarium, which had significant growth in attendance, Laser Shows, reopening of the Discovery Room, and the expansion of early childhood programs.

Siinya Williams, Senior Director of the Community Science Department shared highlights of the 2022-2023 YES (Youth Exploring Science) Teens Program, emphasizing 81 teens participated with 16 graduating, in 2023 the program will have 100 students engaged. It is important to note that students participating are paid, so that they can have transportation and help support their families as they would through a traditional summer job. She discussed new recruitment efforts, the Summertime Science program, STEM showcase, Pop-up Science, and more engagement opportunities within schools and community science festivals. During the summer, the Summertime Science Program will touch over 1,000 children as the students interact with summer camps. Ms. Williams shared The Museum of Black Inventors was on display during February 2023 and highlighted the 2023 Loeb Prize Winner, Amanda Thouvenot, a teacher who will receive a cash award plus financial support for attending a conference.

Mindy Peirce, Managing Director of Marketing and Communications highlighted the Saint Louis Zoo Collaboration, New Exhibit: Natural Histories and New Paleontology Exhibit, the Science Center was honored to host the Project Lead the Way Senior (students in their final high school year) Showcase, Missouri STEM Signing Day, and the SciFest Engineering Expo. Ms. Peirce paused for questions. A discussion ensued.

Mr. Bastean shared the Science Center ranked second in the Best Free Museum in the country and fifth in the Best Science Museum Category in the 2022 USA Today poll. He noted that the Science Center is currently undergoing a reaccreditation process, which is a 10-year event.

Ms. Kastner continued by sharing more details about 2023 financial plans. She highlighted the increase to membership dues in 2023, increased costs of labor, a new ticketing system and continued capital improvements. Looking ahead to 2024, expect attendance will continue to rebound but there will be significant increased expenses to mount the fundraising campaign. Ms. Kastner paused for questions. A discussion ensued.

Mr. Bastean continued the presentation with diversity, equity and inclusion initiatives by the numbers including the YES Program, Student Scientists, Community Partner Kids, Community Partner Organizations, and free memberships in partnership with the Urban League. He discussed the hiring of a new DEI executive, implementation of new strategy and values, and receiving the "Mission Moment 2022" award from MindsEye, an organization that focuses on visitors who are blind or partially sighted. Mr. Bastean gave an update on the Strategic Plan which included a fundraising feasibility study, developing a case for support, campaign planning, and a new comprehensive marketing plan.

Ms. Peirce highlighted the Marketing Campaign: The Wonder of Why that includes digital, billboards, social media, TV, radio, and social media influencers.

Mr. Bastean concluded the presentation with emphasis on the importance of the marketing campaign and how the Science Center needs to reach the philanthropic 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 to 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:

- Mr. Mummert commented on the Science Center's ability to have thought about all aspects of the financial issues and looking into every way to raise money. He was impressed with the YES Program, E-Sports Program and Summer Pop-Ups.
- Ms. Harris stated the DEAI by the numbers graphic effectively showed the investment in each group of people and programs.
- Ms. Nowak appreciated the comment of learning to live within your means and prioritizing while expansively thinking about DEI and partners. She would like to keep track of the campaign, strategic planning, the new Institutional Advancement Officer, and she was inspired by the commitment to an equitable compensation system.
- Mr. Powell was impressed with the new campaign and would like to know what is being done by way of endorsements/partnerships in artificial intelligence and computer science.
- Mr. Pollock emphasized that we would love to attend programs such as the YES Program in-person to observe in real time what's going on and share the story. He would like the five-year demographics for staff and volunteers since it was not included in the presentation.
- Ms. Clinkscale asked what the ZMD can do to assist the Science center in any way. She was impressed with the 3–6-year-old group programs and new DEI position.

Approval of Minutes: The Chair called for the approval of the minutes from the April 25, 2023, Open/Closed regular Board meeting.

Ms. Nowak moved that the open/closed minutes be approved. Ms. Harris 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 January 2023, February 2023, March 2023 and April 2023 ZMD internal financial reports.

Personnel Committee Report: Ms. Clinkscale reported that the Committee met May 3, 2023, and is in the process of reviewing policies and the employee manual.

Public Relations Committee Report: Mr. Powell reported that the Committee met May 3, 2023, and discussed the website, participating in the community, supporting the Subdistricts, and the Report to the Community.

Audit Committee Report: Mr. Mummert saved his report for Closed session as his report relates to negotiating a lease/contract.

Diversity, Equity, Inclusion Committee Report: Ms. Clinkscale had nothing to report.

Report of Legal Counsel: Mr. Chivell introduced Jennifer Byrne who will be replacing Mr. Chivell.

Old Business: There was no Old Business.

New Business: There was no New Business.

The Chair asked for a motion to go into Closed Session; Pursuant to Section 610.021 (12) the Revised Statutes of Missouri to discuss negotiation of a contract. Mr. Mummert moved to close the meeting. Ms. Nowak seconded the motion. The Chair asked for discussion: no discussion ensued.

The Board went into closed session at 2:08 pm.

The closed session of the meeting adjourned, and the regular meeting was opened at 2:20 p.m. and immediately adjourned upon motion by Mr. Mummert and seconded by Mr. Powell. Minutes from the Closed Session of the meeting will be prepared by Ms. Hampton and filed at the office of Armstrong Teasdale, LLP.

Respectfully submitted,

Jill Nowak

Jill Nowak
Secretary