

AGENDA

Potter Park Zoo Board

1301 S. Pennsylvania Avenue ~ Lansing, MI
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The Board information packet is available on-line by going to www.ingham.org, selecting "Monthly Calendar," and clicking on "Wednesday, August 22, 2018".

POTTER PARK ZOO BOARD MEETING

Wednesday, August 22nd, 2018

5:45 PM

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

1. Call to Order
2. Approval of June 13, 2018 Meeting Minutes and July 18, 2018 Informational Meeting Summary.
3. Limited Public Comment – *Limited to 3 minutes with no discussion*
4. Late Items/Deletions/Consent Items
5. Financial and Director's Reports
 - a. July 2018 Zoo Financial Report
 - b. Zoo Director's Report / July Attendance and Parking – Cindy Wagner
 - c. Zoo Society Report – Amy Morris-Hall
6. New Business
 - a. Conservation and Sustainability Projects – Rebecca Wood
7. Old Business
 - a. Strategy Subcommittee – Mary Leys
 - b. External Relations Subcommittee – Cheryl Bergman
 - c. Financial Sustainability Subcommittee – Kyle Binkley
8. Board Comments
9. Limited Public Comment - *Limited to 3 minutes with no discussion*
10. Upcoming Meeting
 - a. Zoo Board Meeting on **September 19th, 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. 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 Zoo. Individuals with disabilities requiring auxiliary aids or services should contact the Zoo by writing to: Zoo Director, 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, June 13, 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, Vice Chair Kyle Binkley, Commissioner Nolan, Cheryl Bergman, Mary Leys, Jennifer Flood, and Rick Kibbey.
- ALSO PRESENT:** Cynthia Wagner, Zoo Director; Delphine Brezee, Accountant of Financial Services; and Bob Doherty, Recording Secretary.
- ABSENT:** Commissioner Koenig, Dr. Snider, Aaron Davis, and Amy Morris-Hall, Executive Director of PPZS.
- CALL TO ORDER** Chairman Groen called the regular meeting of the Ingham County Zoo Board to order at 5:50 PM
- MINUTES:** Moved by Commissioner Nolan and seconded by Vice Chair Binkley to approve the April 2018 minutes of the regular meeting as written, **Yes-7; No-0; MOTION CARRIED.**

LIMITED PUBLIC COMMENT

None.

LATE ITEMS/DELETIONS/CONSENT ITEMS

None.

FINANCIAL AND DIRECTOR REPORTS

Zoo Financial Report

Ms. Breezee summarized the Zoo financial reports through June 30, 2018. As of the end of April, the zoo shows total assets of \$2,572,041 and total liabilities of \$1,724,793 with a fund balance of \$847,248 of which \$104,557 is unspendable. Ms. Breezee said that the fund balance had grown by \$91,448 since the end of May. She also noted that the numbers for May were considered preliminary since not all expenditures may have cleared.

Director Wagner presented the May attendance and parking reports, noting that the month's weather was not beneficial for visitation with poor weather again falling frequently on weekends. Never-the-less, monthly attendance was up about 700 people from May of 2017. For the year as a whole, attendance remains below 2017 levels by about 8000 visitors. Parking is slightly down from 2017. The concessions are doing well. The zoo has several special events scheduled for June and, with good weather, expects to see an increase in visitation and expenditures.

Director Wagner then reviewed major elements of her report:

- The pollinator garden construction is well under way – the walkway, bridge, and plants have been installed. Additional plants, birdfeeders, and graphics will be added over the summer.
- Improvements to the nature play area in the backyard garden are also in progress. This is an interactive area for kids to connect with nature.
- New graphics and fencing for the Lake Tanganyika Savannah Grill will be added in the next several weeks to help create a safari feel.
- Four northern tree shrew pups were born on May 24th, the zoo's third litter.
- The black rhinos bred June 5th.
- The otter pups are doing well and are typically on exhibit from 11 a.m. to 4 p.m.
- Sarah Pechtel and Jake Brodie spent a week in northern Michigan participating in the Great Lakes Piping Plover salvage and hand-rearing project.

