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When making inquiries relative to
this matter, please refer to the
Council File No. **14-0600-S223**

SHANNON HOPPE
DIVISION MANAGER

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ERIC GARCETTI
MAYOR

August 27, 2014

Councilmember Paul Krekorian, Chair
Budget and Finance Committee
Attn: Erika Pulst

RE: COUNCIL FILE TRANSMITTAL

On August 25, 2014, the Arts, Parks, Health, Aging, and River Committee considered an August 20, 2014 Joint City Administrative Officer/Zoo Department report relative to the Los Angeles Zoo's three-year Strategic and Business Marketing Plan for Fiscal Year (FY) 2014-15 through FY 2016-17 pursuant to Los Angeles Administrative Code Section 22.711 and associated Memorandum of Understanding with the Greater Los Angeles Zoo Association (GLAZA). After consideration, the Committee moved to make the following recommendations:

1. Approve the updates three-year Los Angeles Zoo and Botanical Garden's (Zoo) Business and Marketing Plan as detailed in Attachment 2 of the August 20, 2014 Joint City Administrative Officer (CAO)/Zoo report, attached to the Council file.
2. Determine that the MOU, as amended, between GLAZA and the Zoo for Marketing and Public Relations and Site Rentals and Catered Events as detailed in Attachment 3 of the August 20, 2014 Joint CAO/Zoo report, attached to the Council file, is in conformance to the approved Zoo Business and Marketing Plan.
3. Ratify the Marketing MOU, as amended and required in Section 7 of the Marketing MOU as detailed in Attachment 2 of the August 20, 2014 Joint CAO/Zoo report, attached to the Council file.
4. Instruct the Zoo, with assistance of the CAO, Chief Legislative Analyst, and City Attorney, to update as necessary all expired MOUs and other agreements with GLAZA; and INSTRUCT the Zoo to report to Council prior to the execution of any MOU and/or agreements between the Zoo and GLAZA.
5. Instruct the Zoo to report in 30 days in regard to a concessions contract and the Zoo's staffing and funding needs required to release a Request for Proposals for concessions.

6. Request the Controller, upon receipt of funds from GLAZA in the amount of \$447,837 from unallocated membership program revenue from past years, to deposit said funds into the Zoo Enterprise Trust Fund.

This file is now transmitted to the Budget and Finance Committee.



Adam R. Lid
Legislative Assistant

<u>COUNCILMEMBER</u>	<u>VOTE</u>
O'FARRELL:	YES
LABONGE:	YES
BUSCAINO:	YES
CEDILLO:	ABSENT
PRICE:	YES

cc: file