

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, July 13, 2016.

Wednesday, July 13, 2016

at 5:45 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 May 11, 2015 will be considered
- 3. Limited Public Comment – Limited to 3 minutes with no discussion**
- 4. Late Items/Deletions/Consent Items**
- 5. NEW BUSINESS**
 - A. Tiger Conservation Conference Report – Annie Marcum
- 6. OLD BUSINESS**
 - A. Emergency Egress Completion – Cindy Wagner
 - B. Search Committee Update – Commissioner Nolan/Dr. Snider
- 7. DIRECTOR AND FINANCIAL REPORTS**
 - A. Zoo Director's Report – Cindy Wagner
 - 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 – Upon Request
 - B. USDA Inspection Report
- 11. Upcoming Meeting**
 - A. Zoo Board Meeting on **August 3, 2016 at 5:45 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
May 11, 2016**

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

BOARD MEMBERS

PRESENT: Chair John Groen, Commissioner Nolan, Kyle Binkley, Mary Leys, Ralph Hansen, Dr. Snider, Dr. List, Rick Kibbey, & Dr. Berghorn

ABSENT: Commissioner Koenig

ALSO PRESENT: Cindy Wagner, Interim Zoo Director; Andrew Wingeier, Finance Director; & Amy Morris, Director of External Affairs; Dennis Laidler, Education Curator; Jen Rostar, Director of Events; James Tissue and James Stafford; Public Safety; Aaron Davis, Attorney; and Teri Morton, Ingham County Budget Director

CALL TO ORDER Chair Groen called the regular meeting of the Ingham County Zoo Board to order at 5:48 PM

MINUTES: Moved by Dr. Berghorn to approve and supported by Mr. Binkley to approve the April 13, 2016 minutes of the regular meeting as written, **Yes-8; No-0; MOTION CARRIED.**

LIMITED PUBLIC COMMENT

Mr. Davis stated he was advised by the County counsel that being on the Zoo Board is a conflict with the County and Society, since he is representing the Society in a matter pending in probate court. He is a member of the public and once the case is done, he will resume his position on the Zoo Board.

Commissioner Nolan said they will hold a spot open for him until the case is over.

LATE ITEMS/DELETIONS/CONSENT ITEMS

Chair Groen asked the Board to add an item to be #5E Security Agreement and to move #5B to #5A and it was agreed on.

NEW BUSINESS

Revised Budget Discussion

Ms. Morton explained about the revised Zoo Fund Balance Projection. The shelter fees and admission fees are being increased and that goes into effect this month. The issue with the fund balance is the revenues were budgeted too high and they came in at a lower amount and the expenditures were too high which is the reason for the deficit of the fund balance. She believes in five years the fund balance will be back up to \$500k which is considered a good amount. She also said that Tim Delhanty, County Controller, wanted a budget adjustment resolution which was passed at the Board of County Commissioners meeting last night.

Discussion ensued.

Leadership Transition Update

Mr. Hansen stated Mrs. Graham has retired and read her resignation letter to the Board. He also wanted to know what the next move is and would like to start discussions now. He would like to move forward and set up a search committee and bring both the Zoo Board, Society Board and also the management team together.

Dr. Snider said Mrs. Graham was hired by the society and they had a head hunter that found her.

Commissioner Nolan asked if there was a solid job description and if not that should be first.

Discussion ensued. The Board decided to form a Search Committee which would include two Zoo Board members, two Society Board members, and two from the zoo management team.

Mrs. Wagner said the management team is present here tonight and we are united and would like to read a letter which was written by them, so she read it out loud to the Board.

Commissioner Nolan said that was a very nice letter and would like it included in next month's packet.

Society Financial Governance

Commissioner Nolan said she would like to see the combined budgets to get a clear picture of the financials. She is also interested in knowing what kind of checks and balances there on the Society side for the admissions, gift shop, restaurant, and parking. She wondered if the Society could do a presentation.

Mr. Hansen said he would welcome her to attend a Society Board meeting, but due to donors, so not sure this is a good idea.

Commissioner Nolan stated she wants total transparency.

Discussion ensued.