- Dr. Sally Nof's last day will be June 14th – a luncheon is planned Wednesday the 13th.

Director Wagner also noted the European gypsy moth infestation in the western portion of the oak stand in the park. The caterpillars caused nearly complete defoliation of a substantial area. The zoo is working with Paul Dykema, retired City of Lansing arborist, to evaluate options for monitoring and protecting trees next year. This led to a short discussion of urban forestry and green space management planning for the zoo and park.

Rick Kibbey asked about the moose. Director Wagner said that Meeko, the male moose was doing well. Test results from Willow, the moose that died, have been inconclusive thus far. A brief discussion of moose management, the possibility of bringing in another moose, and other options for the space followed. The Board also talked a bit about communication practices and what protocols the zoo had in place for news distributions.

Director Wagner then gave a brief overview of the Society report in Director Morris-Hall's absence. The main points covered were:

- Finance – Director Morris-Hall and Cindy Richmond will be present next month with complete May and June financials. At present the numbers are looking good. The Society has nearly completed with its Financial Software changeover. The draft audit has been returned and should be finalized by the end of June. No significant issues were identified.
- Ciesa Marketing – The design group is making some changes in the campaign they came up with in order to address comments from the zoo and developing some companion video pieces. The Zoo is also working with the Ciesa staff to implement a change with the billboard advertising.
- Board Members and Development – Two new members will be joining the Board (Justin King and Erin Schor) and development activities will be taking place at the July and August meetings lead by Sharon Castle of the Nonprofit Network. The assistance is being funded by a capacity building grant from the Community Foundation. Fundraising planning will take place after the board training.
- Society Director Training – Director Morris-Hall attended the first of seven Executive Director Training Academy sessions, also being presented by the Nonprofit Network. The session was on "Trust, Teams, and Leadership." Technology will be the topic of the next session.
- Zookambi – The program is at 85% capacity which is an excellent response.
- Events – Four big private events are scheduled for June including Greenstone in the campground and LCC Days.

NEW BUSINESS

Melissa Lincoln – Eastern Massasauga Rattlesnake project at Big Rock Valley Preserve (BRV)

Ms. Lincoln gave a presentation about work she was involved with managing eastern massasauga rattlesnakes at the Edward Lowe Foundation BRV preserve in southwest Michigan. Since 2009 EMR SSP members have been traveling to BRV each May to hold their annual planning meeting where they review breeding practices for massasaugas within member zoos that are managed collectively. A good portion of the group's time at BRV is spent outdoors, combing wetlands, woods and marshes in search of snakes – part of a longitudinal study that will determine, among other things, survival and reproduction rates. The goal is to find as many massasaugas as possible and then follow them through time. Nine years into the project, the SSP researchers have found and collected data from more than 800 individual snakes.

Ms. Lincoln then answered questions and the Board talked about other massasauga projects around the area.

OLD BUSINESS

External Relations Subcommittee

The Financial Sustainability Subcommittee met May 15th. Cheryl Bergman reported that the Zoo Society had received a grant for training and fundraising and had several additional grant applications pending including one for the farmyard. The subcommittee discussed seeking new sponsors for Big Zoo Lesson and Boo at the Zoo and discussed getting going with the

Centennial Celebration (2020) and overall Capital Campaign. The next meeting is scheduled for July 16th.

Financial Sustainability and Strategy Subcommittees

These subcommittees had no meetings to report. Both have meetings scheduled in July.

BOARD COMMENTS

The Board held a short discussion of the carnivore breeding program legislation, the zoo's position, and how passage may affect the zoo.

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Being no further business, the meeting was adjourned at 6:55 PM.

