

AGENDA

Potter Park Zoo Board

1301 S. Pennsylvania Avenue ~ Lansing, MI 48912
Telephone: 517.342.2776; Fax: 517.316.3894

The packet is available on-line by going to www.ingham.org, choosing the "Monthly Calendar" and click on Wednesday, December 13, 2017.

Wednesday, December 13, 2017

at 5:45 PM

POTTER PARK ZOO BOARD MEETING

Potter Park Zoo, Education Building, Coral Reef Room

1301 S. Pennsylvania Ave., Lansing, Michigan

- 1. Call to Order**
- 2. Approval of Minutes**
Minutes of November 8, 2017 will be considered
- 3. Limited Public Comment – Limited to 3 minutes with no discussion**
- 4. Late Items/Deletions/Consent Items**
- 5. DIRECTOR AND FINANCIAL REPORTS**
 - A. November Financial Reports – Delphine Brezee
 - B. Zoo Director's Report – Cindy Wagner
 - i. November Attendance
 - C. Zoo Society Report – Amy Morris/Aaron Davis
- 6. NEW BUSINESS**
 - A. Presentation on the PMP Workshop – Sarah Pechtel
 - B. Point of Sale System Discussion - Cindy Wagner
 - C. Selection of Board Chair and Vice Chair for 2018
 - D. Approval 2018 Calendar Dates
- 7. OLD BUSINESS**
 - A. Subcommittees:
 - i. Strategy Subcommittee – Mary Leys
 - ii. External Relations Subcommittee – Cheryl Bergman
 - iii. Financial Sustainability Subcommittee – Kyle Binkley
- 8. Board Comments**
- 9. Limited Public Comment - Limited to 3 minutes with no discussion**
- 10. Informational Items**
 - A. Thank You Letters – Upon Request
- 11. Upcoming Meeting**
 - A. Zoo Board Meeting on **January 10, 2018** at **5:45 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
November 8, 2017**

The Ingham County Potter Park Zoo 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: Chair John Groen, Commissioner Nolan, Mary Leys, Vice Chair Kyle Binkley, Rick Kibbey, Cheryl Bergman, Aaron Davis, & Dr. Snider

ABSENT: Commissioner Koenig & Jennifer Flood

ALSO PRESENT: Cindy Wagner, Zoo Director; Teresa Masseur, Recording Secretary; Amy Morris, Executive Director of PPZS; Delphine Brezee, Accountant; Cagney McDermott & Liz Jagenow, Zookeepers

CALL TO ORDER Chair Groen called the regular meeting of the Ingham County Zoo Board to order at 5:54 PM

MINUTES: Moved by Commissioner Nolan to approve and supported by Mr. Kibbey to approve the September 6, 2017 minutes of the regular meeting as written. Yes-8; No-0; **MOTION CARRIED.**

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

None

DIRECTORS AND FINANCIAL REPORTS

Financial Report

Mrs. Brezee talked about the October Balance Sheet. She stated there is total cash of \$1,368,022 and the total assets are \$1,477,063. Mrs. Brezee moved onto the October Actual Report and talked about the revenue, personnel services, controllable expenditures, total change in fund balance, and the fund balance after the tax allocation.

Chair Groen asked if the budgeted concessions will be made up during the Wonderland of Lights.

Mrs. Wagner said there will be a little in concessions, but more in gift shop. We will be closer, but we are not sure how close as this is our first year. She also said all spending is on track. She believes there will be \$150,000 left at the end of the year for the fund balance, if we don't have any unforeseen issues.

