

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 12, 2014.

**Wednesday, February 12, 2014
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 December 10, 2013 will be considered
3. **Limited Public Comment** – *Limited to 3 minutes with no discussion*
4. **Late Items/Deletions/Consent Items**
5. **Introduction of New Zoo Board Member, Kyle Binkley**
6. **OLD BUSINESS**
 - A. Moose Exhibit Update
 - B. Hospital Update
 - C. Strategic Planning
 - D. Discussion of Change of Meeting Dates
7. **NEW BUSINESS**
 - A. Offer Military Discount
 - B. Pavilion Use by Ingham County School Groups
 - C. Set Date for Tour & Dinner
8. **DIRECTOR AND FINANCIAL REPORTS**
 - A. Zoo Director's Report – Sherrie Graham
 - B. Financial Report – Dan Halfmann
9. **Board Comments**
10. **Limited Public Comment** - *Limited to 3 minutes with no discussion*
11. **Informational Items**
 - A. Thank You Letters
12. **Upcoming Meeting**
 - A. Zoo Board Meeting on **March 12, 2014** at the Potter Park Zoo, Education Building.
13. **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 8, 2014**

The Ingham County Potter Park Zoo 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 Nolan, Commissioner Tsernoglou, Dr. Snider, Chair John Groen, Mary Leys, Jennifer Flood, & Aaron Davis

ABSENT: George Berghorn, Rick Kibbey, & Kevin Feuka

ALSO PRESENT: Sherrie Graham, Zoo Director; Teresa Masseur, Recording Secretary; Dan Halfmann, Financial Services

CALL TO ORDER Vice Chair, John Groen called the regular meeting of the Ingham County Zoo Board to order at 6:06 pm.

MINUTES: Moved by Dr. Snider to approve and supported by Commissioner Nolan to approve the November 11, 2013 and December 10, 2013 minutes of the regular meeting as written, **Yes-7; No-0. MOTION CARRIED.**

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

None

OLD BUSINESS

Moose Exhibit Update

Mrs. Graham stated there is nothing new to report at this time.

Hospital Financials

Mrs. Graham stated there is nothing new to report, but she has a meeting with Dr. Brown next Wednesday and he is still offering the marketing and fundraising efforts to come from his department.

Strategic Planning

Mrs. Graham stated they are planning on meeting on Friday with John Groen and Amy Morris and will talk about how to get started, where to start, and discuss timelines. The zoo needs to be more intentional about it’s growth. It is very important to have staff be involved and is anxious to get started with this.

NEW BUSINESS

Resolution Authorizing a Fund Transfer to the Potter Park Zoological Society for 2014 Marketing
RESOLUTION #14-01

WHEREAS, the electorate of Ingham County overwhelmingly approved the millage renewal proposal in November of 2010 to fund the operation and improvement of Potter Park and the Potter Park Zoo; and

WHEREAS, the Potter Park Zoological Society is a private, 501c(3) nonprofit, fundraising organization that raises funds to support the Zoo; and

WHEREAS, in that capacity the Zoological Society supports: Marketing, Educational Programming, the Docent Association, the Teen Zookeeper Program, Special Events and the Zookambi Summer Camp; and

WHEREAS, the Zoological Society operates on a \$1,600,000 budget, all of which is spent on supporting the Potter Park Zoo through educational programming, special events, operating costs, and capital improvements; and

WHEREAS, the Ingham County Board of Commissioners approved the transfer of \$60,000 from the proceeds of the Potter Park Zoo Millage to the Potter Park Zoological Society for 2013 marketing purposes; and

WHEREAS, the Potter Park Zoological Society Board has proposed \$15,000 for advertising within the 2014 Society budget for a total of \$75,000 to be spent on advertising and marketing.

THEREFORE BE IT RESOLVED, the Board of Commissioners approves a transfer of \$60,000 from the proceeds of the Potter Park Zoo Millage to be used by the Potter Park Zoological Society for the 2014 marketing of the Potter Park Zoo.

BE IT FURTHER RESOLVED, that the Controller/Administrator be authorized to make the necessary transfer of funds.

Moved by Commissioner Tsernoglou and Supported by Commissioner Nolan that resolution #14-01 be approved. (Yes-7; No-0).
MOTION CARRIED.

Mrs. Graham talked about this resolution for the marketing money which has been the same as years previous.

**Resolution Authorizing a Transfer of Funds and Authorization for the Potter Park Zoological Society to Provide the
Management of Seasonal Workers**
RESOLUTION #14-02

WHEREAS, it is the continuing desire of the Potter Park Zoo Board and the Zoo Management Team to work towards a successful Private/Public relationship with the Potter Park Zoological Society; and

WHEREAS, the Zoo Management Team wishes to continue to provide excellent customer service and be able to improve upon existing standards and proceed in a financially prudent manner; and

WHEREAS, the Zoo Management Team recommends that combining resources in the key customer service areas, by having all seasonal staff be hired, trained, supervised and paid by the Potter Park Zoological Society, will allow the Zoo to provide the most effective and consistent customer service; and

WHEREAS, the Zoo Management Team has identified funding within the 2014 approved Potter Park Zoo budget, which will provide for adequate staff as determined by the Zoo Director, as well as additional funds that can be transferred to other line items within the budget; and

WHEREAS, the Board of Commissioners Resolution #13-94 was approved for the transfer of funds to the Potter Park Zoo Society for the year of 2013.

THEREFORE BE IT RESOLVED, that the Ingham County Board of Commissioners authorizes the Potter Park Zoological Society to provide the management of the seasonal employees at the Potter Park Zoo.

