

# AGENDA

**Potter Park Zoo Board**  
1301 S. Pennsylvania Avenue ~ Lansing, MI  
48912 Telephone: 517.342.2776; Fax:  
517.316.3894

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*The Board information packet is available on-line by going to [www.ingham.org](http://www.ingham.org), selecting "Monthly Calendar," and clicking on "Wednesday, June 13, 2018".*

## **POTTER PARK ZOO BOARD MEETING**

**Wednesday, June 13, 2018**

**5:45 PM**

**Potter Park Zoo, Education Building  
1301 S. Pennsylvania Ave., Lansing, Michigan**

- 1. Call to Order**
- 2. Approval of May 9, 2018 Minutes**
- 3. Limited Public Comment** – *Limited to 3 minutes with no discussion*
- 4. Late Items/Deletions/Consent Items**
- 5. Director and Financial Reports**
  - a. May 2018 Financial Reports
  - b. Zoo Director's Report / May Attendance – Cindy Wagner
  - c. Zoo Society Report – Amy Morris-Hall
- 6. New Business**
  - a. Presentation on Eastern Massasauga Rattlesnake SSP activities - Keeper Melissa Lincoln
- 7. Old Business**
  - a. External Relations Subcommittee – Cheryl Bergman
- 8. Board Comments**
- 9. Limited Public Comment** - *Limited to 3 minutes with no discussion*
- 10. Upcoming Meeting**
  - a. Zoo Board Meeting on **July 18, 2018** at **5:45 PM** in the Potter Park Zoo, Education Building
- 11. 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.

**MINUTES OF THE MEETING INGHAM COUNTY  
POTTER PARK ZOO BOARD**

**1301 S. Pennsylvania Avenue,  
Lansing, MI May 09, 2018**

The Ingham County Potter Park Zoo Board held a regularly scheduled meeting in the Potter Park Zoo Discovery Center Bldg., 1301 S. Pennsylvania Ave., Lansing, Michigan.

**BOARD MEMBERS**

- PRESENT:** Chairman John Groen, Dr. Snider, Cheryl Bergman, Commissioner Nolan, Mary Leys, Aaron Davis, and Rick Kibbey.
- ALSO PRESENT:** Cynthia Wagner, Zoo Director; Amy Morris-Hall, Executive Director of PPZS; Delphine Brezee, Accountant of Financial Services; Cindy Richardson, Maner-Costerisan, and Bob Doherty, Recording Secretary.
- ABSENT:** Commissioner Koenig, Vice Chair Kyle Binkley, and Jennifer Flood.
- CALL TO ORDER** Chairman Groen called the regular meeting of the Ingham County Zoo Board to order at 5:45 PM
- MINUTES:** Moved by Commissioner Nolan and seconded by Dr. Snider to approve the April 2018 minutes of the regular meeting as written, **Yes-8; No-0; MOTION CARRIED.**

**LIMITED PUBLIC COMMENT**

None.

**LATE ITEMS/DELETIONS/CONSENT ITEMS**

None.

**FINANCIAL AND DIRECTOR REPORTS**

**Zoo Financial Report**

Ms. Breezee presented a slight revision to the 2017 year end accounting from movement of property tax dollars from early 2018 to 2017. She then provided a summary of the Zoo financial reports through April 30, 2018. As of the end of April, the zoo shows total assets of \$2,718,992 and total liabilities of \$1,963,526 with a fund balance of \$755,466 of which \$104,557 is unspendable. Ms. Breezee said that the fund balance had remained essentially flat during April but had grown by approximately \$10,000 since the end of the 2017. She also noted that the numbers for April were considered preliminary since not all expenditures may have cleared.

Director Wagner presented the April attendance report, noting that the month was unusually cold with poor weather especially falling on weekends. As a result attendance was about half of the prior year. However, attendance thus far in May is up about 1500 people. All concessions were now open so the zoo expects both attendance and other revenue generation to pick up substantially. There have been no large unexpected expenditures.

**Zoo Society Director's Report**

Director Morris-Hall introduced Cindy Richardson from Maner-Costerisan who provided a summary of the Society financial report through April 2018. Conversion of the Society financial records to the Intacct system is 99% complete. Operating revenue through April was \$112,000 which is \$8200 under budget. Expenses were \$10,000 under budget in total. Overall, net assets went from \$248,000 to \$91,555. However, the net difference of \$157,000 is actually better than the Society had budgeted for the first four months of the year. Cindy explained that much of the change in numbers was related to amortizing membership revenue across the year rather than presenting it up front as was traditionally done. Director Morris-Hall followed that by saying that the Society was on budget and that if it remained on budget for the year, they would end up with \$28,000 of earned revenue after donating \$95,000 to the zoo.