Zoo Director's Report

Mrs. Wagner talked about her director's report. There are some fun conservation things going on like the Director of Action for Cheetahs in Kenya came to the zoo and gave a presentation. There's a brown bag lunch presentation with Benson (he is a Maasai from rural Kenya) of the Mara Hyena Project which was led by Dr. Kay Holekamp. Mr. Davidek went to the Aquarium and Zoo Facilities Association Annual Conference which was held at the John Ball Zoo this year. She stated we did a staff survey and there were 37 out of 41 full time employees that responded from the zoo and zoo society. The overall results were good. The first program for "Zoo in Your Neighborhood" will be held at the Eaton County Public Library on November 11th. Recruitment has begun for the winter 2018 docent class. We will be hosting a workshop for the Michigan DNR Salmon in the Classroom Project in March. Penn 4 People completed painting the bridge on Pennsylvania Ave. near the zoo entrance. The black rhinos were introduced starting Tuesday, October 24th and bred on Sunday, October 29th which was the last day of Boo at the Zoo. We've acquired 0.2 Patagonian cavy, 2.2 Alpacas, 0.2 Giant chinchilla rabbits, 0.0.1 Screech owl, and will be receiving 2.0 ponies.

October Attendance and Parking Report

Mrs. Wagner said he numbers are up this year and will keep looking at how to bring more people in next year.

Society Report

Mrs. Morris said the Society is off budget by \$87,000 and the largest deviations were due to a \$26,000 reduction in the EISD revenue, the budget estimate for utilities being \$9,000 low, and the budget estimate for credit cards fee expenses was around \$9,000 low. Some of this budget deviation will be offset by incoming revenue. There is another grant coming in for \$16,000 that wasn't budgeted and around \$25,000 in private events that have been invoiced and not paid. The Society Board will be going through each department to better understand the reasons for the deviations.

Mr. Davis said the Society's fundraising efforts are a work in progress and that historically there has not been much of a framework for this. There was a meeting with the Society Board on the 2nd and it was all about fundraising. It was a good meeting and they are making progress.

Mrs. Morris said they now have an events sponsorship packet and will be working on sponsors for events. They are moving in the right direction.

The new website is up and running and is getting much traffic. It is a much cleaner and more organized website and is mobile friendly.

NEW BUSINESS

Presentation of the Old World Monkey TAG Workshop – Liz Jagenow and Cagney McDermott

Ms. Jagenow and Ms. McDermott attended the Old World Monkey TAG Workshop. There were basically three major points; aggression, parent rearing, and hand rearing primates. It is normal for there to be aggression within the primate species even in well-established troops. There needs to be limits as to how far the aggression will go among the group, but sometimes introductions ending too soon is not good for the animal. They said ending it sooner, sometimes has a negative affect and the animal will have to endure it again or maybe even worse. This concept can be applied to other species as well and is not just specific with primates. Having a good understanding of what's normal behavior and how far you can let them go while doing introductions is important. There are some diabetic primates and it is more common in females. One of the main reasons is the typical fruit in the wild has less sugar than the fruit that is bought at the store. A lot of zoos will not hand rear primates. They need the social cues from the primate group. They talked about the TAG's, Taxon Advisory Group, which is who you ask if you have any questions about signage, field studies, and exhibit design.

OLD BUSINESS

Sub-Committee Updates

Master Plan Sub-committee

Mrs. Leys stated that Mrs. Wagner has been working on a five year action plan of all the different projects and prioritizes by the urgency and the cost and she will roll that out soon. She has talked to all the departments on what they need, what it will cost and what year it would need to be finished. There are three projects that are being talked about now; the hospital, new lion exhibit, and the African mammal exhibit. We are discussing hiring a consultant to come in and give an estimated cost. They won't do blueprints yet, but will do some renderings that could be used for fundraising. Once, there are numbers proposed to the projects, it might help to decide if they would combine them or do them separately. The idea of where the lion exhibit would go would be behind the rhino exhibit.

Chair Groen also would like to add the next step, which is the final revision to the Master Plan would be reviewed by this group in February and then a final copy in March and then the implementing in April.

Mrs. Wagner talked about how they went through the Master Plan page by page and noted how things have changed since then. There are a lot of the species that have changed. There are animal management meetings with flow charts on how we make decisions and also an ICP to talk about the 2018 collection plan.

