

# 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](http://www.ingham.org), choosing the "Monthly Calendar" and click on Wednesday, May 13, 2015.

**Wednesday, May 13, 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 April 15, 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. Resolution Authorizing an Increase in the Budgeted Use of Fund Balance to Complete the Roof Replacement of Pavilion II
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 **June 10, 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  
April 15, 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, Jen Flood, Mary Leys, Rick Kibbey, Monica List, Ralph Hansen, Aaron Davis, Kyle Binkley, & Dr. Snider

**ABSENT:** Chair John Groen

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

**CALL TO ORDER** Vice Chair Mary Leys called the regular meeting of the Ingham County Zoo Advisory Board to order at 6:02 PM

**MINUTES:** Moved by Commissioner Nolan to approve and supported by Dr. Snider to approve the March 11, 2015 minutes of the regular meeting as written, **Yes-10; No-0; MOTION CARRIED.**

**LIMITED PUBLIC COMMENT**

None

**LATE ITEMS/DELETIONS/CONSENT ITEMS**

None

**OLD BUSINESS**

**Moose Exhibit Update**

Mrs. Graham said they finally received approval from the City. There were emails flying between the City and the County on the afternoon it was approved. The prebid meeting is scheduled for May 6<sup>th</sup> at 2:00 PM. The eagles are all settled at their nest site now and it is far enough, so they won't be bothered by the construction. Commissioner Bahar-Cook really did help out this issue.

**Strategic Planning Update**

Ms. Morris said this has been completed with the staff. The group came up with a number of priorities and she will be writing up the final report soon. Overall, it was like a giant research project with the zoo, but it was great fun.

Mrs. Graham said the date of completion of the final report is the beginning of August.

Rick Kibbey came in at 6:09 PM.

**NEW BUSINESS**

**Presentation of Communication Plan**

Ms. Morris talked about the 2015 Marketing Plan. There's been a tremendous growth with social media, but she didn't really spend much time with Twitter. These numbers are measured and every event has exceeded past numbers. She said it was a great year for the zoo and now they want to focus on memberships, which there is a lot of interest. She said Potter Park Zoo has higher numbers than any other venue she deals with. She wants to spend money on Facebook and do the same thing as last year, which was a radio buy and also a Pandora buy. Billboard companies have changed their policies and they want a 12 month contract. This does not work well for zoo marketing. The demographics are women between the ages of 24 to 32 with young children. They are who we want to target and why we want to do the paid promotion for the membership campaign and want to work with the gift shop also. They would like to make the gift shop a destination for gifts. She also talked about Zookambi and Wine and Stein paid promotions.

Mrs. Graham said she would like to redesign the gift shop, so people don't have to pay entrance fees.

**Resolution Authorizing a Transfer of Capital Improvement Funds to the Wolf Exhibit Project**

RESOLUTION AUTHORIZING A TRANSFER OF CAPITAL IMPROVEMENT  
FUNDS TO THE WOLF EXHIBIT PROJECT  
**RESOLUTION #15-03**

WHEREAS, Potter Park Zoo has made modifying the Wolf Exhibit its highest priority Capital Improvement Project item to accommodate the two new wolves the Zoo has received.

WHEREAS, the Zoo would like to request a line item transfer of the balances from the Pathway Replacement Phase I Project, line item #258-69900-977000-1501Z with a balance of \$25,917.00 and the Birdhouse North Exhibit Repairs Project, line item #258-69900-977000-1502Z with a balance of \$50,000.00 to the Wolf Exhibit Project, line item #258-69900-977000-1514Z.

WHEREAS, once the above transfers are complete, the funds for the Wolf Exhibit Project will be available in CIP line item #258-69900-977000-1514Z, which will have a balance of \$75,917.00.

THEREFORE BE IT RESOLVED, that the Potter Park Zoo Board approve the transfer for a total of \$75,917.00 from the above mentioned accounts into the approved Wolf Exhibit Project, CIP # 258-69900-977000-1514Z bringing the total balance in that account to \$75,917.00.

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

Moved by Commissioner Nolan and Supported by Dr. Snider that resolution #15-03 be approved. (Yes-10; No-0). MOTION CARRIED.

Mr. Wingeirer said this resolution is the same as the Red panda resolution as it is a priority right now. There are three wolves which means there are improvements to be made, so we are deferring the birdhouse repairs and pathways.

Mrs. Graham said their holding areas will be moved away from the public view.

#### **ZOO DIRECTORS REPORT**

Mrs. Graham talked about her written report. She talked about the passing of a female Bongo and how the necropsy revealed a gastro intestinal blockage which seemed to happen really fast. There will be one big interview for seasonals. It will be interactive for the hiring of guest services employees to see how they interact and will also have three moles stationed throughout. The gift shop already had a \$3,000 day. The ride camels will be moved further off the south drive and then it won't be necessary for 30 day quarantine. There will be a bungee jump ride placed at the old ride camel area. We will have MSU Dairy ice cream again this summer. We are getting close to doing the Quarters for Conservation. The Avian Flu is in Wisconsin, so will have all birds placed inside or other precautions taken.

Mr. Berghorn talked about the Green Team Committee. It's a group of 15 people and will hold a monthly meeting with minutes. They will look at waste streams and do an audit and assessment such as looking at the utility bills, etc.

#### **FINANCIAL REPORTS**

Mr. Wingeier said basically nothing has really changed since last month. He said the reason he does not have the Society financials is the Board has not met yet, so they have not been approved. The Seed Eater Exhibit will be affected with no revenue being reflected, since it will be closed for the season.

Mr. Kibbey said one of the reasons they built the Seed Eater Exhibit and the thought was to have something new every year after, so can we fill this hole.

Mrs. Graham stated there are lots of new things; Raven Exhibit, Red panda, Moose, Bungee Jump Ride, but just found out about the Seed Eater Exhibit this afternoon.

#### **BOARD COMMENTS**

Commissioner Nolan asked if Arbor Day was being held at the zoo this year.

Mrs. Graham said as far as she knows, but hasn't heard much about it this year.

Commissioner Nolan asked about the new position of Director of External Affairs.

Mrs. Graham said the Society had approved the position and they should start June 1<sup>st</sup>.

Dr. Snider asked about how do you get the momma's with strollers to the zoo.

Mrs. Graham said they used to partner with Impression Five and Fenner, during spring fling they have docents out in the in zoo and also have reading with the animals.

**LIMITED PUBLIC COMMENT**

None

**ADJOURNMENT**

Being no further business, the meeting was adjourned at 7:18 PM.

