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Office of the City Clerk, City of Los Angeles

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**Council File Number**

[13-1469](#)

**Title**

Los Angeles Zoo and Botanical Gardens / Three-year Business and Marketing Plan / Fiscal Years 2014-15 through 2016-17

**Last Change Date**

09/24/2014

**Expiration Date**

04/08/2017

**Reference Numbers**

City Administrative Officer Report: 0220-04877-0001; 0220-04971-0001,Chief Legislative Analyst Report: 13-12-1077,Related Council File: 14-0600-S223

**Initiated by**

Zoo Department

**Action History for Council File [13-1469](#)**

- | Date       | Activity  |
|------------|---|
| 09/24/2014 | Council action final.   |
| 09/23/2014 | Council adopted item, subject to reconsideration, pursuant to Council Rule 51.  |
| 09/18/2014 | City Clerk scheduled item for Council on September 23, 2014.  |
| 09/05/2014 | Budget and Finance Committee waived consideration of item .   |
| 08/27/2014 | Arts, Parks, Health, Aging, and River Committee transmitted Council File to Budget and Finance Committee.   |
| 08/25/2014 | Arts, Parks, Health, Aging, and River Committee noted and filed item(s).  |
| 08/25/2014 | City Clerk transmitted Zoo Department document(s) to Arts, Parks, Health, Aging, and River Committee .  |
| 08/25/2014 | Zoo Department document(s) referred to Arts, Parks, Health, Aging, and River Committee; Budget and Finance Committee.   |
| 08/22/2014 | Arts, Parks, Health, Aging, and River Committee scheduled item for committee meeting on August 25, 2014.  |
| 08/22/2014 | Document(s) submitted by Zoo Department, as follows:<br><br>Zoo Department report, dated August 19, 2014, which supersedes the transmittal dated June 20, 2014, relative to a revised Third Amendment to the Memorandum of Understanding between the Zoo Department and the Greater Los Angeles Zoo Association (GLAZA) . |
| 08/22/2014 | Document(s) submitted by Zoo Department, as follows:<br><br>Zoo Department report, dated August 18, 2014, relative to the Los Angeles Zoo Strategic Business and Marketing Plan Fiscal Year (FY) 2014-15 through FY 2016-17, updated July 2014.   |
| 06/23/2014 | City Clerk transmitted Council File to Arts, Parks, Health, Aging, and River Committee.   |
| 06/23/2014 | Zoo Department document(s) referred to Arts, Parks, Health, Aging, and River Committee; Budget and Finance Committee.   |

06/20/2014 Document(s) submitted by Zoo Department, as follows:

Zoo Department report, dated June 20, 2014, relative to the Third Amendment to the Memorandum of Understanding between the Zoo Department and the Greater Los Angeles Zoo Association for marketing, public relations, site rentals and catered events, etc.

03/24/2014 Arts, Parks, Health, Aging, and River Committee continued item to/for June 9, 2014 .

03/21/2014 City Clerk transmitted Greater Los Angeles Zoo Association document(s) to Arts, Parks, Health, Aging, and River Committee .

03/21/2014 Arts, Parks, Health, Aging, and River Committee scheduled item for committee meeting on March 24, 2014.

03/21/2014 Document(s) submitted by Greater Los Angeles Zoo Association, as follows:

Greater Los Angeles Zoo Association report, dated March 21, 2014, relative to the Memorandum of Understanding by and between the Los Angeles Zoo and Botanical Garden and the Greater Los Angeles Zoo Association for Marketing and Public Relations and Site Rentals and Catered Events.

03/21/2014 Greater Los Angeles Zoo Association document(s) referred to Arts, Parks, Health, Aging, and River Committee; Budget and Finance Committee.

03/21/2014 Document(s) submitted by Chief Legislative Analyst, as follows:

Chief Legislative Analyst report 13-12-1077, dated March 21, 2014, relative to Zoo Department Business and Marketing Plan and Memorandum of Understanding with the Greater Los Angeles Zoo Association.

03/20/2014 Greater Los Angeles Zoo Association document(s) referred to Arts, Parks, Health, Aging, and River Committee.

03/20/2014 Document(s) submitted by Greater Los Angeles Zoo Association, as follows:

Greater Los Angeles Zoo Association report, dated March 20, 2014, relative to the Memorandum of Understanding by and between the Los Angeles Zoo and Botanical Garden and the Greater Los Angeles Zoo Association for Marketing and Public Relations and Site Rentals and Catered Events.

03/14/2014 City Clerk transmitted Zoo Department document(s) to Arts, Parks, Health, Aging, and River Committee .

03/14/2014 Zoo Department document(s) referred to Arts, Parks, Health, Aging, and River Committee; Budget and Finance Committee.

03/13/2014 Document(s) submitted by Zoo Department, as follows:

Zoo Department report, dated March 13, 2014, relative to additional information regarding the Zoos Strategic Business and Marketing Plan Fiscal Years 2014-15 through 2016-17, etc.

12/11/2013 Council referred item to Arts, Parks, Health, Aging, and River Committee; Budget and Finance Committee.

12/09/2013 Arts, Parks, Health, Aging, and River Committee; Budget and Finance Committee submits report to Council without recommendation Matter to be referred back to both Committees.

12/06/2013 City Clerk scheduled item for Council on December 11, 2013.

12/06/2013 Arts, Parks, Health, Aging, and River Committee; Budget and Finance Committee scheduled item for committee meeting on December 9, 2013.

12/06/2013 City Clerk transmitted Council File to Arts, Parks, Health, Aging, and River Committee.

12/06/2013 City Administrative Officer document(s) referred to Arts, Parks, Health, Aging, and River Committee; Budget and Finance Committee.

12/06/2013 Document(s) submitted by City Administrative Officer, as follows:

City Administrative Officer report 0220-04877-0001, dated December 6, 2013, relative to the Los Angeles Zoo and Botanical Gardens - Business and Marketing Plans.

11/26/2013 Zoo Department document(s) referred to Arts, Parks, Health, Aging, and River Committee; Budget and Finance Committee.

11/26/2013 Corrected Referral per Council President to include Budget and Finance Committee.

11/01/2013 Zoo Department document(s) referred to Arts, Parks, Health, Aging, and River Committee.

11/01/2013 Document(s) submitted by Zoo Department, as follows:

Zoo Department report, dated November 1, 2013, relative to a three-year strategic Business and Marketing Plan for Fiscal Years 2014-15 through 2016-17.