Bob Doherty
Recording Secretary

DRAFT

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

**1301 S. Pennsylvania Avenue,
Lansing, MI, July 18, 2018**

Absent a quorum, the Ingham County Potter Park Zoo Board held an informational meeting in the Potter Park Zoo Discovery Center Bldg., 1301 S. Pennsylvania Ave., Lansing, Michigan.

ITEMS DISCUSSED:

- Possible Potter Park Zoo – Fenner Nature Center collaboration.
- Black Rhino conservation and activities in Africa.
- Zoo finances and the need for replacement of the penguin pool water chiller.
- The ongoing veterinarian search process.
- Attendance and parking numbers for June 2018, including the possibility of looking at long-term trends.
- The Zoo all-staff meeting and team-building.
- Forest health and the gypsy moth outbreak.
- Zoo staff participation in the Herptile Taxon advisory group and piping plover recovery effort.

ADJOURNMENT

Following the discussion, the meeting was adjourned at 8:04 PM.

Bob Doherty
Recording Secretary

POTTER PARK ZOO
YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY
FOR 7 MONTHS ENDED JULY 31, 2018

	2018 BUDGET	JULY 2018 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	JULY 2017 YTD ACTUAL
REVENUES					
PROPERTY TAX	\$ 2,928,372	\$ 2,944,558	\$ (16,186)	100.55%	\$ 2,874,367
UNALLOCATED PORTION OF TAXES (5 MONTHS)		\$ (1,226,899)	\$ 1,226,899		\$ (1,197,653)
ADMISSIONS	\$ 600,000	\$ 395,227	\$ 204,773	65.87%	\$ 392,476
CONCESSIONS, GIFT SHOP, VENDING	\$ 489,000	\$ 319,227	\$ 169,773	65.28%	\$ 160,413
PARKING FEES	\$ 185,000	\$ 109,847	\$ 75,153	59.38%	\$ 115,352
INTERACTIVE SITES	\$ 58,000	\$ 78,389	\$ (20,389)	135.15%	\$ 51,868
INTEREST INCOME	\$ 10,000	\$ 16,274	\$ (6,274)	162.74%	\$ 4,532
OTHER REVENUES	\$ 42,250	\$ 76,606	\$ (34,356)	181.32%	\$ 116,920
TOTAL REVENUES	\$ 4,312,622	\$ 2,713,229	\$ 1,599,393	62.91%	\$ 2,518,275
EXPENDITURES					
PERSONNEL SERVICES					
Salaries & Wages - Full Time	\$ 1,362,841	\$ 787,261	\$ 575,580	57.77%	\$ 705,255
Salaries & Wages - Seasonal	\$ 535,000	\$ 307,877	\$ 227,123	57.55%	\$ 279,481
Benefits	\$ 689,886	\$ 409,856	\$ 280,030	59.41%	\$ 368,492
Total Personnel Services	\$ 2,587,727	\$ 1,504,994	\$ 1,082,733	58.16%	\$ 1,353,228
CONTROLLABLE EXPENDITURES					
Supplies	\$ 308,050	\$ 214,456	\$ 93,594	69.62%	\$ 158,623
Animal Care	\$ 236,000	\$ 137,579	\$ 98,421	58.30%	\$ 129,142
Purchased Services	\$ 564,096	\$ 220,797	\$ 343,299	39.14%	\$ 260,646
Utilities - Telephone	\$ 21,125	\$ 7,751	\$ 13,374	36.69%	\$ 7,307
Rentals & Leases	\$ 1,500	\$ 1,306	\$ 194	87.07%	\$ 683
Other Expenses	\$ 146,407	\$ 62,893	\$ 83,514	42.96%	\$ 58,137
Total Controllable Expenditures	\$ 1,277,178	\$ 644,782	\$ 632,396	50.48%	\$ 614,538
NON-CONTROLLABLE EXPENDITURES					
Utilities	\$ 200,000	\$ 118,461	\$ 81,539	59.23%	\$ 120,162
Insurance	\$ 92,000	\$ 73,915	\$ 18,085	80.34%	\$ 92,756
IT Support Expense	\$ 75,285	\$ 29,057	\$ 46,228	38.60%	\$ 34,581
Other Expenses	\$ 394	\$ 295	\$ 99	74.87%	\$ 349
Total Non-Controllable Expenditures	\$ 367,679	\$ 221,728	\$ 145,951	60.30%	\$ 247,848
CAPITAL OUTLAY					
Capital Improvements	\$ 15,000	\$ 12,811	\$ 2,189		\$ -
TOTAL EXPENDITURES	\$ 4,247,584	\$ 2,384,315	\$ 1,863,269	56.13%	\$ 2,215,614
TOTAL CHANGE IN FUND BALANCE	\$ 65,038	\$ 328,914			\$ 302,661
FUND BALANCE AS OF 1/1/18					
NON-SPENDABLE		\$ 104,557			
UNRESTRICTED		\$ 641,330			
		<u>\$ 745,887</u>			
FUND BALANCE AS OF 7/31/18		\$ 1,074,801			
FUND BALANCE AS OF 7/31/18					
NON-SPENDABLE		\$ 104,557			
UNRESTRICTED		\$ 970,244			
		<u>\$ 1,074,801</u>			