Teresa Masseau  
Recording Secretary

## POTTER PARK ZOO BOARD

Meeting of May, 2015  
**RESOLUTION #15-04**

### **RESOLUTION AUTHORIZING AN INCREASE IN THE BUDGETED USE OF FUND BALANCE TO COMPLETE THE ROOF REPLACEMENT OF PAVILION II**

**WHEREAS**, Pavilion II (also known as Tiger Den) was built in 1921, is the most heavily used shelter in Potter Park, and as a result of its age, the roof has recently been replaced; and

**WHEREAS**, after inspection by the architect, it has become clear that in order to keep the roof corners from sagging further, the roof needs to be supported with posts. The additional cost of the posts was not included in the original budget for CIP line item #258-69900-977000-1208Z.

**WHEREAS**, the Zoo does not have the funds necessary in its CIP budget to transfer from a lower priority CIP line item as it has done in the past. Since Pavilion II is the most heavily used shelter and its incompleteness would pose a safety concern to the patrons of the Zoo, it is necessary to increase the budgeted use of fund balance to complete the project.

**WHEREAS**, the Zoo and Facilities Department requests an increase of \$5,425 in the budgeted use of fund balance line item #258-69200-698010 for the support posts relating to the completion of the approved CIP line item #258-69900-977000-1208Z.

**THEREFORE BE IT RESOLVED**, that the Ingham County Zoo Board authorizes to increase the budgeted use of fund balance by \$5,425 and use these funds in line item #258-69900-977000-1208Z bringing the total balance to \$5,425 for the Pavilion II support posts.

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



## **Potter Park Zoo**

### **Board Report**

#### **2015 First Quarter Comprehensive Report**

#### **Director's Report – Sherrie Graham, Director**

- The pre-bid meeting for the Moose Exhibit was held on May 6 with about 15 contractors in attendance.
- Safari Club International contacted us and set up a meeting with us in late April to discuss potential funding of the Moose Exhibit. The meeting went well and we are waiting to hear back from them as to a level of support.
- Our new edition of Zoo Tales is out. If you do not yet have a copy, I will have them available at our meeting. It looks great and we have already begun work on the next edition.
- The construction on the Red Panda Exhibit will be underway around the first of June.
- Wine and Stein is May 21<sup>st</sup>, I will have tickets at the meeting.
- I have been asked to speak on Women in Leadership at the AZA Annual Conference held this year in Salt Lake City in September. I'm both flattered and humbled.

**Below you will find the quarterly reports from the Potter Park Zoo's department heads summarizing the events and activities of 2015's first quarter.**

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

- I was hired as permanent Director of Animal Health at Potter Park Zoo at the end of January and am very pleased to be a part of our team.
- MSUCVM students in senior clinical rotation SCS Zoo Medicine & Management worked side by side with us for a portion of their 3 Three week rotations this quarter.
- 'Miss Piggy', our 23 year old female ring-tailed lemur, was found to have a broken forearm. Both the radius and ulna were fractured. A veterinary surgical resident, and a veterinary anesthesiologist from MSUCVM came to do orthopedic surgery. A stainless steel plate was placed on each bone. After a six week recovery period off exhibit with a lemur friend she has been returned to the group and is doing great!
- In February pipes froze and burst in the attic of the building we use as a clinic. The ceiling partially collapsed. Everything had to be moved out to create a temporary clinic room for a few weeks while the ceiling and walls that were drenched were replaced. Special kudos to Deb Papard veterinary technician and the maintenance staff for taking care of all of this extra work!
- A Master of Public Health DVM student, Anna M. , came to do her practicum under Dr. Nofs as her designated mentor for her MPH degree. Her topic was Risk Assessment and Management of Zoonotic Diseases in the Zoo setting . She worked with us for 6 weeks including presentations for staff and docents . Anna will graduate May 8 with MPH DVM!



- I was asked to present a talk at the Michigan Partners in Amphibian & Reptile Conservation (MiPARC) meeting in March. The talk was titled 'Hellbender Salamander (*Cryptobranchus alleganiensis*) Reproductive Research for Conservation'. As the meeting was held here at Potter Park Zoo it was especially nice to be a part of it.

## **Animal Report – Cindy Wagner, General Curator**

### **Staff**

#### *Keepers*

The reorganization of the keeper positions and animal areas is complete. Four keepers were promoted into the three new 500 (Area Lead) positions and also the 600 (Head Keeper) position.

- Sarah Pechtel- Head Keeper
- Annie Marcum- Area Lead, Carnivore and Primates
- Pat Fountain- Area Lead, Hoofstock
- Jake Brodie- Area Lead, Birds and Reptiles

Three keepers were hired to fill 3 open positions. These positions were open from Dennis Sweeney retiring in November 2014, Jan Brigham retiring in March 2015, and Mark Marquardt leaving to pursue a business degree in April of 2015.

The names of the new keepers are:

- Ashleigh Winkelmann
- Cagney McDermott
- Sean Murphy

#### *Zookeeper Aide*

The newly created Zookeeper aide positions have been filled and these employees started throughout April. This position was created as an entry level keeper position to help with some of the daily cleaning in animal areas. The keepers have been busy training the aides and we hope to have all the training complete by June 1st. After training is complete we will be able to begin evaluating the effectiveness of this position.

Starting May 1<sup>st</sup> through Labor Day the zookeepers and zookeeper aides will be working 7-3:30 instead of 8-4:30 to allow an extra hour to get yards cleaned and animals on exhibit prior to visitors entering the zoo. We will maintain a late shift keeper to keep animals on exhibit until 6PM.

#### *Interns*

The animal care department will have 6 interns for the summer semester from May 18th through August 21st. Three of the interns are MSU Zoology students.

#### *Seasonal Staff*



Each year we hire from 10-12 seasonal workers for the Pony Path, Wings Down Under and Contact Area. This year we tried a new hiring method and did a group audition where applicants played charades, had to introduce each other after a short period of time to do an interview, write a keeper note sign and have a brief individual interview. This method for interviewing was utilized to allow us to observe the applicants personalities and hire more for guest services ability then animal care.

We are planning to have the contact area open by May 1st, pony path open for Mother's Day weekend and Wings Down Under is undetermined at this time.

#### Conferences:

Melissa Lincoln attended the Herp Taxon Advisory Group (TAG) meeting in Atlanta, GA, April 13th -19th. The information she was able to obtain at the meeting with help us with improving husbandry with our reptiles and amphibians.

Pat Fountain leaves June 13<sup>th</sup> to attend the Rhino Keeper Workshop in London. We are excited about the international contacts and perspectives he will gain in regards to research, conservation and husbandry.

#### FrogWatch USA

Sarah Pechtel and Melissa Lincoln led the classes for FrogWatch volunteers again this March and April.

FrogWatch is an AZA citizen science program which provides individuals, groups, and families with an opportunity to learn about wetlands in their communities and report data on the calls of local frogs and toads. Volunteers collect data during evenings from February through August and have been submitting data for over 15 years.

