

AGENDA

Potter Park Zoo Board

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

The packet is available on-line by going to www.ingham.org, choosing the "Monthly Calendar" and click on Wednesday, March 14, 2018.

Wednesday, March 14, 2018
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 February 7, 2018 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. February Financial Reports – Delphine Brezee
 - B. Zoo Director and Society's Report – Cindy Wagner/Amy Morris
 - i. February Attendance
6. **NEW BUSINESS**
 - A. Presentation by Rick Parker
 - B. Resolution Authorizing Potter Park Zoo Incentives
 - C. Discussion Potter Park Zoo Film Policy
- 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. **Upcoming Meeting**
 - A. Zoo Board Meeting on **April 11, 2018** at **5:45 PM** at 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.

**“DRAFT” MINUTES OF THE MEETING
INGHAM COUNTY POTTER PARK ZOO
BOARD
1301 S. Pennsylvania Avenue, Lansing, MI
February 7, 2018**

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, Dr. Snider, Jennifer Flood, Vice Chair Kyle Binkley, & Cheryl Bergman
- ABSENT:** Commissioner Koenig, Rick Kibbey and Aaron Davis
- ALSO PRESENT:** Cynthia Wagner, Zoo Director; Teresa Masseur, Recording Secretary; Amy Morris-Hall, Executive Director of PPZS; and Delphine Brezee, Accountant of Financial Services
- CALL TO ORDER** Chair Groen called the regular meeting of the Ingham County Zoo Board to order at 5:47 PM
- MINUTES:** Moved by Commissioner Nolan to approve and supported by Dr. Snider to approve the January 10, 2018 minutes of the regular meeting as written, Yes-6; No-0; **MOTION CARRIED.**

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

None

DIRECTORS AND FINANCIAL REPORTS

Financial Report

Mrs. Brezee reported on the final unaudited 2017 Year End Financial Report. The total revenue is \$4,342,344 and total expenditures \$4,068,087 with a remaining fund balance total of \$651,831. Director Wagner reported there would be expenses against this total and the anticipated amount to return to fund balance would be \$272,000 in 2017.

Chair Groen commented that the zoo exceeded goal by \$172,000. Commissioner Nolan asked what led to this.

Director Wagner reported revenue was exceeded by \$70,000. She noted several expenses that came in below budget including public safety wages and the veterinary department. She also noted that some expenses exceeded budget including \$15,000 in capital outlay for computer replacement, which was not budgeted, and the animal food budget.

Chair Groen asked how the zoo exceeded budgeted revenue. Director Wagner said a number of factors influenced this including donations, admissions, parking, and the interactive sites. She noted that the train and bungee revenue was not included in the budget. Other revenue that exceeded budget included reimbursement of wages paid by the society for special events.

Director Wagner noted the gift shop and restaurant did not make budgeted revenue this year, but plans are underway to ensure this will not be a problem in 2018.

Discussion ensued.

Zoo and Society Directors' Report

Director Wagner reviewed the report.

- The update required by the Association of Zoos and Aquariums (AZA) was submitted in advance of the Feb. 1, 2018 deadline.
- Director Wagner attended the Directors Conference of the AZA and reported it was very informative and there was much discussion on issues around animal welfare. She also noted the AZA is working on a campaign to promote accreditation and this was reviewed at the conference.
- The Eastern Massasauga Education Workshop Group held their first meeting at Potter Park Zoo today (Feb. 7, 2018). A Potter Park Zoo keeper is participating.
- Director Wagner is working on revising employee manuals and preparing them for approval by Ingham County Human Resources staff.

- Interviews will begin for the Registrar position beginning Friday (Feb. 9, 2018).
- Working Dogs for Conservation presented a program for the public at Potter Park Zoo Jan. 25, 2018 and more than 100 people attended.
- Potter Park Zoo's citizen science program, FrogWatch training, will begin in March.
- The Society's education program for autistic learners and their families, FALCONERS, continues to experience success in engaging families that may not normally come to the zoo.
- Potter Park Zoo Veterinarian Dr. Sally Nofs attended the Zoos and Aquariums Committing to Conservation biannual conference at the Jacksonville Zoo.
- Televisions are being set up in the Bird and Reptile House to replace outdated graphic light boxes. The televisions will use flash drives allowing for ease in changing graphics.