POTTER PARK ZOO
BALANCE SHEET - PRELIMINARY
JULY 31, 2018

ASSETS

CASH	\$ 2,012,784
DEPOSITORY CASH	285,513
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	(4,653)
TAXES REC - DELINQUENT	22,669
ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES	(13,982)
EFT TAX RECEIVABLE	-
PROPERTY TAX RECEIVABLE	-
INTEREST RECEIVABLE	2,982
INVENTORY	43,572
PREPAID EXPENSES	-

TOTAL ASSETS \$ 2,356,885

LIABILITIES

VOUCHERS PAYABLE	
TAX LEVY LIABILITY	22,000
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	27,995
DEFERRED REVENUE - PROPERTY TAXES	1,226,898
DEFERRED REVENUE - DELINQUENT TAXES	5,191

TOTAL LIABILITIES 1,282,084

FUND BALANCE

UNSPENDABLE	104,557
UNRESTRICTED FUND BALANCE	970,244
	<u><u>1,074,801</u></u>

TOTAL LIABILITIES AND FUND BALANCE \$ 2,356,885

**POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING JULY 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
GENERAL						
CHILDREN	5,127	4,692	(435)	15,035	12,097	(2,938)
CHILDREN - UNDER 3	2,780	2,671	(109)	9,712	8,605	(1,107)
CHILDREN - OFF SEASON	0	0	0	2,562	1,323	(1,239)
ADULT RESIDENT	5,291	4,558	(733)	17,527	14,478	(3,049)
ADULT NON-RESIDENT	4,650	4,272	(378)	13,777	12,742	(1,035)
ADULT - OFF SEASON	0	0	0	6,354	3,476	(2,878)
SENIOR RESIDENT	622	518	(104)	1,514	1,319	(195)
SENIOR NON-RESIDENT	654	673	19	1,703	1,612	(91)
GROUPS	857	1,626	769	11,300	11,713	413
SUBTOTAL	19,981	19,010	(971)	79,484	67,365	(12,119)
MEMBERSHIPS/PROGRAMS						
PPZ MEMBERS	2,991	1,741	(1,250)	12,089	12,484	395
SPECIAL EVENTS	0	5	5	1,379	2,661	1,282
RECIPROCAL ZOO MEMBERS	918	1,484	566	2,455	2,194	(261)
RECIPROCAL ZOO MEMBERS (100%)	846	481	(365)	2,204	1,722	(482)
MONDAY PROGRAM	1,428	3,053	1,625	5,492	6,282	790
OTHER	0	0	0	1,396	349	(1,047)
SUBTOTAL	6,183	6,764	581	25,015	25,692	677
GRAND TOTAL	26,164	25,774	(390)	104,499	93,057	(11,442)