BE IT FURTHER RESOLVED, that the Ingham County Board of Commissioners approves the transfer of funds for the year 2014 in the amount of \$131,000 from the Potter Park Zoo Millage to the Potter Park Zoo Society from the following line items:

- \$45,874 from admissions seasonal wages, line item #258-69200-705000-32000
- \$29,700 from seedeater seasonal, line item #258-69200-705000-31300
- \$22,000 from animal/care seasonal, line item #258-69200-705000-31000
- \$12,000 from parking seasonal, line item #258-69300-705000-35000
- \$21,426 from grounds & maintenance seasonal, line #258-69200-705000-30000

BE IT FURTHER RESOLVED, that the Controller/Administrator and the Chair of the Board of Commissioners be authorized to make the necessary transfer of funds.

Moved by Commissioner Tsernoglou and Supported by Commissioner Nolan that resolution #14-02 be approved. (Yes-7; No-0).
MOTION CARRIED.

Mrs. Graham stated that this is also the same as the resolution last year.

Approval of 2014 Calendar Dates

The November 12th meeting needed to be changed to November 5th and the calendar dates were voted upon and unanimously approved.

Selection of Board Chair for 2014

Vice Chair Groen was nominated by Dr. Snider for the chair and was voted upon and unanimously approved.

ZOO DIRECTORS REPORT

Mrs. Graham talked about her report Wonderland of Lights was dramatically affected by the weather this year. From the fall newsletter, we have received a total of \$1,500 in donations with the response envelopes enclosed. There was farewell enrichment for the tigers which consisted of barrels with different types of meat in them and then they sprayed fragrances around the exhibit, but there shipment was delayed a few days due to the weather. Talks are continuing with the alliance between the zoo and Fenner Nature Center.

Mr. Halfmann spoke about the zoo financial reports. He stated the County still has some additional liabilities open, so those numbers could change. He talked about how the admission and parking revenues have been up in 2013. He also stated the total revenues were a derivative of the property taxes being in from last and also the expenses were down. There were no changes on the preliminary version. He also stated that wants to track the society events better for 2014.

BOARD COMMENTS

Dr. Snider asked if this Board could meet at another zoo to see how they operate.

Mrs. Graham said she could set it up.

Chair Groen stated last year, he was at the zoo here with the Board for a tour and lunch and would like to do that again.

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

There being no further business, the meeting was adjourned at 7:16 pm.

Teresa Masseur
Recording Secretary

Potter Park Zoo

Board Report

February 2014

The following is a comprehensive summary report, by department, covering the last quarter of 2013.

Director's Report – Sherrie Graham, Director

- I attended the AZA Directors Policy Conference in Santa Barbara, January 21-25. The subject matter covered a lot of ground but focused primarily on “telling our story” and the modern zoo’s role in supporting research and field conservation for our exhibited species. I will talk more about this during our meeting.
- AZA is launching Species Survival Institute, a bold new strategy to elevate our work saving species, and to engage the public in this crucial effort. Three key themes emerged from the presentations. I received the following summation from the AZA this week:
 - *First, we are leaders in species survival. Thanks to our unique assets – our animals, our experts, our breeding programs, our SSP’s etc. – we have already achieved remarkable success in species survival – both at our zoos and aquariums and beyond.*
 - *Second, despite our track record of success, we recognize business as usual won’t be enough to meet the threats facing countless important species. We recognize that we need to do much more, and that if we don’t do it no one else can or will.*
 - *And finally, the Species Survival Institute will become the conservation arm of the AZA, developing, staffing, resourcing and supporting One Plan approaches to targeted species, and providing AZA members with the support to enhance their own conservation programs. Of course we are also unique amongst conservation organizations in that we have guests. Through the SSI, AZA will also work to engage the public with this work, and provide you with tools and programs to engage your visitors.*

This initiative is “not soup yet.” A steering committee is currently gathering input from the zoo directors and will be meeting again soon to further develop the implementation plan for the SSI. Key among the tasks will be to begin developing the criteria to guide the selection of species -- ensuring representation across all taxa, relevance to all AZA members, as well as the right balance of terrestrial and aquatic species. More to follow as the steering committee will present a detailed strategic plan to the Board of Directors for approval at the Mid-Year Meeting held the end of March. A short video framing SSI can be found at the following web address; <https://www.youtube.com/watch?v=4lcFERKLT4I>

- Several of our zoo management team attended a legislative committee hearing and on February 4, regarding HB5163, the carnivore legislation. Although we

expect it to pass the House, in its current form, we are still a few votes short. I expect we will be revising the language within the next two weeks.

- The Society and the County have drawn up contracts to accompany the resolutions transferring funds between the two entities for marketing and admissions. These had never been put in place and from here forward will be revised annually
- Conversations between Fenner and the zoo are continuing. Their director and I are meeting with on the 19th with a gentleman who has the interest (and the capacity) to fund the pilot of our first combined educational initiative.
- Two baby otters were born but both have since died.
- Our camel ride vendor and our train vendor have both decided not to return for the upcoming season. Our Guest Services manager is working feverishly to replace both of these revenue generating attractions in time for the opening of the 2014 season.
- We received a \$5,000 memorial gift from the grandson of Joe Foster. It will be used to build the deck overlooking the new moose exhibit.

Veterinary Report – Dr. Tara Harrison, Director of Animal Health

End of Year report: this is nearly up to date but we are still entering records for last year so this number will likely increase.

