



**MINUTES OF COMMITTEE OF THE WHOLE  
BOARD OF PARK COMMISSIONERS  
MARCH 21, 2022**

**PRESENT:**

Andrea Smith, President  
Aaron Pointer, Clerk  
Erik Hanberg  
Tim Reid  
Rosie Ayala

**IN THE CHAIR:** Andrea Smith

**PLACE:** Remote Meeting

The meeting was called to order by President Smith at 5:30pm.

**APPROVAL OF THE MINUTES**

January 18 2022, COW Minutes

Commissioner Hanberg moved adoption of the minutes as presented; seconded by Commissioner Pointer and passed on a vote of 5-0.

**ZEED STRATEGIC PLANNING**

Alan Varsik reminded the Board that this planning effort has been in the process for the past two years. He noted that he is anticipating bringing it the Board to adopt in the near future. Mr. Varsik commented that this process will help drive the focus for conservation into the future.

Kathayoon Khalil, a consultant with Zoo Advisors stated that the Zoo is looking at this plan to have five- year scope and marries the plans of the Zoo and NW Trek. It was noted that a lot of time and work was spent on reinvigorating the mission statement to now be *Awakening a Connection to Wild Life with Everyone in the Pacific Northwest*. It was stated that this was developed though work with staff, partners and community groups. Ms. Khalil then explained the new vision statement to be *We envision a future where all people in out communities are engaged in the care and protection of nature*.

It was explained that work with community groups helped to provide feedback for both the mission and vision statements.

The Board was then informed that work was also done in order to create core values to guide the mission and vision. The core values were identified as: passion, courage, trust, compassion,

belonging and collaboration. She noted that the core values help set a tone of how people will show up in order to do the work of ZEED.

Ms. Khalil then commented that from the mission, vision and values, four strategic pillars were developed: One Team, Community, Environmental Footprint and Wildlife sustainability. Ms. Khalil then reviewed the objectives for each of the four pillars.

Examples of action steps for each of the objectives were then discussed as follows:

**One Team:** Achieving our ZEED mission is dependent upon building a strong team and positive, trusting relationships. We commit to investing in each other by developing the team, attracting diverse talent, supporting kindness and compassion, fostering open and safe communication, and cultivating our shared values to encourage the journey and inspire hope

Objective 1: Collaborate across work units, departments, and campuses to create One Team within ZEED and integrate our mission into all aspects of our culture, and physical and psychological safety.

Objective 2: Implement a process to integrate and embed the strategic plan across ZEED that recognizes and addresses the challenges of change.

Objective 3: Focus ZEED's justice, equity, diversity, access, and inclusion (JEDAI) work to enhance a sense of belonging for the ZEED team and guests.

**Community:** We prioritize relationships with all communities by growing our partnerships, creating meaningful connections and actively reducing barriers to access.

Objective 1: Enhance relationships and support community needs.

Objective 2: Improve access to our facilities and experiences across identified target communities.

Objective 3: Further awaken connections with nature by actively engaging local communities in protecting Wild Life and promoting environmental sustainability.

Objective 4: Develop and enhance the community pipeline for Zoo/Trek careers.

Objective 5: Expand and deepen partnerships within community convening points (e.g. schools, libraries, community centers).

Objective 6: Build empathy and action for Wild Life internally and externally.

**Environmental Footprint:** We aim to continually recognize our environmental impact and the ways in which we are interdependent with the environment and our communities. We inspire our community to do the same, understanding that our combined efforts have the greatest potential for success

Objective 1: Fully integrate environmental sustainability into our decision-making and organizational culture.

Objective 2: Inspire guests, audiences, and community members, to care about and act for environmental sustainability and reduction in fossil fuel use.

Objective 3: Collaborate and engage with relevant partners, our staff, and our audiences to strategically advocate for Wild Life and more specifically address reduction in greenhouse gas use.

Wild Life Sustainability: We engage people in the care and protection of nature by taking a collaborative approach to identifying and addressing the challenges facing Wild Life and their ecosystems, both in expert human care and the wild

Objective 1: Create a strategically focused and integrated approach to conservation that builds a conservation culture amongst ZEED staff, volunteers, partners, and vendors.

Objective 2: Develop a continuous improvement model for welfare practices for animals in our care so that ZEED emerges as a leader for setting industry standards.

Objective 3: Enhance viability of animal populations for species in our care.

Objective 4: Develop innovative exhibitory and an associated messaging plan that tells the story of ZEED's care for species - health, welfare and conservation

Objective 5: Develop specific actions our communities can take to enhance ZEED's in situ and ex situ programs.

Discussion ensued among the board related to use of the word community and communities throughout the objectives.

Commissioner Hanberg recommended publishing a report annually to highlight metrics on these objectives.

Commissioner Reid commented that continued input from the community on moving forward with implementation of planning objectives is essential.

Staff indicated that the plan we will be brought forward to the Board for formal adoption later in the spring.

### Other

Commissioner Smith inquired about the Portland Ave. outreach process.

Debbie Russell commented that staff has been meeting with a number of groups and the District outreach team has been in regular communications with them as well. Ms. Russell commented that the demo. project is currently out for bid and staff has just finalized the process to select the A&E.

In addition, the Board was informed that staff is working closely with APCC about their future temporary use of the center.

Ms. Russell explained the process staff is going through on repairs for the fire damage as they are continuing work through the insurance process.

**ADJOURNMENT**

Being no further business, Commissioner Smith adjourned the meeting at 6:45 p.m.

**APPROVED:**

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President

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Clerk

Submitted by:  
Jennifer Bowman, Secretary