

AGENDA

Potter Park Zoo Board

1301 S. Pennsylvania Avenue ~ Lansing, MI 48912
Telephone: 517.342.2776; Fax: 517.316.3894

The packet is available on-line by going to www.ingham.org, choosing the "Monthly Calendar" and click on Wednesday, February 11, 2015.

**Wednesday, February 11, 2015
at 6:00 PM**

**POTTER PARK ZOO BOARD MEETING
Potter Park Zoo, Education Building,
1301 S. Pennsylvania Ave., Lansing, Michigan**

- 1. Call to Order**
- 2. Approval of Minutes**
Minutes of January 14, 2015 will be considered
- 3. Limited Public Comment – Limited to 3 minutes with no discussion**
- 4. Late Items/Deletions/Consent Items**
- 5. OLD BUSINESS**
 - A. Moose Exhibit Update
 - B. Strategic Planning Update
- 6. NEW BUSINESS**
 - A. Resolution Authorizing a Transfer of Funds for the New Red Panda Exhibit
- 7. DIRECTOR AND FINANCIAL REPORTS**
 - A. Zoo Director's Report – Sherrie Graham
 - B. Financial Report – Andrew Wingeier
- 8. Board Comments**
- 9. Limited Public Comment - Limited to 3 minutes with no discussion**
- 10. Informational Items**
 - A. Thank You Letters
- 11. Upcoming Meeting**
 - A. Zoo Board Meeting on **March 11, 2015 at 6:00 PM** at the Potter Park Zoo, Education Building.
- 12. Adjournment**

Official minutes are stored and available for inspection at the address noted at the top of this agenda. The Potter Park Zoo will provide necessary reasonable auxiliary aids and services, such as interpreters for the hearing impaired and audio tapes of printed materials being considered at the meeting for the visually impaired, for individuals with disabilities at the meeting upon five (5) working days' notice to the Potter Park Zoo. Individuals with disabilities requiring auxiliary aids or services should contact Potter Park Zoo by writing to the Potter Park Zoo, 1301 S. Pennsylvania Ave., Lansing, MI 48912 or by calling 517.342.2776.

**“DRAFT” MINUTES OF THE MEETING
INGHAM COUNTY POTTER PARK ZOO BOARD
1301 S. Pennsylvania Avenue, Lansing, MI 48912
January 14, 2015**

The Ingham County Potter Park Zoo Advisory Board held a regularly scheduled meeting at the Potter Park Zoo, 1301 S. Pennsylvania Ave., Education Bldg./Coral Reef Room, Lansing, Michigan

BOARD MEMBERS

PRESENT: Commissioner Tsernoglou, Commissioner Nolan, Chair Groen, George Berghorn, Ralph Hansen, Kyle Binkley, Jen Flood, Monica List, Mary Leys & Dr. Snider

ABSENT: Rick Kibbey & Aaron Davis

ALSO PRESENT: Sherrie Graham, Zoo Director; Teresa Masseau, Recording Secretary; Andrew Wingeier, Finance Director;

CALL TO ORDER Chair John Groen called the regular meeting of the Ingham County Zoo Advisory Board to order at 5:50 pm.

MINUTES: Moved by Mr. Berghorn to approve and supported by Dr. Snider to approve the December 10, 2014 minutes of the regular meeting as written, **Yes-7; No-0; MOTION CARRIED.**

Commissioner Nolan came in at 5:52 PM.

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

None

NEW BUSINESS

**RESOLUTION RECOMMENDING THE ACCEPTANCE OF A \$500.00 RISK AVOIDANCE PROGRAM (RAP)
GRANT AWARD FOR VEHICLE PARTITIONS FOR THE PUBLIC SAFETY PATROL CARS AT POTTER
PARK ZOO FROM THE MICHIGAN MUNICIPAL RISK MANAGEMENT ASSOCIATION (MMRMA)**

Meeting of January 14, 2015
Resolution #15-01

WHEREAS, the Potter Park Zoo participated in a grant opportunity with MMRMA; and

WHEREAS, MMRMA provides financial assistance for the purchase of materials relating to providing a safer and more efficient facility; and

WHEREAS, the grant funds will reimburse Potter Park Zoo for 50% of the cost vehicle partitions at Potter Park Zoo; and

THEREFORE BE IT RESOLVED, that the Potter Park Zoo Board recommends to the Board of Commissioners acceptance of the grant funds from MMRMA in the amount of \$500.00 and extends its appreciation for the opportunity to participate in the Risk Avoidance Program (RAP).

Moved by Commissioner Tsernoglou and Supported by Mr. Berghorn that resolution #15-01 be approved. (Yes-8; No-0). **MOTION CARRIED.**

Mrs. Leys came in at 6:01 PM.

Approval of 2015 Calendar Dates

Chair Groen had asked if there should be any changes and it was agreed to change the April 8th date to April 15th and September 9th to September 16th.

Moved by Commissioner Nolan and Supported by Dr. Snider be approved. (Yes-9; No-0)

Chair Groen had also asked if time should remain the same or change it back to 6:00 PM. It was decided to change it back to 6:00 PM.