Discussion ensued.

Finance Sustainability Sub-committee

Mr. Kyle Binkley stated they met and talked about prepping for the budget overview in February. Mrs. Wagner is presenting to the staff a similar budget presentation that can also be used for the board. They talked about diversifying some of the funding and how other zoos have multiple ways of funding and how PPZ funding is primarily through the millage. Mrs. Wagner and Mrs. Morris will look at other zoos that have low millage and look at the other ways they bring in money.

Discussion ensued.

External Relations Sub-committee

Cheryl Bergman stated they just met on Monday and in September. They talked about the meeting with the Dean at MSU Vet School and it was expressed there are no funds available for the PPZ Animal Hospital. They talked about getting the RFP for the renderings, so we have something to show when approaching donors. Also, talked about getting companies like pharmaceutical and nutritional companies for fundraising. In order to do the fundraising right, it takes about six months to get everything on paper and everyone is being cautious which is good. She thinks things are looking good.

Discussion ensued.

BOARD COMMENTS

Chair Groen asked since there is a new mayor, what is our plan on engaging with the new administration.

Mrs. Morris said it's on the list of people that we want to connect with and he has been a big supporter of the zoo in the past.

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Being no further business, the meeting was adjourned at 7:42 PM.

Teresa Masseur
Recording Secretary

POTTER PARK ZOO
YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY
FOR ELEVEN MONTHS ENDED NOVEMBER 30, 2017

	2017 BUDGET	NOVEMBER 2017 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	NOVEMBER 2016 YTD ACTUAL
REVENUES					
PROPERTY TAX	\$ 2,856,183	\$ 2,869,910	\$ (13,727)	100.48%	\$ 2,821,304
UNALLOCATED PORTION OF TAXES (1 MONTH)	\$ (238,014)	\$ (239,158)	\$ 1,144	100.48%	\$ (235,108)
ADMISSIONS	\$ 593,010	\$ 613,580	\$ (20,570)	103.47%	\$ 581,074
CONCESSIONS, GIFT SHOP, VENDING	\$ 470,000	\$ 422,500	\$ 47,500	89.89%	
PARKING FEES	\$ 185,000	\$ 190,022	\$ (5,022)	102.71%	\$ 171,235
INTERACTIVE SITES	\$ 58,000	\$ 73,508	\$ (15,508)	126.74%	\$ 25,746
INTEREST INCOME	\$ 15,000	\$ 12,867	\$ 2,133	85.78%	\$ 8,992
OTHER REVENUES	\$ 94,570	\$ 135,505	\$ (40,935)	143.29%	\$ 54,004
TOTAL REVENUES	\$ 4,033,749	\$ 4,078,734	\$ (44,985)	101.12%	\$ 3,427,247
EXPENDITURES					
PERSONNEL SERVICES					
Salaries & Wages - Full Time	\$ 1,363,334	\$ 1,112,549	\$ 250,785	81.61%	\$ 971,659
Salaries & Wages - Seasonal	\$ 504,871	\$ 443,938	\$ 60,933	87.93%	\$ 406,328
Benefits	\$ 701,433	\$ 590,624	\$ 110,809	84.20%	\$ 493,079
Total Personnel Services	\$ 2,569,638	\$ 2,147,111	\$ 422,527	83.56%	\$ 1,871,066
CONTROLLABLE EXPENDITURES					
Supplies	\$ 311,698	\$ 279,779	\$ 31,919	89.76%	\$ 88,502
Animal Care	\$ 242,966	\$ 222,975	\$ 19,991	91.77%	\$ 177,011
Purchased Services	\$ 549,402	\$ 441,308	\$ 108,094	80.33%	\$ 363,605
Utilities - Telephone	\$ 20,625	\$ 16,873	\$ 3,752	81.81%	\$ 22,902
Rentals & Leases	\$ 2,500	\$ 1,033	\$ 1,467	41.32%	\$ 378
Other Expenses	\$ 149,768	\$ 119,620	\$ 30,148	79.87%	\$ 42,165
Total Controllable Expenditures	\$ 1,276,959	\$ 1,081,588	\$ 195,371	84.70%	\$ 694,563
NON-CONTROLLABLE EXPENDITURES					
Utilities	\$ 189,000	\$ 183,734	\$ 5,266	97.21%	\$ 153,783
Insurance	\$ 64,657	\$ 68,806	\$ (4,149)	106.42%	\$ 31,777
IT Support Expense	\$ 70,911	\$ 62,880	\$ 8,031	88.67%	\$ 45,749
Other Expenses	\$ 465	\$ 465	\$ -	100.00%	\$ 489
Total Non-Controllable Expenditures	\$ 325,033	\$ 315,885	\$ 9,148	97.19%	\$ 231,798
CAPITAL OUTLAY					
Capital Improvements		\$ 15,098			\$ 315,623
TOTAL EXPENDITURES	\$ 4,171,630	\$ 3,559,682	\$ 611,948	85.33%	\$ 3,113,050
TOTAL CHANGE IN FUND BALANCE		\$ 519,052			\$ 314,197
FUND BALANCE AS OF 1/1/17					
NON-SPENDABLE		\$ 104,944			
UNRESTRICTED		\$ 272,630			
		<u>\$ 377,574</u>			
FUND BALANCE AS OF 11/30/17 AFTER TAX ALLOCATION		\$ 896,626			
FUND BALANCE AS OF 11/30/17					
NON-SPENDABLE		\$ 24,642			
UNRESTRICTED		\$ 871,984			
		<u>\$ 896,626</u>			

