

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 16, 2014.

Wednesday, July 16, 2014

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 June 11, 2013 will be considered
3. **Limited Public Comment – Limited to 3 minutes with no discussion**
4. **Late Items/Deletions/Consent Items**
5. **OLD BUSINESS**
 - A. Moose Exhibit Update
 - B. Hospital Update
 - C. Strategic Planning
 - D. Data for Change of Hours
6. **NEW BUSINESS**
 - A. Resolution Authorizing New Charitable Walks Rates
7. **DIRECTOR AND FINANCIAL REPORTS**
 - A. Zoo Director's Report – Sherrie Graham
 - B. Financial Report – Andrew Wingeier
8. **Board Comments**
9. **Limited Public Comment - Limited to 3 minutes with no discussion**
10. **Informational Items**
 - A. Thank You Letters
 - B. Press Release on the Gray Wolf's Death
11. **Upcoming Meeting**
 - A. Zoo Board Meeting on **August 20, 2014** 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
June 11, 2014**

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

BOARD MEMBERS

PRESENT: Commissioner Nolan, Commissioner Tsernoglou, Kyle Binkley, Chair John Groen, Jennifer Flood, Aaron Davis, Mary Leys, &

ABSENT: Rick Kibbey, George Berghorn, Monica List, & Kevin Feuka

ALSO PRESENT: Sherrie Graham, Zoo Director; Teresa Masseur, Recording Secretary; Dan Halfmann, Financial Services; Andrew Wingeier, Financial Services; Roberta Gubbins, PPZ Docent; Stacey Lott, Sandy Wolf, Brett VanDrip, Tyler Riddle, Amy Garrison, Nicole Ballinger, Tashana Piper, Erica Johnson, & Trina Austin-Morrison, Peckham

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

MINUTES: Moved by Commissioner Nolan to approve and supported by Commissioner Tsernoglou to approve the April 9, 2014 minutes of the regular meeting with the corrections, **Yes-7; No-0; MOTION CARRIED.**

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

None

INTRODUCE STACY LOTT OF PECKHAM REGARDING GRANT OPPORTUNITIES

Ms. Lott of Peckham was introduced to the Board by Mrs. Graham, along with several employees from Peckham. They talked about how they work with people who have disabilities. They received a grant of \$10,000 and would like to use it at Potter Park. The grant would be used to enhance the picnic areas making them more wheelchair accessible for people, so they would not need to have assistance if they wanted to take their family out for a picnic. They would also like to add and modify the signage to increase awareness of the wheelchair accessible areas and also use the new International Symbol of Access (ISA) on them. They would like to modify some of the existing picnic tables and purchase new ones. Then they would like to have a couple of adjustable grills which would adjust to make grilling easier for them. They have already mapped out the areas very close to the wheelchair accessible parking area by the Tiger Den Pavilion. Peckham will also be donating their labor to do this project. Their timeline is to break ground on a Saturday next month and the ribbon cutting ceremony on September 8th.

OLD BUSINESS

Moose Exhibit Update

Mrs. Graham said Willow loves her new exhibit and has been playing in the sprinkler a lot. Last Friday, they found out there is an orphaned male moose available and he would probably be here sometime in July. She is hoping to get everything out of the Moose Exhibit by October 15th and then in the spring, they can start working on the exhibit. There is a resolution included in this packet to fund the exhibit with the commitment of paying it back through philanthropic gifts.

Hospital Financials

Mrs. Graham said Mr. Terrell, Mr. Hughes, C2AE, and she met with the City to see if there would be any problems removing trees to the west of the Welcome Center parking lot which is located in the park area where the new hospital will be built and they did not have a problem with this at all. The architects will be here within the next couple weeks to finalize design phase.

Strategic Planning

Chair Groen said the Strategic Planning Kickoff Meeting is set for June 25th and there will two meeting times; one at 11:30 am and one at 6:00 pm and everyone is welcome to attend.

Discussion of Charitable Walks

Mrs. Graham said they had a discussion about this and wasn't sure how to proceed. She would like to charge fees to at least cover the expenses for the entrance to the zoo or maybe the number of walks should be limited. Right, now they are only being charged for the pavilion usage and not the zoo admission rates.

Discussion ensued. It was decided that Mrs. Graham is to bring a resolution to the July meeting.

NEW BUSINESS

Resolution Authorizing Potter Park Zoo Funding for the Moose Exhibit **Resolution #14-07**

WHEREAS, the Potter Park Zoo Master Plan includes the development of a Moose Exhibit within the North American area; and

WHEREAS, Resolution #12-350 was adopted by the Board of Commissioners on October 23, 2012 which amended the Master Plan to relocate the Moose Exhibit to the Duck Pond area; and

WHEREAS, the engagement of Landscape Architects & Planners, Inc. was adopted in Resolution #13-118 on March 26, 2013 to provide architectural and engineering services for the renovations to the Moose Exhibit; and

WHEREAS, the preliminary cost estimate for the Moose Exhibit totals \$480,315.22; and

WHEREAS, potential donors identified for this project have not yet contributed; and

WHEREAS, the Moose, Willow, came from Alaska on August 27, 2013 and has been housed at the clinic since her arrival and will be outgrowing her area soon; and

WHEREAS, Willow will be moved temporarily to the Oryx/Ostrich Exhibit to provide more space as she grows throughout the summer of 2014; and

WHEREAS, for the welfare of Willow, a larger space will be necessary by spring of 2015; and

WHEREAS, recent statutory changes enacted by the State of Alaska to prohibit orphan moose exports in the near future have caused Potter Park Zoo to accelerate plans to acquire a male moose in order to establish a breeding pair; and

THEREFORE, BE IT RESOLVED, that the Ingham County Board of Commissioners authorizes use of up to \$500,000 from Potter Park Zoo fund balance to construct and equip, as necessary, a Moose Exhibit within the Duck Pond area of the Zoo in a manner consistent with the amended Potter Park Zoo Master Plan.