Society Executive Director Morris-Hall reviewed the report.

- The Society's finance department is reorganizing due to the passing of Society Director of Finance Bill Conarton. The Society's audit company recommended reaching out to finance firm Maner-Costerisan. The Society secured this firm as a subcontractor to manage the Society finances and are finding success in their knowledge of non-profit finances. The monthly cost of the firm is below that of having a full-time staff person.
- Wonderland of Lights exceeded budget. Final numbers are not yet available.
- The Society received a substantial donation for Potter Park Zoo's black rhino program in memoriam of former docent Gina King. The total donation is more than \$10,000 to date.

January Attendance

Director Wagner reported attendance is down compared to 2017. A sign will soon be added at the entrance of the zoo noting the hours the zoo is open.

OLD BUSINESS

Subcommittee Updates

Strategy Subcommittee

A draft copy of the zoo's strategic plan was provided to the board at the request of Chair Groen. Director Wagner reported she had consulted with the county controller regarding this strategic plan. The plan includes core values for the zoo team and strategies around improving how the zoo handles animal welfare, conservation, and financial sustainability. Next steps will include an implementation plan that approaches these strategies for the zoo overall and at the department level. This is a five-year plan.

Chair Groen asked if there will be a resolution for the strategic plan for next month. Director Wagner said yes. There will also be resolutions regarding the zoo's video policy and incentive days.

Discussion ensued.

External Relations Subcommittee

Ms. Bergman reported the committee met Jan. 22 and discussed ideas for a capital campaign. They like the idea of having this year for planning, next year for a silent phase and the following year, which will be the centennial of the zoo, as the public kickoff. They discussed potentially holding a VIP reception. The next meeting will be March 12 at noon.

Discussion ensued.

Financial Sustainability Subcommittee

Mr. Binkley reported that an action plan listing all anticipated capital improvements in order of priority has been created. Discussion was had regarding items that would have return on investment. He noted the return on investment on something like the lion exhibit would take longer than the penguin exhibit. At the committee's March meeting, they hope to discuss zoo revenue and how it comes into the zoo as the countywide millage is currently 60 percent of the budgeted revenue.

BOARD COMMENTS

Chair Groen thanked Teresa Masseur for her service and noted how immensely helpful she has been.

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Being no further business, the meeting was adjourned at 7:00 PM.

