

AGENDA

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

The Board information packet is available on-line by going to www.ingham.org, selecting "Monthly Calendar," and clicking on "Wednesday, March 13, 2019".

POTTER PARK ZOO ADVISORY BOARD MEETING

Wednesday, March 13, 2019

6:00 PM

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

- 1. Call to Order**
- 2. Approval of January 9, 2018 Meeting Minutes.**
- 3. Limited Public Comment** – *Limited to 3 minutes with no discussion*
- 4. Late Items/Deletions/Consent Items**
- 5. Financial and Director's Reports**
 - a. Finance Report – Delphine Breezee
 - b. Director's Reports/ February Attendance – Cindy Wagner/Amy Morris
- 6. New Business**
 - a. Presentation- Jacob Brodie
 - b. Proposed Reorganization- Discussion
- 7. Old Business**
 - a. Revenue Management System update – Cindy Wagner
 - b. Lions Club Waterfall update – Cindy Wagner
 - c. Strategy Subcommittee – Mary Leys
 - d. External Relations Subcommittee – Cheryl Bergman
 - e. Financial Sustainability Subcommittee – Kyle Binkley
- 8. Board Comments**
- 9. Limited Public Comment** - *Limited to 3 minutes with no discussion*
- 10. Upcoming Meeting**
 - a. Zoo Advisory Board Meeting on **April 10, 2019** at **6:00 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 – INGHAM COUNTY POTTER
PARK ZOO BOARD**

**1301 S. Pennsylvania Avenue,
Lansing, MI, January 9, 2019**

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: Commissioner Chris Trubac, Chairperson John Groen, Dr. Richard Snider, Cheryl Bergman, Mary Leys, Jen Flood, Aaron Davis, Yanice Jackson-Long, and Molly Korn

ALSO PRESENT: Cynthia Wagner, Zoo Director; Amy L. Morris-Hall, Society Executive Director, and Pat Fountain, Head Zookeeper.

ABSENT: Vice Chair Kyle Binkley.

CALL TO ORDER Chairperson John Groen called the regular meeting of the Ingham County Zoo Board to order at 6:00 PM

MINUTES: Moved by Jen Flood and seconded by Aaron Davis to approve the minutes of the December 12, 2018 meeting as written, **Yes-9; No-0; MOTION CARRIED.**

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

Resolution to implement a revenue management system added as 6d.

FINANCIAL REPORTS

Zoo Financial Report

Director Wagner explained there would not be a financial report until February when the 2018 financials are finalized. She explained preliminary numbers show we will put into fund balance what was budgeted.

DIRECTOR REPORT

Director Wagner then reviewed major elements of her report:

Attendance was up in December during regular zoo hours and Wonderland of Lights.

Per the Controller's office, County Department Heads will be working to complete a succession plan in 2019 and also will be attending supervisory trainings as organized by Human Resources.

The employee manual is complete and is distributed to full time employees.

Dr. Ronan will be moving forward with an in person interview for a veterinary technician candidate in February.

Rick Parker and Ms. Wagner will be trained on the Everbridge emergency communication system on January 22.

Ms. Wagner explained she has had safety meetings with the curator and the three animal areas in response to recent safety incidents in North Carolina and at the Brevard Zoo. She stated that guests learn best when they get to interact directly with the animals, but we must minimize as much risk as possible during the

encounter interactions. Protocols will be updated in the next two weeks. The curator will be meeting with the Big Zoo Lesson coordinator about their rhino encounters.

Incentive day numbers for 2018 are included in the packet.

The Large Carnivore Act was signed in law by the Governor during lame duck. There is now an application that must be filled out and submitted to a three member committee appointed by the Governor as well as a \$2,500 fee per pair of animals for a two year license. After communicating with the SSP's for these species, we do not have plans to breed at this time, but we will keep an eye on the specifics of how this law is set into motion.

One of the otter pups will be moving to Toledo Zoo on Friday per SSP recommendations.