BE IT FURTHER RESOLVED, funds shall be transferred from fund balance line item ##258-69200-818000-69800 to a new project code designated for the moose exhibit as a one-time transfer.

BE IT FURTHER RESOLVED, that \$400,000 for this commitment will be paid back to the Potter Park Zoo Fund over a five year period through fund raising efforts pursued by Potter Park Zoological Society.

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 #14-07 be approved. (Yes-7; No-0).
MOTION CARRIED.

Mrs. Graham talked about the resolution and wondered if the loan could be repaid by CIP monies over the next few years and who would be committed.

Commissioner Tsernoglou said that the Potter Park Zoological Society would be the committed party.

Commissioner Nolan stated this needs to be a formalized resolution from the Society as it is a contractual commitment to the County and she does not want CIP monies to be used for repayment of the loan.

Discussion ensued. It was decided to go ahead and vote on it and send onto County Services where Mr. Cohl may want to add a paragraph and whereas the Society would pay back the \$400,000 with philanthropy monies.

Discussion of Modification of Hours of Operation after Labor Day

Mrs. Graham said they would like to drop back to winter hours after Labor Day, but keep the summer hours for weekends only until the Boo at the Zoo Event is over as attendance fall off during the week after school starts.

Commissioner Nolan said she would like to see some data which corresponds with the decrease in admissions.

Chair Groen said he feels they are missing attendance during the weekdays and would like to see the zoo open until later like from 6-9 pm.

Mrs. Graham said they could advertise it as a family night and she will talk to staff about this.

Discussion ensued. Mrs. Graham will bring data to the next meeting.

Resolution Authorizing the 2014 Potter Park Zoo Seasonal Employee Wage Schedule
Resolution #14-08

WHEREAS, the Potter Park Zoo needs to establish seasonal wage rates; and

WHEREAS, the Potter Park Zoo would like to maintain equity between the Parks Department and the zoo; and

WHEREAS, the Potter Park Zoo would also like to mirror the Parks Department wage amendment schedule due to the adoption of the new minimum wage for employees within the State of Michigan which is effective September 1, 2014; and

THEREFORE, BE IT RESOLVED, the seasonal wage rates below become effective once approved by the Board of Commissioners.

2014 WAGE RATE

(current schedule)

	<u>1st Year</u>	<u>2nd Year</u>
Public Safety/Park Rangers	10.37	11.60
Maintenance Workers	7.75	8.00

2014 WAGE RATE

(amended on September 1, 2014)

	<u>1st Year</u>	<u>2nd Year</u>
Public Safety/Park Rangers	10.37	11.60
Maintenance Workers	8.15	8.40

Moved by Commissioner Tsernoglou and Supported by Chair Groen that resolution #14-08 be approved. (Yes-7; No-0). MOTION CARRIED.

Mrs. Graham stated there are lots of resolutions in which the Parks Department would include the zoo in and this is one of them.

Resolution Recommending a Transfer of Funds and Authorization to Proceed with the New Red Panda Exhibit
Resolution #14-09

WHEREAS, the Red Panda SSP will not allow Potter Park Zoo to receive a female red panda for breeding until the current exhibit is moved; and

WHEREAS, the proposed changes to the bongo exhibit budgeted for within the 2014 Capital Improvement budget are primarily cosmetic and have no impact on the breeding or welfare of the Bongos; and

THEREFORE BE IT RESOLVED, the Potter Park Zoo Board recommends that the Board of Commissioners approve the transfer of \$50,000 currently the Capital Improvement Project, Bongo Exhibit 1408, line item 258-69900-977000 into a project code #1411Z line item which will be created on June 11, 2014 by the Budgeting office.

Moved by Commissioner Tsernoglou and Supported by Commissioner Nolan that resolution #14-09 be approved. (Yes-7; No-0). MOTION CARRIED.

Mrs. Graham stated the new Red Panda Exhibit is a critical exhibit. The SSP will not send a female Red panda until the exhibit has been moved away from the big cat area. Since the Bongos are having no issues with breeding, they feel the Bongos CIP item is not as important as it was mostly cosmetic changes.

ZOO DIRECTORS REPORT

Mrs. Graham said there is a written report from her which is included in the packet. She talked about how Champion Chrysler has picked the zoo to be their charity of choice. The Kia owner wants to sponsor something too as he was at Wine and Stein and enjoyed it. She talked about Dennis Sweeney, keeper, retiring in mid-November and then there are several keepers that will be on maternity leave around the same time and overlapping. Ms. Wagner, Curator, is working to secure coverage during this time.