Moved by Mr. Hansen and Supported by Mrs. Leys be approved. (Yes-9; No-0)

Selection of Board Chair 2015

Chair Groen had asked if there were any nominations for the Board Chair for 2015 and Chair Groen was nominated by Commissioner Nolan and supported by Commissioner Tsernoglou. (Yes-9; No-0)

Ms. List came in at 6:10 PM.

OLD BUSINESS

Moose Exhibit Update

Mrs. Graham said they received the water reports and there is E.coli in the muck at the bottom of the pond, but it is not going into the river, so basically the pond is doing its job.

Strategic Planning Update

Chair Groen said the first facilitated date is set for February 13th which will fit into upcoming budgets process. The sessions are for visioning for the next five years. Then we work backwards to develop goals and methods to accomplish vision. It's a step by step process and builds consensus.

ZOO DIRECTORS REPORT

Mrs. Graham talked about her report. She talked about two conferences for keepers involving which are for international travel. The controller had denied them. She is concerned about the rhino conference which is in England and has a meeting setup to talk to the controller tomorrow about how to facilitate international travel.

Dr. Snider feels very strongly about the rhinos and said there should be a special fund for exotic travel.

Mrs. Graham said there were interviews for the Keeper 600 position. There were eight internal candidates. She thought that said a lot about their enthusiasm for the position.

FINANCIAL REPORTS

Mr. Wingeier spoke about Item A - Total Expensed before Capital: were 6.1% greater than budget. Item B – Total Revenues: the admission and parking revenue were down compared to last year as the Society now received the full revenue for Boo at the Zoo. Item C – Salaries & Wages Full Time: full time security has increased coverage compared to last year and the allocation cost for the Facilities Director and Manager has increased. Item D – Salaries & Wages Seasonal: seasonal security has increased coverage compared to last year. Item E – Utilities: these have created large fluctuations since they are being paid on a P-card compared to invoices which are recorded on a cash basis. Item F – IT Support Expense: there have been major expenses to maintain county network as a whole. Item G – Capital Outlay: CIP budge is minimally utilized at the end of 2014.

Mr. Wingeier talked about the attendance report which reflects a 7.5% increase in 2014.

BOARD COMMENTS

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Being no further business, the meeting was adjourned at 6:54 pm.

Teresa Masseau
Recording Secretary

POTTER PARK ZOO BOARD

Meeting of February 11, 2015

RESOLUTION #15-02

RESOLUTION AUTHORIZING A TRANSFER OF FUNDS FOR THE NEW RED PANDA EXHIBIT

WHEREAS, the Red Panda Species Survival Plan (SSP) will not allow Potter Park Zoo to receive a female Red Panda for breeding until the current exhibit is moved; and

WHEREAS, the Zoo has made the Red Panda Exhibit the highest priority Capital Improvement Project item to remain a full participating member of the SSP managed by the Association of Zoos & Aquariums (AZA); and

WHEREAS, the Security Cameras/Wireless Internet, Storage Building Holding Cages, Vestibules, and Lions Outside Exhibit Capital Improvement Projects would not compromise the Potter Park Zoo's relationship with the SSP or AZA; and

WHEREAS, a private donor has already committed \$30,000 to support this project; and

THEREFORE BE IT RESOLVED, that the Potter Park Zoo Board approve the transfer of the following funds totaling \$41,763 to the Red Panda Project, line item #258-69900-977000-1411Z:

- \$5,733 from Security Cameras/Wireless Internet, line item #258-69900-977000-1108Z
- \$6,000 from Storage Building Holding Cages, line item #258-69900-977000-1304Z
- \$5,000 from Vestibules, line item #258-69900-977000-1407Z
- \$25,030 from Lions Outside Exhibit, line item #258-69900-977000-1410Z

BE IT FURTHER RESOLVED, that the Controller/Administrator is authorized to make any necessary budget adjustments consistent with this resolution.



Potter Park Zoo
Board Report
2014 Fourth Quarter Comprehensive Report

Director's Report – Sherrie Graham, Director

- Beginning January 27, Dr. Sally is a permanent member of our staff and our new Director of Animal Health. We are thrilled to officially welcome her to our zoo family!
- The contract with the Glassen Foundation securing \$200,000 for our Moose Exhibit has been signed and we will be receiving the first installment March 1.
- We have met with the architects again regarding the necessary changes in the drainage "forebay" within the new Moose Exhibit. It is predicted to be far less costly than originally thought. The plans along with a document explaining our protocols involving the removal and disposal of animal waste will be presented to the City for approval on February 13.
- The restructuring of our animal care staff is almost complete. Sarah Pechtel has filled our new Keeper 600 position. Jake Brodie, Pat Fountain and Annie Marcum have filled our new Keeper 500 positions. We will now be interviewing for two additional Keeper 400 positions. Our new structure will be in place and ready to go April 1.
- Long time Keeper Mark Marquardt has resigned his position effective April 3. He is going back to school to pursue a degree in Business.
- Sammy Friedlander has resigned her position as Membership Coordinator (and half dozen other responsibilities!) to accept a position with GM.
- I attended the Directors Policy Conference in Sarasota the third week of January. A good portion of the conference content was centered on AZA's project SAFE (Saving Animal From Extinction). I will be sharing more about this exciting movement during the next couple months.
- I attended the annual meeting of the AZA's Professional Development Committee in Wheeling. This committee plans, implements and evaluates all of the "zoo schools" offered throughout the year by AZA. This was my second meeting as a member of this committee to which I have a three year commitment. The volume of work managed by this group is incredible and I'm honored to be part of it.