ZOOLOGICAL SOCIETY REPORT

Amy Morris-Hall stated most of her updates are included in the Director's report.

Cindy Richmond couldn't be at the meeting. A Society finance subcommittee was put together to forensically look at the finances and structure of the Society. Ms. Morris reviewed 12 years of financials and found that the Society had often operated at a loss when adjusting for one-time donations or other funds that could not be relied upon on a long term basis. Revenue has been increasing the past six years, but expenses have increased at a greater rate. A financial report will be provided to the zoo board at the February meeting outlining where things ended in 2018 and the 2019 budget. Many changes will be made in the Society's focus and structure. These changes will result in both short term cost savings and long term strengthening of the organizations.

Aaron Davis stated we are not where we want to be and we are taking steps to get there. Chair Groen asked if they would share some of the decisions. Mr. Davis said not at this time because final decisions will not be made until the Society Board meets Jan. 24. Mr. Davis emphasized the Society Board will be sharing information additional information at the February meeting.

Chair Groen expressed concern about having input into decisions. Ms. Wagner stated the strategic plan was developed to ensure the Society and Zoo work together toward common goals and this is where we should focus.

NEW BUSINESS

Presentation

Pat Fountain presented information about testing for pregnancy in our female black rhino. We are collecting and submitting fecal and blood samples to test hormone levels. The animal care team does rectal ultrasounds weekly. Approximately seven months into pregnancy you are able to see a fetus trans-abdominally. He mentioned a new ultrasound machine would be very beneficial to seeing more detail and recording the ultrasounds. Gestation is 16-18 months and there are only 2.9 black rhino births annually in zoos across the country. Mr. Fountain mentioned he will be attending the Rhino Keeper Workshop in Florida in February and will be attending neonatal and foot care workshops.

2019 Zoo Board Meeting Dates

Chair Groen explained we need to approve the new dates as the meetings need to be moved back to the 2nd Wednesday of the month. Cheryl Bergman stated she will not be at the February 13, 2018 meeting.

Motion to adopt the meeting dates on the second Wednesday of the month, moved by Chair Groen, supported by Mary Leys, **Yes-9; No-0; MOTION CARRIED.**

Chair and Vice-Chair Elections

Chair Groen asked if anyone would like to serve as Chair. Mary Leys asked if John was interested in continuing to serve and he stated if nominated he would serve.

Mary Leys nominated John Groen as Chair.

Motion to approve John Groen as the Chair of the Potter Park Zoo Advisory Board, moved by Mary Leys, supported by Jen Flood, **Yes-9; No-0; MOTION CARRIED**

Chair Groen asked if anyone would like to be Vice-chair and stated Kyle Binkley had expressed by email he was interested in continuing as Vice-chair.

Motion to approve Kyle Binkley as the Potter Park Zoo Advisory Board Vice-chair, moved by John Groen, supported by Aaron Davis, **Yes-9; No-0; MOTION CARRIED.**

Late Item

Resolution to Approve the Implementation of a Revenue Management System.

Director Wagner explained the Zoo has been working with the county Parks department to identify a point of sale vendor for quite some time. The total cost of implementation over two years will be close to \$200,000. She explained the cost includes hardware, software, implementation, training, support, credit card leasing fees, as well as the IT costs for updating security cameras, wiring, and monthly connectivity fees.

Ms. Leys asked if the cost was a joint cost with Parks. Ms. Wagner explained the \$200,000 was only for the Zoo and Parks has their own quote.

Chair Groen asked who is responsible for data security. Ms. Wagner stated IT has been heavily involved in this process and has worked that out with Vermont Systems.

Chair Groen asked who would be managing the data. Ms. Wagner explained a temporary employee working under Jon Lawrence.

Ms. Wagner explained this system would also be handling membership purchases, facility rentals, ticket purchases, etc. for the Society.

Motion to approve the implementation of a revenue management system, moved by John Groen, supported by Mary Leys, **Yes-9; No-0; MOTION CARRIED.**

Mary Leys stated this has been a system we have been working toward for years. She also commented that with a system like this we need to be careful to have multiple people trained so we always have employees with knowledge of its capabilities to ensure we are always getting the most out of the system.