- Total number of medical records entered: 4295 (so far)
 - Total number of individuals examined: 274
 - Total number of species: 124
- Total medical problems: 986
- Total number of individual animals treated: 218
- Total number of animals actively handled by veterinary staff: 966
- Total number of fecal examinations: 112
- Total number of prescriptions: 839
- Total number of blood samples analyzed in house: 222, from 150 animals
- Total number of anesthetics: 145

We have been busy with treating and ensuring the health of the moose since her arrival. We are happy to report that the keeper staff along with veterinary staff have achieved operant conditioning of her to allow us to vaccinate her without darting and we are also able to draw her blood while she is awake and eating a food treat. We also did pre-shipment examinations on the tiger cubs prior to their departure for their new home. We are working on medical issues with the rainbow boa and emerald tree boa with one that has already had surgery to treat it, the second likely will have surgery soon. We have been busy treating and continuing individually banding the parakeets as well. We also recently treated a lemur with the assistance of MSU who had swallowed a string. Thankfully it was fairly easily removed and the lemur is doing well.

Dr. Kim had a paper published recently in the journal of zoo and wildlife medicine and will be presenting at the national hand-rearing conference on her work on hoofstock milk replacer.

I will have a paper published in the next issue of the journal of zoo and wildlife medicine on a vaccine trial in Amur tigers. She is also continuing another vaccine trial in Amur tigers and lion cubs.

Dr. Kim and I are continuing to teach courses at MSU and veterinary students.

I am chairing the exotic animal sessions at the Michigan Veterinary Conference this January 24-26, the main state-wide conference.

Animal Report – Cindy Wagner, General Curator

Staff:

My goals for 2014 are:

1. Develop skills and knowledge in keepers enabling them to become experts in their field by providing workshop opportunities, job shadow placements, keeper library, online resources including San DiegoZooGlobalAcademy and encouraging SSP involvement.
2. Establish an effective on boarding process for new hires including interns, seasonal employees, and keepers that will be in place by May 2014.
3. Create and follow a long-term planning process for acquisitions, dispositions and animal welfare in order to achieve a proactive approach to animal management.

Several keepers have sought out trainings in their areas already for 2014.

- Jacob Brodie recently returned from a training workshop at Natural Encounters in Florida. This is a phenomenal workshop tailored for keepers to work hands on with animals to learn specific training techniques. This workshop was taught by Steve Martin and Dr. Susan Friedman.

-Kim Hernandez is attending the Otter Keeper Workshop in Denver, CO in March. The North American River Otter is a green SSP that Potter Park Zoo participates in as a breeding institution.

*This is the first workshop for both Kim and Jake since the start of their employment at Potter Park Zoo.

-In March I will be attending the AZA mid-year meeting. I decided that this would be beneficial after viewing the itinerary and seeing several meetings on ungulate care including body condition scoring.

In February we will begin utilizing the San Diego Zoo Global Academy (SDZGA) for training staff. SDZGA offers over 1,000 pre-recorded classes and webinars on topics ranging from how to run a meeting to zoonotic diseases. We will be able to structure an on boarding program to include several of these classes as part of training to ensure new employees have a common basic background. It will also be an avenue to increase the knowledge base of staff already employed at Potter Park Zoo.

Animal Welfare:

Animal welfare is defined as an animal's collective physical, emotional and mental states over a period of time, and is measurable on a continuum from good to poor. Animal Welfare is a growing area of focus in AZA and it was necessary for Potter Park Zoo to take the steps needed to become not only compliant in this area, but begin to excel.

Our Institutional Animal Welfare Committee (IAWC) met for the first time on January 8th, 2014. . We have developed documents explaining the role of the IAWC and the process that will be used to address animal welfare concerns. I am confident this welfare process will allow us to effectively address and solve welfare concerns while at the same time creating avenues to proactively seek out ways to improve welfare.

Training and Enrichment:

By March 1st, 2014 the training and enrichment committees will be established at Potter Park Zoo and be scheduling their first meetings. These committees will give the keepers an avenue to take ownership and become leaders within the zoo all while working to improve the welfare of the animals in our collection. I am very excited to see the development in the staff that participate on these committees and believe that both committees will prove to not only benefit the animals in our collection, but the zoo as a whole.

Animals:

- Tigers: Kira and Savellii left for Bramble Park Zoo in SD. The shipment went well.
- We will be shipping out a third tiger, Nika, in early May to John Ball Zoo in Grand Rapids, MI.
- Tenrecs: The three babies from last year will be shipped out in March. Two are going to Jacksonville and one to Minnesota per the tiger SSP breeding and transfer plan.
- Plush Crested Jay: We are swapping males with Tulsa in March. The plush crested jay is located in the mixed species exhibit with Cotton-top tamarins in the bird and reptile house. This transfer is according the Plush Crested Jay SSP breeding and transfer plan.
- NorthAmericanRiver Otters: Bonnie, the young female otter, will be going to Green Bay to breed with their male otter per the NARO SSP breeding and transfer plan. Miles and Clyde will stay together and Mike and Jilly will remain together for future breeding.
- Penguins: We replaced the nest boxes to improve husbandry and health of the animals. We were using straw as substrate, but that has proven to be a hazard and is not recommended by the Penguin SSP. The recommended substrate is

river rock and in order to support the weight of the rocks the boxes needed to be redesigned. This project is completed, the penguins seem to have adjusted to the change and we hope to see eggs this March.

- Bongos: Beau, last year's male calf left for Cincinnati in November per the Eastern Bongo SSP breeding and transfer plan. This was just in time for winter as we needed the space in the barn for Binti, this year's female calf. Mom and calf are doing great. Binti will likely be transferred to another facility in the fall of 2014.
- Moose: Willow our female calf has adjusted to her temporary enclosure. The keepers have successfully used operant conditioning to prepare the moose for vaccinations and blood draws without restraint or stress.
- Rats: We acquired 2 rats for the education department.