Dr. Snider asked about future plans for setting up a trust fund. Director Morris-Hall said that the Society was planning to move ahead with a Trust Fund but needed some initial money to establish the fund. In addition, the Society is primarily focused on financial stability first before moving into any sort of endowment funding. Brief discussion followed about the risks, benefits, and timing concerns of setting up an endowment.

Director Morris-Hall summarized new grants and donations received in 2018 through April. She also presented a list of donations made to the zoo during 2018 totaling a little over \$67,000 and an update on marketing efforts. Ciesa Design has offered to donate time and materials to help put together a marketing plan and campaign for the Society. They are bringing a team to the zoo later in May to begin the project. A short discussion around marketing, availability of historical data and returns, and opportunities to leverage the donation followed.

### **Zoo Director's Report**

Director Wagner presented some high points of recent activities at the zoo:

- Sarah Pechtel attended the herpetile taxon advisory group meeting in Seattle, Washington and visited a potential bird vendor.
- 47 seasonal hires and six interns are coming on to help with the summer workload.
- Rick Parker and Dan Beachnau held their first CPR/First aid training for zoo staff.
- The otter pups have mastered swimming and are acclimating to their outside yard. The naming contest is underway and the pups are on exhibit daily from 10 am to 2 pm.
- Black Rhino breeding is scheduled again for May.
- Two female kangaroos are scheduled to arrive in mid-May from Texas.
- Cris Kolberg has nearly finished the anteater viewing alterations. They will allow for additional seating at the restaurant as well as improved viewing of the anteater exhibit.
- The Zoo had 708 visitors for Night at the Museum and more than 90 cleanup volunteers for Comcast Cares day.
- On May 3<sup>rd</sup>, 63 docents and volunteers attended an appreciation dinner at the University Club.
- Installation of the new pollinator garden will begin soon.
- Program for keepers and other employees to go out incognito to obtain public perceptions.

### **NEW BUSINESS**

#### **Adriana Davidson – Animal Behavior Management Alliance (ABMA) conference**

Ms. Davidson gave a summary of the conference background and objectives. She also provided the following seminar topics that seemed pertinent to Potter Park Zoo:

- Diabetes care.
- Quantifying animal experience/welfare.
- Nail care and improvement.
- Balancing guest experience with animal welfare.
- Natural behavior training.
- Alternate therapies in carnivores, especially geriatric individuals.

Chair Groen asked whether the conference included discussion of messaging regarding animal behavior. Ms Davidson said the general theme was to focus on the animals at each particular zoo, treating them first as individuals, and then as ambassadors for discussing species and habitat conservation.

Rick Kibby noted that zoos can also provide a forum for discussing the relationships and similarities with humans. For example animals with diabetes such as the mandrill allows a discussion with kids and parents about diet, exercise, and behavioral therapies.

## **2019 Budget**

Director Wagner presented the draft 2019 budget, noting that the numbers are preliminary – basically the budget will stay flat except for wage and inflationary increases. The presentation led to a short discussion of potential revenue generators and building goodwill with donor groups that tied back to the Society Director’s earlier presentation.

## **OLD BUSINESS**

### **Strategy Subcommittee**

Mary Leys presented a summary of the May 3<sup>rd</sup> meeting covering the updated Master Plan materials, the Implementation Plan update, and a draft Tracking Scorecard.

### **External Relations Subcommittee**

No meeting to report.

### **Financial Sustainability Subcommittee**

Director Wagner said that the subcommittee met and reviewed the 2019 budget and the following 2018 Action Plan items:

- New Radios (have money, RFP in progress);
- North America Arch (have donation, Eagle Scout is working on the plan, done July or August);
- Anteater viewing improvements and restaurant seating area expansion (almost done);
- Lion yard erosion (will be done in fall);
- Restaurant tables upgrade (working on it now, heat and sweep may be able to donate or sell at cost);
- Updating zoo graphics now, mostly in-house;
- Rhino building generator (in progress, have received donation);
- Restaurant steps (also in progress paid for by donation);
- Various new concrete areas (looking into quotes);
- Purchase of two Amigo automated carts (parts supplier sold two refurbished);
- Looking into purchase of another golf cart;
- Lion’s Club waterfall (architectural design finished, putting together the RFP, should be done by fall).