OLD BUSINESS

Strategy Subcommittee

Mary Leys stated the committee is trying to get a date set. Chair Groen stated we could set up a date by email and it would be in February. He shared he would like to discuss a score card for the strategic plan at the meeting.

External Relations Subcommittee

Cheryl Bergman shared the committee has not met since the last Zoo Board meeting and the next meeting is February 21, 2019 following the Zoological Society Board meeting. Director Wagner explained it was helpful to postpone the meeting until after the next Zoological Society Board meeting as well as the next Centennial planning meeting and after the fundraising plan is completed with Sharon Castle. Chair Groen asked Ms. Bergman to share what they have been working on in the past and will be moving forward with. Ms. Bergman shared we are working

with Sharon Castle on what the steps are to get to a capital campaign and discussions about what should happen for the Centennial celebration to help raise money.

Financial Sustainability Subcommittee

Chair Groen shared he had asked Board members Molly Korn and Yanice Jackson-Long to join the finance subcommittee. He explained this committee is helpful in digging in the zoo finances in more detail.

Director Wagner stated the next meeting is January 18th, 2018 at Noon in the Welcome Center.

BOARD COMMENTS

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Being no further business, the meeting was adjourned at 6:58 PM.

DRAFT

POTTER PARK ZOO
YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY
FOR 2 MONTHS ENDED FEBRUARY 28, 2019

	2019 BUDGET	FEBRUARY 2019 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	FEBRUARY 2018 YTD ACTUAL
REVENUES					
PROPERTY TAX	\$ 3,028,674	\$ 2,969,916	\$ 58,758	98.06%	\$ 2,904,960
UNALLOCATED PORTION OF TAXES (10 MONTHS)		\$ (2,474,929)			\$ (2,420,799)
ADMISSIONS	\$ 610,000	\$ 4,488	\$ 605,512	0.74%	\$ 6,078
CONCESSIONS, GIFT SHOP, VENDING	\$ 490,500	\$ 11,060	\$ 479,440	2.25%	\$ 551
PARKING FEES	\$ 190,000	\$ -	\$ 190,000	0.00%	\$ -
INTERACTIVE SITES	\$ 63,000	\$ -	\$ 63,000	0.00%	\$ -
INTEREST INCOME	\$ 18,000	\$ 3,561	\$ 14,439	19.78%	\$ 3,068
OTHER REVENUES	\$ 134,828	\$ 49,779	\$ 85,049	36.92%	\$ 96,240
TOTAL REVENUES	\$ 4,535,002	\$ 563,875	\$ 3,971,127	12.43%	\$ 590,098
EXPENDITURES					
PERSONNEL SERVICES					
Salaries & Wages - Full Time	\$ 1,402,447	\$ 173,083	\$ 1,229,364	12.34%	\$ 187,122
Salaries & Wages - Seasonal	\$ 592,626	\$ 44,071	\$ 548,555	7.44%	\$ 42,293
Benefits	\$ 755,143	\$ 94,664	\$ 660,479	12.54%	\$ 109,095
Total Personnel Services	\$ 2,750,216	\$ 311,818	\$ 2,438,398	11.34%	\$ 338,510
CONTROLLABLE EXPENDITURES					
Supplies	\$ 311,500	\$ 29,736	\$ 281,764	9.55%	\$ 11,837
Animal Care	\$ 260,000	\$ 51,878	\$ 208,122	19.95%	\$ 37,200
Purchased Services	\$ 517,280	\$ 34,010	\$ 483,270	6.57%	\$ 24,223
Utilities - Telephone	\$ 22,125	\$ 2,075	\$ 20,050	9.38%	\$ 1,366
Rentals & Leases	\$ 2,000	\$ -	\$ 2,000	0.00%	\$ -
Other Expenses	\$ 128,200	\$ 32,678	\$ 95,522	25.49%	\$ 23,647
Total Controllable Expenditures	\$ 1,241,105	\$ 150,377	\$ 1,090,728	12.12%	\$ 98,273
NON-CONTROLLABLE EXPENDITURES					
Utilities	\$ 210,000	\$ 23,094	\$ 186,906	11.00%	\$ 8,406
Insurance	\$ 80,000	\$ 57,023	\$ 22,977	71.28%	\$ 54,915
IT Support Expense	\$ 84,057	\$ 4,952	\$ 79,105	5.89%	\$ 3,673
Other Expenses	\$ 365	\$ 91	\$ 274	24.93%	\$ 98
Total Non-Controllable Expenditures	\$ 374,422	\$ 85,160	\$ 289,262	22.74%	\$ 67,092
CAPITAL OUTLAY					
Capital Improvements	\$ (40,000)	\$ -	\$ (40,000)		\$ -
TOTAL EXPENDITURES	\$ 4,325,743	\$ 547,355	\$ 3,778,388	12.65%	\$ 503,875
TOTAL CHANGE IN FUND BALANCE	\$ 209,259	\$ 16,520			\$ 86,223
FUND BALANCE AS OF 1/1/19					
NON-SPENDABLE		\$ 136,671			
UNRESTRICTED		\$ 696,512			
		<u>\$ 833,183</u>			
FUND BALANCE AS OF 2/28/19		\$ 849,703			
FUND BALANCE AS OF 2/28/19					
UNSPENDABLE		\$ 136,671			
UNRESTRICTED		\$ 713,032			
		<u>\$ 849,703</u>			