#### Animals

Ravens- Rocky and Lily, have been introduced to each other and their new exhibit. Introductions went very well and both birds have adjusted to each other and their new surroundings.

Bat-Eared Fox- The new female is out of quarantine and has been introduced to the male on exhibit. Introductions were successful and the fox are spending all their time next to each other.

Hanging Parrots - 0.5.0 Hanging parrots will be arriving Mid-May. After quarantine they will be on exhibit with the Asian Spiny Turtles in the bird house.

Guam Rails (SSP)-0.0.2 Guam Rails will be arriving Mid-May. After quarantine the rails will be on exhibit in the large North End exhibit in the bird house. They will be joined by a reintroduction SSP species, Micronesian Kingfisher later in the summer. These 2 species are replacing the Bali Mynahs.





Red Panda (Green SSP)- Female Red Panda from Fort Wayne is in quarantine and will be introduced to the male Mid-May. They will be on exhibit in the old exhibit until construction is done on the new exhibit.

Moose (Red SSP)- Willow and Meeko are doing well on exhibit. The biggest challenge will be keeping them cool during the heat of the summer without a pool. We are all excited for construction to begin on the new exhibit.

Eagles- Maintenance completed several work orders in the Eagle exhibit to repair damaged houses and also to prepare for the introduction of Hal, an Eagle previously intended for education who has been housed behind the Discovery building.

Eagle Owls (Yellow SSP)- The acquisition of the pair of Eagles Owls from Canada has been delayed due to a ban on exportation in Canada brought on by Avian Influenza. We are considering other species to be housed in this exhibit temporarily until the Eagle Owls can be transferred.

Quarantine Room in the birdhouse basement. CIP money set aside in 2015 was used to create 5 holding stalls in the birdhouse for either birds or small mammals. The stalls were done by Corners Limited. These stalls will increase our ability to care for several species in holding at the same time and can be used for quarantine or holding purposes.

Timers- We now have timers on lights in the bongo barn, kangaroo barn and cavy's. The next buildings timers will be added to are the bird and reptile house, moats and small barn. The timers allow us to regulate the amount of time the lights are on in animal areas and adjust seasonally without relying on keepers or public safety to manage lights at specific times. This will improve animal welfare as well as conserve energy.

Large Cat Protocols- We have written and instituted a new Large Cat protocol to increase safety. As part of the protocol we had new locks placed on all doors that have direct access to large cats and have limited access to key staff members.

**Education Report** – Dennis Laidler, Education Curator

**Overall Education Programming:**

We are making steady progress towards our goals this year. Not only do we have fairly ambitious goals for numbers of programs and revenue, but we also have great hopes of developing and implementing some new projects. We are working on ways to free up both Dennis and Jennifer to pursue more funding opportunities and promoting the education programs, respectively. At the top of the list is getting at least one new zoo van for our outreach programs, preferably two. Other projects include programming for early childhood audiences, programming specific to autistic children and their families, and "Nature Play".



**Docent Recruitment, Training & Continuing Education:** This winter we selected 16 docent candidates, largely based on whether or not they had significant weekday availability. We decided that it was counterproductive to train people who were not available at the times we had the greatest need. We also opted to hold the docent class during the day Tuesdays and Thursdays, which significantly reduced the amount of extra evening and weekend hours Dennis and Jennifer had to put in. The flip side is that they weren't as available during the week for other non-docent class things. This model worked fairly well, and we celebrated the graduation of 16 new docents on April 11. We are very pleased that most have jumped right in and have already done several programs for us.

Concurrent with the docent class, and continuing on through early June, we have also been working on getting all 120+ of our current docents through the animal handling refresher course. We have to do this in small groups so that every docent can be assessed and retrained appropriately if needed. Because we use volunteers for animal handling and not professional staff, it is a time consuming but very necessary part of our operational model.

Our "docent-centric" model of providing educational programming has worked quite well (for the most part) for the past 25 years. However, we have reached a point where we cannot just keep trying to recruit, train, retain and retrain more and more docents to reach our staffing needs, because it is so time intensive for the staff managing them. In order for PPZ to continue to have cutting-edge programming, increased audiences and the ability to develop and implement new programming in a timely manner, we are going to have to eventually move to an organizational model that relies more on full-time professional education staff.

**BIG Zoo Lesson (BZL):** We have just wrapped up the last week of BIG Zoo Lesson for the 2014-2015 school year. We had 51 classes participate this year, with one class of special needs students from Beekman Center in Lansing, a first for BZL. Teachers are already reserving their weeks for next year, and we are aiming for 55 classes. Dennis will continue to aggressively seek sponsorships for this program to help reduce program costs. Any board members, who have some ideas/connections that may help with this, please let the zoo director know.

**Zoo Science High School Class:** The high school class is currently learning about various aspects of zoo animal management. This week, they learned about enrichment from Jill Garnett and designed enrichment items that were put into use on Friday. They are using the data they collected during their observations to do a study of animal behavior and how it is affected by enrichment. Next, they will be using resources such as AZA husbandry manuals to learn the basics of exhibit design and working to design their own exhibits for various animals, based on the needs of the animal, staff, and public.

**Spring Fling:** The education department's busiest time of year is affectionately called "Spring Fling", and it is upon us! This is the time of year that we provide about 70% of the animal encounters for the year. It's too soon to tell how this year measures up to last year, but right now it looks as though it will be comparable. One thing that we've noticed is that some groups upon arriving at the zoo realize that an education program was an option and they hadn't been aware of that before. We will need to address the lack of awareness of our offerings in order to increase the number of programs we deliver.



**Teen Zookeeper Program:** We have accepted another 85 teens aged 13-18 into the Teen Zookeeper Program. They will undergo orientation May 17 and 18 and will start their volunteer service on June 13. The teen zookeepers have five different areas in which they can volunteer: one-on-one with zoo keepers; pony rides; animal contact area; Zookambi summer camp; and the Wings Down Under exhibit. This program relies heavily on involvement and cooperation from the animal care staff, and we are very grateful to them for helping to provide this opportunity.

**Lake Trust Credit Union:** LTCU has agreed to provide \$5,000.00 in financial support to this summer's Zookambi program. This will provide 25 students from the Lansing School District an opportunity to participate in a full week of all-day Zookambi, with early drop-off and late pick-up options. Although applications have been slow to come in, recipients of the scholarship have been very pleased. We have had scholarship requests from parents of children who attend school outside the Lansing School District. Hopefully the LTCU donation will serve as a template for other businesses so that more scholarships can be offered in the future.