Teresa Masseau
Recording Secretary

POTTER PARK ZOO
YEAR TO DATE BUDGET/ACTUAL REPORT - FINAL UNAUDITED
February 28, 2018

	2018 BUDGET	FEBRUARY 2018 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	FEBRUARY 2017 YTD ACTUAL
REVENUES					
PROPERTY TAX	\$ 2,928,372	\$ 2,904,960	\$ 23,412	99.20%	\$ 2,819,998
UNALLOCATED PORTION OF TAXES (10 MONTH)	\$ (2,440,309)	\$ (2,420,799)	\$ (19,510)	99.20%	\$ (2,349,997)
ADMISSIONS	\$ 600,000	\$ 6,077	\$ 593,923	1.01%	\$ 4,916
CONCESSIONS, GIFT SHOP, VENDING	\$ 489,000	\$ 551	\$ 488,449	0.11%	\$ -
PARKING FEES	\$ 185,000	\$ -	\$ 185,000	0.00%	\$ -
INTERACTIVE SITES	\$ 58,000	\$ -	\$ 58,000	0.00%	\$ -
INTEREST INCOME	\$ 10,000	\$ 1,694	\$ 8,306	16.94%	\$ 674
OTHER REVENUES	\$ 42,250	\$ 96,240	\$ (53,990)	227.79%	\$ -
CARRY OVER SURPLUS USED	\$ (65,038)				
TOTAL REVENUES	\$ 1,807,275	\$ 588,723	\$ 1,218,552	32.58%	\$ 475,591
EXPENDITURES					
PERSONNEL SERVICES					
Salaries & Wages - Full Time	\$ 1,362,841	\$ 187,122	\$ 1,175,719	13.73%	\$ 69,078
Salaries & Wages - Seasonal	\$ 535,000	\$ 42,293	\$ 492,707	7.91%	\$ 15,852
Benefits	\$ 689,886	\$ 109,095	\$ 580,791	15.81%	\$ 46,502
Total Personnel Services	\$ 2,587,727	\$ 338,510	\$ 2,249,217	13.08%	\$ 131,432
CONTROLLABLE EXPENDITURES					
Supplies	\$ 311,050	\$ 11,837	\$ 299,213	3.81%	\$ 215
Animal Care	\$ 236,000	\$ 37,200	\$ 198,800	15.76%	\$ 3,444
Purchased Services	\$ 558,096	\$ 24,223	\$ 533,873	4.34%	\$ 12,234
Utilities - Telephone	\$ 27,125	\$ 1,441	\$ 25,684	5.31%	\$ (25)
Rentals & Leases	\$ 1,500	\$ -	\$ 1,500	0.00%	\$ -
Other Expenses	\$ 143,407	\$ 23,647	\$ 119,760	16.49%	\$ 907
Total Controllable Expenditures	\$ 1,277,178	\$ 98,348	\$ 1,178,830	7.70%	\$ 16,775
NON-CONTROLLABLE EXPENDITURES					
Utilities	\$ 200,000	\$ 8,406	\$ 191,594	4.20%	\$ 6,364
Insurance	\$ 92,000	\$ 54,915	\$ 37,085	59.69%	\$ 73,756
IT Support Expense	\$ 75,285	\$ 3,673	\$ 71,612	4.88%	\$ -
Other Expenses	\$ 394	\$ 98	\$ 296	24.87%	\$ 116
Total Non-Controllable Expenditures	\$ 367,679	\$ 67,092	\$ 300,587	18.25%	\$ 80,236
CAPITAL OUTLAY					
Capital Improvements	\$ -	\$ -	\$ -		\$ -
TOTAL EXPENDITURES	\$ 4,232,584	\$ 503,950	\$ 3,728,634	11.91%	\$ 228,443
TOTAL CHANGE IN FUND BALANCE		\$ 84,773			\$ 247,148
FUND BALANCE AS OF 1/1/18					
NON-SPENDABLE		\$ 104,557			
UNRESTRICTED		\$ 547,274			
		<u>\$ 651,831</u>			
FUND BALANCE AS OF 2/28/18		\$ 736,604			
FUND BALANCE AS OF 2/28/18					
NON-SPENDABLE		\$ 104,557			
UNRESTRICTED		\$ 632,047			
		<u>\$ 736,604</u>			

**POTTER PARK ZOO
BALANCE SHEET - FINAL UNAUDITED
JANUARY 31, 2018**

ASSETS

CASH	\$ 2,435,313
DEPOSITORY CASH	5,716
IMPREST CASH	5,400
TAXES REC - CURRENT LEVY	686,699
TAXES REC - DELINQUENT	19,174
ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES	(13,982)
PROPERTY TAX RECEIVABLE	-
INTEREST RECEIVABLE	2,982
INVENTORY	43,572
PREPAID EXPENSES	-

TOTAL ASSETS	<u><u>\$ 3,184,874</u></u>
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LIABILITIES

VOUCHERS PAYABLE	
TAX LEVY LIABILITY	22,000
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	280
DEFERRED REVENUE - PROPERTY TAXES	2,420,799
DEFERRED REVENUE - DELINQUENT TAXES	5,191

TOTAL LIABILITIES	<u>2,448,270</u>
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FUND BALANCE

UNSPENDABLE	104,557
UNRESTRICTED FUND BALANCE	632,047
	<u>736,604</u>

TOTAL LIABILITIES AND FUND BALANCE	<u><u>\$ 3,184,874</u></u>
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POTTER PARK



Zoo Director Report

March 14, 2018

Conservation

Wildlife veterinarian Dr. Ric Berlinski visited the zoo March 7, 2018 and shared his adventures in snow leopard research. Dr. Berlinski is a member of Panthera's snow leopard project in Krygzstan and has spent the last three years exploring Tian Shan Mountains as part of the project's efforts to place GPS collars on the snow leopard. There were 58 attendees for this presentation.

Three Frog Watch training sessions are scheduled for March 24th and 25th. Zoo staff will hold an additional training session for FALCONERS, the zoo's program for autistic learners and their families, for the first time this year. This is the 6th year for Frog Watch at Potter Park Zoo.

Staff

Robert (Bob) Doherty started as registrar March 5, 2018. We are excited to have him join our team.