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 JULY 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	22	15	(7)	322	249	(73)
ANNUAL NON-RESIDENT PASS	1	2	1	49	34	(15)
PPZ MEMBER DELUXE/PREMIUM	285	285	0	1,014	1,272	258
DAILY RESIDENT PARKING	3,518	3,196	(322)	13,351	11,732	(1,619)
DAILY NON-RESIDENT PARKING	4,069	3,636	(433)	14,577	13,204	(1,373)
EVENTS	1,812	2,046	234	3,308	5,623	2,315
OTHER	2,675	2,425	(250)	9,134	8,523	(611)
TOTAL	12,382	11,605	(777)	41,755	40,637	(1,118)
CHANGE FROM PRIOR YEAR			-6.3%			-2.7%

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

POTTER PARK



Zoo Director Report

August 22, 2018

AZA

- Annual conference is in Seattle, WA September 23-27 with a pre-conference tour on the 22 to the Oregon Zoo and a post-conference tour on September 28 to Point Defiance Zoo. I will be attending a full-day pre-conference workshop, “Techniques in Lean and Process Improvement”.

Guest Services

- Pony Path and Wings Down Under will remain open through Labor Day and then weekends until Boo at the Zoo starts. Due to a shortage of seasonal employees the contact area will be closed after August 19.
- Diversity Workshops will be held August 21 and 28 for many of the full time zoo staff.
- We began a secret shopper survey designed to acquire feedback from visitors from the start of their visit at the parking booth to the time they leave.

Grounds



Left:

The North American arch renovation is complete. The work was completed by Zach Richardson and Troop 2 of East Lansing for his Eagle Scout project. The funding for the project was provided by a donation from Jan Brigham to the Zoological Society.

- Paul Dykema from The Visiting Arborist provided a recommended gypsy moth treatment plan for this fall and the spring of 2019. The next step is to do an egg mass survey in late October/early November.
- Two sugar maples were removed in the parking lot in July. These trees were recommended for removal by Paul Dykema in the tree survey he provided of trees causing safety concerns near visitor areas and staff work areas. The wood chips and logs were used for the rhinos and other animals in the zoo.



Left:
The concrete rhino water tanks and restaurant steps donated by Christman Constructors have been installed.



Left:
The chalkboard has been installed by the gift shop as part of the Ceisa Blend marketing campaign.

Education

- Zookambi was a huge success this year. The last week of camp ended August 17. Over 95% of the available camp spots were filled making it the highest attended year of Zookambi ever.
- Big Zoo Lesson begins the week of September 17. There are 60 classes registered for the 2018-2019 school year.
- The high school class starts August 20. This year there are 40 registered students for the 2018-2019 school year.
- Over 2,500 people attended the 60 outreaches at area community centers as part of the Zoo In Your Neighborhood program. In addition education staff have attended 5 community events.

Animal Care

- Dr. Ronan Eustace will be starting as veterinarian on Monday, August 27. We will begin the hiring process for a veterinary technician at that time.
- Rhino breeding update – rhinos continue to be put together monthly as Doppsee cycles. The rhinos have not expressed much interest in each other for several months. We are pursuing hormone testing to confirm or deny pregnancy.

- Three alpacas have arrived and are in quarantine. These three will eventually join the three alpacas already in the farmyard.
- The male red-ruffed lemur was sent to Dickerson Park Zoo at the recommendation of SSP.
- The temporary penguin chiller is in place and working. The permanent chiller will arrive and be installed in 4-6 weeks.

Special Events

- Tickets for the August 30 Zoo Brew event are available online. The July Zoo Brew had 404 attendees.
- Over 700 members attended member's night August 8.
- The City of Lansing held a private event for their employees after hours at the zoo Thursday, Aug. 9. It was attended by nearly 900 people and Mayor Andy Schor spoke to the guests.