FINANCIAL REPORTS

Mr. Wingeier talked about the property tax revenues which were not posted until today and it came back \$23,000 over budget. Last month's admissions and parking revenue were not posted, but this has been updated and it reflects a large increase. In reference to the animal care budget, it is over by \$14,000 from last year so far. There is an increase in admissions and parking which was talked about earlier. The Wings from Down Under opened earlier in 2013 than this year, so it is under budget. There were improvements being made to it, so the exhibit will be able to open earlier and close later in the season. He talked about the attendance report and how he feels real confident about the numbers. He also talked about the 2015 Preliminary Budget and how there was not very much money for the CIP items for 2015.

Commissioner Nolan asked if they could see the Society's financials.

Chair Groen said they could increase revenues through admissions.

BOARD COMMENTS

Mr. Davis talked about the minimum wage bill which was introduced and passed through the house rather quickly and this will be on the November ballot.

Mrs. Leys asked if there was anyone at the zoo who could research grants.

Mrs. Graham said there are grants which they get from time to time, but there is no one on staff dedicated to grant research and writing.

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Being no further business, the meeting was adjourned at 7:46 pm.

Teresa Masseau
Recording Secretary

Data for Changes of Hours			
<u>Month</u>	<u>Times</u>	<u>#Transactions</u>	<u>Amount</u>
July (excluding Zoo Days)	9-10 am	310	\$ 3,373.00
	4-6 pm	305	\$ 2,573.00
August	9-10 am	253	\$ 2,651.00
	4-6 pm	266	\$ 2,379.00
September (excluding Labor Day)	9-10 am	65	\$ 396.00
	4-6 pm	173	\$ 1,196.00
October	9-10 am	48	\$ 463.00
	4-6 pm	142	\$ 791.00

***Note: September and October revenues down 700% (9-10 am); down 250 % (4-6 pm)

POTTER PARK ZOO BOARD

Meeting of July 16, 2014

RESOLUTION

RESOLUTION AUTHORIZING A CHANGE OF FEES FOR THE CHARITABLE EVENTS AT POTTER PARK ZOO

WHEREAS, the Potter Park Zoo wishes to establish a change of fees for charitable events which would cover the operational expenses of the zoo during these events; and

WHEREAS, the Potter Park Zoo has become an independent department within Ingham County and in the past has always mirrored the Parks Department fees; and

WHEREAS, the Potter Park Zoo only charges for the use of the Pavilion rental only and entry fees to the zoo were waived; and

WHEREAS, the pavilion rental fees that are currently being charged will remain unchanged; and

THEREFORE BE IT RESOLVED, the Potter Park Zoo Board authorizes the Potter Park Zoo charitable events fees shown below:

2014 Charitable Event Fees

<u># of Guests</u>	<u>Amount</u>
1-499	\$4/person due 30 days after booking date
500-999	\$2,000 due 30 days after booking date
1,000-5,000	\$4,000 due 30 days after booking date

BE IT FURTHER RESOLVED, the charitable event fees will become effective upon approval of the Board of Commissioners.

Recommendation for Charitable Events at Potter Park Zoo

- Pavilion rental policies and fees will remain unchanged for charitable special events.
- All charitable walks/events wishing to enter the zoo will do so before zoo hours of operation.
- Upon arrival guests can receive a hand stamp for re-entry to enjoy the zoo throughout the day.
- Events with **1 to 499 guests** will be charged \$4/person with payment due 30 days after booking date.
- Events with **500 to 999 guests** will be charged \$2000 with payment due 30 days after booking date.
- Events with **1000 to 5000 guests** will be charged \$4000 with payment due 30 days after booking date.
- Tickets will be provided to the host for distribution to guests for zoo entry. Zoo admission staff will collect tickets from guests during the event.
- If the number of guests exceeds the reservation, the host will be invoiced for the remainder at \$4/ticket after the event.
- Any guest not having a ticket will be charged standard admission rates and will be allowed entry during standard hours of operation.

Charitable Walk Pricing Strategies

Binder Park

Old Strategy

Pavilion and zoo grounds use were permitted for free, however all guests must enter AND exit the zoo before hours of operation. Once the zoo opens standard rates apply. Reasons for the change were

- Groups were publicizing their events before even booking with Binder
- Binder felt there was a lack of perceived value, loss of potential revenue and expenses related to the high volume of guests in the zoo were not being covered by host.

New Strategy

Guests must enter AND exit the zoo before hours of operation. Once the zoo opens standard rates apply.

- \$1000 flat fee includes pavilion and zoo grounds
- Groups, at first, balked at the change and threatened to go elsewhere. Binder found most groups returned and paid the fee.

Detroit Zoo

Walks must begin before the zoo opens to the public. Walks have exclusive use of the zoo until 9am, excluding buildings and exhibits. The fee includes parking and admission until 9:30. After 9:30 standard rates apply. An additional cleaning fee of \$500 is added to all walks.

- 1-500 guests \$3000 – Each additional guest over 500 at \$10/person
- 1-1000 guests \$6000 – Each additional guest over 1000 at \$9/person

Milwaukee County Zoo

Walks and Runs are required to rent a venue. Walks can begin any time of day, however Runs must start and end before hours of operation.