**Zookambi:** Registration for our summer day camp is in full swing, and our online registration system is working beautifully. Marketing efforts are scheduled to ramp up in the next few weeks, and then the numbers should really take off. Last year about 1/3 of the classes were completely new. This year, we have retained nearly all of the classes offered last year and added a couple more new ones. Traditionally we do not hold class the week of July 4<sup>th</sup>, but since it is on a Saturday this year, we decided to go ahead and offer camp that week. This increases the number of weeks of camp to seven.

### Education Program Summary First Quarter 2015

#### Education Programs:

#### First Quarter Summary

	Programs	Participants	Fees
<b>2008</b>	69	2456	\$6007.00
<b>2009</b>	59	2790	\$6218.00
<b>2010*</b>	86	4292	\$7375.90
<b>2011</b>	51	7995	\$3836.50
<b>2012</b>	54	6880	\$7262.00
<b>2013</b>	48	10456	\$12,917.25
<b>2014**</b>	71	4942	\$26,457.00
<b>2015</b>	60	3131	\$26,313.00

\*In 2010, we did a couple education programs that had very high attendance, inflating our participant number. In 2011, we started doing educational programming at the Ingham County Fair as well as at home Lansing Lugnuts games, which greatly increased our participant numbers.



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

Free Programs: These participants are not included in the above total for 2014 and 2015.

	Est. Participants
(2) Michigan Veterinary Conference	1000
Gladwin Outreach	700
(2) Michigan Science Teachers Association Conf.	2000
MSU Vet-a-Visit	1000
	Total=4700

**Marketing, Communications and Public Relations** – Amy Morris, Senior Account Executive, Martin Waymire Advocacy Communications

Thank you for the opportunity to report to the board on Martin Waymire's work for Potter Park Zoo. I'm pleased to say preparation for the 2015 season went very well. We saw increases in membership and expect increases in event attendance, media mentions, online interaction, etc.

### **Events and Education**

Martin Waymire successfully assisted zoo staff in planning and preparing for the 2015 event season that will kick off in the second quarter.

**Goal for second quarter 2015:** Martin Waymire will spend much of second quarter promoting special events and Zookambi. We expect increases in attendance at all.

### **Electronic Newsletter/Traditional Newsletter**

All monthly electronic newsletter were completed and sent on time during the first quarter. Zoo Tales was also successfully delivered to zoo members and Martin Waymire is working with a new team to help this to continue in 2015.

**Goal for second quarter 2015:** The goal for second quarter is to continue working to put together a broad distribution plan to use Zoo Tales to recruit additional visitors, event attendees, new members and new donors. We will also be repurposing the content for the zoo's blog.

### **Social Media Tools**

Potter Park Zoo's social media following continues to grow substantially. The platforms we work on include Facebook, Twitter, Pinterest and Instagram. The attached traffic report reflects the first quarter growth on these platforms. As has been the trend, the growth on Facebook has increased the most. We are up by 794 followers. Our total followers have reached more than 30,000.



**Goal for second quarter 2015:** We will continue to monitor our social media efforts and results so we can better understand what types of posts encourage social media followers to share and follow. We will also continue to tap into this audience for memberships, attendance at events, and visits to the zoo.

### **Website**

We continue to highlight upcoming events and animal happenings on the zoo's website and change home page and blog content regularly. Our strongest days in the first quarter were all postings around job openings at the zoo. This was followed by the announcement and naming of Meeko, the zoo's new Alaskan Moose, and the welcome and naming of the wolves. The total pageviews in the first quarter of 2015 were 138,408 as compared to 114,394 in 2014. Additional detail on website traffic is available in the attached traffic report.

We successfully worked with a new vendor to better integrate memberships and event attendance into the zoo's website, and revised the website's membership section.

**Goal for second quarter 2015:** We will continue to produce additional pages highlighting the animal collection. We will also be working to update content and artwork on the website.

### **Media Releases**

We are following the established schedule of media advisories and news releases and have successfully promoted the additions of the Alaskan moose and the gray wolves to the population at the zoo. These efforts were supported by announcements on the Potter Park Zoo website and social media. Potter Park Zoo received a total of 55 media mentions in the first quarter of 2015. Please see the attached media report for detailed information about media mentions.

**Goal for second quarter 2015:** We will continue to follow our media schedule in addition to promoting other zoo news as it occurs.

### **Paid Advertising**

Martin Waymire is working to organize Potter Park Zoo's 2015 spring paid advertising campaign. It will include radio, television, and internet advertising (MLive and Facebook). The primary demographic we are focused on is woman aged 25-34 in Ingham, Eaton and Clinton counties. The goal of this campaign is to increase event attendance, camp registration, memberships and people walking through the gate.

**Goal for second quarter 2015:** We will launch the paid advertising campaign in early May.

### **Membership**

In the first quarter of 2015 we worked with zoo staff to restructure membership options. These new options reflect the comments of our current members. Membership revenue rose substantially in the first quarter of 2015.

**Goal for second quarter 2015:** We will be working with zoo staff to continue promoting membership growth by drawing more attention to the benefits of membership and promoting membership throughout the zoo, in the media and through our social media channels. We will be kicking off a membership campaign that will include a drawing for event tickets to everyone who becomes a member each month in April, May, June and July.





### **Employment**

We have continued to use [www.mypotterparkzoo.org](http://www.mypotterparkzoo.org) to cast a broader net when looking for new employees. These efforts have continued to result in hundreds of applicants for every posted position.

**Goal for second quarter 2015:** We will continue to support Potter Park Zoo's search for quality employees and interns. Zoo staff has currently filled all open positions.

### **Strategic Planning**

The strategic planning process is complete.

**Goal for second quarter 2015:** We will be compiling and presenting a final report and action plan to both zoo boards in mid to late May.

### **Other Projects**

We will soon launch a fund raising drive to work toward matching the \$200,000 commitment we have from the Glassen Foundation to fund a portion of the new moose enclosure. Look for more information on this late in the second quarter.

*Thank you for this opportunity. If you have questions, feel free to contact me by e-mail at [amorris@martinwaymire.com](mailto:amorris@martinwaymire.com) or by cell at 517-795-6122.*

### **Special Events – Jen Rostar, Coordinator**

January through March is the quietest time of the year for the Events Department. We take time to plan for the upcoming year and look at the previous year in review.

- This winter we spent time building a new volunteer recruitment, orientation and retention program. With these efforts we hope to encourage new volunteers to get involved, sign-up for more events, have a renewed sense of joy and appreciation and strengthen their commitment to the zoo.
- With the departure of Sammy Friedlander (membership coordinator) it was decided to move the membership efforts into the Event Department. Kelly Gibson is now wearing two hats as our Membership Coordinator and Events Assistant. Over the last 2 months we have been working quickly to develop a new membership structure and implement an exciting new membership drive ready for roll-out on April 1st.