Dr. Snider inquired about a mobile concession cart or similar unit. Director Wagner said that Jon Lawrence was working on one or two through concession companies.

Director Wagner mentioned that the zoo was initiating a “Diversity and Inclusion” program. Venise Smith, retired MSU Diversity and Inclusion Director, is coming in to discuss helping.

The Board then had a short discussion of passport programs and how they might be implemented at the zoo.

## **BOARD COMMENTS**

Justin King will be joining the Zoo Society Board at the end of May.

Mr. Binkley reminded everyone that the next meeting was scheduled for June 13th.

## **LIMITED PUBLIC COMMENT**

None

## **ADJOURNMENT**

Being no further business, the meeting was adjourned at 7:10 PM.

Bob Doherty  
Recording Secretary

**POTTER PARK ZOO  
BALANCE SHEET - PRELIMINARY  
MAY 31, 2018**

**ASSETS**

CASH	\$ 2,223,820
DEPOSITORY CASH	198,372
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	90,392
TAXES REC - DELINQUENT	18,885
ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES	(13,982)
PROPERTY TAX RECEIVABLE	-
INTEREST RECEIVABLE	2,982
INVENTORY	43,572
PREPAID EXPENSES	-

<b>TOTAL ASSETS</b>	<u><u>\$ 2,572,041</u></u>
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**LIABILITIES**

VOUCHERS PAYABLE	
TAX LEVY LIABILITY	22,000
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	5,708
DEFERRED REVENUE - PROPERTY TAXES	1,691,894
DEFERRED REVENUE - DELINQUENT TAXES	5,191

<b>TOTAL LIABILITIES</b>	<u>1,724,793</u>
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**FUND BALANCE**

UNSPENDABLE	104,557
UNRESTRICTED FUND BALANCE	742,691
	<u>847,248</u>

<b>TOTAL LIABILITIES AND FUND BALANCE</b>	<u><u>\$ 2,572,041</u></u>
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**POTTER PARK ZOO**  
**YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY**  
**FOR 5 MONTHS ENDED MAY 31, 2018**

	2018 BUDGET	MAY 2018 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	MAY 2017 YTD ACTUAL
<b>REVENUES</b>					
PROPERTY TAX	\$ 2,928,372	\$ 2,900,391	\$ 27,981	99.04%	\$ 2,819,445
UNALLOCATED PORTION OF TAXES (7 MONTHS)		\$ (1,691,894)	\$ 1,691,894		\$ (1,644,675)
ADMISSIONS	\$ 600,000	\$ 132,497	\$ 467,503	22.08%	\$ 160,870
CONCESSIONS, GIFT SHOP, VENDING	\$ 489,000	\$ 97,523	\$ 391,477	19.94%	\$ 37,775
PARKING FEES	\$ 185,000	\$ 38,937	\$ 146,063	21.05%	\$ 49,459
INTERACTIVE SITES	\$ 58,000	\$ 10,533	\$ 47,467	18.16%	\$ 9,474
INTEREST INCOME	\$ 10,000	\$ 7,616	\$ 2,384	76.16%	\$ 4,532
OTHER REVENUES	\$ 42,250	\$ 56,885	\$ (14,635)	134.64%	\$ 83,597
<b>TOTAL REVENUES</b>	<b>\$ 4,312,622</b>	<b>\$ 1,552,488</b>	<b>\$ 2,760,134</b>	<b>36.00%</b>	<b>\$ 1,520,477</b>
<b>EXPENDITURES</b>					
<b>PERSONNEL SERVICES</b>					
Salaries & Wages - Full Time	\$ 1,362,841	\$ 511,762	\$ 851,079	37.55%	\$ 447,327
Salaries & Wages - Seasonal	\$ 535,000	\$ 143,375	\$ 391,625	26.80%	\$ 136,996
Benefits	\$ 689,886	\$ 280,488	\$ 409,398	40.66%	\$ 242,980
Total Personnel Services	\$ 2,587,727	\$ 935,625	\$ 1,652,102	36.16%	\$ 827,303
<b>CONTROLLABLE EXPENDITURES</b>					
Supplies	\$ 311,050	\$ 99,478	\$ 211,572	31.98%	\$ 48,470
Animal Care	\$ 236,000	\$ 94,492	\$ 141,508	40.04%	\$ 92,128
Purchased Services	\$ 558,096	\$ 99,562	\$ 458,534	17.84%	\$ 150,682
Utilities - Telephone	\$ 27,125	\$ 5,466	\$ 21,659	20.15%	\$ 5,411
Rentals & Leases	\$ 1,500	\$ 346	\$ 1,154	23.07%	\$ -
Other Expenses	\$ 143,407	\$ 52,645	\$ 90,762	36.71%	\$ 28,125
Total Controllable Expenditures	\$ 1,277,178	\$ 351,989	\$ 925,189	27.56%	\$ 324,816
<b>NON-CONTROLLABLE EXPENDITURES</b>					
Utilities	\$ 200,000	\$ 81,280	\$ 118,720	40.64%	\$ 77,156
Insurance	\$ 92,000	\$ 54,915	\$ 37,085	59.69%	\$ 92,756
IT Support Expense	\$ 75,285	\$ 14,310	\$ 60,975	19.01%	\$ 24,349
Other Expenses	\$ 394	\$ 197	\$ 197	50.00%	\$ 232
Total Non-Controllable Expenditures	\$ 367,679	\$ 150,702	\$ 216,977	40.99%	\$ 194,493
<b>CAPITAL OUTLAY</b>					
Capital Improvements	\$ 15,000	\$ 12,811	\$ 2,189		\$ -
<b>TOTAL EXPENDITURES</b>	<b>\$ 4,247,584</b>	<b>\$ 1,451,127</b>	<b>\$ 2,796,457</b>	<b>34.16%</b>	<b>\$ 1,346,612</b>
<b>TOTAL CHANGE IN FUND BALANCE</b>	<b>\$ 65,038</b>	<b>\$ 101,361</b>			<b>\$ 173,865</b>
<b>FUND BALANCE AS OF 1/1/18</b>					
NON-SPENDABLE		\$ 104,557			
UNRESTRICTED		\$ 641,330			
		<u>\$ 745,887</u>			
<b>FUND BALANCE AS OF 5/31/18</b>		\$ 847,248			
<b>FUND BALANCE AS OF 5/31/18</b>					
NON-SPENDABLE		\$ 104,557			
UNRESTRICTED		\$ 742,691			
		<u>\$ 847,248</u>			