- Host is charged a per person non-profit rate of \$9 adults and \$7 child.
- Parking is waived
- Limit of 8 Walk/Runs per year

Jacksonville Zoo

Walks are required to provide a third party organizer not associated with the charity. Walks must begin 1 hour before zoo opens.

- Host is charged a per person non-profit rate of \$11 adults and \$8 child. This is approximately \$3 off standard admission fees.
- Venue is provided free of charge

Zoo Boise

Standard admission and venue rental rates apply.

Seneca Zoo

Seneca Zoo no longer hosts charitable walks. They feel it sent a mixed message regarding what organization the fundraiser supports.

San Diego Zoo

Joanne Leidenberger, Director of Events responded to the charitable event inquiry as follows:

“We don’t allow any other groups to do fundraisers on our grounds. We feel we lose our advantage for our own fundraisers if we do.”



Potter Park Zoo
Board Report
July 2014

I am working on plans to provide necessary veterinary care in the absence of a resident zoo vet. Detroit will likely agree to have one of their vets here one day a week and also available for consultation. Additionally, Jim Sikarski will be available for limited tasks including the signing of paperwork for the shipment of animals and some minor emergencies. I'm meeting with the new dean of the vet school, John Baker, to discuss additional coverage.

The job description for our zoo veterinarian has not been updated since coming over from the city so there is considerable work to be done to bring it up to par prior to posting the position. Monica List, one of our newer Board members has offered to review and offer input.

Our attendance for Zoo Days was down this year because of the profuse rain early in the first day. The total attendance for 2013 for the two days combined was 6,916 compared to 5,784 this year. Our highest attendance for these two days was in 2009 with 26,060 attending.

The construction on the raven exhibit is coming along nicely and should open the middle of August.

We euthanized our 15 year old wolf, Bella, on July 10. She was experienced many age-related issues and was unable to stand. We hope to acquire a new wolf before too long.

Our enrollment for ZooKambi is well over 600 and continuing to grow. Last year our total attendance for the whole season was 430.

We had our kick-off for our strategic planning process on June 25. There seems to be a great deal of enthusiasm for the process with each department eager to offer their input. Currently, small departmental meetings are taking place and information is being gathered.

We have just filmed two new segments of "What's New at the Zoo?" One is on our goat yard and the other on the mongoose.

Tom Davidek, two other volunteers and I spent a good portion of last Friday at the Saginaw Children's Zoo observing and picking their brain about their highly successful volunteer gardening program. We came back with some great ideas and are eager to put a committee together to manage a similar process here at Potter Park.

Our Potter House Event was poorly attended. Although we broke even, we will need to find a better way to use the gracious hospitality of our hosts.

Our first Zoo Brew brought 298 people into the zoo for a fun evening and produced around \$5000 in revenue. We did very minimal advertising. Now we have one under our belt, we will be more aggressive about marketing this new event. Mark your calendars for our next two Zoo Brews, July 31, and August 28.

POTTER PARK ZOO

FINANCIAL REPORT

FOR THE MONTH OF
JUNE 2014

Included:
June Financial Report (Preliminary)
June Year to Date Comparison Report (Preliminary)
June Attendance Report

Reference Page

- Ⓐ **Animal Care:** Annualized amount approximately \$209,000
- Ⓑ **Salaries & Wages - Full Time:** Security has increased coverage compared to last year and the cost of the Facilities Director and Manager increased. This account should look more favorable upon the transition period to a new Zoo Veterinarian.
- Ⓒ **Salaries & Wages - Seasonal:** Resolution for seasonal labor posted to Purchased Services (See E)
- Ⓓ **Benefits:** Increased cost of health insurance and workers compensation insurance compared to last year
- Ⓔ **Purchased Services:** Contains seasonal labor resolution of \$135,000. In addition, in 2013, second and third quarter administrative support allocations were charged in August. This year, the quarterly charges were taken within the correct time period. Therefore, June 2013 Purchased Services were understated. The true variance between 2013 and 2014 is minimal.
- Ⓕ **Utilities:** In 2013, June's Water and Electric Bill was paid twice. Both charges were put in June's time period, but the reimbursement was not entered until a later month. Therefore, June's 2013 Utilities were understated. The true variance between 2013 and 2014 is minimal.
- Ⓖ **Insurance:** Last year, the liability insurance bill (\$17,000) was not paid until July 30th.
- Ⓗ **IT Support Expense:** There were some major expenses incurred so far this year to maintain the county network, which are spread to all departments based on their number of users. Any other expenses in this area over the rest of the year will be taken from the IT fund balance, so departments should not incur any further charges to this account for the remainder of 2014.
- Ⓘ **June Attendance:** "Be a Tourist in Your Own Town" day was in May this year and June last year (See Special Events)