### **Special Events**

- **Ingham County Cultural Diversity Luncheon** – The zoo had the privilege of hosting the 16<sup>th</sup> annual Cultural Diversity Luncheon in the Safari Room on February 26<sup>th</sup>. The luncheon was designed to recognize and honor Ingham County's diverse workforce. This gave us the opportunity to be seen by approximately 180 guests who may not have known about the zoo's banquet space.

### **LOOKING AHEAD**

#### **Special Events**

- **Wine & Stein** is May 21st. Tickets are \$30 and \$35 and are available on-line. Please help spread the word in any way you can!
  - Would your group or organization like to purchase a block of tickets? Just let me know.



- **Wild 1 Mile** is scheduled for June 20th. As in years past the event includes a 100 yard dash as well as a one mile run for kids 12 and under. Registration information is on the website, register early for a reduced price.

#### **Guest Services** – Rick Parker, Director

\*The train ride will be opening on weekends starting April 18<sup>th</sup>.

\*The camel rides will be opening in mid- May.

\*New this year is the bungee jump which we hope to open on Mother's Day weekend.

\*We will be serving MSU Dairy ice again in the front concession which will be open early May.

#### **Public Safety**– James Tissue, Coordinator

-Our department is currently dealing with an increase in people scaling the perimeter fence overnight/after hours. During one incident two people were attempting to scale the fence to the current moose exhibit.

-Due to the increase in incidents at night we have hired 2 new officers and will be adjusting shifts and increasing staff at night.

-I attended the AZA mid-year conference and safety summit. Safety will be a major area of concern for the zoos and aquariums going through accreditation.

-Our department is currently working on a group messaging alert system. This program is free and will let zoo staff and volunteers sign up to receive text messages from our department. We will use this to alert them of any emergency situations and general information when needed at the zoo/park.

-I have been invited to Binder Park Zoo to help staff set up their new security department.

We are looking forward to the upcoming season and will continue to serve all staff, volunteers, and visitors at the zoo.

#### **Facilities** – Mike Hughes, Rick Terrill, Director

- We kicked off the Red Panda Exhibit construction on April 30th. Material is ordered and we expect completion by late August.
- The Moose Exhibit was let out for bids (finally) on May 6th, bids are due back on May 26th. It will go to the various Boards immediately afterwards with an expected construction start of mid July.



- The Pavilion II roof is complete. We still have a couple of small details to wrap up but the main portion of the project is over ( another "finally")
- The camel ride ramp was relocated. A new loading ramp was constructed by staff that will better meet the needs of our disabled guests as well as the camel operators. Finish work on that should be completed by the second week of May.

#### **Maintenance – Tom Davidek**

- Installed steel mesh on the overhead section of the Raven Exhibit
- Snow removal finished for the season and equipment stored
- Purchased everything on the 2015 CIP list (utility cart, drill press, grills)
- Installed secondary enclosure on the Eagle Exhibit
- Hiring summer seasonal employees
- Removed old camel ride loading platform
- Started construction on new camel ride ramp and loading platform
- Continued to work with inmates and FOC workers assisting staff on projects
- Spring cleanup underway
- Assisted with the State Arbor Day Celebration at Potter Park
- Continued corrective pruning of trees
- Removed trees in the new Moose Exhibit area
- Continued to oversee volunteer groups on various cleanup projects throughout the zoo





**POTTER PARK ZOO**

**FINANCIAL REPORT**

**FOR THE MONTH OF**  
**APRIL 2015**

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

## Reference Page

Ⓐ **Total Expenses before Capital:**

The overall 2015 budget has been 30.3% utilized as of April 30th, 2015 (33.33% through the year).

Ⓑ **Admission & Parking Lot Revenues:**

No Admission or Parking Revenue was recorded in MUNIS in April 2014.

Ⓒ **Personnel Services Expenses:**

Personnel Services Expenses are much higher than the previous year, but it has been budgeted to account for the increased cost of restructuring the Zookeepers and increase in Security coverage. As a whole, 2015 budgeted Personnel Services Expenses are 28.6% utilized (33.33% through the year).

Ⓓ **Animal Care:**

Our annual purchase of meat for the big cats was purchased in April this year at a cost of \$15,000.

Ⓔ **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  
REMAINING BUDGET REPORT  
FOR YTD ENDING APRIL 2015  
PRELIMINARY**

	<b>2015 BUDGET</b>	<b>PRELIMINARY APRIL 2015 YTD ACTUAL</b>	<b>BUDGET REMAINING</b>	<b>% UTILIZED</b>
<b>REVENUES:</b>				
Property Tax Revenues	\$ 2,721,614	\$ (1,643)	\$ 2,723,257	
Admission Revenues	557,471	40,266	517,205	
Parking Lot Revenues	207,889	17,581	190,308	
Interactive Site Revenues	18,125	-	18,125	
Interest Income	15,000	-	15,000	
Other Revenues	109,465	(141)	109,606	
<b>TOTAL REVENUES</b>	<b>\$ 3,629,564</b>	<b>\$ 56,064</b>	<b>\$ 3,573,500</b>	<b>1.5%</b>
<b>EXPENSES:</b>				
Personnel Services				
Salaries & Wages - Full Time	\$ 1,093,999	\$ 340,642	\$ 753,357	
Salaries & Wages - Seasonal	387,574	89,199	298,375	
Benefits	661,893	182,711	479,182	
Total Personnel Services	2,143,466	612,551	1,530,915	<b>28.6%</b>
Controllable Expense				
Supplies	139,144	28,728	110,416	
Animal Care	206,000	85,451	120,549	
Purchased Services	624,300	133,639	490,661	
Utilities	24,300	8,903	15,397	
Rentals & Leases	3,000	-	3,000	
Other Expenses	100,661	45,479	55,182	
Total Controllable Expense	1,097,405	302,201	795,204	<b>27.5%</b>
Non-Controllable Expense				
Utilities	188,000	81,393	106,607	
Insurance	38,976	45,094	(6,118)	
IT Support Expense	40,322	20,052	20,270	
Other Expenses	478	239	239	
Total Non-Controllable Expense	267,776	146,778	120,998	<b>54.8%</b>
<b>TOTAL EXPENSES BEFORE CAPITAL</b>	<b>3,508,647</b>	<b>1,061,531</b>	<b>2,447,116</b> <b>(A)</b>	<b>30.3%</b>
Capital Outlay				
Capital Improvements	120,917	106,818	14,099	
Machinery & Equipment	-	-	-	
Total Capital Outlay	120,917	106,818	14,099	
<b>TOTAL EXPENSES</b>	<b>\$ 3,629,564</b>	<b>\$ 1,168,349</b>	<b>\$ 2,461,215</b>	
<b>TOTAL CHANGE IN FUND BALANCE</b>	<b>\$ -</b>	<b>\$ (1,112,285)</b>	<b>\$ 1,112,285</b>	
<b>FUND BALANCE AS OF 12-31-2014</b>		<b>\$ 1,022,013</b>		

