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, March 11, 2015.

Wednesday, March 11, 2015 at 6:00 PM POTTER PARK ZOO BOARD MEETING Potter Park Zoo, Education Building, 1301 S. Pennsylvania Ave., Lansing, Michigan

- 1. Call to Order
- 2. Approval of Minutes

Minutes of February 11, 2015 will be considered

- 3. Limited Public Comment Limited to 3 minutes with no discussion
- 4. Late Items/Deletions/Consent Items
- 5. OLD BUSINESS
 - A. Moose Exhibit Update
 - B. Strategic Planning Update
- 6. NEW BUSINESS
 - A. Presentation of Communication Plan Amy Morris
 - B. 2016 Proposed Fee Increases
- 7. DIRECTOR AND FINANCIAL REPORTS
 - A. Zoo Director's Report Sherrie Graham
 - B. Financial Report Andrew Wingeier
- 8. Board Comments
- 9. Limited Public Comment Limited to 3 minutes with no discussion
- 10. Informational Items
 - A. Thank You Letters
- 11. Upcoming Meeting
 - A. Zoo Board Meeting on **April 15, 2015** at **6:00 PM** at the Potter Park Zoo, Education Building.
- 12. Adjournment

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

"DRAFT" MINUTES OF THE MEETING INGHAM COUNTY POTTER PARK ZOO BOARD 1301 S. Pennsylvania Avenue, Lansing, MI 48912 February 11, 2015

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

BOARD MEMBERS

PRESENT: Commissioner Tsernoglou, Commissioner Nolan, Chair Groen, Kyle Binkley, Jen Flood, Mary Leys, Rick

Kibbey, & Aaron Davis

ABSENT: George Berghorn, Ralph Hansen, Dr. Snider, & Monica List

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

Jen Rostar, Special Events Coordinator

CALL TO ORDER Chair John Groen called the regular meeting of the Ingham County Zoo Advisory Board to order at 6:00

PM

MINUTES: Moved by Commissioner Nolan to approve and supported by Commissioner Tsernoglou to approve the

January 14, 2015 minutes of the regular meeting as written, Yes-8; No-0; MOTION CARRIED.

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

None

OLD BUSINESS

Moose Exhibit Update

Mrs. Graham said there is a meeting with the City this Friday afternoon and one of the things she had to do was to put together a detailed report about the animal waste compliances in regards to disposal. The City was afraid there was runoff from the waste running into the river. Now, there are two wild Eagles build a nest down by the Moose Exhibit and according the United States Fish & Wildlife Service (USFWS) if it is less than 660 feet from the construction site. We will not be able to build the moose exhibit until eggs hatch. They've built two nests and may choose to build a third one which could be a problem. If they measure and build one closer to the zoo it will cause a delay. When it comes time for them to lay their eggs we will be sure to measure and document it. The moose intros have been yesterday and today for 15 minutes and it was fun watching them. He wants to be more playful, but she doesn't want his foolishness. She's very aware of where he is at all times. He tried to mount her and she didn't like it at all. Then she did the same to him to show dominance and they went their separate ways. Later she walked over to him and kicked him in the shins.

Jen Rostar, Special Events Coordinator

Ms. Rostar said she has the best job at the zoo. She talked about private events which include birthday parties and proposals which are really big right now. The private events are a big push this year. They will plan the whole event right from the beginning to the end. There are small intimate spaces for proposals and then there is the large campground which can accommodate 3,000. We are really trying to get the word out to everyone, so please tell your friends and family.

Strategic Planning Update

Chair Groen said they will meet on February 27th and March 6th. The first session will be the visioning and what does success look like. On the second day, they will delve into it deeper and into the actions, goals and strategies. Everything leads to the output of strategies. The next Board meeting there should be something to react to and then typically every 3-5 years there is an annual review. It's better to have a strategy than none at all.

NEW BUSINESS

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

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

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

MINUTES OF THE MEETING Potter Park Zoo Board February 11, 2015 Page 2

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

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

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

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

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

Moved by Mr. Kibbey and Supported by Mr. Davis that resolution #15-02 be approved. (Yes-8; No-0). MOTION CARRIED.

Mrs. Graham stated they have a donor who has donated \$30,000 and wanted his donation to be used for the Red Panda Exhibit. It will cost three times the gift, but there are little bits of money here and there which can be used.

Andrew said these are left over funds from the projects which have been finished.

ZOO DIRECTORS REPORT

Mrs. Graham talked about the quarterly report which takes a long time. She talked about putting together an emergency plan in case she gets hit by a bus. The emergency plan would be put into place temporarily. She has asked for plans from all of the department heads also. The Lions Club would like install a new waterfall and water feature over by the new camel area which is a \$18,000 project. She showed the Board the plans.

FINANCIAL REPORTS

Mr. Wingeier said he has the information in regards to the Professional Development budget and last year the County was budgeted for \$23,000 and the Society for \$12,000. He spoke about the January 2015 Financial Report. Item A: Salaries & Wages – full time & seasonal, a 600 Level Zookeeper retired and was replaced by a temporary zookeeper. We also hired the Director of Animal Health which was classified as a seasonal and now is full time. Item B: Animal Care – there was less animal lab work and medicine purchased in January 2015 than in January 2014. Item C: Other Expenses – 2014 memberships and subscriptions were paid in January 2014 while 2015 memberships and subscriptions were paid in December of 2014. Item D: Utilities – December 2013 utilities were charged in January 2014 due to change in the form of payment. He then talked about the attendance. January 2015 has been increased by 87.5% which is great.

BOARD COMMENTS

None

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Being no further business, the meeting was adjourned at 7:08 PM.

Teresa Masseau Recording Secretary



Potter Park Zoo Board Report March 2015

We are gearing up for the 2015 "season" officially beginning on April 1.

We received the first installment of our \$200,000 gift from the Glassen Foundation.

The Potter Park Zoological Society Board has approved the addition of another full time position. This new position will be primarily dedicated to securing advocacy and revenue for Potter Park Zoo. I anticipate having a full time person dedicated to procuring support for our zoo in place by June 1. This new position should enhance our bottom line significantly.

Jan Brigham, long time Zookeeper, is retiring. Her last day with us is March 20. At her request, we will NOT be having a full blown retirement party for her. Instead, there will be a very casual lunch IN THE KEEPERS LOUNGE, on Wednesday, March 11, at noon. If you'd like to thank her for her 30+ years of service and wish her well, her email is jbrigham@ingham.org, or cards may be sent in care of Potter Park Zoo.

There will be a farewell pot luck lunch for Mark Marquardt, long time Zookeeper, on March 25.

The moose are getting along well and our press release went out on February 26.

We have received 79 applications for our three vacant Zookeeper 400 positions and over 200 for our new Zookeeper Aid positions. Interviews are underway.

Construction will begin on the new Red Panda exhibit in April.

The new "squirrel proof" mesh for the top of our new Raven exhibit has arrived and will be installed in-house next week. As soon as it is in place, the Raven's will be introduced to their new home.

The plans for the new Moose exhibit are with the City Planning Commission. We are eagerly awaiting their response.

Our Mission Statement no longer serves our purpose nor speaks to our focus on education and conservation. We have revised it every time we have sought a grant or otherwise solicited funds. Quite by accident we happened upon one everyone likes during our Strategic Planning process and we will be using from here forward. It's clear, concise and meaningful without being too wordy. It is: *In inspiring people to conserve animals and their natural world.*

We have new, very cool and very professional looking, membership cards with Doppsee on the front!

POTTER PARK ZOO

FINANCIAL REPORT

FOR THE MONTH OF FEBRUARY 2015

Included:
February Year to Date Comparison Report (Preliminary)
February Attendance Report

Reference Page

Salaries & Wages - Full Time & Seasonal:

A 600 Level Zookeeper retired and was replaced by a Temporary Zookeeper, resulting in a decrease in the Salaries & Wages - Full-time line item and an increase in the Salaries & Wages - Seasonal line item compared to 2014. The same result occurred when our newly hired Director of Animal Health was classified under the Salaries & Wages - Seasonal line item for the month of February. In February 2014, this position was classified under the Salaries & Wages - Full-time line item.

Animal Care:

Less animal lab work and medicine was purchased in February 2015 than in February 2014.

© Purchased Services:

A frozen pipe burst in the Animal Clinic, resulting in major flooding. The clean up and repairs related to this incident have been charged to Building Repair and Maintenance, classified under Purchased Services. All but \$1,000 should be reimbursed through the County's insurance once the process is complete.

Other Expenses:

The County changed the classification of CIP items to projects of \$5,000 and up as opposed to the previous classification of \$1,000 and up. The smaller Capital Improvement Projects are now expensed in the department's budgets instead of the CIP budget.

© Insurance:

In 2014, insurance was paid monthly starting in June. This year, insurance was paid in a lump sum in February.

POTTER PARK ZOO ACTUAL VS PRIOR YEAR REPORT FOR YTD ENDING FEBRUARY 2015

PRELIMINARY	FFRI	FEBRUARY 2015		FEBRUARY 2014		R (WORSE) THAN	%
		YTD ACTUAL		YTD ACTUAL		OR YEAR	VARIANCE
REVENUES:							
Property Tax Revenues	\$	(632)	\$	(25)	\$	(607)	
Admission Revenues	*	1,780	*	1,176	т	604	
Parking Lot Revenues		-		-		-	
Interactive Site Revenues		-		-		-	
Interest Income		-		-		-	
Other Revenues	-	-		300		(300)	
TOTAL REVENUES	\$	1,148	\$	1,451	\$	(303)	-20.9%
EXPENSES:							
Personnel Services							
Salaries & Wages - Full Time	\$	156,319	\$	169,030	\$	12,711	\
Salaries & Wages - Seasonal		44,517		32,111		(12,406) _	J U
Benefits		88,662		87,785		(877)	
Total Personnel Services		289,498		288,926		(572)	0.2%
Controllable Expense							
Supplies		8,099		10,971		2,872	_
Animal Care		15,875		34,343		18,468	
Purchased Services		32,773		15,169		(17,604) 🕻)
Utilities		1,940		2,161		221	
Rentals & Leases		-		-			_
Other Expenses		20,446		15,041		(5,405)	
Total Controllable Expense		79,134		77,685		(1,449)	1.9%
Non-Controllable Expense							
Utilities		35,138		36,514		1,376	_
Insurance		44,822		-		(44,822) (
IT Support Expense		-		-		-	
Other Expenses		119		116		(3)	
Total Non-Controllable Expense		80,080		36,630		(43,450)	118.6%
TOTAL EXPENSES BEFORE CAPITAL		448,712		403,241		(45,471)	11.3%
Capital Outlay							
Capital Improvements		73,375		36,275		(37,100)	
Machinery & Equipment							
Total Capital Outlay		73,375		36,275		(37,100)	
TOTAL EXPENSES	\$	522,087	\$	439,516	\$	(82,571)	18.8%
TOTAL CHANGE IN FUND BALANCE	\$	(520,939)	\$	(438,065)	\$	(82,874)	-18.9%
FUND BALANCE AS OF 12-31-2014	\$	1,022,013					

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

INCREASE (DECREASE) FROM PRIOR YEAR

	Cl	JRRENT MONTH	I	YEAR-TO-DATE			
ADMISSION TYPE	2015 <u>COUNT</u>	2014 <u>COUNT</u>	BETTER (WORSE) THAN PY	2015 <u>COUNT</u>	2014 <u>COUNT</u>	BETTER (WORSE) THAN PY	
CHILDREN	-		-	-	_	-	
CHILDREN-UNDER 3	28	35	(7)	83	61	22	
CHILDREN-OFF-SEASON	55	97	(42)	190	169	21	
ADULT RESIDENT	-		-	-	-	-	
ADULT NON-RESIDENT	-		-	-	-	-	
ADULT OFF-SEASON	110	383	(273)	511	648	(137)	
SENIOR RESIDENT	-		-	-	-	-	
SENIOR NON-RESIDENT	-		-	-	-	-	
SPECIAL EVENTS	-	5	(5)	-	5	(5)	
PPZ ZOO MEMBERS	72	130	(58)	263	185	78	
SHARED ZOO MEMBERS	4	3	1	34	18	16	
GROUPS	-		-	-	-	-	
MONDAY PROGRAM	-		-	-	-	-	
OTHER	<u> </u>		<u>-</u>	-	=		
TOTAL	269	653	(384)	1,081	1,086	(5)	

-58.8%

-0.5%



February 26, 2015

Dear Potter Park Zoo,

On behalf of the Three Fires Elementary PTO, we would like to extend our thanks for the free yearly admission you donated to our school's Sweetheart Dance and Basket Raffle.