**POTTER PARK ZOO
REMAINING BUDGET REPORT
FOR YTD ENDING JUNE 2014
PRELIMINARY**

	2014 BUDGET	PRELIMINARY JUNE 2014 YTD ACTUAL	BUDGET REMAINING	% UTILIZED
REVENUES:				
Property Tax Revenues	\$ 2,639,996	\$ 2,659,811	\$ (19,815)	
Admission Revenues	536,593	233,543	303,050	
Parking Lot Revenues	199,962	87,056	112,906	
Interactive Site Revenues	17,441	5,930	11,511	
Interest Income	15,000	1,804	13,196	
Other Revenues	43,939	29,978	13,961	
TOTAL REVENUES	\$ 3,452,931	\$ 3,018,121	\$ 434,810	87.4%
EXPENSES:				
Personnel Services				
Salaries & Wages - Full Time	\$ 1,071,133	\$ 500,479	\$ 570,654	
Salaries & Wages - Seasonal	317,574	102,980	214,594	
Benefits	525,078	263,024	262,054	
Total Personnel Services	1,913,785	866,483	1,047,302	45.3%
Controllable Expense				
Supplies	137,494	44,894	92,600	
Animal Care	206,000	(A) 104,615	101,385	
Purchased Services	587,800	416,759	171,041	
Utilities	28,900	7,452	21,448	
Rentals & Leases	3,000	-	3,000	
Other Expenses	66,481	24,356	42,125	
Total Controllable Expense	1,029,675	598,076	431,599	58.1%
Non-Controllable Expense				
Utilities	188,000	120,861	67,139	
Insurance	39,121	17,000	22,121	
IT Support Expense	70,886	25,626	45,260	
Other Expenses	464	232	232	
Total Non-Controllable Expense	298,471	163,718	134,753	54.9%
TOTAL EXPENSES BEFORE CAPITAL	3,241,931	1,628,277	1,613,654	50.2%
Capital Outlay				
Capital Improvements	211,000	66,678	144,322	
Machinery & Equipment	-	7,011	(7,011)	
Total Capital Outlay	211,000	73,689	137,311	
TOTAL EXPENSES	\$ 3,452,931	\$ 1,701,966	\$ 1,750,965	
TOTAL CHANGE IN FUND BALANCE	\$ -	\$ 1,316,155	\$ (1,316,155)	
FUND BALANCE AS OF 12-31-12		1,704,881		

**POTTER PARK ZOO
ACTUAL VS PRIOR YEAR REPORT
FOR YTD ENDING JUNE 2014
PRELIMINARY**

	JUNE 2014 YTD ACTUAL	JUNE 2013 YTD ACTUAL	BETTER (WORSE) THAN PRIOR YEAR	% VARIANCE
REVENUES:				
Property Tax Revenues	\$ 2,659,811	\$ 2,680,564	\$ (20,753)	
Admission Revenues	233,543	208,775	24,768	
Parking Lot Revenues	87,056	79,270	7,786	
Interactive Site Revenues	5,930	6,837	(907)	
Interest Income	1,804	2,713	(909)	
Other Revenues	29,978	7,062	22,915	
TOTAL REVENUES	\$ 3,018,121	\$ 2,985,221	\$ 32,900	1.1%
EXPENSES:				
Personnel Services				
Salaries & Wages - Full Time	\$ 500,479	\$ 463,194	\$ (37,285) (B)	
Salaries & Wages - Seasonal	102,980	234,337	131,357 (C)	
Benefits	263,024	236,965	(26,059) (D)	
Total Personnel Services	866,483	934,496	68,013	7.3%
Controllable Expense				
Supplies	44,894	40,086	(4,808)	
Animal Care	104,615	113,653	9,038	
Purchased Services	416,759	213,712	(203,047) (E)	
Utilities	7,452	11,597	4,145	
Rentals & Leases	-	1,706	1,706	
Other Expenses	24,356	32,020	7,664	
Total Controllable Expense	598,076	412,774	(185,302)	-44.9%
Non-Controllable Expense				
Utilities	120,861	95,691	(25,170) (F)	
Insurance	17,000	1,177	(15,823) (G)	
IT Support Expense	25,626	13,000	(12,626) (H)	
Other Expenses	232	229	(3)	
Total Non-Controllable Expense	163,718	110,097	(53,621)	-48.7%
TOTAL EXPENSES BEFORE CAPITAL	1,628,277	1,457,367	(170,910)	-11.7%
Capital Outlay				
Capital Improvements	66,678	34,769	(31,909)	
Machinery & Equipment	7,011	1,547	(5,464)	
Total Capital Outlay	73,689	36,316	(37,373)	-102.9%
TOTAL EXPENSES	\$ 1,701,966	\$ 1,493,683	\$ (208,283)	-13.9%
TOTAL CHANGE IN FUND BALANCE	\$ 1,316,155	\$ 1,491,538	\$ (175,383)	-11.8%

POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING JUNE 2014

ADMISSION BY TYPE

<u>ADMISSION TYPE</u>	<u>CURRENT MONTH</u>			<u>YEAR-TO-DATE</u>		
	<u>2014 COUNT</u>	<u>2013 COUNT</u>	<u>BETTER (WORSE) THAN PY</u>	<u>2014 COUNT</u>	<u>2013 COUNT</u>	<u>BETTER (WORSE) THAN PY</u>
CHILDREN	5,669	6,152	(483)	13,877	12,919	958
CHILDREN-UNDER 3	2,663	3,269	(606)	7,586	7,747	(161)
CHILDREN-OFF-SEASON	-	-	-	815	1,407	(592)
ADULT RESIDENT	5,529	5,908	(379)	15,065	14,386	679
ADULT NON-RESIDENT	4,332	4,447	(115)	9,947	9,728	219
ADULT OFF-SEASON	-	-	-	2,379	3,866	(1,487)
SENIOR RESIDENT	501	473	28	1,087	991	96
SENIOR NON-RESIDENT	588	611	(23)	1,160	1,241	(81)
SPECIAL EVENTS	793	4,931	(4,138)	8,653	6,750	1,903
PPZ ZOO MEMBERS	3,302	3,203	99	9,796	9,098	698
SHARED ZOO MEMBERS	1,273	1,222	51	2,576	2,636	(60)
GROUPS	5,314	3,719	1,595	11,620	11,218	402
MONDAY PROGRAM	852	784	68	2,111	2,065	46
OTHER	116	105	11	172	212	(40)
TOTAL	30,932	34,824	(3,892)	86,844	84,264	2,580
INCREASE (DECREASE) FROM PRIOR YEAR			-11.2% ①	3.1%		