Following you will find the quarterly reports from the Potter Park Zoo's department heads summarizing the events and activities of 2014's second quarter.

Veterinary Report – Dr. Sally Nofs, Director of Animal Health

- I (Dr. Sally) have been hired on as permanent Director of Animal Health as of January 27, 2015. I have served as interim since July 30, 2014.



- Vet tech Deb Paperd taught veterinary technician labs on exotic animal handling and medical sampling collection at Michigan Veterinary Conference last week.
- Our department continues to teach MSU veterinary students in the Zoo Medicine and Management Rotation. Students get experience working side by side on cases with us here at the zoo.
- Our new male blue phase arctic fox underwent a vasectomy surgery which was performed by MSU rotating small animal intern Dr. Hicks under my supervision. The fox also had his quarantine exam.
- Our education ferret Minnie had a unilateral adrenalectomy performed by MSUCVM surgeon and the MSU zoo veterinary resident, Dr. Kim, scrubbed in as a learning opportunity. Anesthesia was managed by MSUCVM anesthesiologist. Thankfully, on histopathology her adrenal mass was determined to be a non-cancerous hyperplasia. Adrenocortical disease is common in domestic ferrets of this age and treatment of choice is to remove the affected adrenal gland. Minnie was exhibiting severe alopecia (hair loss) on her tail as the initial clinical sign (symptom).
- Our other education ferret, Cosmo, had surgery to remove a skin tumor. Histopathology at MSU determined the tumor to be benign (non-cancerous) sebaceous hyperplasia.
- Our female Red Ruffed Lemur, Joplin, had MSUCVM ophthalmologist examine her Horner's syndrome. No cause was found for this on exam. We continue to monitor her and she is doing well.
- MSUCVM ophthalmologist evaluated our female bald eagle for possible cataract surgery. Unfortunately, it does not look like she will be a good candidate for this procedure but further evaluation will be done under anesthesia at a later date.
- One of our spider monkeys, Jasper, recently had a severe full thickness lower lip and chin laceration. He underwent surgical repair with Dr. Kim performing the surgery under my supervision.
- Sue, our medical records specialist, has been very busy working on getting medical record entry caught up on our new system ZIMS. It has been a learning experience for us all.

ANIMAL STATISTICS

YEAR	TOTAL # OF ANIMALS	TOTAL # OF SPECIES	ACQUISITIONS	BIRTHS	DISPOSITIONS	DEATHS
2014	593	127	57	*1,030	**1,020	91

2014 -*1,013 Puerto Rican Crested Toad tadpoles hatched.

**1,000 Puerto Rican Crested Toad tadpoles were shipped to Puerto Rico.



Animal Report – Cindy Wagner, General Curator

Staff

The reorganization of the zookeeper positions is final. We are changing from a system with (2) 600 level keeper positions and (12) 400 level keeper positions to (1) 600, (3) 500, and (10) 400. This structure was put into place to increase communication and to provide more effective oversight of day to day operations in the animal care department.

The 600 level position has been posted internally and should be filled by January 16th, 2015. The (3) 500 level positions will be posted internally mid-late January. Due to two retirements, Dennis Sweeney this past November and Jan Brigham in March 2015 we will have 2 keeper positions to fill. These 2 vacancies will be filled at the 400 level externally. All of these new positions will have a start date of April 1st.

Conferences:

- I will be attending the AZA class “Managing for Success-Career Development” in February at the AZA campus in Wheeling, VA.
- Pat Fountain will be attending the International Rhino Keeper Association (IRKA) workshop in May.
- Amy Pierce will be attending the Animal Behavior Management Alliance (ABMA) conference in April. This will help her continue to develop our enrichment program here at Potter Park Zoo.
- Sarah Petchel is attending the AZA mid-year meeting which will enable her to take part in avian, ungulate and small carnivore husbandry workshops.

Animals

1. The male moose will be moving to the hoof stock yard with the female in mid-January. This is when we will do a press release for him. After an appropriate amount of time spent howdying the two of them we will then introduce them.
2. The two new male wolves have been successfully introduced to Tala our female.
3. We will be receiving a female bat-eared fox from Indianapolis soon to pair with the male we currently have.
4. The Burmese python was shipped to the Fort Worth Zoo. We will be placing the Asian spiny turtles and hanging parrots in the exhibit he occupied previously. The hanging parrots will be arriving from the Sedgwick County Zoo in spring. We are making the necessary changes to the exhibit to encourage successful breeding of the spiny turtles.
5. The Black Rhino Breeding and Transfer Plan (BTP) was released in December from the SSP. Doppsee (our female) has been recommended to transfer to Little Rock. We will



receive a 2 year old female from Pittsburgh who is not recommended to breed due to being genetically overrepresented.