**POTTER PARK ZOO
BALANCE SHEET - PRELIMINARY
NOVEMBER 30, 2017**

ASSETS

CASH	\$ 1,119,014
DEPOSITORY CASH	8,493
IMPREST CASH	5,400
IFT TAX RECEIVABLE	-
TAXES REC - DELINQUENT	23,547
ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES	(12,299)
ACCOUNTS RECEIVABLE	-
INTEREST RECEIVABLE	2,145
DUE FROM ZOO SOCIETY	-
INVENTORY	24,642
PREPAID EXPENSES	6,070

TOTAL ASSETS	<u><u>\$ 1,177,012</u></u>
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LIABILITIES

VOUCHERS PAYABLE	
TAX LEVY LIABILITY	22,000
ACCRUED PAYROLL	
ACCOUNTS PAYABLE	5,856
DEFERRED REVENUE - PROPERTY TAXES	239,158
DEFERRED REVENUE - DELI	13,372

TOTAL LIABILITIES	<u>280,386</u>
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FUND BALANCE

UNSPENDABLE	24,642
UNRESTRICTED FUND BALANCE	871,984
	<u>896,626</u>

TOTAL LIABILITIES AND FUND BALANCE	<u><u>\$ 1,177,012</u></u>
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POTTER PARK



Zoo Director Report

12-13-17

AZA

We have started the written progress report due on February 2nd, 2018 as a condition of our accreditation. The main focus of the report needs to be progress that has been made on the action plan for the zoo master plan.

I will attend the Director's conference January 29th – February 2nd, 2018 in Monterey, CA.

Conservation

Six staff members are participating in a pine marten field research project in December. They are accompanying Grand Valley State University staff in the field as they trap, tag, monitor and release pine martens in Northern Michigan.

We were able to add \$7,300 to the zoo conservation fund in 2017 with the sale of bookmarks for \$1.00 at admissions and the gift shop. This was the first year we sold the bookmarks. We are planning to change the animals showcased on the bookmarks in 2018 and build on this success.