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Education Report – Dennis Laidler, Education Curator

2013 was a very good year: I am so proud of all of the education staff and our docents! We had set some very ambitious goals for most of our education programs and we met or exceeded most of them. This success would not have been possible without the cooperation and extensive participation from the animal care staff, medical staff and the efforts of the maintenance department --especially during the winter months keeping the parking lots and walkways clear.

Overall Education Programming:

At the end of this report are some tables summarizing our education program activities. As you can see, the total program numbers for 2013 are a little above the average for the past few years. You will notice there was a proportionately larger increase in revenues. That is due to much overdue fee increases in all of our programs except for Tours and Encounters, which will be increased this year. It has been over ten years since we last raised the fees for Tours and Encounters. Another factor in the higher revenue figures is due to the increased number and average size of overnights.

Docent Recruitment, Training & Continuing Education: We are in the process of interviewing candidates for this year's docent training class. As in the past few years, we have had the good fortune of a large pool of qualified applicants to choose from. The classes begin February 8th and graduation will be April 5th. Docents have two sections to choose from: Saturdays from 9:00-3:00 or Tuesday/Thursday from 6:00-9:00.

Due to its success, we will be continuing the periodic mandatory quizzes for docents. While there was a little grumbling initially, feedback from docents has been very positive. They have been an effective tool for educating docents and keeping them current. We are also planning on using some of the webinars/courses from the San Diego Zoo Global Academy that are applicable to the docents.

BIG Zoo Lesson (BZL): Due to some amazing work by Margaret Holtschlag, BZL Program Director, and a favorable school calendar, we have a record 65 classes scheduled for the BZL during the 2013-14 school year. At some point in early 2014 we will pass our 15,000th student participant in this program.

Thanks to Jackson National Life Insurance Company's \$7,500 grant, support from DFCU Financial and some online gifts from our readers of *Zoo Tales*, the BZL program is completely self-supporting, covering not only direct program costs but also the institutional costs of supporting the program.

We are really maxed out in terms of numbers and class room space. The challenges of numerous snow days and severe cold during animal observations have added to the challenge. However, the experiences for the students, teachers and parents have still been as great as ever.

The expansion of BZL to other zoos is at a crossroads. Sherrie, Margaret and I, with input and guidance from some outside consultants, have re-evaluated and redesigned the BZL expansion format -- including method of delivery, mechanisms for monitoring, fee structure, etc. For this to succeed, we will need some major support from the AZA in the form of endorsement of the program. Dennis will be discussing this approach with the Conservation Education Committee at the mid-year meeting in March. Preliminary conversations with some of the committee members have been encouraging.

Zoo & Aquarium High School Class: The 2013-14 school year is going very well. First year instructor Rebecca Morningstar has picked up the reins from Lisa and has the class humming along. The new classroom is a vast improvement over the previous location and is much more spacious, even with the larger class size. The class is just finishing up their section on presenting and teaching using education animals, which has been a challenge with all the snow days (there are 12 school districts represented in the classes). Next month the focus will be on career choices. If any board members are willing to speak to the classes about their careers, Rebecca would love to have you contact her.

Teen Zookeeper Program: Applications for the 2014 Teen Zookeeper program are now available on the zoo's website. Applications are due April 1st and to be eligible candidates must be 13 years of age by the application deadline. This is a program initiated by the zookeepers over 20 years ago and it is through their efforts and cooperation that it is possible.

Zookambi: Last year the education staff set an ambitious goal of increasing our enrollment by 50 and we ended up more than doubling our target. One of the factors in the increased enrollment was the offering of early drop-off/late pick-up child care options. We are setting even more ambitious goals for this coming summer. We are adding a third instructor and will use the new high school classroom space to add more capacity. This will allow all three of our age groups the option of all day classes and increase the variety of topics offered. Our Zookambi staff recently met and has created an awesome new slate of class offerings. We are in the process of acquiring registration software that will allow a much more professional, customer-friendly online registration and save our staff several hundreds of hours of clerical work compared to our old, antiquated system. We have been working with Amy Morris and Lisa Gnass on features in the upcoming *Zoo Tales* and a marketing strategy to help us reach as many new campers as possible. Our goal is to have everything up and running by the first week of March.

After the past two summers of piloting a Zookambi week for children with autism, we are ready to take this program up a level and to add a second week.

FESAZ: This program with the corny acronym (Field Ecology Studies for Aspiring Zoologists), has been revamped and tweaked to make it even more appealing. We will be working with several area high school educators in the next few months to develop a strategy to get the numbers up for next summer's classes.

On the Horizon:

The re-alignment of all of our programming to the new state science curriculum standards has become a real challenge. Due to the changing whims and politics in our state legislature, the whole process of science curriculum standards is up in the air. This leaves schools and content providers like us in limbo. Our only option is to correlate all of our programs to two different sets of standards in order to be able to service schools which are still using the old standards, those who have switched to the new and those which are caught in transition. The process requires us to analyze all current (and future) programming to see which curriculum requirements we address currently and how/whether we want to adjust any of the programs to better meet the new standards. This can be an exhaustive process with one set of standards and now the scope has more than doubled, but it is essential so the teachers and administrators can justify spending their precious funds on programming from the zoo.

NOTE: This previous paragraph is word for word identical to last quarter's report. That is because the latest word from our legislature is they are going to take "another 9 months to "study the issue." Our dedicated group of docents and educators has been

working diligently on the process of curriculum alignment and will continue this work as the schools in our state continue to deal with this curriculum limbo.

The development of programming for children of special needs is still an important goal for the education department. Jeff Wood, a docent, BZL consultant and Zookambi instructor is a certified special education teacher and he and I will be working with the area ISD's to try and move forward with some programing for children with special needs that we have wanted to create.