Water Works Theatre Company
 320 West Seventh Street, Suite 200
 Royal Oak, MI 48067

Potter Park Zoological Society,
 1301 S. Pennsylvania Ave.
 Lansing, MI 48912
zoocontact@Ingham.org

Dear Potter Park Zoological Society,

Water Works Theatre Company would like to thank you for your recent donation to our June 20th Dueling Hamlets Silent Auction fundraiser. Because of the generosity of businesses, organizations and people like you, we now have additional funds to support our productions of *Hamlet* and *The Complete Works of William Shakespeare (Abridged)*, as well as our youth education programs *KidsAct!* and *Water Works Academy*.

We hope you will join us at Starr-Jaycee Park this summer to see our productions, which run July 31 – August 10. You can book tickets by visiting our web site: www.ShakespeareRoyalOak.com. To show our appreciation as well as how much we value your support and partnership in our efforts to employ local artists and bring professional theatre to our community, we are listing all sponsors in our Hamlet Program Acknowledgements.

Thank you again for your support of Shakespeare Royal Oak and Water Works Theatre Company. See you in the Park!

Jenni & Patrice

Jenni Clark
 Director of Events & Community Marketing
Marketing@WaterWorksTheatre.com

Patrice Walsh
 Administrative Manager
Admin@WaterWorksTheatre.com



Capital Area Humane Society

June 30, 2014

Potter Park Zoo
1301 S Pennsylvania Ave
Lansing, MI 48912

Dear Friends:

Thank you for your support of the Capital Area Humane Society (CAHS) Fur Ball, which was held on April 12, 2014. We greatly appreciate and thank you for your donation of a Potter Park Zoo t-shirt, hat, bag, mug, cup, stuffed tiger, note pad, pens, magnetic clips, lanyard, key chain, umbrella, and framed art created by a tiger.

The CAHS Fur Ball is a black-tie gala held at Eagle Eye Golf Club. The evening featured a formal dinner, entertainment, live and silent auctions, as well as the ultimate Doggy Spa for those pampered pooches in attendance. The live and silent auctions are a key component in helping the Fur Ball to raise the money needed to support the CAHS in its mission to promote the humane treatment of companion animals through protection, placement, education and example.

The Capital Area Humane Society cares for more than 10,000 animals annually. The shelter receives no tax dollars or government funding and relies on the generosity of donors like you to help us provide love, food, shelter and medical care to homeless and abandoned animals. CAHS is a local, private and independent animal welfare organization founded in Lansing in 1936 and all donations and gifts directed to CAHS are used to assist the animals in the greater Lansing community.

In accordance with directives from the Internal Revenue Service, this letter will serve as your tax receipt. Your donation is a tax-deductible gift for which you have received no goods or services.

Again, thank you for your support of the Capital Area Humane Society and the 2014 Fur Ball!

Sincerely,

Julia Palmer-Willson
President/CEO



Meridian Township Community Resources Commission

Connecting residents in need with services in the community

July 7, 2014

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

Dear Sammy:

On behalf of the Meridian Township Community Resources Commission I would like to thank you and the Potter park Zoological Society for your generous donation of a one year family Potter Park Zoo membership and support of the Community Resources Program. Your contribution is deeply appreciated and will help us raise the necessary funding to provide and sustain services to people in need in Meridian Township. The Community Resources Program provides emergency financial assistance to Meridian Township residents facing financial crises, and your support will help ensure that residents do not face severe economic hardship, such as hunger or homelessness.

The Community Resources Program partners with a variety of other agencies in the community to provide a greater diversity and depth of care and also to leverage additional funding and maximize use of Community Resources Commission funding. In 2013, collaborating community agencies matched Community Resources Program funding an average over 2 to 1 to meet the needs of the over 500 households that were served.

Please feel free to contact me if you have any questions regarding your donation to the Community Resources Program. Again, thank you for helping us provide assistance to residents in need in Meridian Township.

Sincerely,

Darla Jackson
Human Services Specialist
(517) 853-4204
Jackson@meridian.mi.us



July 7, 2014

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

Dear Ms. Friedlander:

Thank you for your generous donation of a gift-in-kind for the 2014 Gift of Sight Golf Classic. Your support of this event helps raise funds to enable the Michigan Eye-Bank to fulfill its sight-restoring mission through corneal transplantation, research, and community education.

Last year, more than 1,000 recipients in Michigan were given a second chance for sight. Thanks to many dedicated benefactors, the Michigan Eye-Bank is making a vital difference in the crusade to eliminate preventable blindness.