**POTTER PARK ZOO  
MONTHLY ATTENDANCE REPORT  
FOR MONTH AND YTD ENDING MAY 31, 2018**

ADMISSION TYPE	CURRENT MONTH			YEAR-TO-DATE		
	2017 COUNT	2018 COUNT	BETTER (WORSE) THAN PY	2017 COUNT	2018 COUNT	BETTER (WORSE) THAN PY
<b>GENERAL</b>						
CHILDREN	3,668	3,275	(393)	5,646	3,669	(1,977)
CHILDREN - UNDER 3	2,206	2,418	212	4,498	3,785	(713)
CHILDREN - OFF SEASON	0	0	0	2,562	1,323	(1,239)
ADULT RESIDENT	4,778	4,347	(431)	7,716	6,229	(1,487)
ADULT NON-RESIDENT	3,206	3,244	38	5,035	4,988	(47)
ADULT - OFF SEASON	0	0	0	6,354	3,476	(2,878)
SENIOR RESIDENT	296	354	58	458	392	(66)
SENIOR NON-RESIDENT	389	300	(89)	561	426	(135)
GROUPS	4,424	4,759	335	4,740	5,337	597
SUBTOTAL	18,967	18,697	(270)	37,570	29,625	(7,945)
<b>MEMBERSHIPS/PROGRAMS</b>						
PPZ MEMBERS	2,438	2,817	379	6,355	6,433	78
SPECIAL EVENTS - PPZ	868	1,437	569	1,118	1,437	319
SPECIAL EVENTS - COUNTY	0	0	0	0	0	0
RECIPROCAL ZOO MEMBERS	486	448	(38)	806	813	7
RECIPROCAL ZOO MEMBERS (100%)	452	203	(249)	820	634	(186)
MONDAY PROGRAM	1,105	1,421	316	1,804	2,304	500
OTHER	59	78	19	1,253	88	(1,165)
SUBTOTAL	5,408	6,404	996	12,156	11,709	(447)
<b>GRAND TOTAL</b>	<b>24,375</b>	<b>25,101</b>	<b>726</b>	<b>49,726</b>	<b>41,334</b>	<b>(8,392)</b>