Recently Sherrie and I met with representatives from a new school in the area called *Life Tech*. This is a school chartered by the Eaton County ISD for students in grades 7-12. The basic model for this school is that they use project-based learning to design individualized learning plans for each student, with a large portion of the instruction online. We are working on an agreement for them to rent classroom space for weekly teacher/student meetings. We are also exploring other possible ways in which we may work together on programming and several of our education team recently attended an open house at *Life Tech* to get a better understanding of how their school functions.

One possible benefit from working with *Life Tech* is that they recently facilitated a meeting at the zoo of people from their board with Sherrie and I to discuss the possibility of creating a dairy science exhibit at the zoo with an associated high school course, amazing interactions/experiences for zoo visitors and potential partnerships with multiple departments at MSU and businesses and trade organizations from the dairy industry. It was just a preliminary meeting, but we will be working at arranging a second meeting with more of the potential partners present and just see where it goes.

Another ambitious, innovative project has begun to take shape. As part of the strategic partnership with Fenner Conservancy, we are collaborating on an exciting new program which will provide students, Scouts, and families with an immersive nature experience in the heart of the urban center of Lansing. As a teaser, you should know it will include camping, rafting, fishing, hands-on conservation lessons at both institutions, and so much more!

Education Programs:

2013 Annual Summary

	Programs	Participants	Fees
2008	335	15975	\$48,908.70
2009	349	23209	\$55,212.00
2010	353	33035	\$56,647.15
2011	454	46782	\$57,198.75
2012	446	77511	\$78,561.50
2013	474	73142	\$100,623.50

Zookambi:

	Participants*	Fees
2012	287	
2013	424	\$35502.50

*Participants refers to the number of program openings filled. Many children attended multiple programs over the summer.

BIG Zoo Lesson*:

2012 (calendar year) - \$30,495

2013 (calendar year projected) - \$41,875

2012-2013 (school year) - \$36,800

2013-2014 (school year projected) - \$47,250

* Based on program fees and does not reflect donations or grants.

Marketing and Public Relations –*update* Prepared by Amy L. Morris, Senior Account Executive: Martin Waymire Advocacy Communications

Thank you for the opportunity to report to the board on Martin Waymire Advocacy Communications work for Potter Park Zoo. We've had a great 2013 and plans for 2014 aim to make the communications strategies of the zoo even better. The overall goal is streamline and schedule all communications and coordinate with zoo staff so these efforts reflect the happenings at Potter Park Zoo – and ultimately assist the zoo in recruiting more members, more donors, more attendees at events and more visitors coming through the gate. We will be working to put metrics in place to help us better reflect what does and doesn't work in our communications and marketing strategy.

Events

Martin Waymire assisted events staff in promoting Boo at the Zoo, Pumpkifest, Tailgate at the Zoo, Wonderland of Lights, Toys for Tots, and Breakfast with Santa. This included media releases, blog posts and social media promotion.

Additionally, we have produced written, designed and printed a brochure highlighting the various event space at the zoo as a tool to promote community use of rental space.

Goal for 2014: Martin Waymire produced a 2014 schedule of events and accompanying necessary materials and promotion. This will streamline event promotion and will keep us ahead of the game. We are also working with zoo staff on a mock wedding that will take place at the zoo Feb. 16. Photos taken at this event will be used on the website, in social media and in a brochure highlighting the zoo as a wedding venue. We also plan to work on the events section of the website to better highlight all zoo rental space.

Electronic Newsletter/Traditional Newsletter

Both the monthly electronic newsletter and the quarterly hard copy newsletter (Zoo Tales) were completed successfully in the fourth quarter of 2014.

Goals for 2014: We have scheduled the electronic and hard copy newsletters for 2014 and meetings with zoo staff have been established to ensure these publications are current and reflective of all of the exciting projects happening at the zoo.

In regard to Zoo Tales we will be improving the design and content and having a theme for each issue. We will also be distributing the publication to audiences beyond our current membership. The effort that goes into Zoo Tales is extensive and it will be used as a tool to recruit additional visitors, event attendees, new members and new donors.

Social Media Tools

Martin Waymire has been handling all of the social media tools the zoo has in place including Facebook, Twitter, Pinterest and Instagram. The number of followers in this arena has steadily increased since we began these efforts. We've been particularly successful on Facebook with an increase in the number of followers of the page going from 14,591 Sept. 1, 2013 to 16,961 as of Jan. 31, 2014.

Goal for 2014: We will be producing a monthly report that analyzes the data provided by social media platforms – particularly Facebook and Twitter – so we can better understand what types of posts encourage social media followers to share and follow.

Website

We have been regularly updating the zoo's website and are consistently changing home page and blog content. We have also added a donate button to the zoo's homepage to encourage additional contributions.

Goals for 2014: We are working on redesigning a few sections of the site that are cumbersome and not as easy to use as they could be. These will include the different ways people can contribute to the zoo and the areas that could highlight rental space.

We are also working with zoo staff to ensure the website is up to date in all areas and we will be producing additional pages highlighting the animal collection. The zoo event registration and animal adoptions are also on the list of areas needing improvement.

Media Releases

We successfully managed media releases announcing the departure of the young tiger cubs Kira and Savelli, the arrival of Willow the moose, as well as regular updates to media outlets about zoo events (listed above) and closures due to bad weather in December and January. These efforts were all supported by announcements on the Potter Park Zoo website and social media.

Goals for 2014: We have developed a schedule of media advisories and releases around events that are already scheduled. We will also be announcing various animal news and other zoo happenings as they come along.

Legislative

Martin Waymire has assisted Potter Park Zoo in working with Michigan's four other AZA accredited facilities (and their lobbyist) on passage of changes to the state's Large Carnivore Act. We successfully organized an event for lawmakers and a presentation for Dr. Harrison to give at this event.

