



Audubon Nature Institute
Celebrating the Wonders of Nature

May 21, 2015

The Annual Meeting of the Audubon Nature Institute was called to order on Tuesday, May 19, 2015, at 4:00 p.m. in the Presidents' Room at the Audubon Zoo by Chairman Jaeger.

Attending were Byron Adams, Jenny Charpentier, Cece Colhoun, Leslie Gottsegen, Wil Jacobs, Chairman Joe Jaeger, Steve Kupperman, Ted Le Clercq, Ronald Markham, Vincent Palumbo, Mark Romig, Poco Sloss, Michael Smith, Allison Tiller, Kate Werner and Thomas Westfeldt. Excused were Chris Bardell, Bob Brown, Henry Coaxum, Stephanie Feoli, Paul Fine, Fenn French, Jeffrey Goldring, Jennifer Heebe, Andre Hooper, Deirdre Hooper, Nolan Marshall, John Payne, Steve Perry, Julie Quinn, Charles Rice, and Virginia Rowan.

The minutes of the March 18, 2015 meeting were unanimously accepted as distributed.

Nominating Report

Chairman Jaeger asked Mr. Forman, President and CEO, to give the Nominating Committee report in Mr. Marshall's absence. He reported the following slate is presented to the membership for election to a four-year term on the Board: Jenny Charpentier, Cecile Colhoun, Paul Fine, Ted Le Clercq, Julie Quinn, Wilmer Jacobs, Stephanie Feoli, Nolan Marshall and Vincent Palumbo. A total of 529 proxy votes were cast on behalf of the proposed slate (Gottsegen/Colhoun/unanimous).

President's Report

Mr. Forman introduced Ellen Kemper, Wes McWhorter and Elisabeth Whitehead from Peter Mayer whom then gave a presentation on Audubon's new advertising campaign. A new emphasis on capturing out of town visitors while reinforcing Audubon's mission was shown through digital billboards, TV spots, taxi tops, street car stands and wall murals. Chairman Jaeger asked where the billboards would be located and Mr. Forman stated throughout downtown New Orleans, Jefferson Parish and some in New Orleans East with plans to look into placement in Baton Rouge, Covington and Mandeville.

Finance Report

Mr. Rivarde, EVP and Managing Director of Uptown Facilities gave the finance report.

March YTD Operating Budget (in thousands)

	<u>2015 Actual</u>	<u>2015 Budget</u>	<u>2014 Actual</u>
Aquarium/IMAX/Park	3,652	3,681	2,735
Zoo/Park	(1,030)	(975)	(859)
Insectarium	(167)	(183)	(107)
Research Center	<u>(148)</u>	<u>(208)</u>	<u>(118)</u>
Total Operations	\$2,307	\$2,315	\$1,651

Mr. Rivarde further reported that there was a 30% penetration rate the previous weekend for Cool Zoo, meaning that 30% of guests who came through the gate also bought passes for Cool Zoo.

Staff Report

Mr. Rich Toth, VP and Managing Director of Downtown Facilities stated that a new penguin chick has hatched and will be available for the public to view after it has been reared by its parents. He further reported that the currently named IMAX theater will be undergoing renovations upgrading to newer, more efficient non-IMAX HD equipment.

Motion

Chairman Jaeger reported that a motion was needed for a grant from the Lupin Foundation.

Chairman Jaeger moved that

WHEREAS, Audubon Nature Institute (“Organization”) applied for a grant from The Lupin Foundation in the amount of \$5,000 for the use in connection with activities more fully described in said application; and

WHEREAS, it is a condition of the grant from The Lupin Foundation that this Organization enter into a “Contract of Acceptance of a Grant from The Lupin Foundation (“Acceptance”) in the form presented to this meeting;

THEREFORE, BE IT RESOLVED that this Organization authorized, directs and empowers Ellen Buckley to execute the Acceptance on its behalf; and

FURTHER RESOLVED that this Organization hereby agrees to be bound by, and fully follow, the terms and conditions of the Acceptance.

Ted Le Clerq seconded the motion and it passed unanimously.

Mr. Forman introduced Dominique Fleitas, keeper in the Louisiana Swamp who brought a baby river otter for the board to see. The otter was brought to the Zoo to be cared for after it was found. Mr. Forman praised the dedication of staff for taking care of the animals around the clock.

Katherine B. Werner
Recording Secretary