Resolution Authorizing a Contract to Black Box Network Services for Installation of Fiber
Resolution #16-07

WHEREAS, the Association of Zoos and Aquariums (AZA) requires permanent and easily retrievable documentation for all of its accredited Zoos; and

WHEREAS, there is no way to connect to the Ingham County network from the Feline Building, Bird and Reptile Building, Zookeeper's Building, or Ecology Center; and

WHEREAS, the installation of fiber will allow Zookeepers to electronically input and access data in order to make improvements and advancements to animal welfare through husbandry, breeding, conservation, and medical health; and

WHEREAS, after careful review of bids, the Zoo and IT Departments both agree that a contract be awarded to Black Box Network Services for the installation of fiber at a cost not to exceed \$16,210.80; and

WHEREAS, the approved line item #63625810-932032 in the Network Maintenance Fund is available to cover the \$16,210.80 required for the project; and

THEREFORE BE IT RESOLVED, the Ingham County Board of Commissioners hereby authorizes awarding a contract to Black Box Network Services, 8180 Broadmoor Ave., Caledonia, MI 49316, for the installation of fiber for a cost not to exceed \$16,210.80; and

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

BE IT FURTHER RESOLVED, the Chairperson of the Ingham County Board of Commissioners is authorized to sign any necessary contract documents consistent with this resolution upon approval as to form by the County Attorney.

Moved by Dr. Snider and Supported by Mrs. Leys that resolution #16-07 be approved. (Yes-8; No-0). MOTION CARRIED.

Chair Groen said he appreciated the memo as it brought a lot of clarity.

Mrs. Wagner said the monies for this fiber will be coming right out of the IT Departments budget.

Discussion ensued.

Security Agreement

Commissioner Nolan said it was brought to her attention about how the zoo security could provide services to the Parks Department, so she wondered if there were too many public safety officers.

Mr. Tissue stated no we don't have enough help, but just wanted to play nice in the sandbox and offer our services, since the Parks Department had a budget line item.

OLD BUSINESS

Moose Exhibit Update

Mrs. Wagner said the moose are in their new exhibit and the process of moving them over went really seamless. They were moved a couple days apart and then did the intros in the bull pen and found they do like each other. They are using the pond and splashing around in it. There will be a grand opening soon.

Dr. Nofs talked about the animal care staff and how smooth the move went and wanted to give kudos to them all.

Emergency Egress Completion

Mrs. Wagner said it's not completed, but Mr. Terrell, Facilities Director, had contacted the City and they said they will be there on May 20th to finish it.

ZOO DIRECTORS REPORT

Mrs. Wagner talked about the comprehensive board report. She said she wanted to add that during this interim period, maintenance is being managed by facilities; Mother's Day went great; all of the guest areas are all up and running except the Wings from Down Under which will be open Memorial Day week-end; Wine and Stein is next Thursday; the rate increases were passed and this includes free admission to residents every non-holiday Monday's from 9 am to 12 noon.

Commissioner Nolan said she would like an update on Mother's Day with a comparison to last year.

Chair Groen said he would like a performance score card from the strategic planning.

FINANCIAL REPORTS

Mr. Wingeier talked about the April Financial Report. The reference page is on page 9. Item A – Property Tax Revenues; property tax revenue was not received until July 2015, but was recorded in the Zoo fund in April of the year. Item B – Admission & Parking Revenues; further investigation is required to account for the large variances in admission and parking. Item C – Other Revenues; the recognition of the RAP Grants received by the Security Department occurred in March of this year. Item D – Total Personnel Services; while there are large variances in full time and seasonal wages, total personnel services costs are up only \$770 when compared to prior year. Item E – Supplies; the variance between current and prior year is due to increased spending on maintenance supplies. Item F – Animal Care; the Zoo purchased its shipment of feline meat during April of 2016. In 2015, this purchase occurred in May resulting in a large variance when compared to last year. All else equal, animal care spending is down \$6,500 when compared to prior year. Item G – Purchased Services; the zoo receives a reduced facilities management allocation than in previous years. Also, the expenses from the frozen pipe bursting in the animal clinic increased this account in 2015. Item H – Other Expenses; reduced spending in the “Controlled Capital – OTHER” account has resulted in a variance when compared to last year. This account was used in the prior year for some of the Zoo's CIP projects. Item I – Utilities; utility costs have remained relatively consistent. A timing difference has created a variance when comparing to last year. Item J – Insurance; flood insurance premiums increased substantially in 2016. Item K – 2016 Capital Improvement Projects; although all 2016 CIP items have been postponed, the final billing for the Moose Exhibit was paid in 2016. He also stated that attendance has been down due to the weather.

BOARD COMMENTS

Mrs. Leys said she was invited to the docent appreciation dinner at the University Club and it was very well worth it.

Chair Groen said he had received a compliment for Mr. Laidler from a lady at his work.

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Being no further business, the meeting was adjourned at 7:52 PM.

Teresa Masseau
Recording Secretary



Potter Park Zoo Board Report 2016 Second Quarter Comprehensive Report

Director and Animal Report – Cindy Wagner, General Curator and Interim Zoo Director

The moose grand opening was a success and received well by visitors and donors. The events staff organized a great event and many keepers attended to visit with guests, while they viewed the moose. The moose exhibited many natural behaviors throughout the evening such as swimming in the pond and browsing on exhibit vegetation. We are looking forward to observing how the moose continue to use their exhibit.