Goals for 2014: We have organized materials that will be delivered to lawmakers this week to help them better understand why these changes are necessary for AZA facilities participating in the Species Survival Plan. The goal for 2014 is to provide communications materials that will assist with passage of this legislation.

Education

Martin Waymire is working with zoo staff to develop a plan and materials that will assist them in better promoting the education programs happening at the zoo.

Goals for 2014: Develop a schedule of materials and promotion around education events that will streamline these efforts and add attendees.

Other 2014 Projects

Paid Advertising

Martin Waymire is coordinating with multiple advertisers to determine the best way to promote Potter Park Zoo with paid advertising. We will be making recommendations within the next few weeks on the best course for the 2014 season. This will include a combination of billboards, radio, television and online promotion. The focus of advertising will shift slightly this year with more emphasis placed on progressive audiences. We will be adding an online Google tour, Facebook paid advertising, Groupon and Pandora radio to our advertising outlets. Our primary demographic is woman aged 25-34 in the Ingham, Eaton and Clinton counties. We are coordinating with zoo staff to focus some of the advertising around certain programming (education, events, etc.) in addition to the overall goal of increasing membership. The goal is to get around 2 million impressions in our demographic with the \$75,000 budgeted for paid promotion. The measure of success will be increased participation in events and education programs, increased attendance and increased membership.

Other 2014 Projects

We will be working with PPZ leadership and staff to develop an annual report, a fund raising plan, and a customer service training program for zoo employees.

Guest Services – Rick Parker, Manager

- Since the healthy items went over so well, we are going to expand that menu.
- I have been looking at snow cone machines, they will go over well and the product is inexpensive.
- I have the information for the photo booths, we have to go over the different options to see what best meets our needs.
- Really have been looking into hard ice cream for the front concessions.

Special Events – Jen Rostar, Coordinator

It has been an exciting year in the events department filled with aggressive social media campaigns, new holiday decorating strategies, new partners and dramatically increased private event totals.

Special Events

- **Boo at the Zoo** – We enjoyed two weekends of Halloween fun! Over 7000 ghosts and goblins came through the gate to enjoy the fun.
- **Wonderland of Lights** – The bar was raised this year on our holiday light show, concentrating lights in four major traffic hubs in the zoo. Guests enjoyed moving light displays, building roof lines lit with large C-9 white lights, animal sculptures and holiday music.
- **Trim a Tree for PPZ** – This tree sponsorship program continues to grow in popularity. Proceeds have grown substantially for the past three years. This program will be enhanced to focus on corporate sponsorships for 2014.

Private Events

- MSU MBA returned for their fifth year holding their holiday family dinner and WOL tour.
- The McLaren Greater Lansing holiday reception was a lovely event. The night of the reception brought freezing rain and the beginning of a memorable ice storm. However, many of the McLaren folks used their ticket on other nights and still got the chance to enjoy the holiday light show.
- For the year of 2013 private events brought over 10,000 people to the zoo and nearly doubled its revenue from 2012.

LOOKING AHEAD

The first quarter of the year is always very quiet. It is a time to finalize plans for all events in the upcoming year. Please make sure to put the following dates and events on your calendar.

- Wine & Stein – May 15
- Wild 1 Mile – June 21

- Potter Park Zoo Days – July 8 & 9
- Members Night – August 13
- Boo at the Zoo – October 18, 19, 25 & 26
- Wonderland of Lights begins – November 21

Public Safety – James Tissue, Coordinator

Here are some of the highlights from the Department of Public Safety:

- We held another round of range practice and qualified all personnel on the Animal Response Team.
- We conducted another Taser training course and update class.
- We responded to 2040 calls for service in 2013.
- From our calls for service we took 124 written reports in 2013.
- We trained 200 hours in 2013
- We assisted other agencies 95 times in 2013.
- We are currently adding a communications center to our department. This will ensure officers stay safe during daily patrols and ensure all guests, officers, and employees are safe in the event of an emergency. This is a great addition to our department and the zoo's overall operations!

Facilities –Rick Terrill and Mike Hughes

Moose & Bison Exhibits: Construction documents are ready. An RFP will be sent out soliciting bids once funding is secured.

Animal Health Care Facility: Contract is being finalized with County attorney and hopefully we will have a fully executed contract by the end of this month.

We experienced some damage to the trees in the park and zoo due to the ice storm back on December 22nd. Staff worked at clear branches and getting the park and zoo back in good operating condition.