POTTER PARK ZOO
BALANCE SHEET - PRELIMINARY
February 28, 2019

ASSETS

CASH	\$ 2,756,858
DEPOSITORY CASH	59,098
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	495,693
TAXES REC - DELINQUENT	21,742
ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES	(13,982)
EFT TAX RECEIVABLE	-
PROPERTY TAX RECEIVABLE	-
INTEREST RECEIVABLE	4,641
DUE FROM STATE	(25,400)
INVENTORY	54,298
PREPAID EXPENSES	233

TOTAL ASSETS \$ 3,361,179

LIABILITIES

VOUCHERS PAYABLE	
TAX LEVY LIABILITY	29,000
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	2,356
DEFERRED REVENUE - PROPERTY TAXES	2,474,929
DEFERRED REVENUE - DELINQUENT TAXES	5,191

TOTAL LIABILITIES 2,511,476

FUND BALANCE

UNSPENDABLE	136,671
UNRESTRICTED FUND BALANCE	713,032
	<u>849,703</u>

TOTAL LIABILITIES AND FUND BALANCE \$ 3,361,179

POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING February, 2019

ADMISSION TYPE	CURRENT MONTH			YEAR-TO-DATE		
	2018 COUNT	2019 COUNT	BETTER (WORSE) THAN PY	2018 COUNT	2019 COUNT	BETTER (WORSE) THAN PY
GENERAL						
CHILDREN	111	135	24	326	361	35
CHILDREN - UNDER 3	52	50	(2)	162	140	(22)
CHILDREN - OFF SEASON	0	0	0	0	0	0
ADULT RESIDENT	0	0	0	0	0	0
ADULT NON-RESIDENT	0	0	0	0	0	0
ADULT - OFF SEASON	398	495	97	1,156	1,163	7
SENIOR RESIDENT			0	0	0	0
SENIOR NON-RESIDENT			0	0	0	0
GROUPS	0	0	0	50	0	(50)
SUBTOTAL	561	680	119	1,694	1,664	(30)
MEMBERSHIPS/PROGRAMS						
PPZ MEMBERS	165	265	100	506	637	131
EVENTS	0	0	0	0	0	0
RECIPROCAL ZOO MEMBERS	22	32	10	62	120	58
RECIPROCAL ZOO MEMBERS (100%)	6	6	0	20	47	27
MONDAY PROGRAM	91	25	(66)	108	30	(78)
OTHER (non-paying)	0	0	0	0	2	2
SUBTOTAL	284	328	44	696	836	140
GRAND TOTAL	845	1,008	163	2,390	2,500	110