6. The permits are in process to receive a pair of Eurasian eagle owls from 2 institutions in Canada.
7. Our male red panda was transferred to Bright's Zoo in TN and we received a male from Minnesota Zoo. His name is Rupert Junior and he will be on exhibit in the old red panda exhibit until renovations are completed on the new exhibit. We will receive a young female from Fort Wayne this summer.
8. The mesh roof should be completed on the new raven exhibit in January and once it is installed the ravens will be introduced in the new exhibit.

Graphics

- The Patagonian cavy and penguins are the next species to get new graphics. The content is being prepared and then will be sent to design.

Education Report – Dennis Laidler, Education Curator

Overall Education Programming:

Despite record adverse weather in the first quarter which continued into the second quarter, overall program numbers were quite similar to last year's numbers –with the exception of Zookambi's record numbers again this year. The education staff and docents worked extremely hard to make all of this happen and I am very proud of the quantity and quality of the results.

In looking at previous years' numbers, there are several programs whose numbers have remained relatively flat the past 2-3 years, especially those programs that are primarily for K-12 audiences. In checking with other informal learning institutions in the area and other parts of the state, we are doing as well as or better than most. This slowed participation by schools is a result of a couple of factors. The most impactful of these is the incredibly tight financial pictures for the vast majority of schools. While our state economy has made some progress lately, that improvement has not yet reached our school districts and may get worse before it gets better. A second major factor for us is getting area educators and administrators to be more aware of the quality educational programming we have to offer. This problem is not unique to us, as most of my counterparts at other zoos and aquariums encounter it, too. While we cannot change the financial resources of school districts, we can be more effective at getting the word out to the districts about our programming. Jennifer Horvatin, our assistant education curator, will be handing off the bulk of her volunteer coordinator duties and will be using the freed-up time to market directly to schools.

There are some other steps we will be taking this year to increase both the number of audiences reached and income from education programs. We will be developing and offering programs designed specifically for early childhood audiences (another area in which Jennifer will be play a major role). We are in the process of submitting a couple of grants for funding to support the development and implementation of some major programming for children with special needs. Two of our more entertainment-focused programs, birthday parties and overnights, are going to get a major boost in marketing, with birthday parties also getting a much-needed fee increase.



We feel confident that the steps we are taking will increase the number of people reached with our conservation message and increase the bottom line to help support those efforts.

See Attached Summary Below:

Docent Recruitment, Training & Continuing Education: Our “docent-centric” model of providing educational programming has worked quite well (for the most part) for the past 25 years. However, we have reached a point where we cannot just keep trying to recruit, train, retain and retrain more and more docents to reach our staffing needs.

This year we are trying to target specific types of recruits (primarily recently retired teachers with weekday availability) as the primary candidates for this year’s docent training class. If successful, this will be a short-term solution, but for PPZ to continue to have cutting-edge programming, increased audiences and the ability to develop and implement new programming in a timely manner, we are going to have to eventually move to an organizational model that relies more on full-time professional education staff.

BIG Zoo Lesson (BZL): After discussing the pros and cons of booking BZL as heavily we did last year, and looking at next year’s school calendar, classroom availability and staff workloads, we revised downward our goals for BZL to the range of 55-57 classes. This is proving to be a much more workable model. Dennis will be more aggressively seeking sponsorships for this program to help reduce program costs. Any board members, who have some ideas/connections that may help with this, please let the zoo director know.

Zoo Science High School Class: Rebecca Morningstar, our instructor has made some changes in the curriculum to enhance the animal medicine components and has formed a new FFA chapter for the class, a state curriculum-driven requirement. We have 30 students participating this year.

Teen Zookeeper Program: Another 85 teens aged 13-18 had the opportunity to intimately experience the zoo this summer, thanks to the cooperation of the animal care staff. The teen zookeepers have five different areas in which they can volunteer: one-on-one with zoo keepers; pony rides; animal contact area; Zookambi summer camp; and, new this year, Wings Down Under exhibit. They began June 14th, and volunteered through Labor Day weekend.

Lake Trust Credit Union: LTCU has agreed to provide \$5,000.00 in financial support to nest summer’s Zookambi program. This will provide 25 students from the Lansing School District an opportunity to participate in a full week of all-day Zookambi, with early drop-off and late pick-up options.

**Education Program Summary
Fourth Quarter 2014**

Education Programs:

Fourth Quarter Summary

	Programs	Participants	Fees
2008	30	1247	\$2603



2009	40	2934	\$7435
2010	40	3330	\$5356
2011	45	11428	\$5009.75
2012	47	9632	\$8344.75
2013	29	2853	\$8464.25
2014**	52	6445	\$19,366.75

*In 2010, we did a couple education programs that had very high attendance, inflating our participant number. In 2011, we started doing educational programming at the Ingham County Fair as well as at home Lansing Lugnuts games, which greatly increased our participant numbers.

