



City of Albuquerque
Department of Arts and Culture

**ABQ BioPark Advisory Group
MEETING MINUTES**

Tuesday, April 5, 2022 4:00 - 5:30 pm

BioPark Zoo Library / ZOOM

Members present in person:

Timothy McBride
Colin Barnett
Jeremiah Gwin
Jourdan Vallejos

Members present via ZOOM:

Kristina Chong
Jon Sanchez
Karl Horak
Jeanette Baca
Bruce Hinrichs
Angela Alderete

Staff Present:

Stephanie Stowell
Bob Lee
Jourdan Vallejos

Members not present:

Laura Harris
Christine Walker

- I. **Call to Order - 4:03 PM** – members present
- II. **Approval of Agenda** –
 - A. C. Barnett move to approve agenda
 - B. T. McBride to second
- III. **Approval of the Minutes from February 8, 2022 meeting**
 - A. Meeting agenda to say meeting minutes
 - B. B. Hinrichs move to approve
 - C. J. Baca seconds

IV. Public Comment – none

V. Current/Old Business

A. Subcommittee Reports and Discussion

a. Bylaws Subcommittee

- i. T. McBride – committee trimmed up the bylaws
 - 1. Awaiting answers from Helen Maestes about references
 - 2. Should be a done product once we hear from her – plan to approve at next meeting.

b. Annual Report Subcommittee

- i. K. Horak – Annual Report for 2021 completed! Thanks ABQ BioPark for graphics help
 - 1. Submitted to B. Gibson and Dr. Shelle Sanchez
 - 2. S. Stowell to get an update on where it landed
 - 3. J. Gwin - edit to be made as vice chair not subcommittee chair

c. Public Outreach Subcommittee

- i. J. Gwin – apologize for lack of discussion on formal purpose of the subcommittees at last meeting
- ii. K. Korah – recommends OMA training online
- iii. J. Sanchez (chair)– thank you Jeannette and Angela for great conversation!
 - 1. Next steps are to meet with some BioPark staff to get some questions answered.
 - a. A few key question topics
 - i. Entertainment vs education, Positive highlights, Personal animal stories
 - ii. Social media plan and process
 - iii. Doing our part as board members and ambassadors
 - b. Will send list of questions discussed in this subcommittee to the group
 - c. J. Gwin – important to remember we don’t have to tackle all things. Maybe pick a handful and prioritize after speaking with staff.
 - d. S. Stowell – can help get something set up in the next few weeks (Greg Jackson, Allyson Zahm)
 - 2. A. Alderete – background in education, would like to increase high school students and their parents to participate
 - 3. J. Baca – would like to increase outreach outside metro area
 - 4. J. Sanchez – perception studies
 - 5. L. Harris – interested in Board and fundraising

d. Guest Experience Subcommittee

- i. Hopefully planning to meet with Allyson Zahm in the next coming weeks
- ii. J. Gwin – two things for consideration and discussion
 - 1. Ticketing – is there an opportunity to discuss how to simplify?

2. S. Stowell– city has contracted with new vendor for DAC facilities. Society will also acquire same process! Also related to Master Plan front entry modification should in combination update the process

e. Master Plan/GRT Subcommittee

- i. B. Hinrichs (chair) – discussed purpose and ensure they weren't reinventing the wheel
 1. Mission of the subcommittee (paraphrase)– furnish timely information to the public regarding current BioPark projects. Facility public input in three phases on projects. Review allocation to GRT funds and application to the master plan.
 2. Submitted some questions to Stephanie. Reviewed questions and answers.
 3. Goal is to facilitate public communication and review GRT allocation.
 - ii. GMLV presentation summary
 1. Living document, five-year plan maximum
 2. Tied to 2014 Master Plan, a refresh/reprioritization
 3. Stephanie will work with getting subcommittee to meet with GMLV after April 15th meeting with BioPark staff
 4. GRT annual report to be approved my Mayor soon.
- B. J. Gwin urges subcommittees to identify measurable goals and incorporate in next meetings

VI. Announcements/Staff Updates

A. Board Chair Announcements

- a. J. Gwin - APGA pilot training cohort 'IDEA' – more information to come

B. Board Announcements

- a. K. Horak – cherry blossoms are magnificent!

C. Project Updates (BioPark and NMBPS staff)

S. Stowell

a. Strategic Plan

- i. Thanks for attendance to meeting with Zoo Advisors
- ii. Currently have the Strategic Plan Framework. Will work with local consultant to keep momentum. See some great overlap with goals from board and subcommittees to have a direct role and impact in.

b. Master Plan

- i. More communication to come
- ii. Internal and external – will ask for feedback

c. Guest Experience

- i. New website-based app with SSA! SPARK'D – interactive map, order food, rent equipment, buy things from gift shop
- ii. Did a soft launch and went great! Very excited.

d. Elephants & IDA

B. Lee

- i. National marketing fundraising campaign for animal rights. Not unusual to take advantage of recent tragedy.
- ii. No science behind it. We are accredited by AZA. Meet highest standards. Meet USDA standards.
- iii. We must continue to tell our stories.
- iv. Angela – in the future would be nice for BioPark to respond on social media

e. HPAI

- i. Avian Flu – coming this direction.
- ii. Carried by wild animals
- iii. NE Colorado, Texas
- iv. We are developing our mitigation plan for collection animals in the event it makes its way to New Mexico

D. T. McBride - Any EEHV lab updates?

- a. Working with society to fundraise for lab
- b. \$50,000 equipment goal

VII. New Business - none

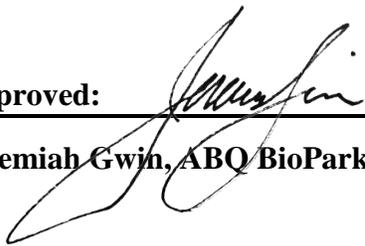
VIII. Next Regular Meeting – June 7th, 2022 4-5:30pm

IX. Adjourn 5:30 PM

J. Baca motion to adjourn

C. Barnett seconds

Approved:



Jeremiah Gwin, ABQ BioPark Advisory Board Chair

29 June 2022

Date: