

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 12, 2014.

Wednesday, March 12, 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 February 12, 2013 will be considered
3. **Limited Public Comment** – *Limited to 3 minutes with no discussion*
4. **Late Items/Deletions/Consent Items**
5. **Introduction of New Zoo Board Member, Monica List**
6. **2014 Marketing Plan Presentation – Amy Morris**
7. **OLD BUSINESS**
 - A. Moose Exhibit Update
 - B. Hospital Update
 - C. Strategic Planning
8. **NEW BUSINESS**
 - A. Resolution Recommending Submission of a Grant Application to the Department of Natural Resources Trust Fund for an Accessible Playground at Potter Park
 - B. Resolution Recommending Shelter Fee Changes for Ingham County Groups (documentation will be provided at the meeting)
9. **DIRECTOR AND FINANCIAL REPORTS**
 - A. Zoo Director's Report – Sherrie Graham (documentation will be provided at the meeting)
 - B. Financial Report – Dan Halfmann (documentation will be provided at the meeting)
10. **Board Comments**
11. **Limited Public Comment** - *Limited to 3 minutes with no discussion*
12. **Informational Items**
 - A. Thank You Letters
13. **Upcoming Meeting**
 - A. Zoo Board Meeting on **April 9, 2014** at the Potter Park Zoo, Education Building.
14. **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 12, 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, Dr. Snider, Chair John Groen, Mary Leys, Jennifer Flood, Kyle Binkley, George Berghorn, Rick Kibbey, & Aaron Davis

ABSENT: Kevin Feuka

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

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 Mrs. Leys to approve and supported by Commissioner Nolan to approve the January 8, 2014 minutes of the regular meeting with one correction to add Mrs. Leys is the Vice Chair under Selection of Board Chair for 2014, **Yes-9; No-0. MOTION CARRIED.**

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

Chair Groen wanted to add Kevin Feuka as #7D under New Business.

INTRODUCTION OF NEW ZOO BOARD MEMBER, KYLE BINKLEY

Introductions of the Board members were made to Mr. Binkley. Mr. Binkley then introduced himself and he talked about how he works for the State and went to LCC, is from the Lansing area and graduated from Everett High School.

OLD BUSINESS**Moose Exhibit Update**

Mrs. Graham stated there is nothing new to report at this time, but they continue to work with Safari Club International. They sent a letter out to the State Chair and are looking to send one to the local chair. Dr. Chris Brown works with them and knows them all well.

Hospital Financials

Mrs. Graham stated there is a check in the mail from the MSU Vet School. They have been invoiced for \$118,000 which is for the schematic rendering to help with the fundraising.

Strategic Planning

Chair Groen stated they are meeting regularly and Mrs. Jill Garnett has been chosen as the staff person and to gather raw data to establish a timeline for staff involvement. There will be a number of focus groups in regards to conservation and preservation of animals and need to get customers opinions.

Mrs. Graham said this plan will have the emphasis on conservation. Mrs. Garnett manages the BIG Zoo Lesson. She's not a management and deals with everyone on the staff posing no threat to anybody.

Discussion of Change of Meeting Dates

Chair Groen stated this item is due to Mr. Kibbey being on another Board on the same night and wondered if there might be another timeframe that would work for everyone else.

Mr. Kibbey stated that his is also on the City Parks Board which meets on the same night at 7:00 pm and this is a conflict. He said he could submit his resignation because it is not fair that he comes for only 45 minutes.

Discussion ensued. It was agreed to change the meeting time from 6:00 pm to 5:45 pm.

NEW BUSINESS

Offer Military Discount

Mrs. Graham had asked if there's a possibility of offering a military discount. She's received a call from a lady with the Michigan National Guards to see if we could do something for the Month of April.

Commissioner Tsernoglou asked would we do yearlong discounts and make April a military month.

Mrs. Graham asked if it would that require a resolution or could it be handled administratively. She said she would like to offer a discount all year long.

Commissioner Nolan said we are rated 49th state to give veterans a discount. She suggested having Mrs. Graham contact the Veterans Affairs Department to see what they suggest.

Mrs. Graham said she would also send it out on the Directors listserv to see what other zoos do.

Pavilion Use by Ingham County School Groups

Mrs. Graham talked about the resolution in regards to the Ingham County school groups using the pavilions for free. They don't always reserve it and there is staff time involved with the cleanup, etc. She would like to charge \$25.

Chair Groen asked does anyone have any reservations, and if not then Mrs. Graham can get something together for a resolution. Everyone was in agreement.

Set Date for Tour & Dinner

Mrs. Graham stated last year we had a tour and dinner for the Board and would like to do this again. She wanted to know if they wanted to do this on a meeting night or some other time.

It was agreed, the Zoo Board meeting date of May 14th would include a light dinner and a tour.

Kevin Feuka

Chair Groen asked if there were any suggestions for celebrating his years of service on the Board.

Mrs. Graham stated there needs to be a resolution.

Commissioner Nolan said it would be nice if he could come on May 14th to have a special time to honor him.

Mrs. Graham said he has served on the Society Board for 14 years and on the Zoo Board for six years.

Commissioner Nolan asked Mrs. Graham if she could get a resolution done for him.

ZOO DIRECTORS REPORT

Mrs. Graham said she just got back from Santa Barbara which was a great place to go for the director's conference. While at the conference, they talked a lot about conservation and the idea is if you are exhibiting endangered animals, you should be talking to your patrons about conservation of their natural habitat in the wild. She would like to do "Quarters for Conservation" which you can vote with tokens or use quarters to vote for a favorite conservation program. She said AZA is suggesting when you exhibit a specific species, 10% of the cost of the exhibit should be for field research of that species. AZA would also like to see 3% of operating budget given to support field research. She also talked about the BIG Zoo Lesson, camel vendors, the mock wedding, and the communications center where there will be someone dispatching and answers the phone.

Mr. Halfmann went over the zoo financial reports. He said there wasn't much going on last month according to the financial statement. There are some controllable and non-controllable expenses missing. Page 4, has the final December numbers with more transactions coming from the County level which is a 244 positive and not a negative 3,177. There was an increase in permanent accruals and controllable expenses and more in the prelim for animal care and facilities which were a part of the \$70,000 increase. At the end of 2013, the fund balance is \$1.7 million.

BOARD COMMENTS

Mrs. Leys asked if the employees will be taking advantage of the San Diego Zoo Global Academy. She also asked about the Volunteer Garden Program at the zoo. She knew that Mrs. Garnett was spear heading it, but she stepped out of it last year and then she was the only volunteer. Spring is coming and she wanted to throw it out there to maybe find a better way to manage and recruit for

the program.

Mrs. Graham said Mrs. Horvatin and Mr. Davidek have had some conversation about how to coordinate this program and she suggested going to the Saginaw Children's Zoo.

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Being no further business, the meeting was adjourned at 7:47 pm.

Teresa Masseur
Recording Secretary

POTTER PARK ZOO BOARD

**Meeting of March 12, 2104
RESOLUTION #**

**RESOLUTION RECOMMENDING SUBMISSION OF A GRANT APPLICATION TO
THE MICHIGAN DEPARTMENT OF NATURAL RESOURCES TRUST FUND
FOR AN ACCESSIBLE PLAYGROUND AT POTTER PARK**

WHEREAS, the Ingham County Parks Facility Master Plan was developed under the direction of the Ingham County Board of Commissioners to establish a systematic plan to meet the goal of providing adequate recreational facilities for the residents of Ingham County; and

WHEREAS, constructing an accessible playground at Potter Park was included in the 2012-2016 Parks Facility Master Plan; and

WHEREAS, CASE CARES, a community based foundation of the Case Credit Union, offered to construct an accessible playground at Potter Park at no cost to the County; and

WHEREAS, CASE CARES has held several fundraising events and secured donations and grants towards the construction of the playground and supports the Ingham County Park's Department application for Michigan Department of Natural Resources (MDNR) Trust Fund Grant for Potter Park; and

WHEREAS, CASE CARES has agreed to donate \$70,000 as the necessary 25% match for the grant; and

WHEREAS, the Ingham County Parks Department will be the recipient of the grant funds and will assist in the administration of the grant, thus limiting staff time of the Potter Park Zoo management team; and

WHEREAS, the playground construction oversight will be provided by Potter Park Zoo staff and volunteers will be utilized to minimize staff time, and

WHEREAS, if the grant application is approved, construction of the playground will take place during 2015.

THEREFORE BE IT RESOLVED, that the Potter Park Zoo Board recommends to the Ingham County Board of Commissioners that a grant application be submitted to the Michigan Department of Natural Resources Trust Fund for the construction of an accessible playground at Potter Park.

MEMO

Date: March 5, 2014
To: Potter Park Zoo Board
From: Willis Bennett, Director
Re: Playground grant application

In 2008, CASE CARES, a 501c3 of the Case Credit Union, approached the County to request the opportunity to construct an accessible playground within one of our parks. At the time, Potter Park was a perfect fit, as the infrastructure was in place to make this a successful project. The site provides for accessible parking, restrooms and pathways that would allow for easy access for all.

Unfortunately, the CASE CARES Board found that fundraising is much more difficult than they had planned and securing adequate funding for the project has taken much longer than they ever imagined. Over the last 5+ years they have held several fundraising events, including an event at the Zoo last summer. At this point, they have secured \$70,000 toward the project which has a total cost of approximately \$190,000.

This playground will be constructed adjacent to the existing playground, creating an exciting, colorful play area for children of all abilities. The surfacing will be a rubber based product similar to the existing playground, which will provide for the necessary safety features for fall protection yet provide the best and easiest surface for accessibility.

The Parks Department will assist with the administration of the grant to limit additional work on the management team at Potter Park. Construction will be done by volunteers with some preliminary site work to be done by County staff.

Overall, there will be little to no cost to the County for this incredible playground and with the rubber surfacing and newly designed play equipment; long term maintenance will be at a minimum.

I have attached a drawing of the playground for reference and will attend the March Zoo Board meeting to address any questions. I respectfully request approval of this resolution to allow for the opportunity to complete this playground project.

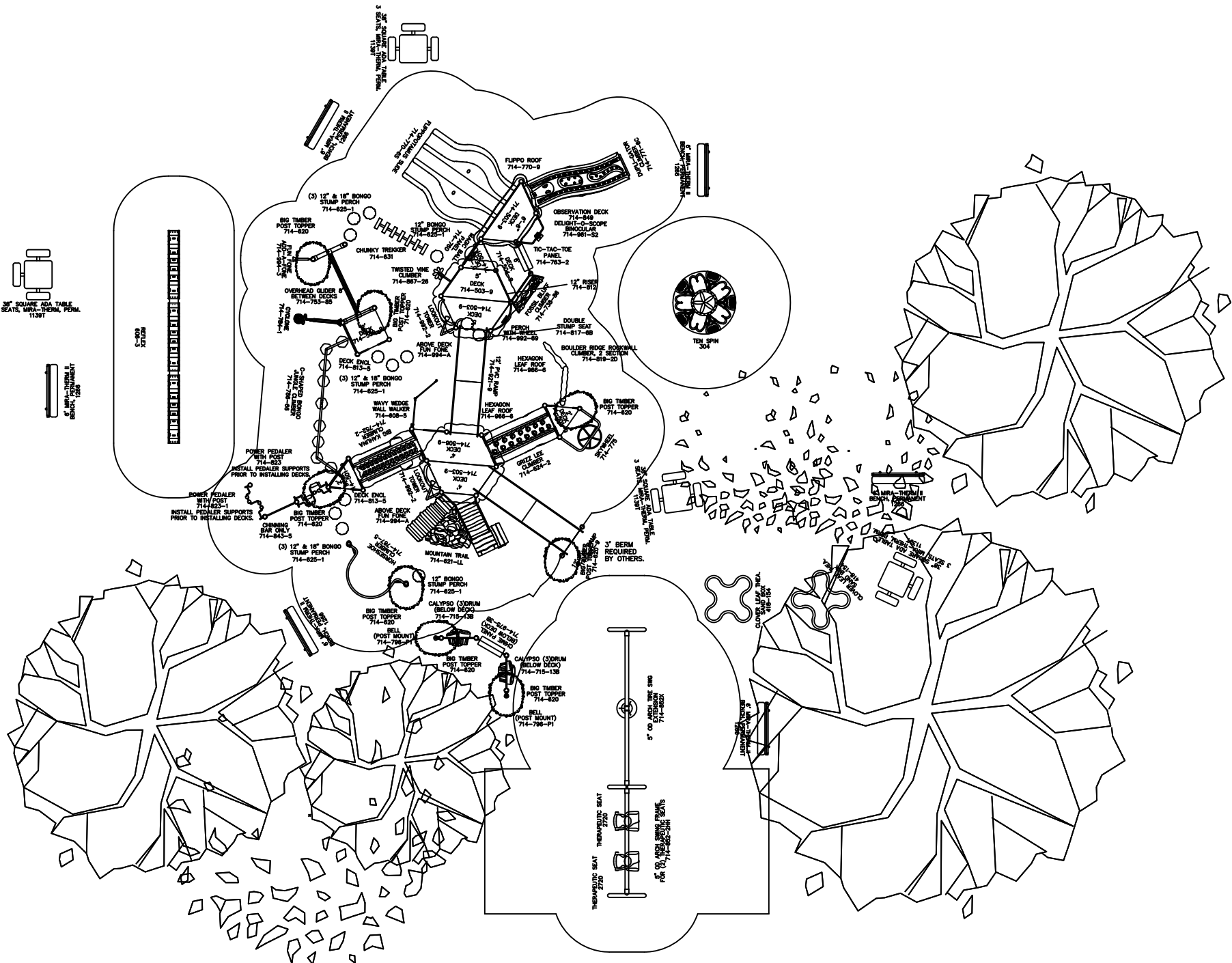
Case Cares Playground at Potter Park Lansing, MI



Case Cares Playground at Potter Park Lansing, MI



CASE CARES PLAYGROUND AT POTTER PARK LANSING, MI



Play Area Capacity: 230-240



To promote safe and proper equipment use by children, Miracle recommends the installation of either a Miracle safety sign or other appropriate safety signage near each playsystem's main entry point(s) to inform parents and supervisors of the age appropriateness of the playsystem and general rules for safe play.



THE PLAY COMPONENTS IDENTIFIED IN THIS PLAN ARE IPEMA CERTIFIED. THE USE AND LAYOUT OF THESE COMPONENTS CONFORM TO THE REQUIREMENTS OF ASTM F1487.
AN ENERGY ABSORBING PROTECTIVE SURFACE IS REQUIRED UNDER & AROUND ALL PLAY SYSTEMS.

CD198608-CD198609	
GROUND SPACE:	66' X 89'
PROTECTIVE AREA:	79' X 102'

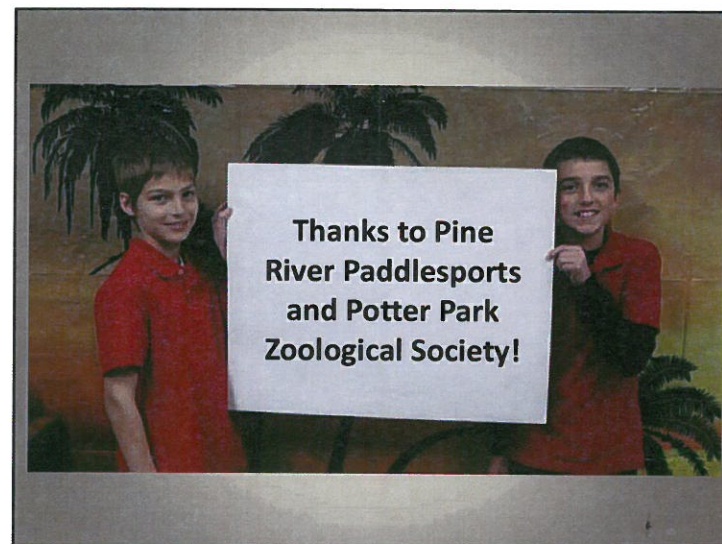
- ✓ COMPLIES TO CPSC
- ✓ COMPLIES TO ASTM
- ✓ COMPLIES TO ADA

DESIGNED FOR AGES 5-12	
ADDITIONAL GROUND LEVEL ACCESSIBLE ITEMS NEEDED FOR ADA COMPLIANCE	
TYPE: 0	QUANTITY: 0

DATE: 11/29/2012
SCALE: 1"=15'-0"
CINDI

**St. Mary School
Dinner & Raffle**

209 N. Westphalia Street
Westphalia, Michigan 48894
(989) 587-3702



February 28, 2014

Dear Generous Donor,

We would like to thank you for your generous donation toward the 2014 St. Mary School Dinner & Raffle. Over 350 school supporters enjoyed a wonderful evening of dinner, entertainment, bidding on both live and silent auction items, and the opportunity to win many amazing prizes throughout the night.

This year's event was our most successful event to date! With your help, over \$68,000 was raised for St. Mary School! The funds raised will be used towards technology improvements, specifically iPads and an iPad cart, and facility enhancements such as playground safety improvements, new desks, and new lockers. These wonderful additions to the school would not be possible without this event. Again, we credit donors like you for your generosity and support.

Your name as a donor was visible to the audience in the PowerPoint presentation that ran throughout the evening. Enclosed is a photo with your name as it was projected in prominent locations within the event venue. We also listed your name in our program, and in the auction catalog that was distributed to families of students at St. Mary School, during weekend masses at St. Mary Church, and was published on the St. Mary Parish website as well as the St. Mary School Dinner & Raffle Facebook page in the weeks leading to our event.

We feel very blessed to have your support and the support of other donors like you. Please feel free to contact any of the committee members listed below if you have concerns or questions about next year's event. It has been scheduled for Saturday, February 7, 2015. Your support for St. Mary School is greatly appreciated.

Sincerely,
2014 St. Mary School Dinner & Raffle Committee

Enclosure

2014 Dinner & Raffle Committee
Brian & Dawn Hengesbach • 989-593-3672
Steve & Stacy Nurenberg • 517-285-0365
Tony & Kristy Smith • 989-587-3494
Brian & Jenny Thelen • 989-587-0675
Eric & Renee Thelen • 989-587-0047
John & Courtney Thelen • 517-614-1586
Wade & Amber Thelen • 989-587-4096
Brad & Corie Weber • 989-587-4578



March 6, 2014

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

Dear Ms. Friedlander,

On behalf of St. Mary's of Michigan Foundation, I would like to thank you for your in-kind donation of a one year family membership, valued at \$60, in support of our 5th Annual Online Auction. Your tax-deductible donation is sincerely appreciated.

Every year, the hospital counts on the philanthropic support of generous supporters like you to fund vital services and programs. Because of your support, St. Mary's of Michigan has been the pioneer in bringing the newest technology, superior medical professionals and compassionate care to the people of the Saginaw Valley region and beyond.

Thank you again for your generous support of St. Mary's of Michigan's legacy of providing extraordinary care to people in need. Your contribution will be acknowledged in the next issue of the Foundation's *Legacy* newsletter. If you are interested in learning more about St. Mary's of Michigan Foundation, please feel free to contact the Foundation office at your convenience.

Yours in Good Health,

A handwritten signature in cursive script that reads "Karen Stiffler".

Karen Stiffler
Executive Director

**2013-2014
BOARD OF DIRECTORS**

CHAIR
Andrew Richards

VICE CHAIR
Brian Eggers

SECRETARY/TREASURER
Chris Frick

PRESIDENT & CEO
John Graham

EXECUTIVE DIRECTOR
Karen Stiffler

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Gary Campbell
Sandy Donahue
Gary Glaza
Janie Gugino
Sarge Harvey
Chip Hendrick
Dr. Charles Jessup
Bridget Looby
Kathleen McGraw
Dr. Kizhakepat Sukumaran

EMERITUS MEMBERS

Joseph Kelly
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.

St. Mary's of Michigan Foundation is a 501 (c) (3) organization.
No goods or services were provided in return for this contribution.
Please retain this acknowledgement of your gift for tax purposes.



FOR YOUTH DEVELOPMENT™
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

February 28, 2014

Dear Potter Park Zoo Management:

Thank you for your participation in the Parkwood YMCA Silent Auction Fundraiser event in support of our 2014 Annual Campaign. This year the Silent Auction Fundraiser event raised a total of \$3,000. Your donation of the one year family membership was auctioned off to community participants and Y members, and the money raised from your donation went directly to the Annual Campaign.

Because of your generosity and support, thousands of kids, families and individuals will participate in YMCA programs, memberships, and classes. YMCA programs improve health, enrich lives, and help those in need cope with life challenges that can seem overwhelming. To date, the Parkwood Y has raised \$65,000 on a 2014 goal of \$112,000 in order to serve 850 individuals and families in our community.

Through your gift you are helping the Y to make a meaningful, enduring impact right in your neighborhood. On behalf of the children, families and individuals you have helped with your gift, I thank you once again. We appreciate your support and look forward to working with you in the future.

Sincerely,

Michelle Prinz

Michelle Prinz
Executive Director

Parkwood Y Tax ID #: 38-1359576

YMCA OF METROPOLITAN LANSING
Parkwood YMCA
2306 Haslett Rd., East Lansing, MI 48823
P 517.827.9680 F 517.339.1380 lansingymca.org



We would like to thank you
for your donation to our
Cystic Fibrosis Spaghetti
Dinner Fundraiser at the
American Legion on February
22, 2014. Because of your
donation and other like you,
we were able to raise \$10,252
to be donated to Cystic
Fibrosis Foundation to help
find a cure.

Thank you again!

Mary Dorff

Saint Peter Church

REV. FATHER BENNETT P. CONSTANTINE
PASTOR

515 EAST KNIGHT STREET
EATON RAPIDS, MICHIGAN 48827

TELEPHONE (517) 663-4735
FAX (517) 663-7110

January 31, 2014

Potter Park Zoo
1301 S. Pennsylvania
Lansing, MI 48912-1646

Dear Sponsor:

Thank you very much for your donation One Year Family Membership to the St. Peter Church *2013 Holiday Auction with a Twist*. The winning bidder is certain to enjoy all the many experiences you have to offer at the zoo! We greatly appreciate the support of our area business community.

Your generous gift was such a blessing to the success of our fundraiser. Event proceeds will be used towards a new community hall and kitchen to better serve the parish and the Eaton Rapids community.

A great time was had by all who attended. People came from all over the area to be a part of the Auction. The new car raffle this year was an especially exciting addition to the event. We'd like to invite you to be a sponsor again at our next Auction. Please keep us in mind when planning your 2014 donations.

Thank you again. God bless you for your generosity.

Sincerely,



Jolinda Metzger
Holiday Auction Committee Chairperson



Capital Area Humane Society

February 19, 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 will be held on April 12, 2014. We greatly appreciate and thank you for your donation of a certificate for a free one year membership at Potter Park Zoo with a donor stated value of \$60.

The CAHS Fur Ball is a black-tie gala held at Eagle Eye Golf Club. The evening features 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,

A handwritten signature in black ink that reads "Julia Palmer".

Julia Palmer
President/CEO



February 19, 2014

Dear friends at the Potter Park Zoo,

Our Family Fun Day 2014 was a big success---all thanks to YOU! The St. Mary's family is so grateful for your thoughtfulness and generosity and would like to thank you for your donation to our event.

Despite a very snowy day, the event itself was a success. By uniting families for a day of fun and raising much needed funds for our school, Family Fun Day was wonderful in so many ways. We truly could not have undertaken such an event without the help of so many generous donors like you.

God bless you and thanks again for your support of St. Mary Star of the Sea School!

Sincerely,

Mary Hrebec
St. Mary's PSA

DONATION RECEIPT:

The individual, business or corporation listed above received no goods or services in exchange for this contribution.

February 21, 2014

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

Dear Sir or Madam,

On behalf of the Board of Directors of Memorial Healthcare Foundation, I want to thank you for your support of our Annual Gala. Your generous contribution will help to fund Emergency Services at Memorial Healthcare.

Thank you for your contribution of a one year family membership to the Potter Park Zoo. No goods or services were provided in exchange for your contribution; therefore, your tax-deductible contribution is equal to the value of your gift.

Your donation was used as a charity auction item at the Gala on Saturday, February 8th, 2014. This fabulous annual event was enjoyed by many friends and supporters of Memorial Healthcare.

Sincerely,



Matthew F. Hufnagel
Executive Director



Dansville Schools Education Foundation
P.O. Box 202, Dansville, MI 48819
info@dsefoundation.com
www.dsefoundation.com

January 29, 2014

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

Dear Potter Park Zoo:

The Dansville Schools Education Foundation would like to thank you very much for your donation of family membership! We truly appreciate your very generous contribution which helped the event be an overwhelming success. Thanks to donors like you, the auction generated over \$23,000! We are very excited about the wonderful things we will be able to do for our students this year with the funds raised. We truly appreciate your generous contribution, which will directly impact the learning environment at Dansville Schools and benefit students at all levels by supporting items and programs that will enhance their educational experiences.

As you know, the Dansville Schools Education Foundation is a 501(c)(1) organization, which is run solely by volunteers, so 100 percent of your donation is tax deductible. (Our tax ID number is 38-6001598.) Please consider this letter as your receipt for tax purposes.

On behalf of the rest of the Dansville Schools Education Foundation Board and all students at Dansville Schools, I thank you very much for your very generous support!

Sincerely,

Tiffany Atkins
President
Dansville Schools Education Foundation
(517) 331-1998

Amy Hodgson
Superintendent
Dansville Schools
(517) 623-6120