The moose exhibit viewing area alterations have been completed. A board was added the length of the deck to close the gap at the bottom of the cables. Mesh was added to the bottom of the cables on the kick/catcher. We could still use willow clippings for browse and willow trees to plant around the exhibit. Several docents have donated willow trees and Mary Leys has been spreading the word as well.

The viewing area of the rhino exhibit will be altered to deter visitors from being able to set a child on or lean over the front cement wall of the exhibit. Maintenance will be completing this as soon as the materials arrive. This is a safety precaution, we felt necessary following the incident at Cincinnati Zoo.

We will be breeding our male and female bongo per SSP recommendation. If successful, we will plan for a calf in spring of 2017.

Dr. Sally and I are planning the transfer of Phineus, the male black rhino at Caldwell Zoo recommended to breed with Doppsee, our female rhino. This is a long process and the transfer could take place late fall or early spring.

We have raised \$1,195.00 on the crowd funding page, <http://bit.ly/ppzbats> for the expansion of the Seba's short-tailed bat exhibit. We are still in need of \$3,800 for the renovation. This renovation would combine 3 of the individual exhibits in the bird and reptile house into 1 large bat exhibit.

As part of the red panda breeding program keepers have trained our female red panda to voluntarily receive ultrasounds. This behavior will be critical to monitor her for and during pregnancy.

Amy Morris attended a Large Carnivore Act meeting at John Ball Zoo in my place, while I was on vacation. At the meeting, there was continued discussion with Senator Hune and Senator Rick Jones to resolve this matter. I will keep you updated on any progress made.

On Friday, June 24th, 2016, we had a safety incident at the pony path with a guest. Our newest pony, Noel, bucked off a 10 year old child. Keepers have been working with the pony and it has been determined at this



time she cannot be used for rides. A mandatory meeting was held for all animal care seasonals on July 6th, 2016. We reviewed all protocols and procedures including husbandry and safety. We also covered customer service and guest interaction.

On June 16th, a video was posted to social media inaccurately portraying behaviors of one of our lions. Amy Morris actively and successfully worked to address any concerns posted as well as educate the public on the healthy lion behavior seen in the video.

IT - The contract for the fiber installation is with the county's legal department and Blackbaud's legal department. Once the contracts are finalized a date will be set for installation.

AAZK - The 3rd annual Bowling for Rhinos event is planned on Friday, August 5th. Join us and bowl to support rhino conservation. The past two years the event has raised \$ 7,000.00 to support rhino conservation efforts.

National Zookeeper Week is July 17th-23rd. We will have several social media posts throughout the week highlighting the work the keepers do at PPZ and also educate on the importance of zoos. All keeper talks will be themed around the importance of zoos and conservation.

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

Snow leopard workup with vet students and anesthesia resident/anesthesia and MSUCVM zoo resident, surgically removed papilloma's from tongue, common problem in this species and also a mass from skin and both benign on the histopath. She did very well for an aged cat!

MSUCVM surgeon attended along with anesthesia to perform mongoose spays on all female mongoose. As hoped this seems to have helped decrease conspecific aggression within the group due to hormonal fluctuation while on birth control implants previously.

MSU surgeon attended for a gastric foreign body removal (enrichment hairball) from a geriatric meerkat. While inside we noticed a tumor on the spleen and also the uterus so those were removed as well. Three surgeries in one!

Advanced Ophthalmology class visited the zoo for their annual trip to gain some experience looking at unusual animal eyes.

A new veterinary resident at MSUCVM in comparative nutrition and toxicology and Dr. Nofs is working closely with this student to include the most comparative nutrition of all, zoo nutrition, in her study program. Dr. Jaimie Strickland will be working with Dr. Nofs once a week reviewing diets and writing AZA accreditation nutrition related reports.

Dr. Monica Stoops visited from Cincinnati Zoo CREW (Center for Research for Endangered Wildlife) to assess and assist with our training of White Rhino Doppsee for Artificial Insemination and monitoring of reproductive cycles via trans rectal ultrasound. The Rhino staffs at PPZ are doing an excellent job with training and we are moving along towards our goals.



Dr. Nofs attended the Midwest Regional Zoo Veterinarians meeting held at The Wilds in Ohio. The topic of discussion was ruminant health.

Dr Nofs spent several days at the Smithsonian Conservation Biology Institute in Washington, DC as a 'Visiting Researcher' assisting with molecular virology on an important Elephant health study. Conservation Medicine research is an important component of global species conservation.