**As of 2014, these numbers also reflect BIG Zoo Lesson classes, participants, and revenue.

Free Programs:

	Participants
GLCVB Holiday Showcase	500
Michigan Elementary and Middle School Principals Conference	750
SMEE (Science Math and Engineering Expo) at LCC	1250

Marketing, Communications and Public Relations – Amy Morris, Senior Account Executive, Martin Waymire Advocacy Communications

Thank you for the opportunity to report to the board on Martin Waymire's work for Potter Park Zoo. I'm pleased to say the 2014 season went very well. We saw increases in event attendance, media mentions, online interaction, etc.

Events and Education

Martin Waymire successfully assisted zoo staff in promoting Ingham County Free Day, Boo at the Zoo, Pumpkinfest, the new Winter Wine & Stein, Toys for Tots and the four weekends of Wonderland of Lights. All events had increased attendance over 2013, but the strongest event was Boo at the Zoo with a total of 11,861 event attendees in 2014 (6,624 attended in 2013).

In mid-2014, Martin Waymire assisted zoo staff in using a new online system for event registration and managed pre-event sales. This allows us to keep lists of those who attend our events and solicit them for donations, attendance and future events, and membership.

We also assisted zoo staff in the use of iPads to streamline admissions. This was successful and we will do more event admissions this way in 2015.

Goal for first quarter 2015: Martin Waymire will spend much of the first quarter planning for the 2015 public events season. After such a successful 2014 in public events, we will also be focusing some of our effort on the private events side with the goal being to increase revenue in this area.



We are currently drafting a marketing plan to work toward this goal.

Electronic Newsletter/Traditional Newsletter

All monthly electronic newsletters were completed and sent on time during the fourth quarter. Zoo Tales was also successfully delivered to zoo members and Martin Waymire is working with a new team to help this to continue in 2015.

Goal for first quarter 2015: The goal for first quarter is to put together a distribution plan to use Zoo Tales to recruit additional visitors, event attendees, new members and new donors.

Social Media Tools

Martin Waymire continues to grow the social media audience of Potter Park Zoo including Facebook, Twitter, Pinterest and Instagram. The attached traffic report reflects the fourth quarter growth on these platforms. As has been the trend, the growth on Facebook has increased the most. We are up by more than 1,800 followers. Our total followers have reached more than 29,000.

Goal for first quarter 2015: We will continue to monitor our social media efforts and results so we can better understand what types of posts encourage social media followers to share and follow. We will also continue to tap into this audience for memberships, attendance at events, and visits to the zoo.

Website

We continue to highlight events and animal happenings on the zoo's website and change home page and blog content regularly. Our strongest days in the fourth quarter were the two weekends of Boo at the Zoo when the site had almost 19,000 page views. The total page views in the fourth quarter of 2015 were 187,875 as compared to 153,568 in 2013. Additional detail on website traffic is available in the attached traffic report.

We made some changes to the internship part of the website and expect that to drive the number of internship applicants significantly.

Goal for first quarter 2015: We will continue to produce additional pages highlighting the animal collection. We will also be working with a new vendor to integrate purchases and animal adoptions in a better way on the Potter Park Zoo page and adding a private events section to the website.

Media Releases

We are following the established schedule of media advisories and have successfully promoted zoo events and the scarf auction to benefit Willow. These efforts were supported by announcements on the Potter Park Zoo website and social media. We also prepared releases to announce the new wolves, the new moose, the new Arctic fox, the raven move, and the new bat-eared fox. Potter Park Zoo received a total of 67 media mentions in the fourth quarter of 2014. Please see the attached media report for detailed information about media mentions.

Goal for first quarter 2015: We will continue to follow our media schedule in addition to promoting other zoo news as it occurs. With the new animal arrivals we expect great media coverage in early 2015.



Paid Advertising

Martin Waymire managed Potter Park Zoo's 2014 fall paid advertising campaign for Boo at the Zoo. The ads were a combination of billboards, print, online, and radio. Our primary demographic is woman aged 25-34 in the Ingham, Eaton and Clinton counties.

The impact of this campaign was greatly increased event attendance. Boo at the Zoo had a total of xxx in 2013. This number topped xxxx in 2014

Goal for first quarter 2015: The 2015 first quarter goal is to plan our 2015 paid advertising strategy around the impact of that placed in 2014. We will also apply for a service Google provides to non-profit organizations that could result in up to \$10,000 per month in free advertising. We expect to hear if we meet the requirements soon.

Membership

In the fourth quarter of 2014 letters were sent to those who have dropped off as members in the past three years and this successfully retained some of those members. Zoo staff has taken the membership drive plan drafted by Martin Waymire on membership and expanded it.

Goal for first quarter 2015: We will be working with zoo staff to continue promoting membership growth by drawing more attention to the benefits of membership and promoting membership throughout the zoo, in the media and through our social media channels.

Employment

We have continued to use www.mypotterparkzoo.org to cast a broader net when looking for new employees. We also added an internship section to the Potter Park Zoo website. These efforts have resulted in hundreds of applicants for every posted position.

Goal for first quarter 2015: We will continue to support Potter Park Zoo's search for quality employees and interns.

Strategic Planning

The strategic planning process is entering the final stage. All data collected in the department level meetings has been compiled into a report and we are working on scheduling our last two strategic planning sessions with department heads.

Goal for first quarter 2015: Complete the final sessions and draft a strategic planning report and action plan.