ADMISSION TYPE	DESCRIPTION
CHILDREN	All Children, any county ages 3-16 (\$4)
CHILDREN - UNDER 3	All Children, any county under age 3 (Free)
CHILDREN - OFF SEASON	All Children, any county ages 3-16 Nov. 1- March 31 (\$2)
ADULT RESIDENT	Adult of Ingham county April 1 - Oct. 31 (\$6)
ADULT NON-RESIDENT	Adult Out of Ingham County April 1 -Oct. 31 (\$11)
ADULT OFF SEASON	All Adults, Any County Nov. 1 - March 31 (\$3)
SENIOR RESIDENT	Discount for Ingham seniors ages 60+ April 1 - Oct. 31 (\$5)
SENIOR NON-RESIDENT	Discount for Out of County seniors ages 60+ April 1- Oct. 31 (\$10)
PPZ MEMBERS	Visitors holding membership at PPZ - one time payment
SPECIAL EVENTS - PPZ	Admission included in event fee
SPECIAL EVENTS - COUNTY	Admission included in event fee
RECIPROCAL ZOO MEMBERS	Reciprocal Zoo memberships (Discount varies)
RECIPROCAL ZOO MEMBERS (100%)	Reciprocal Zoo Members (Free admission)
GROUPS	20 or more guests paying together (\$1 off per person)
MONDAY PROGRAM	Ingham Co. Residents free 9-12 PM on non-holiday Mondays
OTHER	Any Coupon related attendee

**POTTER PARK ZOO  
MONTHLY PARKING REPORT  
FOR MONTH AND YTD ENDING MAY 31, 2018**

ADMISSION TYPE	CURRENT MONTH			YEAR-TO-DATE		
	2017 COUNT	2018 COUNT	BETTER (WORSE) THAN PY	2017 COUNT	2018 COUNT	BETTER (WORSE) THAN PY
ANNUAL RESIDENT PASS	98	95	(3)	227	190	(37)
ANNUAL NON-RESIDENT PASS	14	15	1	38	25	(13)
PPZ MEMBER DELUXE/PREMIUM	213	337	124	343	601	258
DAILY RESIDENT PARKING	3,675	3,382	(293)	5,705	5,009	(696)
DAILY NON-RESIDENT PARKING	4,337	4,029	(308)	6,011	5,145	(866)
TOTAL	8,337	7,858	(479)	12,324	10,970	(1,354)
CHANGE FROM PRIOR YEAR			-5.7%			-11.0%

ADMISSION TYPE	AMOUNT
ANNUAL RESIDENT PASS	\$32.00
ANNUAL NON-RESIDENT PASS	\$42.00
RESIDENT DAILY PASS	\$3.00
NON-RESIDENT DAILY PASS	\$5.00





**Zoo Director Report  
June 13, 2018**

The pollinator garden is in progress and starting to take shape. Native plants were planted thanks to Megan Knight and many volunteers including Zoo Board member, Mary Leys. We will continue to add plants, graphics and bird feeders.



Many improvements to the Nature Play area are in progress. Nature Play is located in the backyard garden near the moose exhibit and is a fun interactive area for kids to connect with nature through play.



**Be A Tourist In Your Own Town** brought 5,235 visitors to the zoo on June 2, 2018 with over 2,000 passports purchased at the zoo.

School Group season is winding down for 2018. All of our staff did a fantastic job serving and providing the necessary resources for each group, educating students and creating a fun day for schools all over the Greater Lansing Area.

The Lake Tanganika Savannah Grill will be getting new graphics and fencing in the next few weeks that will help create a safari feel. Changes in menu items and compostable service ware have been well received.

A used golf cart was purchased from the MSU Surplus store. This was one of the items on our action plan. We will continue to look for quality used golf carts.

## **Staff**

Dr. Sally Nofs' last day at Potter Park Zoo will be June 14. Both the Director of Animal Health and Veterinary Technician positions are posted. We will begin looking at the Director of Animal Health applications the week of June 11. Currently Dr. Chris Tabaka is covering our veterinarian care and two temporary veterinary technicians have been hired during this transition period.

Sarah Pechtel and Jake Brodie each spent a week at the University of Michigan biological station in Pellston, MI, participating in the Great Lakes Piping Plover salvage and hand rearing project. This project is a partnership between the University of Minnesota, University of Michigan, Detroit Zoo, USFWS and, DNR. Sarah and Jake salvaged eggs from nests that had been abandoned or had confirmed loss of a parent due to predation. After the eggs were salvaged they were candled, incubated and monitored. Potter Park Zoo has participated in this project for 10 years.

## **Animals**

Meeko our male moose is doing well. We are continuing to look into possible causes of Willow's sudden decline in health and are inquiring into the possibilities for acquiring another moose in the near future.