AZA and USDA sponsored Dr. Nofs visit to University of Illinois to attend the 'Zoo Ready' meeting which was a two day emergency preparedness meeting with emphasis on foreign animal disease and avian influenza.

Education Report – Dennis Laidler, Education Curator

Overall Education Programming:

The education department just finished the busiest time of the year with the last six weeks of the school year. May and June were filled with a very large number of school programs –the final tally may show it to be our busiest ever. We also had a large number of overnights from late April through mid-June. When you include the orientation and administration of eighty new teen zookeepers and the preparation and implementation of this summer's Zookambi summer camp, it has been a whirlwind of activity in regards to education programming. We are also in the midst of a very busy schedule of appearances at community events including: East Lansing Art Festival, Ingham County Fair, 14 appearances at Lansing Lugnuts Sunday afternoon ball games, and so many more. Over the summer months the education department will also be scheduling a slate of appearances at virtually every public library in Ingham County. While this list is not all-inclusive, it does give you an idea of the scope of our activities.

This enormous amount of programming activity is conducted by just three full-time education staff, one of whom is tied up for 9 months of the year teaching our high school class. Our "docent-centric" model of providing educational programming has worked quite well (for the most part) for the past 25 years. However, as has been pointed out previously, 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.. In order 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. This is challenging from a budgetary standpoint. Adding another full-time staff won't necessarily result in increased revenue –but it will allow us to produce more effective and timely K-12 programming.

To keep an adequate number of available docents, we plan to selectively recruit and train some new docents this fall, but our priority right now is to raise the bar on performance of our current docents. We have many very capable, dedicated docents, but we also have some which are not meeting our standards. Some of those docents are being retired or will be channeled to other volunteer opportunities at the zoo. However, our hope is that most docents will continue working at upgrading their skills.

Grant Projects: We currently are engaged in two different grant funded projects.

1) We have a \$5,000 grant from Disney Wildlife Foundation to support the creation/improvement of a nature play area. We have made progress. The nature play area has had some major cleaning up, a new native plant pollinator garden has been planted, some older, obsolete activity stations have been removed and



the trail has been upgraded. With the help of summer interns, we are close to beginning our community engagement piece with nature play outreach information which will be presented at community centers and libraries throughout the area. Additional nature play activity stations are under various stages of planning and implementation. We have incorporated elements of nature play in both Zookambi and FALCONERS activities.

2) FALCONERS (Families of Autistic Learners CONnecting Empathy, Responsibility and Stewardship) is funded by a grant from the Capital Region Community Foundation. This program is designed to provide enriching experiences for children with autism spectrum disorder (ASD) and their families. We are providing a special three-hour set of activities at the zoo one Saturday a month for all of 2016. Each month has a different theme, with numerous interactive stations filled with fun activities. For many FALCONERS families, there is a need to avoid large crowds, so on the day of their events we open the zoo an hour early for FALCONERS participants. The program has been extremely successful and the autism community has been both supportive and appreciative. We have had families coming from as far as Muskegon to attend! Parents fill out detailed evaluations as they are leaving and the feedback has been overwhelmingly positive, with many of the parents expressing their heartfelt thanks to us for providing such a program. There have been numerous examples of children with autism making major steps forward –being more engaged in their surroundings, more socially interactive, trying and learning new skills and, most importantly, just having fun together with their families. The next FALCONERS event is July 30th and the theme is “Water, Water Everywhere.” Activities will focus on the importance of water, our aquatic animal exhibits and yes, there will be opportunities for the participants to get wet!

BIG Zoo Lesson (BZL): In the previous board report it was noted the 2015-16 school year was our busiest ever for BZL --67 classes of area elementary students spent a full week being scientists at the zoo. We already have 72 requests from teachers for the 2016-17 school year! We will try to fit in as many as we can and we hate to tell anyone “no,” but there is no way we will be able to accommodate that many classes. It takes a tremendous amount of effort to be able to pull this off, from virtually every department at the zoo. The education department is so grateful for all of this help --it’s why this program is so successful.

In addition to doing an incredible job of meeting our mission goals for conservation education, there are numerous ancillary benefits of the BZL program. One of the most important of these benefits is the active participation of parents as co-teachers and co-learners. The impacts from BZL parents are especially important at this point in time. BZL participants learn a great deal about the many things the zoo staff does to ensure our animals have the best possible care –this is invaluable when radical animal rights groups try to tarnish what zoos are about. As you all know, this fall we have the zoo’s millage renewal. Over the course of BZL’s history, we have had over 10,000 parents spend a day (or a full week) participating in this program. A large number of those parents are Ingham County residents and the impact of those parents as voting and vocal supporters of the zoo is invaluable.