Other Projects

We successfully assisted PPZ leadership on acquiring a \$200,000 commitment from the Glassen Foundation to fund a portion of the new moose enclosure. We plan to continue assisting on fund raising efforts and other projects going forward in 2015.

Thank you for this opportunity. If you have questions, feel free to contact me by e-mail at amorris@martinwaymire.com or by cell at 517-795-6122.

Guest Services – Rick Parker, Manager

- For the year the concessions and souvenir shop were up 20%.
- For the year the pony and train rides were up 12%.



- Sometime this spring the camel ride will be moving. We are looking for something exciting to put into that area for the summer.

Special Events – Jen Rostar, Coordinator

It has been an exciting year in the events department. The weather cooperated allowing us to maximize attendance to many of our events, both public and private.

Special Events

- **Boo at the Zoo** – We enjoyed two weekends of Halloween fun! Nearly 12,000 ghosts and goblins came through the gate to enjoy the fun. This is an increase of nearly 5000 guests over 2013.
- **Winter Wine & Stein** – This new event was a huge success kicking off the holiday season. Guests, staff and vendor's alike agree this should be added to the annual holiday schedule.
- **Wonderland of Lights** – This six week event began one week early this year to coincide with Lansing's Silver Bells parade. New lights were added to the entrance median of the park to capture the attention of folks driving on Pennsylvania Ave. Final admission numbers far exceeded those of 2013.
- **Trim a Tree for PPZ** – This popular sponsorship program sold 23 trees which will be used in the Winter Gifts enrichment event on January 17th.

Private Events

- The zoo hosted an increased number of holiday parties this year. MSU MBA joined us for a sixth year in a row. Other holiday parties included The Nature Conservancy, Capitol National Bank and People's Church.
- The McLaren Greater Lansing holiday reception was a lovely event. The night of the reception brought perfect holiday weather and our largest turnout ever.
- Private events brought over 11,000 people to the zoo in 2014.

LOOKING AHEAD

- The first quarter of the year is always very quiet time allowing us to finalize plans for events in the upcoming year. However, in February 2015 the zoo will host the Cultural Diversity Luncheon for all Ingham County employees. We have been in the planning stage for this event since October and are looking forward to showing all of Ingham County what a great place the zoo is to hold an event!
- Please mark your calendars for the following event dates:
 - Wine & Stein May 21
 - Wild 1 Mile June 20
 - Zoo Brew June 25, July 30 and August 27
 - Zoo Days July 7 & 8
 - Members Night August 12



- Boo at the Zoo October 17, 18, 24 & 25
- Adult Boo at the Zoo October 31
- Wonderland of Lights begins November 20
- Winter Wine & Stein December 3
- Toys for Tots December 5

Public Safety– James Tissue, Coordinator

Below are the year-end stats for the Department of Public Safety-Uniform Patrol

<u>Year: 2014</u>	
<u>Activity Subject</u>	<u>Number of Times Performed/ Department Totals</u>
Vehicle Patrol (Minutes)	112793
Cart Patrol (Minutes)	32061
Foot Patrol (Minutes)	117199
Training (Minutes)	8054
Open door/ building	444
Lock door/ building	2812
Bank Drops	293
Check Subjects	154
Check Vehicles	122
Parking Complaints	17
Traffic/ Parking duty	42
Animal Welfare Checks	1507
Open Alcohol	0
Motorist Assists	56
Traffic Stops	94
Alarms	48
Loud Music Complaints	0
Disorderly	3
Assist Other Agency	47



Employee Contacts	630
Inmate Supervision (Minutes)	17669
Medical Injury	104
Pick up Property	138
Misc. Calls/ Activity	1046
Report Writing (Minutes)	5233
Follow Up on Complaint	6
Total Miles/ Month	15608

Below are the year-end stats for the Department of Public Safety-Operations Division

Phone Calls:3324

Walk-Ins:870

Status Checks Made:1595

CAD Entries:3428

ALEIR Entries:112

Complaint Numbers Pulled:117

Alarm; Alarm Checks; False Alarms:53

LPD Contacts:8

LFD Contacts:16

Miscellaneous Office Activity:1124

Our Department manages all lost and found items for the zoo. Below are the items we had turned in and their value

We had 281 items turned into our Department from January 30th till December 31st of 2014.

We returned items with the estimated value of \$3,904.00 during the year of 2014.

Facilities – Mike Hughes, Rick Terrill, Director

- 1) Pavilion II roof project has reached the substantial completion date. Final punch list is expected to be done next week and unless further issues are found, which is not anticipated, this project will be complete.
- 2) Moose exhibit project is moving forward. A site plan that we feel adequately addresses the City of Lansing's concerns is ready and a meeting to discuss with them has been scheduled for Feb. 13th.
- 3) Red Panda exhibit will be moving forward. The project cost came in substantially higher than expected or budgeted for. Additional funds have been identified and Sherrie will be



submitting a resolution to the Board of Commissioners to transfer balances of completed projects in to the Red Panda project.

- 4) We are still working with the City of Lansing on an at grade crossing for emergency egress, we are hoping that will be completed this spring.