Change in Paid Admissions 30.6% 7.0%

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 (non-paying)	Any Coupon related attendee

POTTER PARK



Zoo Director Report March 13, 2019



Conservation Funds Raised in 2018

We raised over \$6,000 for the conservation fund by visitors donating \$1.00 for conservation and receiving a bookmark for their donation. Quarters for Conservation was also a success with totals listed below. We matched the species with the highest donation amount with money from the conservation fund, which was the black rhino.

- Toads - \$96.74
- Red Panda - \$202.67
- Rhino - \$273.20 x 2 (Match) 546.40

Transition Away from Plastic and Styrofoam

We will be recycling or donating any remaining plastic or Styrofoam serving goods used for events. Our events will now have sustainable cutlery items so our guests see our conservation efforts throughout the zoo.

Guest Services

Quiet Room/Nursing Room

A storage room in the Discovery Center to the right of the Safari Room has been transformed into a private space for nursing mothers. This space will also be used as a quiet room for guests who need it. This is being done to help us become a more sensory friendly facility.

Bathrooms in Welcome Center Converted to Family Bathrooms

As part of the ongoing efforts to make a welcoming and accessible environment at the zoo, the single stall bathrooms in the Welcome Center have been converted to family restrooms. Both signs have been changed and changing tables have been added to both bathrooms.



Kulture City

Potter Park Zoo is in the final stages of becoming a Sensory Inclusive location and recognized as such by Kulture City, a sensory friendly organization working with corporations and zoos across the country. Being a Sensory Inclusive location will allow individuals with sensory processing needs to see and experience everything the Zoo has to offer, without being overwhelmed. Sensory bags will be available to visitors at the Welcome Center, Discovery Center and front concessions. The bags provide the visitor with headphones, fidgets and other sensory tools to help them have a great experience here at the Zoo. Signs will direct visitors to quiet areas, headphone zones (loud areas) and places where sensory bags are located. A sensory map is being created with all this information on it as well. This is a great transition for the Zoo and will allow everyone to feel welcome here.

Jon Lawrence completed a weeklong CREW training course: **Conservation and Commerce Together: Customer Engagement and Up-selling Strategies, Skills and Evaluation techniques**. This intensive training focused on development of visitor engagement tools and practices that increase the outcomes we seek as ambassadors for sustainability here at the Potter Park Zoo. Many of the techniques learned will be developed in our front line staff starting within our retail, admissions, and concessions team members and then continuing with other zoo team members who engage our guests during their day-to-day duties such as public safety, maintenance, and zookeepers.

Jon also attended the Lansing Gift Show and the Ice Cream show in Grand Rapids. These shows allowed him the opportunity to place several orders and continue finalizing spring orders with current vendors and establish a number of new vendors with the county purchasing department.

We implemented the use of header cards and/or price tags that will allow our branding and conservation message to be in front of the guests while making their purchases. In addition to their clear function in our inventory process, these tags will raise the presentation quality of our retail items and enhance the emotional bond to our guests' positive experience of visiting the zoo.

Animal Care

- Completed exams on tree shrews, snowy owl, Blanding turtle, Gila monster, CTT offspring, ring tailed lemur with assistance from MSU CVM Ophthalmologist, cancer removal from ring tailed lemur (after CT at MSU), and continued ultra-sounding of Doppsee.
- Euthanized the female snow leopard with kidney disease and Amos, a pony with squamous cell cancer of penis.
- Transported a neurologic red kangaroo to MSU for a MRI and neuro work up.
- MSU ophthalmology will be coming out to assist in evaluating several animals.
- MSU equine will come to the zoo March 14th to help with routine health evaluations and prophylactic dental care on all ponies and donkeys.
- A tiger exam is planned for March 19th and will include a root canal with assistance from Dr. Turner, veterinary dentist.
- Continued meeting with Dean Puschner about adjunct professorship; gave three lectures at MSU; spoke on a Saturday to a 4-H group of 150, 12-17 year old kids; working to offer zoo final year rotation collaboratively with my wife to fill void left by retirement of Dr. Sikarskie at MSU.
- Still interviewing for vet tech.
- Male bat eared fox will be heading to Living Desert Zoo to be a companion to their singly housed animal. Our female no longer tolerates him and they cannot be housed together any longer.
- Oliver tree shrew celebrated his 9th birthday – making him one of the oldest tree shrews in the AZA population.
- Otters were observed breeding successfully, which is promising for pups in February 2020.