Zoo Science High School Class: Students in the Animal Science and Zoo Management 2016-17 class had a great year of academic learning and career preparation. Rebecca Morningstar, our instructor, continues to do an outstanding job of teaching and mentoring her students. There were numerous learning trips, novel experiences and guest speakers in addition to the core aspects of the class. Becky is continually evaluating and upgrading all aspects of this course and it is reflected in the evaluations and experiences expressed to us by the students. All of the students participate in “mock interviews” which are a combination of a theoretical job interview and an exit interview evaluating the course. For many of the students, this class was the most



impactful thing they have done in high school. Becky, while busy assisting with Zookambi, is also working on several things to add to next year's class.

Our zoo is one of a select few of AZA institutions which host a high school course onsite. This is beginning to be an emerging trend as more institutions are beginning to offer these types of programs. I am working with several of my peers from other AZA institutions to put together a session featuring on-site K-12 programs at accredited zoos and aquariums for the 2017 AZA Annual Conference.

Teen Zookeeper Program: We have another great crop of teen volunteers, who, in early June, began volunteering in 5 different areas of the zoo --including shadowing with our zookeepers, helping Zookambi instructors, assisting with pony rides, the goat contact area and the seedeater exhibit. This program relies heavily on involvement and cooperation from the animal care staff, and we are very grateful to them for helping to provide this opportunity.

Zookambi: We are in our third week of our Zookambi summer camp. We have two new instructors this year, several new classes and updated versions of our already established ones. This camp program provides children with lifelong memories and lots and lots of fun!

Looking ahead: In addition to the items mentioned above, there are some other things we are working on in the education department and one of the major priorities is to get more creative and proactive in funding our education department, with the goal to be able to increase full time education staff. The current state of K-12 school funding makes it impossible to charge enough for education programs to cover all departmental costs. We will be working hard to acquire more funding. This includes spending more effort to procure grants (the challenge is fewer grantors are inclined to fund staffing), develop some more programming which is revenue-positive, and most importantly, look at finding sponsors to underwrite some of our education efforts. Some AZA institutions have had some success with sponsorships for specific education programs (ie, BIG Zoo Lesson), or in some cases, funding for zoo education programs in general. Due to the number and diversity of programs we offer, it is often a struggle to have sufficient numbers of docents. Finding ways to secure additional staff is essential if we wish to maintain and increase the quality, quantity and diversity of programs we offer.

It has been pointed out in previous reports there is a need for the zoo to have a much stronger menu of early childhood programs. Working with children this young can be challenging and will also require some additional training for docents. The creation of the nature play area will be the first step in meeting this need.

Current education programs (Tours, Outreaches and Encounters) are still in the process of undergoing a complete review. In order to make it easier for zoo docents to be successful, we are reducing the number of themed offerings and will spend greater effort on making sure docents are competent in those we do offer. We will still offer those other themed programs, but will rely on Jennifer and Dennis, or select docents, to do those presentations. Reducing the number of offerings will also allow us to expedite alignment with the latest Common Core Curriculum and Next Generation Science Standards. This is an exhaustive process, and only possible because of the talents and efforts of the education staff and several key docents with strong education backgrounds. Our goal still is to have all curriculum alignment completed before the beginning of the 2016-17 school year.

Second Quarter Education Programs Numbers

1301 S. Pennsylvania Ave. | Lansing, MI 48912 | p: 517-342-2776 | f: 517-318-3894



For those who like to see actual numbers, Jennifer Horvatin, the Assistant Education Curator has compiled the data below:

Education Programs:

Second Quarter Summary

	Programs	Participants	Fees
2008	191	9516	\$33,402.50
2009	227	13,424	\$31,774.50
2010	203	10,380	\$31,837.00
2011	243	20,398	\$36,698.50
2012	245	40,507	\$48,210.50
2013	288	34,763	\$61,809.50
2014*	250	24,079	\$63,484.25
2015	229	18,897	\$72,806.00
2016**	252	19,477	\$72,625.75

* BIG Zoo Lesson numbers are included in this summary. Previously, they were listed separately.

** In 2016, the Special Events Department took operational control of birthday parties. The Education Department still provides programming for birthday parties (reflected in the numbers of programs and participants) but no longer earns revenue from them.

Free Programs: These participants are not included in the above total for 2014 on.