**POTTER PARK ZOO  
ACTUAL VS PRIOR YEAR REPORT  
FOR YTD ENDING APRIL 2015  
PRELIMINARY**

	<b>APRIL 2015 YTD ACTUAL</b>	<b>APRIL 2014 YTD ACTUAL</b>	<b>BETTER/(WORSE) THAN PRIOR YEAR</b>	<b>% VARIANCE</b>
<b>REVENUES:</b>				
Property Tax Revenues	\$ (1,643)	\$ (2,504)	\$ 861	
Admission Revenues	40,266	1,168	39,098	} <b>(B)</b>
Parking Lot Revenues	17,581	-	17,581	
Interactive Site Revenues	-	-	-	
Interest Income	-	-	-	
Other Revenues	(141)	353	(494)	
<b>TOTAL REVENUES</b>	<b>\$ 56,064</b>	<b>\$ (983)</b>	<b>\$ 57,047</b>	<b>5805.4%</b>
<b>EXPENSES:</b>				
Personnel Services				
Salaries & Wages - Full Time	\$ 340,642	\$ 332,779	\$ (7,863)	} <b>(C)</b>
Salaries & Wages - Seasonal	89,199	62,374	(26,825)	
Benefits	182,711	174,543	(8,167)	
Total Personnel Services	612,551	569,696	(42,855)	<b>7.5%</b>
Controllable Expense				
Supplies	28,728	24,902	(3,826)	
Animal Care	85,451	77,028	(8,423)	<b>(D)</b>
Purchased Services	133,639	126,397	(7,243)	<b>(E)</b>
Utilities	8,903	3,792	(5,111)	
Rentals & Leases	-	-	-	
Other Expenses	45,479	21,635	(23,845)	<b>(F)</b>
Total Controllable Expense	302,201	253,753	(48,448)	<b>19.1%</b>
Non-Controllable Expense				
Utilities	81,393	85,734	4,341	
Insurance	45,094	-	(45,094)	<b>(G)</b>
IT Support Expense	20,052	16,465	(3,587)	
Other Expenses	239	232	(7)	
Total Non-Controllable Expense	146,778	102,431	(44,347)	<b>43.3%</b>
<b>TOTAL EXPENSES BEFORE CAPITAL</b>	<b>1,061,531</b>	<b>925,881</b>	<b>(135,650)</b>	<b>14.7%</b>
Capital Outlay				
Capital Improvements	106,818	48,185	(58,633)	
Machinery & Equipment	-	7,011	7,011	
Total Capital Outlay	106,818	55,196	(51,622)	
<b>TOTAL EXPENSES</b>	<b>\$ 1,168,349</b>	<b>\$ 981,077</b>	<b>\$ (187,272)</b>	<b>19.1%</b>
<b>TOTAL CHANGE IN FUND BALANCE</b>	<b>\$ (1,112,285)</b>	<b>\$ (982,059)</b>	<b>\$ (130,226)</b>	<b>-13.3%</b>
<b>FUND BALANCE AS OF 12-31-2014</b>	<b>\$ 1,022,013</b>			

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

<u>ADMISSION TYPE</u>	<u>CURRENT MONTH</u>			<u>YEAR-TO-DATE</u>		
	<u>2015 COUNT</u>	<u>2014 COUNT</u>	<u>BETTER (WORSE) THAN PY</u>	<u>2015 COUNT</u>	<u>2014 COUNT</u>	<u>BETTER (WORSE) THAN PY</u>
CHILDREN	3,132	3,915	(783)	3,132	3,915	(783)
CHILDREN-UNDER 3	1,617	1,542	75	2,147	1,940	207
CHILDREN-OFF-SEASON	-	-	-	971	815	156
ADULT RESIDENT	4,059	4,175	(116)	4,059	4,175	(116)
ADULT NON-RESIDENT	1,791	2,182	(391)	1,791	2,182	(391)
ADULT OFF-SEASON	-	-	-	2,152	2,379	(227)
SENIOR RESIDENT	210	282	(72)	210	282	(72)
SENIOR NON-RESIDENT	228	228	-	228	228	-
SPECIAL EVENTS	1,511	1,323	188	1,511	1,328	183
PPZ ZOO MEMBERS	2,741	2,814	(73)	4,144	3,689	455
SHARED ZOO MEMBERS	625	593	32	747	660	87
GROUPS	255	154	101	255	154	101
MONDAY PROGRAM	498	274	224	498	274	224
OTHER	8	25	(17)	11	25	(14)
<b>TOTAL</b>	<b>16,675</b>	<b>17,507</b>	<b>(832)</b>	<b>21,856</b>	<b>22,046</b>	<b>(190)</b>
<b>INCREASE (DECREASE) FROM PRIOR YEAR</b>			<b>-4.8%</b>	<b>-0.9%</b>		



April 22, 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 Sponsorship gift of \$350 for the Outreach Lansing Region Fund, which was received on 4/14/2015.

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*  
Lyah VanSickle  
Regional Development Specialist

*Thank you for your  
continued support!*

**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 Center**  
5470 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



## HUMPTY DUMPTY PRESCHOOL, INC.

---

P.O. Box 64 • Eaton Rapids, MI 48827 • 517-663-4646

April 11, 2015

Dear Potter Park Zoo,

Humpty Dumpty Cooperative Preschool would like to extend its gratitude once again for your generous donation of a 1 Year Family Membership for our annual spaghetti dinner and silent auction fundraiser on March 6, 2015.

Humpty Dumpty is a 501c3 non-profit organization, and your donation may be tax deductible. Our tax ID number is 38 1853779.

Humpty Dumpty is funded exclusively through tuition and fundraising, and would not be able to stay open without help from local businesses like yours – so THANK YOU!

Wishing you success over the coming school year,

Andrea Phillips  
Fundraising Coordinator, Humpty Dumpty Preschool  
Eaton Rapids, MI 48827  
HumptyDumptyFundraising@gmail.com



**Thank you for helping us keep everyone**  
*Safe at Home*

**S.A.F.E. Place's 10th Annual Celebrity Server Dinner & Auction**

Friday, May 8th 2014 at

FireKeepers Casino Hotel, Event begins at 6:00pm.

*There's no place like home*

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

Dear Samantha Friedlander,

Thank you for your contribution to our SAFE at Home Fundraising Event! Each year this affair generates a greater number of guests, translating to larger profits, and greater awareness of the predicament of survivors of domestic violence and the life-saving services provided by S.A.F.E. Place. On behalf of the organization and the women and children we serve, please accept our gratitude for your generous support. The silent auction items you donated are helping us move down the road to make everyone *safe at home*!