Pat Fountain is attending AZA Mid-Year conference March 24-29, 2018 in Jacksonville, FL. He will focus his time on the hoof stock husbandry workshops as well as SSP updates and bird transportation.

Jon Lawrence visited the Taylor Freezer Open House February 23, toured the Knoxville Zoo food service and gift shop venues March 2, and attended the Lansing gift show March 4 & 5.

Rick Parker attended an Outcome Engenuity Just Culture certification course at the Denver Zoo March 5-8, 2018. This course provided the training needed to bring a culture of safety to PPZ by improving investigations, reducing adverse events, and fostering a culture of curiosity, shared learning, and accountability. This course was unique as it was the first time Outcome Engenuity has tailored a Just Culture course for the zoo and aquarium field. Rick will be working to improve our Risk Management Plan with the information learned at the course.

Sexual Harassment training will be held in the Safari Room March 14 and March 29 for all zoo staff.

Interviews have begun for summer interns and seasonal staff. We had a good response from our Facebook posts for all guest services positions. The animal care group interview will be held April 7. All animal encounter areas will open May 11 for Mother's Day weekend. The gift shop, restaurant, admissions and parking will have several seasonals start April 1 when summer zoo hours and rates begin.

Safety

The zoo closed to the public February 21-28 due to flooding. The first area to flood and last area clear of water was the entrance and exit drives off Pennsylvania Ave. The Allen St. emergency egress protocol was successfully utilized to allow staff to enter and exit the zoo during the flood.

Our USDA, APHIS, animal care inspector visited the zoo February 26, 2018 to inspect the moose exhibit and welfare of the moose during the flood. No issues were reported.

A mandrill dangerous animal escape drill was held February 28, 2018.



Thursday, March 1, 2018, at 5 p.m. a large tree fell into the kangaroo viewing area. All of the kangaroos were locked inside at the time the tree fell. Our maintenance team was able to clear the tree Friday and open the path for the weekend. Most of the branches and logs were saved to use in animal exhibits.

We are scheduling the removal of several other trees in March based on the information provided in the zoo tree survey completed in November 2016.

The kangaroo viewing area is in the process of being repaired by our maintenance team.

Consumers Energy has been contacted to schedule the repair of several sections of the zoo pathways where they replaced gas pipe in the fall/winter of 2017. The gas line replacement was completed when temperatures did not allow for asphalt repair and will need to be done in March or early April.

Firearms training will be held at the MSU Firearms range Wednesday, March 14 & 28, 2018. Deputy Robert McElmurray from the Ingham County Sheriff's Office will be training twelve zoo employees involved in the Zoo Emergency Response Team.

Education

Due to the flood, the education department rescheduled seven different classes for six full days of Big Zoo Lesson. This required a tremendous amount of additional planning, but all classes were successfully scheduled for a later date this spring.

The February FALCONERS event was the first to be held offsite. The MSU Planetarium hosted and taught families about animal constellations and zoo staff brought education animals to the site.

Each week during the month of March there are 3-4 Zoo in Your Neighborhood events being held at libraries and community centers in the Greater Lansing Area.

Volunteers

Comcast has committed a large group to volunteer at the zoo April 21 as part of the Comcast Cares day of service. This group did an amazing job helping with spring clean-up around the zoo in 2017 and we are looking forward to their assistance again this year.

Several other mid-size groups including Hope Network, MSU, Emergent Bio-Solutions, and GVSU will also be volunteering in April to help with leaf clean-up and placing mulch in flower beds.

Animals

2.0 North American river otter pups are doing well with mom, and weights are in line with SSP guidelines. Once their eyes open Nkeke will begin teaching them to swim. We are hoping they will be able to be out in the big exhibit sometime in May, but this will depend on many factors.

Kangaroo joey was seen out of the pouch on the trail cams, but has been shy about being out around keepers.

Meeko, the male moose, shed his antlers just before the flooding occurred. Staff are anticipating the two moose will be placed together soon for the spring and summer seasons.

**POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING FEBRUARY 2018**

<u>ADMISSION TYPE</u>	<u>CURRENT MONTH</u>			<u>YEAR-TO-DATE</u>		
	<u>2017</u> <u>COUNT</u>	<u>2018</u> <u>COUNT</u>	<u>BETTER</u> <u>(WORSE)</u> <u>THAN PY</u>	<u>2017</u> <u>COUNT</u>	<u>2018</u> <u>COUNT</u>	<u>BETTER</u> <u>(WORSE)</u> <u>THAN PY</u>
CHILDREN	-	-	-	-	-	-
CHILDREN-UNDER 3	675	52	(623)	809	162	(647)
CHILDREN-OFF-SEASON	1,406	111	(1,295)	2,019	326	(1,693)
ADULT RESIDENT	-	-	-	-	-	-
ADULT NON-RESIDENT	-	-	-	-	7	7
ADULT OFF-SEASON	3,577	398	(3,179)	4,925	1,149	(3,776)
SENIOR RESIDENT	-	-	-	-	-	-
SENIOR NON-RESIDENT	-	-	-	-	-	-
GROUPS	-	-	-	-	50	50
TOTAL	5,658	561	(5,097)	7,753	1,694	(6,059)
SPECIAL EVENTS-PPZS	-	-	-	-	-	-
SPECIAL EVENTS-COUNTY	250	-	(250)	-	-	-
RECIPROCAL ZOO MEMBERS 100%	1,172	165	(1,007)	1,570	506	(1,064)
RECIPROCAL ZOO MEMBERS 50%	82	28	(54)	122	82	(40)
MONDAY PROGRAM	31	91	60	77	108	31
OTHER	1	-	(1)	-	-	-
	1,536	284	(1,252)	1,769	696	(1,073)
GRAND TOTAL	7,194	845	(6,349)	9,522	2,390	(7,132)

<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 Co. 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 Co. Residents free 9-12 PM on non-holiday Monday's
OTHER	Any Coupon related attendee

TO: Potter Park Zoo Advisory Board
FROM: Cynthia Wagner
DATE: 3-12-18
SUBJECT: Potter Park Zoo Incentives
For the meeting agenda of 3-14-18

BACKGROUND

Potter Park Zoo is a community organization and has been millage funded by Ingham County residents since 2007. Potter Park Zoo feels honoring members of the community on special holidays with free admission is one way to give back to the community. Special community event days have been part of Potter Park Zoo's history since 1992. Each of the proposed incentives allows Potter Park Zoo the opportunity to reach a larger audience and engage visitors who otherwise may not be able to visit the Zoo.

ALTERNATIVES

The alternative is to discontinue free or discounted admission for some or all of the proposed incentives.

FINANCIAL IMPACT

Each incentive is listed in the attached document showing attendance the past 3 years. Incentives have the potential to create additional parking, admission, gift shop, and restaurant revenue through increased attendance.

OTHER CONSIDERATIONS

RECOMMENDATION

Based on the information presented, I respectfully recommend approval of the attached resolution to approve incentives at Potter Park Zoo.

Potter Park Zoo Current Incentives

Incentive	2017 Attendance	2016 Attendance	2015 Attendance
Ingham County <i>Monday Free</i>	7,493	4,695 <i>Free 9-noon only</i>	4,522
Mother's Day <i>Mom's Free</i>	Mother's-868 Total-3046	Mothers-1082 Total-2775	Mothers-312 Total-1,066
Father's Day <i>Father's Free</i>	Father's-261 Total-1205	Father's-377 Total-920	Father's-539 Total-2,111
College Day <i>Free Admission with Valid Student I.D.</i>	College Students-400 Total-	-	-
Be A Tourist in Your Own Town <i>Free Parking</i> <i>\$1.00 Admission with Passport</i>	4,767	4,283	2,610
Zoo Days <i>\$1.00 Admission with Voucher</i>	4,222	4,800	6,595
Groups 20+ <i>\$1.00 off Admission Per Person</i>	10,361	5,557	14,406
Ingham School Groups <i>\$1.00 Admission per child</i>	2331	2,333	1,832
Ingham County Residents Free Day (October)	3,222	247	293
Veteran's Day <i>Veteran's Free Admission</i>	Veteran's-3 Total-25	139*	120*

*Total attendance for Veteran's day without incentive

Potter Park Zoo Proposed Incentives

New incentives highlighted

Incentive	Fees
Ingham County Residents	Ingham County Residents Free Admission 9am-noon on all non-holiday Mondays
Mother's Day (May)	Mothers Free Admission
Father's Day (June)	Fathers Free Admission
Be A Tourist In Your Own Town (June) Greater Lansing Convention and Visitor's Bureau	Free Admission and Parking with Tourist Passport
Fourth of July (July)	All Military Free Admission
Zoo Days (July)	Admission \$1.00 Per Person with Voucher
Grandparent's Day (September)	Grandparents Free Admission

