

ARTS, PARKS AND RIVER COMMITTEE REPORT relative to the instruction for the Zoo Director to report within 30 days on the implementation of the Los Angeles Zoo Business and Marketing Plan.

Recommendation for Council action, pursuant to Motion (O'Farrell - Blumenfield):

INSTRUCT the Zoo Director to report within 30 days, in compliance with existing Council instructions and the amended Marketing, Public Relations, Site Rentals and Catered Events MOU as it relates to implementation of the Los Angeles Zoo Business and Marketing Plan.

Fiscal Impact Statement: Neither the CAO nor the CLA has completed a financial analysis of this report.

Community Impact Statement: None submitted.

Summary:

On December 7, 2015, the Arts, Parks and River Committee considered Motion (O'Farrell - Blumenfield) relative to the instruction for the Zoo Director to report within 30 days on the implementation of the Los Angeles Zoo Business and Marketing Plan.

After providing an opportunity for public comment, the Committee recommended that Council approve the recommendation as reflected above. This matter is now submitted to Council for its consideration.

Respectfully Submitted,

ARTS, PARKS, AND RIVER COMMITTEE



| <u>MEMBER</u> | <u>VOTE</u> |
|---------------|-------------|
| O'FARRELL: | YES |
| PRICE: | YES |
| KORETZ: | ABSENT |
| BLUMENFIELD: | YES |
| RYU: | YES |