There are many worthy causes serving our community and we appreciate your decision to include S.A.F.E. Place in your giving. We are grateful for your generosity and for demonstrating your humanitarian concern and corporate commitment to eradicate domestic violence. It is our belief that as we continue to partner together, we will see families strengthened and the resurgence of social change in our community.

**Your contribution of One, 2 Adult Basic Family Membership, with a value of \$80 was received on 3/27/2015.**

Again, please accept our appreciation and esteem. You deserve it.

Sincerely,

Jennifer Fopma  
Executive Director

**For Tax Purposes:** S.A.F.E. Place has not provided you with any goods or services in exchange for this contribution. Please retain this document for your records. It is important and necessary for any available federal income tax deduction for this contribution. MI License, # MICS/CT 8259





# South Olive Christian School

Providing a quality, Christ-centered education

April 2015

Dear Friends of South Olive Christian School,

What an exciting evening April 18, 2015 was for South Olive Christian School! We would like to sincerely **Thank you** for your generous support of our 44th annual auction. God once again richly blessed our school. Through the donations and gifts from businesses and individuals like you, this auction experience has been an incredible success. A special thanks to our corporate sponsors in helping us by sponsoring a banner. Over **\$37,000** in profits was raised through this event. All the proceeds from the auction this year will be applied to tuition reduction. Be confident of our deepest gratitude and sincerest thanks.

We recognize and are encouraged by your support of Christian Education through your generous donation. During this upcoming year, we pray that you and your family may be blessed.

In all, we give thanks to God for His continued goodness that He daily provides for us at South Olive Christian School and we graciously look forward to Him leading us until He comes again!

With great appreciation,

South Olive Christian School Auction Committee '15

Ken and Amy Koetsier  
Marc and Kris Jaarsma  
Michael and Angela Mabie  
Luke and Pong Spencer

Miss Westrate

Lena VDZ

Lotus Spencer

Paige Bekken  
Lilly Spencer

Isaac Nienhuis

Marissa K  
Denardo Hines Thank you

Jordan Nienhuis

Emilia Mansfield  
Fuentes

Octavia Martin

Sadie Landen  
Stewart  
Simmons  
Hunter  
Stewart

Alma

Sam Koetsier

Aaron Mulder

Lilly

Ms. Pyle

Elle Corbin

Alivia  
Lydia

Peter Dekruyter

Kaleb Kamps

Brad

Abbie Dieken  
Otis

Margaret Van den Bosch

Anna Dekruyter

6230 - 120<sup>th</sup> Avenue • Holland, Michigan 49424 • Phone 616.875.8224 • Fax 616.875.2287

info@sochristian.org

Johnathon

Abigail Smith  
Thanks!

Jody Lampert

Jenna M.

Ana Dekruyter  
Thanks!

30 April 2015

Potter Park Zoo  
ATTN: Kelly Gibson  
1301 S. Pennsylvania  
Lansing, MI 48912

Dear Friend of EC3:

A million thanks to you for contributing a silent-auction item to our Spring Auction, which was held on April 17<sup>th</sup>. The event was the best one for us yet, helping us to raise nearly \$35,000 for our general fund.

EC3 is a 501(c)(3) nonprofit organization that operates almost exclusively on family-paid tuition. Contributions such as yours are critical to sustaining EC3's high quality in both our program and our facility, and the value of your donation is tax-deductible.

Please accept my gratitude on behalf of the staff, Board of Directors, and families of EC3.

Sincerely,



Elisabeth Weston  
Executive Director



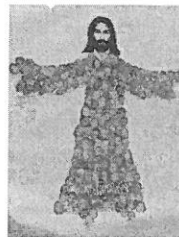
April 15, 2015

We thank you for your donation of 2 Adult Family Memberships valued at \$80.00. A lucky bidder will enjoy this. Your donation will help to raise funds at our St. John's Lutheran Church and School Auction being held on April 17, 2015. Your support will become part of the school's endeavor to provide excellence in education. We greatly appreciate your helping to make a difference for the children in our school.

The Students, Staff and Auction Committee of St. John's Lutheran School

Mrs. Davis  
Spencer  
Rylin  
Simone Jack  
Skyler  
Analiese  
Austin  
Anthony  
Samantha  
Carter  
Daniels  
Mrs. Kris  
Chase  
Abigail  
Cheisie Jack  
Daniel  
Kevin  
Hailey  
Mrs. Reinhardt  
Dylan  
Zachary  
Emma  
Nathaniel  
Emily  
Green

BEN  
WON BRYDEN  
DIVISION  
DUP + IN ELLI MEDICIN  
AAHTE W Task  
SAWYER  
KILLISON LIAH ELLIAB  
ADOXSON JONATHAN  
HHN PRIOZ H





## *SYRENA DANCE ENSEMBLE*

6475 Drexel  
Dearborn Heights, Michigan 48127

[syrenadancers@yahoo.com](mailto:syrenadancers@yahoo.com)

Follow us on Facebook @ PRCUA Syrena Dance Ensemble

Pat Steven  
Director

Sarah Porada  
Choreographer

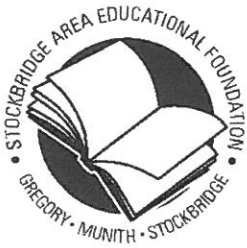
Dear Potter Park Zoo Management,

The Syrena Dance Ensemble would like to thank you, your business for your donation to our Annual Silent Auction. Your donation helped us raise funds for use by our group to continue our efforts to bring the Polish heritage and customs to our children.

Our goal is to educate our children about their heritage through song and dance. Our ensemble has performed for various organizations providing our children a venue to show their talent and build their confidence.

Again, the Syrena Dance Ensemble parents thank you for this year's donation. We hope that we can count on your continued support for years to come.

Sincerely,  
The Syrena Parents



## STOCKBRIDGE AREA EDUCATIONAL FOUNDATION

---

305 W. Elizabeth Street  
Stockbridge, MI 49285  
tel. (517) 851-7188 fax (517) 851-8334

April 21, 2015

### OFFICERS

*Charles D. Wisman,*  
*President*

*Thomas A. Tucker,*  
*Vice-President*

*Louis J. Salow,*  
*Treasurer*

*Larry E. Krummrey,*  
*Secretary*

### DIRECTORS

*Judy J. Brune*

*Carrie E. Graham*

*Emily M. Griswold*

*Jennifer M. Hammerberg*

*Karl J. Heidrich*

*Patrice W. Johnson*

*Judy D. Williams*

Ms. Sherrie Graham  
Potter Park Zoo Society  
1301 South Pennsylvania Ave.  
Lansing, MI 48912

Dear Ms. Graham:

The Stockbridge Area Educational Foundation would like to thank you for generously supporting its Festival of Tables celebration held on Saturday, March 21, 2015. We sincerely appreciated your donation of a 1 year family membership at Potter Park Zoo (including discounted benefits).