College Day (October)	Free Admission with Valid Student I.D.
Ingham County Residents Free Day (October)	Free Admission
Veteran's Day (November)	Veterans and Families Free Admission
Registered groups 20+	Admission \$1.00 off Per Person
Ingham County School Groups	Admission \$1.00 Per Child

Potter Park Zoo Advisory Board

RESOLUTION APPROVING VISITOR INCENTIVE PROGRAMS AT POTTER PARK ZOO

WHEREAS, citizens of Ingham County have invested in the operation of Potter Park Zoo through the passing of a .41mil levy; and

WHEREAS, positive visitor experience and incentive for increased attendance are valuable to Potter Park Zoo and beneficial to the community; and

WHEREAS, the Ingham County Board of Commissioners approved Resolution #17-066 authorizing visitor incentive programs and Potter Park Zoo wishes to amend it at this time.

THEREFORE BE IT RESOLVED, that the Potter Park Zoo Advisory Board approves the following visitor incentive programs at the Potter Park Zoo:

Incentive	Fees
Ingham County Residents	Ingham County Residents Free Admission 9am-noon on all non-holiday Mondays
Mother's Day (May)	Mothers Free Admission
Father's Day (June)	Fathers Free Admission
Be A Tourist In Your Own Town (June) Greater Lansing Convention and Visitor's Bureau	Free Admission and Parking with Tourist Passport
Fourth of July (July)	All Military Free Admission
Zoo Days (July)	Admission \$1.00 Per Person with Voucher
Grandparent's Day (September)	Grandparent's Free Admission
College Day (October)	Free Admission with Valid Student I.D.
Ingham County Residents Free Day (October)	Free Admission
Veteran's Day (November)	Veteran's and Families Free Admission
Registered groups 20+	Admission \$1.00 off Per Person
Ingham County School Groups	Admission \$1.00 Per Child



Potter Park Zoo Film and Photography Policy

Mission: Inspiring Conservation of Animals and the Natural World

Requests and Approvals:

Potter Park Zoo is pleased to consider requests to film educational, informational, commercial or entertainment-based programming on premises. All requests must be made in writing to the zoo a minimum of two weeks in advance of the requested shoot and sent to kchritz@ingham.org. The film/photography waiver must be signed and submitted as well as the appropriate fee as agreed upon prior to beginning the project on zoo grounds.

Written Requests Must Include:

- Company name, contact information and general project description
- Publishing and/or broadcast intentions of zoo-obtained content
- Size of the crew, volume of equipment, vehicles for parking
- Estimated amount of time required, including set-up and take-down
- Proposed animals, areas or activities desired to film
- Proposed zoo staff desired to film/interview along with outline of interview questions
- Necessary assistance from zoo staff (i.e. electrician, curators, keepers, golf carts, security)
- Preferred date and time, as well as an alternative date in case of rain or poor weather conditions
- Proof of valid liability insurance workers compensation coverage for all persons participating

Non-Commercial Photo/Film:

Film and still photography are welcomed for personal non-commercial use. If photos and/or film are for non-commercial purposes, you may come to the Potter Park Zoo as a regular visitor (admission and parking fees will apply; please see our website for current hours and prices, www.potterparkzoo.org) and take your photos and/or film provided all the following apply:

1. Photos and/or film cannot be sold or professionally published.
2. Tripods and Monopods are permitted as long as they do not block visitor pathways.
3. The regular flow of zoo traffic is not disrupted while filming or taking photos.
4. Zoo visitors, staff or the animals are not disrupted in any way.
5. Photos and/or film are taken during regular zoo hours.
6. All people involved will stay behind exhibit barriers utilizing public areas only.
7. No special consideration is provided by Potter Park Zoo (e.g., electrical outlets, golf carts, public safety, etc.).

Commercial Photo/Film:

The following guidelines apply to production companies interested in filming programs about the zoo or its animal collection, documentary filming for educational/informational purposes, or

commercial shoots. No photos, audio or video recordings taken at the zoo may be used for commercial purposes without the advance consent of the Zoo Director or designee.