	Est. Participants
MSU Vet School High School Visit	40
Vet-a-Visit at MSU	1000
Earth Day at the Capitol	2000
Arbor Day	500
Vetward Bound (x2)	140
Adopt-A-River	1000
East Lansing Art Fair	2500
International Migratory Bird Day (at PPZ)	4700
Youth Sports Day	300
Premium Member Tour	8
Get Out and Play	1000
MSU/4-H Vet Camp	75
	Total=13,263



Events & Memberships – Jen Rostar, Director of Events & Memberships

Public Events

- **Wine & Stein** – We had beautiful weather on the day of the event, finally! The snow and hail on the days leading up to the event had us worried but all turned out great. We continue to improve the event each year in many ways, but this year offered more vendors than ever before with a total of 30, many of them first timers.
- **Zoo Brew** – June kicked off the Zoo Brew series for 2016. We have partnered with local breweries to add a new element to the event. June brought out Lansing Brewery and we are working on booking Old Nation Brewing for July.

Private Events

- The zoo hosted many private events this spring including ASM, LCC, MI Arbor Day Alliance and many family groups.
- We are experiencing a great deal of interest from corporate groups for their annual staff or client appreciation events. July and August are filled with these events, large and small, and we're excited to see the increased interest in the zoo's rental venues.
- The Moose and Red Panda Grand Opening events were very well attended by the Glassen Foundation, Safari Club and Williams Auto World.
- In preparation for the Moose Grand opening the Events Team, and a handful of volunteers, renovated the Backyard Garden, which is the ADA wheelchair accessible entrance to the moose exhibit. Donations of dogwoods, begonias, red bud trees and viburnum bushes were received from VanAtta's and 2000 sq. feet of sod was donated from Young's Turf Farm. Plants and sod were installed by the Events Team and the garden was ship shape for the event. The garden will now be maintained by the Grounds department.

Membership

- It was a very exciting spring for memberships. In the month and a half leading up to Wine & Stein we experienced 148 new purchases of Deluxe and Premium memberships. This generated \$18,870 in revenue, which is an increase of over \$9800 from the same time period in 2015. We attribute this increase to the 'one time only' added membership benefit of Wine & Stein entry. This benefit was added to the Premium and Deluxe packages specifically to increase interest in the higher levels of membership. It appears to have worked to great success!

Volunteer Program

- We have had a transition in the Volunteer Coordinator position. Tara Davis has moved on to new horizons, but in her place we welcome Carrie Green. Carrie has been an amazing addition to the team and we expect great things to come.
- We have just kicked off the Zoo Ambassador Program, which involves the most committed and experienced volunteers in a deeper level of zoo activity within the events and membership programs.

LOOKING AHEAD

Special Events



- **A Big Family To Do At The Zoo** – July 20th A new event! Family fun activities including a 50 yard dash, movie, coloring murals, live music, food and a scavenger hunt.
- **Zoo Brew** – July 28th Live music, Old Nation Brewing and a BBQ dinner. Tickets available on-line.
- **Members Night** – August 10th Amazing animal experiences and behind the scenes tours and an all-around great way to say thank you to our members.

Marketing, Communication, and Public Relations – Amy Morris, Director of External Affairs

Events and Education Promotion

We spent second quarter promoting Zookambi, Wine and Stein and the first Zoo Brew event. We successfully increased website traffic on each event page. The Zookambi page went from 8,220 visitors in 2015 to 11,039 visitors in 2016. The Wine and Stein page went from 10,825 visitors in 2015 to 15,753 visitors in 2016. The Zoo Brew page went from 1,710 visitors in 2015 to 4,722 visitors in 2016.

Goal for third quarter 2016: During the 3rd quarter we will be promoting Zoo Days, the July animal enrichment event, our new Family Fun Night, the second and third Zoo Brew events, Member's Night, Sundown Safari and World Rhino Day.

Electronic Newsletter/Traditional Newsletter

All monthly electronic newsletters were completed and sent on time during the second quarter. Zoo Tales was also successfully delivered to zoo members. The content of Zoo Tales has been repurposed for social media and the zoo's blog.

Goal for third quarter 2016: The goal for third quarter is to complete the version of Zoo Tales that will function as an annual report and will be delivered to audiences interested in our progress.

Social Media Tools

Potter Park Zoo's social media following continues to grow. The platforms we work on include Facebook, Twitter, Pinterest and Instagram. The attached traffic report reflects the second quarter growth on these platforms. As has been the trend, the growth on Facebook has increased the most. We are up by 2,157 followers. Our total followers have reached more than 41,037.

Goal for third quarter 2016: 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 are planning a campaign to tap this audience for increased gate admissions. The use of video has been very successful.

Website

We're continuing to highlight upcoming events and animal happenings on the zoo's website and change home page and blog content regularly. Our strongest days in the first quarter were around the Wine and Stein event. The total page views in the second quarter of 2016 were 104,358 as compared to 111,145 in 2015 (a 6.11% decrease). Additional detail on website traffic is available in the attached traffic report.