Generating over \$25,000.00, which will be used to fund educational programs and scholarships in our community, our event was an outstanding success.

The Stockbridge Area Educational Foundation is an IRS Code 501(c) (3) non-profit organization, and your donation is tax deductible to the fullest extent of the law with the value of the donation to be determined by you. For your tax records, our tax identification number is 38-3621050. No goods or services were received in exchange for this donation. If you need additional information for tax purposes, please contact Karl Heidrich at 517-851-7188 ext. 5501.

Sincerely,

Charles D. Wisman, President  
Stockbridge Area Educational Foundation



Dear Friends at Potter Park Zoo,

Thank you so much for your support of our *Art of Marriage* fundraising event. Your generous donation will go a long way in helping us reach our goal to provide relationship education workshops and events for singles and couples in Jackson. Your gift will strengthen families in Jackson by empowering people with the skills, tools and encouragement they need to help their marriages not just survive – but THRIVE!

Best wishes,

  
Shelby Raines  
Managing Director

### **Receipt of Charitable Donation**

*Marriage Matters Jackson acknowledges and expresses appreciation for the following contribution to our 2015 fundraising event, Art of Marriage:*

Donation of goods: Membership Certificate

Value of Donation: \$80

Donor: Potter Park Zoo

*Marriage Matters Jackson is a recognized 501(c)(3) nonprofit organization.  
Please use this letter for tax purposes.*



FOR YOUTH DEVELOPMENT™  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

April 8, 2015

Dear Potter Park Zoo:

Thank you for your participation in the Parkwood YMCA Silent Auction Fundraiser event in support of our 2015 Annual Campaign. This year the Silent Auction Fundraiser event raised a total of \$3,300. Your donation of the Potter Park Zoo 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 \$92,000 on a 2015 goal of \$121,000 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  
District Executive Director

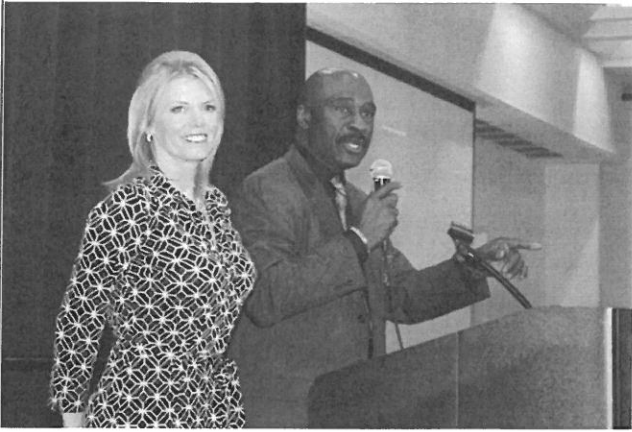
Parkwood Y Tax ID #: 38-1359576
---------------------------------

YMCA OF METROPOLITAN LANSING

Parkwood YMCA

2306 Haslett Rd., East Lansing, MI 48823

P 517.827.9680 F 517.339.1380 [lansingymca.org](http://lansingymca.org)

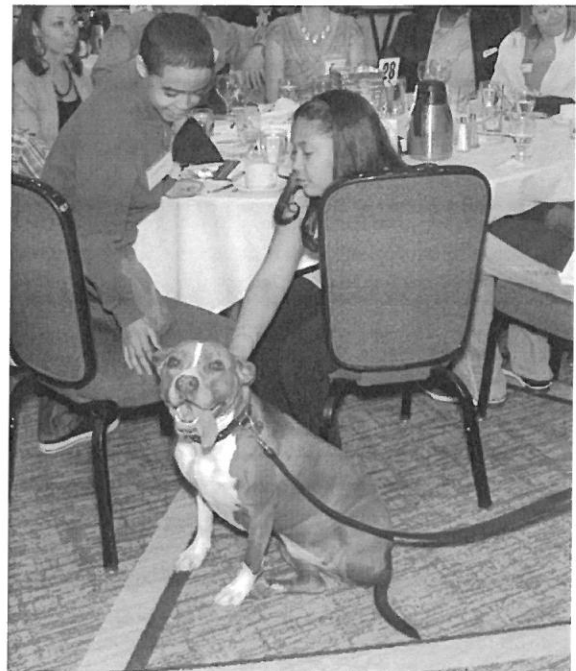


# THANK YOU!

We can't thank you enough for your support for this year's Humanitarian Awards. Our 10th annual event honored 26 individuals and groups that went above and beyond to help the animals of Ingham County in 2014.

With the support of donors, sponsors and attendants, not only were we able to honor their hard work and celebrate a year of wonderful accomplishments, we also raised over \$10,000 for our

Animal Care Fund!



This is completely funded by sponsorships and donations. We could not have accomplished such a successful evening without you.

We greatly appreciate your contribution and your continued support.

Thank you,

ICAC staff, volunteers and shelter animals!





**Capital Area  
Center for Independent Living**  
*"Your Disability Resource"*

**April 10, 2015**

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

**Dear Supporter of CACIL:**

**Thank you for your generous donation of a One Year Family Membership to the Capital Area Center for Independent Living's *CACIL-cebration*. Your donation will be part of an exciting evening in which we reflect on our past year of service to the community and share our vision for the future. We are pleased you will be part of this annual event.**

**For 39 years CACIL has assisted hundreds of individuals with disabilities with their goal of living in the community. Stories include helping a youth with Autism get their first job, a woman who suffered a spinal cord injury return to her now accessible home or the injured Veteran who is adjusting to their now non-military life. We did not do this work alone. Your support is part of this achievement.**

**The Capital Area Center for Independent Living is a 501(c)(3) organization. Thank you for your investment in persons with disabilities. It is greatly appreciated.**

**Sincerely,**

**Mark A. Pierce  
Executive Director**

***"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has." Margaret Mead***

Dear Potter Park Zoo

Thanks so much for donating to the  
Culchearn Elementary School silent  
auction. Our playground will be a great

Sincerely

Charlie M. Charlie  
and the student  
leadership team.

Dear Potter Park Zoo,

On Behalf of Omega Tau Sigma,  
we thank you for your generous  
donation. This year's Paws & Pins  
event had over 50 participants  
and raised over \$550 to donate  
to the IRONDOG Fund.

Thank You again for your support  
and generosity.

Potter Park Zoo.

Thank you for your donation to the  
Fairview School Auction, your  
contribution of a Family Membership  
was a nice addition to our auction  
and helped make it a great  
success.

Thank you,  
*Jenny Kelly*  
Eagle Spirit/Eagle Pride

St. Joseph  
School  
Feast &  
Raffle  
**THANKS  
YOU!**