1. Waiver and payment must be submitted prior to arriving on zoo grounds for the shoot.
2. A member of the zoo's staff must accompany film crews/photographers on premises.
3. If animal care staff is required for filming (animal handling, interaction, feeding, oversight, interviews, background info, etc.), an hourly fee may be charged in order to ensure the care and well-being of the animals without interruption.
4. Film crews are encouraged to make a site visit prior to filming to review and agree upon all shooting locations, property access and other needs.
5. Film crews and equipment (to be approved) are permitted in visitor approved areas only, unless prior approval is obtained from the Zoo Director or designee.
6. No drones or Go Pros are allowed in the zoo without prior consent of the Zoo Director or designee.
7. No harm, physical intrusion or disturbances to animals, exhibits or public will be permitted.
8. No outside animal(s) may be brought onto zoo grounds.
9. Visitors must not be denied access to viewing of any exhibit.
10. Tripods and Monopods are permitted as long as they do not block visitor pathways.
11. If sound is to be recorded, the Zoo will attempt to minimize noise but we cannot guarantee a quiet environment.
12. Potter Park Zoo must be credited in the film and/or photo when requested by the Zoo Director or designee.
13. Final copies of film or photos will be provided to the zoo for archival purposes.
14. All photography, filming and recordings must be consistent with the Zoo's mission and must promote the education and conservation goals of the Potter Park Zoo.
15. Normal zoo rules and regulations apply. No balloons or other items that pose a threat to the animals will be permitted.
16. For commercial shoots, a valid certificate of insurance covering all persons participating is required.

The health and safety of animals and visitors is our primary concern. Zookeepers, curators, veterinarians and other Zoo staff may set limitations on a case-by-case basis. As a general rule, most restrictions apply to those areas off public view, and in some cases, in which the health and safety of animals, guests or staff would be at risk.

Note: The Potter Park Zoo Director or designee reserves the right to grant, deny, or terminate filming on Potter Park Zoo grounds.

Fees, If Applicable:

Site fees apply to shoots deemed commercial by the zoo and are based on length of time needed for the shoot in public areas of the zoo during regular business hours. Because photo sessions and filming require extra staff time and disrupt routine zoo operations, fees are charged to offset these costs and challenges.

Baseline Facility Fee Schedule

Commercial filming/photography \$500.00 location fee for the first hour - \$250 per hour after

Additional fees may apply if an extension of time or zoo staff is required (animal care staff, security, etc.). Facility fees serve as a benchmark. Actual fees may be higher or lower depending upon space and resource requirements to accommodate the shoot and PR value for the zoo.

Animal Care Staff (i.e., keepers)	\$30.00 per hour
Maintenance Staff	\$30.00 per hour
Public Safety Staff	\$20.00 per hour
Curator/Veterinarian	\$60.00 per hour

Note regarding student films: Students with a media assignment are required to have a letter from a school official verifying the applicant's enrollment status and that the shoot is related to course work.

All payments shall be made prior to the beginning of the shoot.

Payment types accepted: Certified or Cashier's Check, Money Order (No Personal Checks), and Credit Card

Make payable to:

Potter Park Zoo

1301 S. Pennsylvania Ave.

Lansing, MI 48917

ATTN: Public Relations Department

**POTTER PARK ZOO
FILM AND PHOTOGRAPHY
ADULT WAIVER AND RELEASE FORM**

IN CONSIDERATION of being permitted to participate in filming or photography at the Potter Park Zoo located at 1301 S. Pennsylvania Ave., Lansing, MI 48912, I (the undersigned participant), INTENDING TO BE LEGALLY BOUND, do hereby, for my heirs, executors, administrators and representatives, ASSUME ALL RISK INHERENT IN MY PARTICIPATION IN FILMING AND PHOTOGRAPHY AT THE POTTER PARK ZOO, and further agree to, and do hereby release, waive, discharge, covenant not to sue, and agree to indemnify the Potter Park Zoo and Zoological Society and Ingham County, its officers, employers, sponsors, volunteers, representatives and agents, of and from any claim in law or equity for injury or damages of any type whatsoever which I may make or incur arising out of my participation in the aforementioned activity, including payment of legal fees or costs incurred by Ingham County in defending any such claim.

In addition, I authorize and grant permission to Ingham County Personnel to secure emergency medical and/or hospital treatment which I may require as a result of my participation of filming or photography.