The purpose of Three Fires Elementary PTO is to promote, support, and enhance programs for the students at Three Fires Elementary and schools within the Howell Public School District. Monies raised throughout the school year provide cultural events for students, books for classrooms, money for field trips, money for teacher wish lists, scholarships for fifth grade camp, support of field day, Science Night, and many other activities for students and teachers. Your generous support helps us continue to offer fun and educational opportunities for our entire school.

Thank you for being a part of our Sweetheart Dance and Basket Raffle and for your support of Three Fires Elementary.

With appreciation,

Andrea Gorham

&

Three Fires Elementary PTO

Three Fires Elementary PTO, a non Profit 501(c) (3) Corporation, Tax ID 45-3575903

4125 Crooked Lake Rd. ---- Howell----Michigan----48843 Phone--- 517-548-6387 February 23, 2015

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

2111 Adelpha Ave., Apt. B Holt, MI 48842 Phone: 517-699-8454 • Fax: 517-699-8454 rainbowhomes@sbcglobal.net Website: www.rainbow-homes.org

Dear Zoological Society,

Thank you for your generous donation of a 1 year Family Membership Pass to the zoo for our Silent Auction & Dinner held at St. Casimir Parish in Lansing on February 7, 2015. This fundraiser benefited RAINBOW HOMES, a Christian non-profit supported living program for adults with cognitive disAbilities in Holt, Michigan.

Because of YOU and other donors like you, our Silent Auction and Dinner was a complete success, profiting over \$12,000. This year our theme was "Hoedown-Showdown". Over 200 people attended this annual fundraiser and had a great time.

As a donor, you received recognition by having your name/business listed on the basket, bid sheet, in our auction program on our website and a print copy received at the auction.

With this special event we are able to continue to provide a Christian home-like setting for 30 adults with disAbilities. With your help:

Residents are being supported in discovering their God given potential, encouraging each resident to realize their hopes, dreams, and wishes for the present and future.

Our staff support and work with our residents with a focus placed on their Abilities to enhancing their life skills and creating opportunities for them to experience their independence.

We are planning to hold this Silent Auction and Dinner again next February. We hope that we can count on you for a donation.

Thank you again for your contribution to our fundraising effort. We recognize and appreciate your support. Photo's of our event will be placed on our website soon! Check us out on Facebook.

Rainbow Homes Non-Profit Housing Corporation 501(c) 3 Federal Identification Number: 38-3457782. In accordance with the tax laws and Internal Revenue Code, we are confirming that you did not receive any goods or services in exchange for this donation.

God's continued blessings.

Marcia Evans

RH Executive Director

Date: 2/9/14

Ck#item

Amount: \$60.00



February 22, 2015

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

Dear Friends at the Potter Park Zoological Society:

Thank you for helping to make the 2014 Glacier Way West Side Cooperative Nursery Holiday Gift Auction such a great success. Due to the generosity of so many wonderful merchants like you, we were able to raise over \$7000 for the preschool, making the Auction our largest fundraiser of the year. Your generous donation made a significant difference.

Glacier Way believes that the preschool years are an important time in the development of a child's feeling of security and self-esteem. Your contribution enables us to continue to offer a low-cost, high-quality learning experience to a diverse membership. Our hope is that children will grow physically, intellectually, and emotionally during the critical preschool years.

Thank you for supporting our fundraising efforts. We are grateful for your interest and generosity!