Marketing

Following our press release regarding the loss of the zoo's snow leopard, Little Girl, we saw an outpouring of mourning and support from the community on social media. All major news outlets picked her story up and there were nearly 1,000 comments on our post and the posts of news outlets combined. She was loved throughout the community! Here are a few comments from Facebook about Little Girl.



Rachel Hoaglin I am absolutely heartbroken. Little Girl was my favorite animal to go and visit, I could watch her all day. All of my thoughts and prayers are with her keepers and PPZ staff. Sleep peacefully, Little Girl. ❤️

Love · Reply · Message · 2d



Renee Patterson We are so sorry to hear this, she was a very special ambassador. My husband and I chose the snow leopard as our adoption animal for 2018. 😭❤️

Love · Reply · Message · 2d



Tiffany Vedder 😭 We are so sorry!!! Keeping her zoo family in our thoughts and prayers ❤️

Love · Reply · Message · 2d



Erika Engel What very sad news. Thank you to the zoo for taking such good care of her, and for making the difficult but right decision to let her go.

Love · Reply · Message · 2d



Lori Frisbie VanBlaricom Sending prayers during this difficult time. Take comfort knowing you all gave her a wonderful life, and she knew what it was like to be loved and adored.

Love · Reply · Message · 2d



Marsha Boyer I will miss her so much. What a beautiful girl she was. My favorite big cat.

Love · Reply · Message · 2d



Michele DeFronzo Cicchetti Feel so sorry for all of you. We have two snow leopards and they are not young. Love to all, Turtle Back Zoo, NJ

Love · Reply · Message · 2d



Education



Join us Wednesday March 20 at 6 p.m. in the Safari Room at Potter Park Zoo for an engaging discussion about "Birds and Bees". Birds and bees are essential pollinators in our environment and they need our help. Come learn how you can help these amazing creatures! We will have two guest speakers, Cathie Wood will be speaking about honey bees and a staff member from Burke Lake Banding Station will be speaking about their migratory bird research. This talk is free and we hope to see many staff members there!

Successful FALCONERS Event at the Planetarium

The education team had 105 people attend a special FALCONERS event at the Abrams Planetarium. A highlight of this star, space and wildlife themed event was participants creating their own sensory squishy bag!

Annual Volunteer & Docent Appreciation Dinner

We will celebrate our amazing volunteers and docents at our annual appreciation dinner. It will take place Thursday, March 21 at Chisholm Hills Golf Club, 2395 Washington Rd, Lansing.

The February FALCONERS, an offsite partnership with Abrams Planetarium was very successful, with more than 100 attendees. ZIYN continues to do well, we will be submitting it for an AZA Diversity Award this year.

The education department has applied for two grants: One with Our Community Foundation which would fund the conversion of twelve entrance doors around the zoo to push button automatic doors and the installation of an adult changing stations. We also applied for a Gannett Community Foundation grant which would provide support for the FALCONERS program and other inclusion initiatives for the zoo.

Megan Weidman will be presenting about the Potter Park Zoo pollinator garden at the Lansing Home & Garden show at the MSU Livestock Pavilion March 15.

The Society is in the process of making substantial changes in the structure and management of all zoo volunteers. This includes, among other, the purchase and installation of new volunteer management software, a single port of entry for all volunteers, improved and more comprehensive background checks and substantial changes to the current docent program.