Goal for third quarter 2016: Work continues on a new and enhanced Potter Park Zoo website that will be mobile friendly, will highlight our animals more prominently, and make it easier for those who visit to donate and support the zoo.

Media Releases

We are following the established schedule of media advisories and news releases and have successfully promoted the zoo's events in the second quarter. These efforts were supported by announcements on the Potter Park Zoo website and social media.

Goal for third quarter 2016: We will continue to follow our media schedule in addition to promoting other zoo news as it occurs.

Paid Advertising

The 2016 advertising campaign kicked off in second quarter to promote Zookambi and Wine and Stein, as well as inviting attendance to increase gate admissions. The advertising dollars have spent primarily online and targeted our key audience (women 25-34). We are geo targeting by zip code and reaching into Ann Arbor and Grand Rapids as we receive significant website traffic from those regions.

Goal for third quarter 2016: Third quarter advertising will focus on increasing gate admissions, continued geo targeting of Grand Rapids and Ann Arbor and various event promotions. We will also be preparing for the fourth quarter advertising project.

Fund Development

Comprehensive Fund Development Plan

We are moving forward on a comprehensive fund development project that includes:

- Donor development – We are working to connect with those who have an interest in the zoo's mission, the ability to give, and have a connection to the zoo as well as cultivating better relationships with those who give repeatedly to the zoo.
 - Donor database – Etapestry training is ongoing and our database has been uploaded to this new service.
 - The limited existing donor data we had at the zoo is being transitioned into Etapestry.
 - We are developing of a list of constituent groups and will work through them for potential donor development and relationship building.
 - Fox 47 continues to be interested in sponsoring the existing fox exhibit. They are looking for a partner for the project.
- Major gifts
 - The red panda exhibit opening was very successful and Jeff Williams and his team were very happy with the event.
 - The moose exhibit grand opening was also very successful and the folks from the Glassen Foundation and both the mid-Michigan and Lansing chapters of Safari Club were pleased with the event.
- Online fundraising efforts
 - Etapestry will be used to solicit repeat donations from our current donor database.
 - Crowdrise is also being used to solicit donations for our bat exhibit.



- Potter Park Zoo’s new website is being developed with online fund raising as a major priority.
- Legacy giving
 - Potter Park Zoo’s new website will feature enhanced options for legacy giving.
 - We are working on a plan for a direct mail campaign targeting financial planners.

If you have questions, feel free to contact me by e-mail at amorris@ingham.org or by cell at 517-795-6122.

	<u>2016</u>	<u>2015</u>
Total Sessions:	104,358	111,145 (-6.11% increase)
Total New Sessions	70,683	72,978 (3.09% increase)

Top days by pageviews:

Wednesday, May 18, 2016	6,216	----- Wine and Stein
Sunday, May 8, 2016	5,743	----- Wine and Stein
Tuesday, May 17, 2016	5,655	----- Wine and Stein
Thursday, May 19, 2016	5,612	----- Wine and Stein
Saturday, April 16, 2016	5,110	----- Party for the Planet Enrichment

Top Referring sites:

Facebook.com (mobile)	15,467
Facebook.com	1,370
JBZoo.org	772
ingham.org	636
lansing.org	576

Top cities by visits:

Detroit	13,074
Lansing	11,899
Ann Arbor	5,302
Grand Rapids	5,112
East Lansing	4,656
Ann Arbor	1,025
Delta Charter Township	3,270
Meridian Charter Township	3,166
Jackson	1,905

Search Engine Traffic:	53,485
Direct Traffic:	21,459
Social Media Traffic:	17,627
Referral Sites:	6,085

Facebook

Fans: 41,037
New fans this quarter: 2,157



Top Posts:

Doppsee playing video – April 3, 2016, Reach 65,959, 1,420 Likes, 84 Loves, 104 Comments, 134 Shares, 3,941 Post Clicks

Wolves Howling – April 12, 2016, Reach 58,797, 21,625 Video Views, 1226 Likes, 89 Loves, 113 Comments, 223 Shares, 5,805 Post Clicks

Maliha's 2nd Birthday – June 9, 2016, Reach 33,975, 1,207 Likes, 124 Loves, 98 Comments, 118 Shares, 1,908 Post Clicks

Twitter

Re-Tweets this quarter: 74

Favorites this quarter: 209

Replies: 18

Clicks: 121

New Followers: 201

Total Followers: 6,209

Traditional Media

Media Mentions: 111

Internet: 80 – Publicity Value \$11,728.99

Print: 31 – Publicity Value \$14,528.27

Guest Services – Rick Parker, Director Guest Services

- 1) Camels are here and finally all settled in. After a slow start, the ridership seems to be increasing with better signage.
- 2) There are now credit card machines available to use at the seasonal activities. This makes it much more convenient for the customer as well as increasing revenues.
- 3) I will be contacting some local health care businesses to ask for donations of wheelchairs and electric carts. The ones we have are usable, but old and worn out.
- 4) The increased fees are going better than expected. There seemed to be no complaints with the zoo visitors.