I HEREBY AGREE THAT I AM FULLY AWARE OF ALL THE INHERENT RISKS AND DANGERS ASSOCIATED WITH FILMING AND PHOTOGRAPHY AND THAT ZOO ANIMALS ARE LIVE ANIMALS WHOSE BEHAVIOR CANNOT BE PREDICTED WITH 100% CERTAINTY REGARDLESS OF THE AMOUNT OF TRAINING PROVIDED BY POTTER PARK ZOO, AND DO HEREBY ASSUME AND ACCEPT ALL SUCH RISKS. I AM NOT AWARE OF ANY CONDITION, PHYSICAL OR OTHERWISE, WHICH COULD BE AGGRAVATED, WORSENERD OR OTHERWISE ADVERSELY AFFECTED BY MY PARTICIPATION IN FILMING AND PHOTOGRAPHY AT THE POTTER PARK ZOO IDENTIFIED ABOVE.

I am signing this Waiver and Release form of my own free will and volition and I acknowledge that I have read this Waiver and Release form and fully understand it and that I am of legal age to execute this Agreement.

Print Participant Name	DOB
Signature of Participant	Date
Print Name of Emergency Contact	Day Phone # Evening Phone #
Participant's Address, County, and Zip Code	

**POTTER PARK ZOO
FILM AND PHOTOGRAPHY
MINOR WAIVER AND RELEASE FORM**

IN CONSIDERATION of allowing the below named MINOR to participate in filming or photography at the Potter Park Zoo located at 1301 S. Pennsylvania Ave., Lansing, MI 48912, the MINOR AND PARENT OR GUARDIAN, INTENDING TO BE LEGALLY BOUND, do hereby, for the MINOR, the MINOR's, heirs, executors, administrators and representatives, ASSUME ALL RISK INHERENT IN THE MINOR'S PARTICIPATION OF FILMING AND PHOTOGRAPHY AT THE POTTER PARK ZOO, and further agree to, and do hereby release, waive, discharge, covenant not to sue, and agree to indemnify the Potter Park Zoo and Zoological Society and Ingham County, its officers, employers, sponsors, volunteers, representatives and agents, of and from any claim in law or equity for injury or damages of any type whatsoever which the MINOR AND PARENT OR GUARDIAN may make or incur arising out of the MINOR's participation in the aforementioned activity, including payment of legal fees or costs incurred by Ingham County in defending any such claim.

In addition, the MINOR AND PARENT OR GUARDIAN authorize and grant permission to Ingham County Personnel to secure emergency medical and/or hospital treatment which the MINOR may require as a result of the MINOR's participation in filming or photography. The Parent/Guardian further recognizes and agrees he/she is executing this WAIVER AND RELEASE FORM on behalf of himself/herself and on behalf of the MINOR.

THIS MINOR AND PARENT OR GUARDIAN HEREBY AGREE THAT HE/SHE IS FULLY AWARE OF ALL THE INHERENT RISKS AND DANGERS ASSOCIATED WITH FILMING AND PHOTOGRAPHY IN THAT ZOO ANIMALS ARE LIVE ANIMALS WHOSE BEHAVIOR CANNOT BE PREDICTED WITH 100% CERTAINTY REGARDLESS OF THE AMOUNT OF TRAINING PROVIDED BY THE ZOO, AND DO HEREBY ASSUME AND ACCEPT ALL SUCH RISKS. HE/SHE IS NOT AWARE OF ANY CONDITION, PHYSICAL OR OTHERWISE, WHICH COULD BE AGGRAVATED, WORSENERD OR OTHERWISE ADVERSELY AFFECTED BY THE MINOR'S PARTICIPATION IN FILMING AND PHOTOGRAPHY AT THE POTTER PARK ZOO IDENTIFIED ABOVE.

I am signing this Waiver and Release form of my own free will and volition and I acknowledge that I have read this Waiver and Release form and fully understand it and that I am of legal age to execute this Agreement and am the Parent or Guardian of the MINOR.

Print Participant Name (Minor)

DOB

Print Name of Parent or Guardian

FATHER/MOTHER/GUARDIAN (Circle One)

Signature of Parent or Guardian

Date

Print Name of Emergency Contact

Day Phone #

Evening Phone #

Participant's Address, County, and Zip Code