Four northern tree shrew pups were born on May 24, 2018 at Potter Park Zoo. This is the zoo's third successful litter from parents Rose (age 4) and Oliver (age 8). We believe that there are three females and one male in the litter. Their first month of life is spent in a nest cavity. When they leave the nest they emerge nearly adult sized.

The black rhinos bred Tuesday, June 5 with very little aggression. We will continue to monitor Doppsee for pregnancy.

The otter pups are doing well and are very active on exhibit. They can typically be seen on exhibit from 11am-4pm.

Anteater and cavy introductions went well and there are two cavy on exhibit with the anteater.

Two pairs of Puerto Rican Crested Toads will be put together for breeding per SSP. If successful, tadpoles will be shipped to Puerto Rico in late June.

## **Exhibits**

The new rat snake exhibit is complete in the bird and reptile house. Several other bird and reptile exhibit renovations are in progress.

PROOF OF PERFORMANCE  
FOR **POTTER PARK ZOO**



**ADVERTISER:** Potter Park Zoo

**MARKET:** Lansing, MI

**MEDIA:** 10'5" x 22'8" Eco-Poster

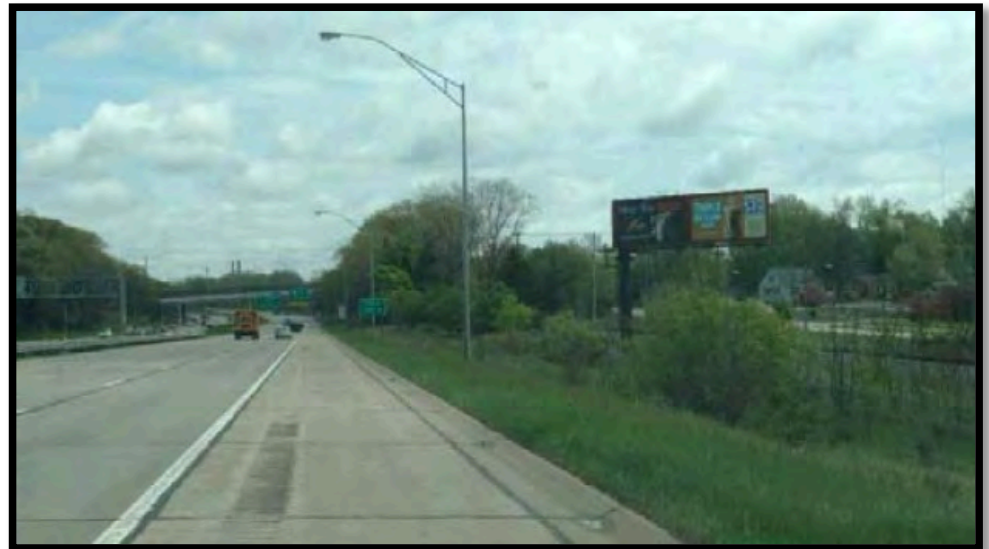
**Scheduled Post Date**

5/14/18

**Actual Post Date**

5/15/18

**LOCATION DESCRIPTION:** I-496, 0.2 miles east of Pennsylvania Ave., south side facing east.



**ADVERTISER:** Potter Park Zoo

**MARKET:** Lansing, MI

**MEDIA:** 10'5" x 22'8" Eco-Poster

Scheduled Post Date

5/14/18

Actual Post Date

5/15/18

**LOCATION DESCRIPTION:** Pennsylvania Ave., 500 feet north of I-496, west side facing north.



**ADVERTISER:** Potter Park Zoo

**MARKET:** Lansing, MI (Rotary Digital Program)

**MEDIA:** 14' x 48' Digital Billboard

Scheduled Post Date

5/14/18

Actual Post Date

5/14/18

**LOCATION DESCRIPTION:** I-69 BL (SR-78), 200 feet west of Marsh Rd., south side facing east.



**ADVERTISER:** Potter Park Zoo

**MARKET:** Lansing, MI (Rotary Digital Program)

**MEDIA:** 14' x 48' Digital Billboard

Scheduled Post Date

5/14/18

Actual Post Date

5/14/18

**LOCATION DESCRIPTION:** I-96, 0.5 miles east of Hagadorn Rd., north side facing west.



**ADVERTISER:** Potter Park Zoo

**MARKET:** Lansing, MI (Rotary Digital Program)

**MEDIA:** 25'6" x 24'6" Digital Billboard

**Scheduled Post Date**

5/14/18

**Actual Post Date**

5/14/18

**LOCATION DESCRIPTION:** Cedar St., 100 feet south of I-496, east side facing north.