Maintenance – Tom Davidek

- Completed over 725 work orders along with all other routine maintenance duties
- Installed concrete Mud wallows in the east and west yards of the Rhino exhibit
- Finished work on the Raven Exhibit
- Continued to work with Volunteers, the Friend of the Court Program and The Jail inmate program on various projects throughout the Zoo
- In the process of purchasing equipment and setting up projects from the 2015 CIP list
- Assisted Boo at the Zoo activities, Hay wagon ride, straw maze setup, setup and cleanup for the event
- assisted with setup and cleanup as well as staffing for Wonderland of lights
- Will start recruiting summer seasonal staff in Mid February

POTTER PARK ZOO

FINANCIAL REPORT

FOR THE MONTH OF
JANUARY 2015

Included:

January Year to Date Comparison Report (Preliminary)
January Attendance Report

***DETAILED ANALYSIS WILL BE PROVIDED AT THE MEETING**

**POTTER PARK ZOO
ACTUAL VS PRIOR YEAR REPORT
FOR YTD ENDING JANUARY 2015
PRELIMINARY**

	JANUARY 2015 YTD ACTUAL	JANUARY 2014 YTD ACTUAL	BETTER (WORSE) THAN PRIOR YEAR	% VARIANCE
REVENUES:				
Property Tax Revenues	\$ 303	\$ (25)	\$ 327	
Admission Revenues	937	1,018	(81)	
Parking Lot Revenues	-	-	-	
Interactive Site Revenues	-	-	-	
Interest Income	-	-	-	
Other Revenues	-	300	(300)	
TOTAL REVENUES	\$ 1,240	\$ 1,293	\$ (54)	-4.2%
EXPENSES:				
Personnel Services				
Salaries & Wages - Full Time	\$ 69,782	\$ 84,742	\$ 14,960	
Salaries & Wages - Seasonal	22,791	15,294	(7,498)	
Benefits	43,327	43,486	159	
Total Personnel Services	135,900	143,521	7,622	-5.3%
Controllable Expense				
Supplies	440	611	171	
Animal Care	2,807	6,906	4,099	
Purchased Services	1,448	647	(801)	
Utilities	187	749	562	
Rentals & Leases	-	-	-	
Other Expenses	12	4,038	4,026	
Total Controllable Expense	4,895	12,952	8,057	-62.2%
Non-Controllable Expense				
Utilities	8,139	14,596	6,458	
Insurance	-	-	-	
IT Support Expense	-	-	-	
Other Expenses	119	-	(119)	
Total Non-Controllable Expense	8,258	14,596	6,338	-43.4%
TOTAL EXPENSES BEFORE CAPITAL	149,053	171,069	22,017	-12.9%
Capital Outlay				
Capital Improvements	-	-	-	
Machinery & Equipment	-	-	-	
Total Capital Outlay	-	-	-	
TOTAL EXPENSES	\$ 149,053	\$ 171,069	\$ 22,017	-12.9%
TOTAL CHANGE IN FUND BALANCE	\$ (147,813)	\$ (169,776)	\$ 21,963	12.9%
FUND BALANCE AS OF 12-31-2014	\$ 1,022,013			

**POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING JANUARY 2015**

<u>ADMISSION TYPE</u>	CURRENT MONTH		
	<u>2015 COUNT</u>	<u>2014 COUNT</u>	<u>BETTER (WORSE) THAN PY</u>
CHILDREN		-	-
CHILDREN-UNDER 3	55	26	29
CHILDREN-OFF-SEASON	135	72	63
ADULT RESIDENT		-	-
ADULT NON-RESIDENT		-	-
ADULT OFF-SEASON	401	265	136
SENIOR RESIDENT		-	-
SENIOR NON-RESIDENT		-	-
SPECIAL EVENTS		-	-
PPZ ZOO MEMBERS	191	55	136
SHARED ZOO MEMBERS	30	15	15
GROUPS		-	-
MONDAY PROGRAM		-	-
OTHER		-	-
TOTAL	812	433	379

INCREASE (DECREASE) FROM PRIOR YEAR

87.5%



NATIONAL GUARD BUREAU
UNITED STATES PROPERTY AND FISCAL OFFICE
3423 N. MARTIN LUTHER KING JR. BLVD
LANSING MI 48906-2934

21 November 2014

Dear Managers and Staff

I wanted to take this moment to personally express a heartfelt thank you for your generous donation to our annual Adopt-A-Family Silent Auction Fundraiser.

This year with your help we raised \$2043.00 for the purpose of adopting a family in need for Christmas. We adopted two families this year and were able to provide needed items as well as some items on their wish lists.

Again, on behalf of the Michigan Army National Guard, Thank You.

Sincerely,

JAMES E. STOKES
COL, NGB
USPFO FOR MICHIGAN

Team We Are 1! Consumers Energy
530 W. Willow St. RM 208 VCC
Lansing, Mi. 48906



Dear Potter Park Zoo,

As walk captain for Team We Are One-Consumers Energy, I want to sincerely thank you for your donation to our fundraising for Making Strides to End Breast Cancer in 2014. With your donation and my very creative team putting it to good work, we were able to exceed our goal of \$5,000.00 Without donations like the one you gave, this would not have been possible.