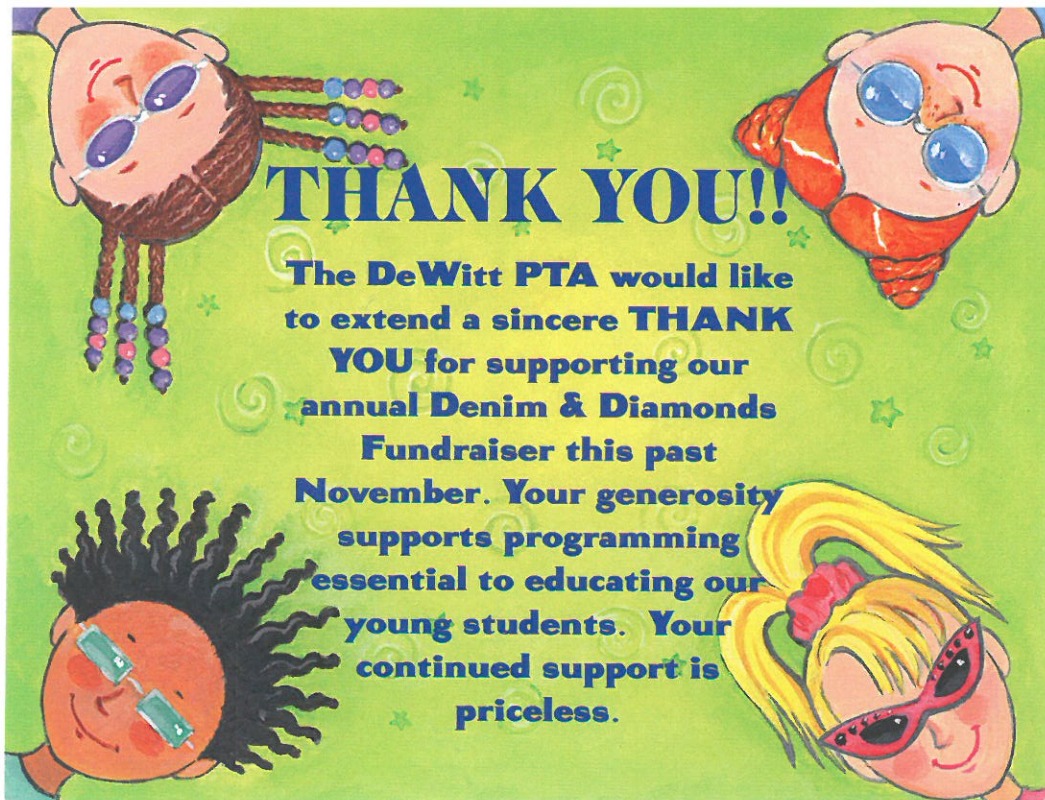
Working on the day to day work orders and snow removal.

Maintenance – Tom Davidek

- Completed 760 plus work orders along with all other routine work
- Installed new graphics around the Bongo exhibit
- The FOC program provided 3,600 hours of no cost labor to the Zoo for the year
- Built new doors for the shipping crates for the tiger move
- Removed toxic and invasive plants in the future Moose exhibit
- Installed fence slats in on the south service area fence

- In the process of Hiring seasonal employees for the upcoming busy season
- Assisted with wonderland of lights setup

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Potter Park Zoo,
Thank you for supporting the 2nd
annual Champson the Run event for
Bushnell & Cherry Creek Elementary
Schools. Your generous donation
helped secure valuable resources
for our students.

Best Regards,
D. Salgot

Champson the Run Committee

Thank you for donating a one-year family membership to our silent auction fundraiser. God bless you!

Thank you for your recent donation of money or time to *Pennies From Heaven*. Your donation will help us deliver financial assistance and comfort to young adults battling cancer. It is SO appreciated!

Sincerely,

Mindy & the PFH Board

Thank you for the amazing
gift you donated for our
Father Daughter Dance.
Your gift will help make our
event a success.

Your generosity is greatly
appreciated!

Thank you,
Cummings Elementary PTC

Thank you for supporting
our school.

Katherine, MIT student



Thank you for supporting the
2013 Most Holy Trinity School
Dinner Raffle and Auction Fundraiser.
This event is the largest fundraiser for the school,
and this was another successful year.

The proceeds from this event are placed
into the general operating budget for the school.

Thank you for making a difference
for the children of Most Holy Trinity School.
A mass of thanksgiving will be offered for all supporters of the fundraiser.



February 4, 2014

To Whom It May Concern:

A very sincere **THANK YOU for your 2014 contributions** to the Origami Brain Injury Rehabilitation Center Unfolding Potential Fund Luncheon silent auction! Your donation of a one-year family membership, worth \$60.00, is very much appreciated.

It is with the support and generosity of our community that Origami is able to reach our **mission**, to:

- **Treat** persons with brain injury by using sensory-motor reintegration and neurobehavioral rehabilitation in a supportive and home-like environment.
- **Utilize** community resources and real life responsibilities as the basis for therapeutic treatment.
- **Operate** a model program that generates excellent clinical outcomes with cost effective management.
- **Educate** family, friends, employers, and the community to facilitate the reintegration of persons with brain injury into society.
- **Pursue** scholarly development of innovative approaches to brain injury rehabilitation.

Again, thank you for your commitment and generosity.

Sincerely,

Kara Christy MS, OTRL, CBIS

Kara Christy, MS, OTRL, CBIS
Occupational Therapist Registered, Licensed
Certified Brain Injury Specialist
Fund Development Committee Representative

ACKNOWLEDGEMENT OF CONTRIBUTION

University Rehabilitation Alliance, Inc. d/b/a Origami, recognized as a 501.c.3 not-for-profit organization, has received donations from Betty Wilson equaling an estimated value of \$60.00. Retain this acknowledgement for tax purposes.

3181 Sandhill Road, Mason, MI 48854 ▪ Office 517.336.6060 ▪ Fax 517.336.6050 ▪ OrigamiRehab.org
A Partnership of Michigan State University & Peckham, Inc.



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

January 23, 2014

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):

\$100	11/01/2013	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



Art for Charlie Foundation, Inc

Registered Office: 831 Huntington Road, East Lansing, MI 48823

January 30th, 2014

Samantha Friedlander
Potter Park Zoo
1301 S Pennsylvania Ave
Lansing, MI 48912

Dear Samantha,

Thank you for supporting our Art Show & Auction on November 14, 2013!

Your donation helped to make the show an even greater success than last year. Pending final figures, we raised approximately \$60,000 with more than 500 attendees. Your support has helped fund the provision of hospice care for seriously ill children in Michigan and will allow us to help more families dealing with a child with life-limiting illness or bereavement.

Art for Charlie Foundation Inc. is a 501(c)(3) nonprofit organization. Your contribution is tax-deductible to the extent allowed by law. Since we are not allowed to certify the auction value, this is normally the market value of the item donated, which is a value assessed by the donor.