We are grateful that you share our commitment to the restoration of sight. Thank you again for your kindness and for your confidence in the value of our mission.

Sincerely,

Alison Wright
Community Engagement Manager
awright@michiganeyebank.org
(734) 780-2638

Gift-in-kind Item Description:

- **One Year Family Membership to Potter Park Zoo**

No goods or services were received in exchange for this gift. All gifts to the Michigan Eye-Bank are tax deductible to the full extent of the law and financial reports are available upon request.

June 27th, 2014



Dear Valued Customer,

In an effort to continually improve as a company and provide you with the best customer service experience possible, we are writing this letter to inform you of an exciting change occurring in our freight policy that will benefit you immediately.

As of June 2nd, the following freight charges will apply to your orders:

<u>Orders</u>	<u>Freight Charge</u>
Under \$400	\$75 or cheapest way possible*
\$400 or greater	<u>FREE Delivery</u> + 2.25% Fuel Surcharge

**Customer will be charged lowest amount*

The reduction in the minimum order to receive FREE DELIVERY is a direct result of the efficiencies gained from changes in our new system and facility enhancements across our four (4) distribution centers; we are happy to pass those savings to you.

If you have any questions regarding our freight policy, please contact your sales rep or call to speak with one of our customer service representatives. We thank you for your patronage to BFG Supply; we appreciate your business.

Regards,

Team BFG

Burton, OH
(800) 883.0234

Belleville, MI
(800) 883.2234

Cheswick, PA
(800) 883.8234

Grand Rapids, MI
(800) 224.5328

Harrisonburg, VA
(800) 572.4018

Janesville, WI
(800) 269.8816

Kalamazoo, MI
(800) 883.7234

Lancaster, NY
(800) 883.3234

St Paul, MN
(800) 798.2891

Xenia, OH
(800) 883.5234



June 20, 2014

Potter Park Zoo
Attn: Donations Committee
1301 S Pennsylvania Avenue
Lansing, MI 48912

Spectrum Health United & Kelsey Hospitals
703 Marvel Drive | MC400
Greenville, MI 48838
616.225.6427
give.spectrumhealth.org/united-kelsey



Dear Donations Committee,

The clouds are lifting – all thanks to you!

Thank you for your in-kind donation of four adult and four children's admission tickets for the Spectrum Health Foundation United & Kelsey Hospitals Golf Day 2014. We are grateful for your generosity, which will help provide proceeds to purchase a surgical eye microscope for cataract surgeries at United Hospital. By purchasing this surgical eye microscope for cataract surgeries it will allow more patients to be treated closer to home.

Your gift will make a difference for people who are suffering from cataracts and may have difficulty traveling outside of our community for surgery. With a new surgical eye microscope, new state-of-the-art technology will be available at United Hospital, close to home for people in our community needing cataract surgery. You are helping to bring new equipment for specialized care to people suffering from the cloud cataracts bring.

Per IRS guidelines, you as the provider of goods or services are to determine if this qualifies as a charitable contribution and if so, the appropriate value of your contribution amount. If you have any questions, please contact our Foundation CFO, Larry Jongekrijg at 616-391-2568.

You are truly making an impact and we sincerely thank you for your kind and compassionate support of our services and programs at Spectrum Health United & Kelsey Hospitals!

With sincere appreciation,

Shelly Westbrook
Foundation Director

Katelyn Johnson
Development Coordinator



June 24, 2014

Dear Friends of St. Mary's of Michigan Foundation:

As a supporter of the St. Mary's of Michigan Foundation's annual Online Auction, we want to update you on a very successful 2014 event. This year, we had a record number of donations and raised over \$5,400; directly attributed to businesses like yours. Thank you for your support!

Proceeds from the Online Auction will help provide essential funding for St. Mary's of Michigan's new Interventional Radiology Special Procedure Suite. This project will provide today's patient with the most advanced care, while utilizing leading-edge technology. Whether treating brain or abdominal aneurysms, opening blocked arteries and veins or treating other non-cardiac conditions, the new interventional radiology suite will offer the patient less invasive treatment options, less radiation exposure and quicker recovery time.

Thank you for your continued support. I hope we can call upon you, again, for the 6th Annual Online Auction, taking place in May 2015. To learn more about the St. Mary's of Michigan Foundation, visit us online at www.stmarysofmichigan.org/foundation.

Thank You,

Denise Schofield
Administrative Assistant

We are in the process of updating our records. *Please enter your contact information and check all that apply.* Mail, fax or email your response to St. Mary's of Michigan Foundation, Attn: Denise Schofield, 800 S. Washington Ave., Saginaw, MI 48601; fax: (989) 907-8300 or DSchofield@stmarysofmichigan.org.

Contact Name:

Email:

Business:

Website:

Address:

Phone:

Fax:

☐ I would like to remain on the contact list for future in-kind donations.

☐ Our business would be willing to advertise the 6th Annual Online Auction.

☐ I would like to be placed on the mailing list for the 2015 Charity Golf Classic.

☐ The best time to contact me for a donation is in the month of _____

☐ Please remove me from your list.

2013-2014

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Gerald Talbot
Barbara Mahar Lincoln

MISSION STATEMENT:

The mission of the St. Mary's of Michigan Foundation is to help the hospital obtain financial resources to provide an extra margin of excellence in patient care and services.