I know as you read this you are saying, something about me using the word sincerely, let me assure you, as a breast cancer survivor myself, it is sincere. Since completing my treatment, it has been my passion to help raise funds for the American Cancer Society so a cure can be developed. You probably know someone that has been affected by this horrific disease and agree putting an end to it is a necessity.

We are already looking ahead to the walk for 2015 and hope that you will once again join us in this very worthwhile project.

Again, thank you for your generous donation.

Debra Long
Team We Are One-Consumers Energy



913 W. Holmes Road, Suite 115
Lansing, Michigan 48910-0437
(517) 394-3560
Fax (517) 394-1298

January 23, 2015

Potter Park Zoo
1301 S. Pennsylvania Avenue
Lansing, MI 48912

Dear Sir or Madam:

On behalf of the Lansing Area AIDS Network (LAAN) we would like to thank you for your generous donation and support of our organization. Your contribution is deeply appreciated and has helped us to provide and sustain important programs and services offered to people affected by HIV and AIDS throughout mid-Michigan. As you know, LAAN is a non-profit 501c3 AIDS Service Organization which offers direct care services and prevention programs in 11 Michigan counties.

We appreciate your support and would like to express our sincere thanks and gratitude for your financial contribution. It is important that our community support the work of LAAN and your contribution will help to make that possible. Your support gives us hope that our work will continue and that those who turn to LAAN for assistance and understanding will continue to benefit from the programs and services that help to sustain them in their personal struggle with HIV and AIDS.

According to our records you have donated (no goods or services exchanged for your donation):

\$140	11/01/2014	Membership & Various gifts
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Please feel free to contact me, if you have any questions regarding your charitable donation to LAAN. Again, thank you for helping us to respond to HIV and AIDS in a meaningful and supportive manner. We would like to include your name on our donor roster which might be published in our agency newsletter, annual report and possibly on the LAAN website. If you would prefer we not use your name in this way, please contact us at 517 394 3719 ext 13.


Jacob A. Distel, Jr.
Executive Director



New Covenant Christian School

Building a Rock Solid Foundation

January 6, 2015

Potter Park Zoo
Sammy Friedlander
1301 S. Pennsylvania
Lansing, MI 48912

Dear Sammy,

Thank you for your contribution to our recent Silent Auction and Banquet to benefit New Covenant Christian School.

The evening was a great success and one that gives us the opportunity to boast about our school and to fundraise to ensure that this opportunity is still available for generations to come. This year we celebrated our 30th anniversary which is a big milestone for any organization—but especially for a small Christian school. We thank you for your help in keeping our school alive for another 30 years. Because of businesses and people like you, we are able to do what seems impossible.

Thank you again for your generous support!

Yours sincerely,

Fred B. McGlone, III, Superintendent
New Covenant Christian School

DONATION RECEIPT

Your gift(s), listed below, are gratefully appreciated. No goods or services were given in exchange for this donation.

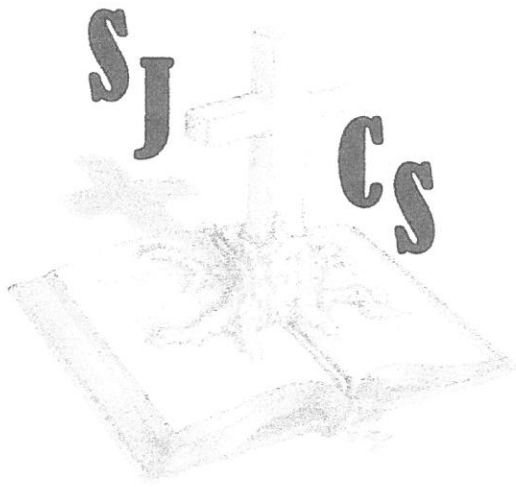
- One year family membership to Potter Park Zoo

Our Tax Id # 38-2027706. We are a 501(c)(3) school.

Mailing Address: PO Box 80737, Lansing, Michigan 48908-0737

Located At: 4415 W St Joseph Hwy, West of Waverly Road
517.323.8903 fax 517.323.0421 www.nccswarriors.org

WARRIORS



St. Joseph Feast & Raffle

201 E. Cass Street
St. Johns, MI 48879

Dear: Potter Park Zoo

Thank you for your generous donation to the St. Joseph Feast & Raffle.

Date of Donation: 2014

Description of Item(s): Family Pass

Your support for St. Joseph School is greatly appreciated.

Sincerely,

Feast & Raffle Committee Members

Please retain this receipt as verification of the above donation in compliance with IRS regulations. Consult a tax advisor concerning the deductibility of the appropriate portion of your donation.

Tax ID # 38-1358223

2015 Feast & Raffle Committee

Chris & NiCole Kowatch	989-640-6550	Stacie & Eric Smith	989-292-1479
Jason & Ashley Harr	989-640-1479	Melissa & Ryan Austin	989-757-2088
Bill & Jen Brewbaker	989-224-4765	Andy & Veronica Thelen	989-620-1677
Andy & Kim Kurncz	517-819-7916	Lori & Terry Pung	989-620-0728
Dave & Erin Poff	517-749-2225		