Sincerely,

for Art for Charlie Foundation, Inc.

NOTE:

Complete the following section and hold this letter for your tax purposes.

*Description of item donated: **one year membership***

Donation Date: 11/14/2013 Value of Donation: \$.....

ROTARY CLUB OF CADILLAC

Chartered Sept. 1, 1920

Rotary District 6290
Chapter 767

P.O. Box 481
Cadillac, MI 49601



January 20, 2014

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

Dear Friend of Rotary:

Please accept our sincerest gratitude for your donation to the 31st Annual Cadillac Rotary Club Auction. We rely on the active support of community-minded individuals and businesses to make our local rejects become reality. This year proceeds from the auction will help to continue our renovation of the Cadillac Rotary Performing Arts Pavilion. This year proceeds will be used to renovate the rest rooms near the pavilion. These facilities are over 20 years old and in need of repair.

We can always count on working alongside our neighbors to make a difference for the families of our community.. The Cadillac Rotary Club has a long and active history of making major projects come to life! In the past 29 years we have contributed over \$1,300,000 to projects beginning with the Rotary Performing Arts Pavilion, to the CASA/WISE soccer fields, to the Kenwood Beach Bathhouse and two restrooms, around to the Keith McKellop Walkway, over to the Sound Garden Centennial Boardwalk, then over to the work at Camp Torenta, and then back to the work along the Clam River Greenway. The Cadillac Rotary Club responds to needs here and internationally and is always appreciative of the partnerships we forge with our community to make these projects successful. We are partnering with the City of Cadillac as we continue the renovations on the Rotary Performing Arts Pavilion. Our first job is fundraising!

Once again, thank you for all you do for your community. Working together, we can make a substantial difference here at home - one that will last for generations to come.

Thanks for supporting the many projects of the Cadillac Rotary Club.

Sincerely,

Linda Kimbel

Linda Kimbel
Auction Chair
Cadillac Rotary Club

Steve Osborn

Steve Osborn
President 2013-2014
Cadillac Rotary Club

Cornerstone

Christian School
CCS – Now more than ever!

January 17, 2014

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

Dear Friend,

On behalf of the students, teachers, and CCS Board, we would like to thank you for your donation of a one-year Family Membership, to be featured at the Cornerstone Christian School Auction on April 4, 2014.

Through the items that were donated and purchased at our previous live and silent auction, we raised more than \$30,000 — enabling us to acquire security equipment, a public address system, new computers and new math curriculum. Due to the involvement of supporters like you, we anticipate 2014's event to be the best one yet! The funds will support CCS programming, capital improvements and other needs that directly benefit our students.

Keep in mind — CCS is a 501(c)3 non-profit organization, so your gift is fully tax-deductible (our tax ID# is 38-2841147).

Again, we thank you for your support and for partnering with us in our mission of “preparing children to glorify God as ambassadors for Jesus Christ, by providing a solid Biblical foundation, Christian values and relationships, and a challenging academic program.”

In Christ's Service,



Dr. Arthur Hunt
Head of School



Mrs. Sandra Nettleingham
Principal



Mrs. Stacy Drenth
Event Coordinator

Our Savior Lutheran Church and School

A Red Carpet Affair ● 2013 Auction

7910 E. St. Joe Highway, Lansing, MI 48917 ● Phone: (517) 882-3550

IRC 501(c)(3) Organization / Federal Tax ID No: 38-6030804

January 10, 2014

Potter Park Zoo
1301 S Pennsylvania Ave
Lansing, Michigan 48912

Due to your generosity and the generosity of the many friends of Our Savior Lutheran Church and School our event was a resounding success!

We had 256 guests attend the auction, bidding on over 200 items and helping raise funds to support the mission of Our Savior Lutheran Church and School. We extend our deepest gratitude and hope we can count on your support in the future. As we plan for the 2014 church and school auction, we welcome ideas and contributions to help make our next event a huge success. See you on April 26th, 2014 where we will have Fun in the 50's while supporting Our Savior Lutheran Church and School!

Below is a list of the items you donated. All donations are tax deductible to the extent allowed by law. Please contact a qualified tax professional for more information. As required by the IRS, Our Savior Lutheran Church and School acknowledges that you have not received any goods or services as a result of your donation.

Item	Est. Donation Value
Zoo Family Pass	\$60.00

As we move forward to Learn, Live and Share Christ, we cannot thank you enough for your support. Together we make a joyful noise to the Lord!

Blessings to you and your family,

Auction Committee and Staff



January 13, 2014

Potter Park Zoological Society
1301 S. Pennsylvania Ave.
Lansing, MI 48912

Mission Statement: *A gift of time and caring support to
adults with persistent health needs and their families*

Dear Potter Park Zoological Society Staff,

On behalf of Respite Volunteers of Shiawassee, we would like to thank you for your generous in-kind donation of a **Certificate for one (1) Year Membership @ Potter Park Zoo**, for our next Respite Volunteer St. Patrick's Party, Dinner and Auction to be held on March 14, 2014.

The goal of our program is to support caregivers who on a daily basis are caring for an adult with ongoing medical problems. Respite Volunteers generously give a few hours of their time each week to provide companionship to the person who is ill, and this enables the caregiver to rest, run errands, visit or take care of personal business. Recently we have been able to expand our services to match volunteers with elderly living alone also.

Your support will help the Respite Volunteer program continue in its mission. Thank you again for assisting Respite Volunteers to give care giving families and frail elderly the gift of time they deserve.

With warmest regards,

Helen Howard, RN
Executive Director

*For tax purposes this letter will serve as your receipt
Value of gifts-in-kind is the privilege and responsibility of the donor.*