On behalf of all of the parents and children of Glacier Way West Side Cooperative Nursery,

Lauren Hutchens 2014 GWWSCP Auction Chair

Please note that this letter serves as an official receipt for your records and tax purposes. No goods or services have been provided in exchange for your support. Taxpayer ID Number: 38-1873141



February 16, 2015

Board of Directors

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

Lorinda M. Wortz, Chair Religious Community

Dear Ms. Friedlander:

John H. Brown Private Sector

Mark A. Davidoff **Business Community**

> Lena Epstein General Public

Mike Flanagan Education

Karl T. Jeuter General Public

Shelley A. Kester Volunteers

Mark S. McDaniel

Sgt. Mark Pravato

Andra M. Rush Business Community

Vivek S. Sankaran Legal Community

Deb L. Shaughnessy General Public

Rashmi Travis Community Health

Michael D. Foley Executive Directo

We would like to thank you for supporting the Children's Trust Fund (CTF) of Michigan. Your generous donation helped us raise \$500,000 at the 2014 Pam Posthumus Signature Auction Event. It is support like yours that allows CTF to provide community based non-profit prevention services in Michigan's 83 counties and helps reduce the number of children who have to endure the hardships of child abuse.

The CTF event will be held on Wednesday, May 13, 2015 at the Lansing Center beginning at 5:00 p.m. To ensure the event's success, we genuinely hope you will consider donating again this year and attending this one-of-a-kind unique event that features an exquisite cocktail reception, silent and high-end live auction - and is very near and dear to our hearts!

To donate, please complete and return/fax the enclosed Auction Item Donation Form to 517-241-7038 by April 15, 2015. Donations can be mailed directly to CTF (see Donation Form). For additional information about the event and/or CTF visit www.michigan.gov/ctfsignature.

During these tough economic times, we hope you'll consider helping those who are most vulnerable - Michigan's children and families in need.

Sincerely,

Senator Arlan Meekhof Senate Majority Leader

Thank you so very much for caring!

Senator Jim Ananich Senate Minority Leader

Speaker of the House

Representative Kevin Cotter Representative Tim Greimel House Minority Leader

CTF Taxpayer Identification Number -- 38-6000134

The Children's Trust Fund was created by the Michigan Legislature in 1982 as a charitable & educational endowment fund under the IRS Code 170(c). For additional information on tax deductibility, please consult your tax preparer.







Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

February 4, 2015

Potter Park Zoological Society 1301 S Pennsylvania Ave Lansing, MI 48912-1646

Dear Sherrie Graham,

On behalf of the Girl Scouts Heart of Michigan, I would like to thank you for your gift of donated use of space for Jubilee, valued at \$200, which we received on 01/26/2015.

Without the help of dedicated volunteers and donors like you, we would be unable to provide innovative programming that gives girls courage to discover new things about themselves; the confidence to connect to others, and the character necessary to take action to make the world a better place.

Thank you again for your generosity. You have truly made a difference.

Sincerely,

yah VanSickle

Regional Development Specialist

Girl Scouts Heart of Michigan is a 501(c)(3) non-profit organization. For your records, please retain this letter as your official receipt of your donation. No goods or services were provided in exchange for your contribution.



Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

February 4, 2015

Sherrie Graham Potter Park Zoological Society 1301 S Pennsylvania Ave Lansing, MI 48912-1646

Dear Sherrie Graham,

On behalf of the Girl Scouts Heart of Michigan, we would like to extend a warm thank you for your Bake Off Event gift of \$350.00 for the Outreach Lansing Region Fund, which was received on 01/21/2015.

For your records, please retain this letter as your official receipt of your donation. We also acknowledge that you did not receive any goods or services in consideration, in whole or in part, for your contribution. Thank you again for your kindness and generosity. We truly appreciate your partnership and friendship. You have made a difference.

Sincerely

Lyah VanSickle

Regional Development Specialist

Jackson Regional Center 4403 Francis St Jackson, MI 49203 517-784-8543 517-784-9553 FAX

Kalamazoo Regional Center 601 West Maple St Kalamazoo, MI 49008 269-343-1516 269-492-1439 FAX **Lansing Regional Center**1223 Turner St, Suite 200
Lansing, MI 48906
517-699-9400
517-699-9405 FAX

Saginaw Regional Center5470 Davis Rd
Saginaw, MI 48604
989-799-9565
989-799-1450 FAX

Ypsilanti/Ann Arbor Regional Center 444 James L. Hart Parkway Ypsilanti, MI 48197 734-714-5140 734-714-3037 FAX





Thank you

Dear Potter Park 200,

Thank you for your donation to The Vernon District Library's Wine Grab. We appreciate the help and Support for our community.

Sincerely, Cheugl Cole