Public Safety – James Tissue, Director of Public Safety

We will be holding an additional Medical Training for new staff and a refresher for current staff.

We will be refreshing and recertifying everyone for Taser.

We continue to attempt to recruit additional staff for the front desk and patrol.

Our department along with the animal care department conducted a bite drill. The drill went well and gave us the chance to revisit and update current policies.



We are in the process of increasing the amount of drills held at the zoo. AZA currently requires 4 a year; we are attempting to hold one a month all year long.

Uniform staff responded to 815 calls for service from April-June.

The front desk answered 1380 phone calls and handled 482 walk-ins from April-June.

Maintenance Report – Mike Hughes, Facilities Manager

- Maintenance continues to perform work orders as they are received.
- A new gate was installed on the driveway near the Birdhouse to keep visitors from going behind the building, which is considered “back of house” area.
- Material has been ordered for the Rhino viewing area which will keep visitors from being able to reach over the wall to pet the animals. This is considered a high priority project and will be completed as soon as the material arrives.
- A couple of safety enhancements were made to the Moose viewing area. The first was to keep visitors from being able to reach underneath a cable along the deck; the second was to keep the moose from being able to stand up underneath the “kid catcher” portion of the cable area.
- The emergency access at grade crossing from Allen Street to the Zoo is nearly complete. The railroad has completed their portion; we are now waiting for the City of Lansing to finish their part which is expected to be done this month.





United States Department of Agriculture
Animal and Plant Health Inspection Service

CBONGARD
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Inspection Report

Ingham County
Potter Park Zoo
1301 S Pennsylvania Ave
Lansing, MI 48912

Customer ID: **40531**
Certificate: **34-C-0280**
Site: 001
POTTER PARK ZOO

Type: ROUTINE INSPECTION
Date: Jun-21-2016

3.125 (a)

FACILITIES, GENERAL.

The inside holding area in the moat exhibits, which includes mongoose, porcupine, bat eared fox and meerkats and the inside holding for the ~~tiger~~ ^{Lion} was peeling and chipped paint.

The indoor and outdoor housing facilities must be maintained in good repair.

Repair or replace the peeling and chipping paint to protect the animals from injury.

To be corrected by September 1, 2016.

3.129 (a)

FEEDING.

The refrigerators in the discovery building have excessive dirt and food wast in them. The refrigerator in the Bongo holding has rust in it.

Food shall be wholesome, palatable and free from contamination to maintain the animals in good health.

Clean the refrigerators and freezers as often as necessary to prevent contamination of the food for the health of the animals. Replace the refrigerator in Bongo holding so that it can be properly cleaned and sanitized.

To be corrected by July 1, 2016.

3.129 (b)

FEEDING.

The receptacle used for the mineral salt for the goats is dirty and the salt has caked in the bottom.

Food receptacles shall be kept clean and sanitary at all times. If self-feeders are used, adequate measures

Prepared By:

Carrie Bongard

CARRIE L BONGARD, A C I USDA, APHIS, Animal Care

Title: ANIMAL CARE INSPECTOR Inspector 1053

Date:
Jun-21-2016

Received By:

Sarah Pechtel

SARAH PECHTEL

Title: HEAD ZOOKEEPER

Date:
Jun-21-2016



Inspection Report

shall be taken to prevent molding, contamination, and deterioration or caking of food.

Clean the food receptacles as often as necessary to provide food that is free from contamination.

To be corrected by end of business today.

3.131 (b)

SANITATION.

The only quarantine area for the zoo has a sliding door and the track at the bottom is rusty, the exhaust fan cover is rusty and the ceiling had repairs with drywall mud but has not been painted.

Rust and unsealed drywall mud cannot be sanitized.

Replace or repair these areas so that the quarantine area can be properly sanitized.

To be corrected by July 1, 2015.

Inspection and exit conducted with a facility representative.

Prepared By: Carrie Bongard
 CARRIE L BONGARD, A C I USDA, APHIS, Animal Care Date: Jun-21-2016
 Title: ANIMAL CARE INSPECTOR Inspector 1053

Received By: Sarah J. Pechtel
 SARAH PECHTEL Date: Jun-21-2016
 Title: HEAD ZOOKEEPER