In 2017, Quarters 4 Conservation brought in \$229.65 for Puerto Rican crested toad, \$190.03 for Black rhino and \$221.43 for Red panda conservation. We will match the donation amount for the species that received the most with money from the zoo conservation fund. A total of \$459.30 will be sent for recovery efforts of the Puerto Rican crested toad release sights in Puerto Rico and the money for Black rhino and Red panda will be sent to Lewa Wildlife Conservancy and Red Panda Network.

Education

Zoo in Your Neighborhood has been well received at all sites which include libraries, community centers, after school literacy programs and the refugee center. The most recent event at the Delta Township Library was attended by 120 guests. Events will continue through May at the remaining sites. The schedule can be found on the zoo website.

The last FALCONERS event of 2017 had 105 attendees even with the howling winds and cold weather. This program will continue in 2018 with one event per month. We continue to receive positive feedback from participants following each event. In 2018, we will have two off site FALCONER events for the first time. These will be held at Abrams Planetarium and Sleepy Hollow State Park.

Education staff attended the Michigan Elementary and Middle School Principal Association (MEMSPA) exhibitor day at the annual conference in Traverse City. Potter Park Zoo is the only zoo that attends and this provides a great opportunity to communicate with school districts from all over the state of Michigan.

Big Zoo Lesson is wrapping up for 2017 and will start again January 8th, 2018 with a jam packed schedule.

Education staff are working with ERESA to create a middle college option for the Zoo Management and Animal Science high school class held at Potter Park Zoo.

Events

The 4th annual Winter Wine-n-Stein was a fun-filled night that saw over 300 guests. Attendees were able to sample food, wine and beer from 18 local vendors and enjoy the lights throughout the zoo. This event generated nearly \$10,000 in revenue.

Wonderland of Lights is off to a wonderful start this year. Toys for Tots night was a huge success resulting in our second highest attended night with over 1,700 attendees. Cost is \$5.00 per child and \$7.00 per adult.

Safety

Consumer's Energy has completed the gas line replacement project in the zoo.

We continue to have monthly drills with follow up discussions about what needs to be improved upon. The drills are coordinated and documented by Rick Parker and have been very helpful. The most recent drill was a tiger escape in which the Zoo Emergency Response Team responded to contain the threat. Rick also recently completed a walk-through of the zoo with the Lansing Police Department to ensure all emergency protocols were up to date.

Website/Social Media

In November, we reached over 300,000 people. This is an increase of 120,000 from September. Kaiti Chritz is doing a fantastic job creating engaging content on the website, Facebook, Instagram, and Twitter.

Animals

Red kangaroo - Roothie one of the female kangaroos from St. Louis has a joey in her pouch. It has not yet emerged, but it has become obvious with the movement in her pouch.

Rhino - Keepers continue to collect urine and fecal samples from Doppsee to test hormone levels. It will be several more months before we are able to determine if Doppsee is pregnant. If it is determined that she is not pregnant then we will continue with introductions in the spring.

Giant Madagascar hognose – The exhibit is nearly complete and we plan to have this snake on exhibit by the first of the year. The keepers have been working hard on the aesthetics of the exhibit to create a naturalistic exhibit with a stream.

Guam rail – We will be introducing our male and female Guam rails in January with the intention of breeding. This species is part of an SSP reintroduction species.

Cavy – We received 2 female cavies from Virginia Zoo. When these females have been released from quarantine they will be introduced to our 2 males. In the spring this cavy group will be introduced to the anteater with the hopes of having a mixed species exhibit.

Meerkat - The new meerkat troop from Disney is now on exhibit. They can be viewed as weather permits.

Mandrill – Our female Mandrill is diabetic. Vet staff and keepers are working to monitor her condition through training and voluntary participation.

Camel - We were able to get a weight from our female camel for the first time ever thanks to the dedication of our keepers.

**POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING NOVEMBER 2017**

<u>ADMISSION TYPE</u>	<u>CURRENT MONTH</u>			<u>YEAR-TO-DATE</u>		
	<u>2017 COUNT</u>	<u>2016 COUNT</u>	<u>BETTER (WORSE) THAN PY</u>	<u>2017 COUNT</u>	<u>2016 COUNT</u>	<u>BETTER (WORSE) THAN PY</u>
CHILDREN	-	-	-	22,925	24,695	(1,770)
CHILDREN-UNDER 3	150	410	(260)	13,786	12,835	951
CHILDREN-OFF-SEASON	282	899	(617)	2,844	2,874	(30)
ADULT RESIDENT	-	-	-	26,026	26,633	(607)
ADULT NON-RESIDENT	-	-	-	20,794	18,793	2,001
ADULT OFF-SEASON	900	2,333	(1,433)	7,254	6,524	730
SENIOR RESIDENT	-	-	-	2,539	2,717	(178)
SENIOR NON-RESIDENT	-	-	-	2,880	2,589	291
GROUPS	-	-	-	12,678	14,015	(1,337)
TOTAL	1,332	3,642	(2,310)	111,726	111,675	51
SPECIAL EVENTS-PPZS	943	-	943	15,097	-	15,097
SPECIAL EVENTS-COUNTY	-	-	-	250	-	250
RECIPROCAL ZOO MEMBERS 100%	341	719	(378)	18,184	17,844	340
RECIPROCAL ZOO MEMBERS 50%	74	77	(3)	6,125	6,123	2
MONDAY PROGRAM	79	113	(34)	7,454	4,635	2,819
OTHER	-	7	(7)	1,656	396	1,260
	1,437	916	521	48,766	28,998	19,768
GRAND TOTAL	2,769	4,558	(1,789)	160,492	140,673	19,819

<u>ADMISSION TYPE</u>	<u>DESCRIPTION</u>
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)
SPECIAL EVENTS-PPZS	
SPECIAL EVENTS-COUNTY	
RECIPROCAL ZOO MEMBERS 100%	Zoo Members (Free)
RECIPROCAL ZOO MEMBERS 50%	Reciprocal Zoo memberships (Price Varies)
GROUPS	20 or more guests paying together (\$1 off per person)
MONDAY PROGRAM	Ingham County Residents free 9-12:00 PM on non-holiday Monday's
OTHER	Any Coupon related attendee

POTTER PARK



NOTICE
REGULAR MEETINGS OF THE
POTTER PARK ZOO BOARD
FOR 2018

The Potter Park Zoo Board shall conduct meetings the second Wednesday of each month. Meetings commence at 5:45 pm and are held at the Potter Park Zoo, 1301 S. Pennsylvania Ave., Education Bldg./Coral Reef Room, Lansing, Michigan

January 10, 2018
February 14, 2018
March 14, 2018
April 11, 2018
May 9, 2018
June 13, 2018
July 11, 2018
August 8, 2018
September 12, 2018
October 10, 2018
November 14, 2018
December 12, 2018

In the event of a special meeting, rescheduled meeting or cancellation of a regularly scheduled meeting, a notice of same will be posted at the office of Potter Park Zoo, 1301 S. Pennsylvania Ave., Lansing, Michigan, at least 18 hours prior to the time of the meeting or canceled meeting.

The Ingham County Parks Department 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, or individuals with disabilities at the meeting, upon five (5) working days' notice to the Ingham County Parks Department. Individuals with disabilities requiring auxiliary aids or services should contact the Ingham County Parks Department in writing or by calling the Ingham County Parks Office, P.O. Box 178, Mason, MI 48854 ~ Phone: (517)676-2233.

A QUORUM OF POTTER PARK ZOO BOARD MEMBERS MAY BE IN ATTENDANCE AT THIS MEETING

1301 S. Pennsylvania Ave. | Lansing, MI 48912 | p: 517-342-2776 | f: 517-318-3894

POTTER PARK