The Work of Christ

A Sword of the Spirit Community

4828 South Hagadorn Road
East Lansing, Michigan 48823
Phone: (517) 336-8530

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

June 24, 2014

Dear Potter Park Zoological Society:

On behalf of all of the members of Christian Youth in Action (CYA) we would like to thank you for your kind donation of 1-yr. Family Membership for our annual CYA Silent Auction for Mission Trips. Your generous gift will enable our youth to practice lives of service through their early missionary endeavors.

Thank you once again and may God bless you,

Leo and Laurel LaPorte, Chairpersons
Steve and Ginny Turner, Chairpersons
CYA Silent Auction for Mission Trips Staff

Power of Love

May 7, 2014

Dear Friend of Upland Hills School,

On behalf of the students and staff of Upland Hills School, I want to thank you for your support of the **"Power of Love"** Auction 2014. Our auction was a huge success this year, thanks to the generosity and involvement of you and others like you. Our numbers show revenue that matches our banner year of 2013. We are appreciative for the abundance shown to our community.

Each year, the proceeds from the auction allow us to keep tuition at affordable levels and contribute approximately 7% to the operating funds for the school. Additionally the "Buy a Day at Upland Hills" provided over \$5,450 for "Nancy's Fund," our dedicated tuition assistance fund. For this, the staff and students at Upland Hills are deeply grateful.

Included with this letter you will find a statement that documents your donation, which you may use for tax purposes.

I encourage you to keep in touch with Upland Hills School activities, alumni and Karen Joy Theatre events by visiting our website www.uplandhills.org.

This school exists and thrives because of the care and involvement of our extended community. Thank you for making Upland Hills School an important part of your life.

Sincerely,

Staci Brodeur
Coordinator

"Power of Love" Auction 2014

Mother to UHS alumni Garrett,

Michaela in Lori's group and Taylor in Robert's group.

Encl. Charitable Contribution form for tax year 2014

Upland Hills School
2575 Indian Lake Rd. Oxford, MI 48370 248-693-2878
www.uplandhills.org

4-H Livestock and Veterinary Science

Dear Potter Park Zoo staff,

Thank you so very much for serving as instructors for the Michigan 4-H Exploration Days Lions, Tigers & Bears, on my session! I truly appreciate the time and dedication you put into planning and carrying out the session. Your support of youth and educational programming is highly valued. I hope that you will consider serving as an instructor again in the future. Thank you again!

Sincerely,

Julie Thelen



Wolverine Community Schools



Thank you for you generous contribution to the Fernieus Spring Carnival. We raised approximately \$10,000 at the event. Because this event was so successful we are getting ready to purchase our playground equipment and we will be building sometime this summer. Thank you again for helping to make this playground update possible.

Jenny Vance



THANK YOU

for your donation and support
of The Holy Trinity Auction



Faith Community Christian School
9614 West Fisk Road
Belding, MI 48809
616.794.3451
www.faihccs.com

Non Profit Organization Fed ID #: 38-2385241

Dear Father Paul Zoo,

5/20/14

28

Thank you so much for your donation
of a one year Family Membership to
our 2014 silent auction.

With your help, we were able to raise
over \$20,000 for our silent!

Thank-you so much for your support!

Sincerely,

FCS Students,
Staff + Families

Thank



Thank you for your donation to the Addison Elementary Carnival. The event was a HUGE success. We appreciate your generosity!!

-The Addison Elementary PTO



ITEM #10B

PRESS RELEASE

FOR IMMEDIATE RELEASE

July 10, 2014

CONTACT:

Amy Morris, APR

517-795-6122

amorris@martinwaymire.com

Potter Park Zoo Says Goodbye To 15-year-old Gray Wolf Bella

LANSING, Mich. – Bella, a 15-year-old female gray wolf at Potter Park Zoo, passed away yesterday following age-related health issues.

"We are sad to see Bella pass, but are fortunate to know she lived far beyond her life expectancy and received excellent care with us at Potter Park Zoo," said Sherrie Graham, Executive Director at Potter Park Zoo. "Bella had a wonderful life and she will surely be missed."

Bella arrived at the zoo April 10, 2009, and has shared a habitat with fellow female gray wolf, Tala, who arrived at Potter Park Zoo in 2012 from New York. Bella came from Wildlife Science Center in Forest Lake Minnesota and was born January 1, 1999.

"Everyone here at Potter Park Zoo is sad to see Bella pass, she had become a favorite of staff and zoo visitors," said Cynthia Wagner, Animal Curator at Potter Park Zoo. "We are thankful Bella was able to be part of Potter Park Zoo and look forward to bringing in a young wolf soon."

The gray wolf, also known as the timber wolf, is the most endangered wolf in North America according to the Association of Zoos and Aquariums. The Gray Wolf Species Survival Plan Program manage more than 340 individuals at 47 AZA-accredited institutions, including Potter Park Zoo. Potter Park Zoo is proud to play a role in the conservation of these animals nationwide.

Potter Park Zoo is located at 1301 S. Pennsylvania Ave. within Potter Park along the Red Cedar River in Lansing, Michigan. The zoo is open daily year-round, summer hours are 9 a.m. to 6 p.m. For more information, call (517) 483-4222 or visit www.potterparkzoo.org

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