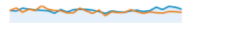


Zookambi summer camp registrations are going well. We will be delivering flyers to most area schools by the second week of April.

Society Restructure

The Society restructure is going well. A fund development assistant and a special projects coordinator have been hired and will be starting work in March. These new positions will assist the Society in moving forward with a focus toward fund development and a new more sustainable financial situation.

POTTER PARK ZOO

February 2019

Facebook	Total reach: (daily total) 530,596 Total Impressions: 857,555	
	Followers: 51,784 to 51,996	Increase in followers: 212
Instagram	Total Reach: 24,323 Total impressions: 118,704	
	Followers: 8,907 to 9,498	Increase in followers: 591
Twitter	Total Impressions: 67,900	
	Followers: 7052 to 7070	Increase in followers: 18
Google Analytics	Page Views: 26,581 Sessions: 12,437 Users: 9,775	
	Top pages visited Home 7,392 Job Openings 1,621 admissions 1,318 Zookambi 1,080	Users -4.94% 9,775 vs 10,283 
		New Users -5.38% 8,777 vs 9,276 
		Sessions -6.62% 12,437 vs 13,318 
		Number of Sessions per User -1.76% 1.27 vs 1.30 
	Top cities by visits Lansing 875 East Lansing 693 Grand Rapids 517 Ann Arbor 367	Pageviews -15.54% 26,581 vs 31,470 
		Pages / Session -9.55% 2.14 vs 2.36 
		Avg. Session Duration -9.13% 00:01:43 vs 00:01:54 
		Bounce Rate 8.07% 58.44% vs 54.08% 
	Acquisitions Organic Search 6,366 Direct 1,818 Social 1,326 Referral 344	Pageviews -15.54% 26,581 vs 31,470 
		Unique Pageviews -11.78% 21,918 vs 24,845 
		Avg. Time on Page 8.90% 00:01:31 vs 00:01:23 
		Bounce Rate 8.07% 58.44% vs 54.08% 
		% Exit 10.56% 46.79% vs 42.32% 
** DO MEDIA PULL FOR NEXT MONTH		
	Increase sessions -6.62	Increase in unique users: -4.94

POTTER PARK ZOO

Notable Media Stories - February 2019

Baker Street irregulars

City Pulse - Feb 21, 2019

A huge Eurasian eagle owl from **Potter Park Zoo**, wrangled by zoo staffer Dennis Laidler, gently "whoood" several times that afternoon, and ...

<https://lansingcitypulse.com/article-16984-Baker-Street-irregulars.html>



Miles, Potter Park Zoo otter, turns 6

WILX-TV - Feb 25, 2019

(WILX) – **Potter Park Zoo** was celebrating one of its resident's birthdays ... Miles, the North American river otter, turned 6 last week but the zoo ...

<https://www.wilx.com/content/news/Potter-Park-Zoo-otter-turns-6-506357321.html>

Students explore Zoology careers

WILX-TV - Feb 22, 2019

Students in **Potter Park Zoo's** classrooms are socializing a tenrec (a hedgehog-like animal) while their classmates are testing water samples ...

<https://www.wilx.com/content/news/Students-explore-Zoology-careers-506205171.html>

POTTER PARK ZOO

February Weekly Analytics

Dates: Feb. 4 - 10			
Platforms	Facebook	Instagram	Twitter
Reach	126,881	7,631	X
Impressions	203,529	33,328	18,500
Engaged Users (actions)	7,717	322	577
Followers (sunday)	51,889	9,041	7,054
Dates: Feb. 11-17			
Platforms	Facebook	Instagram	Twitter
Reach	94,109	4,469	X
Impressions	164,626	26,622	15,400
Engaged Users	4,786	260	372
Followers (sunday)	51,905	9,197	7,056
Dates: Feb. 18-24			
Platforms	Facebook	Instagram	Twitter
Reach	87,057	4,754	X
Impressions	142,048	26,850	13,500
Engaged Users (actions)	5,550	287	379
Followers (sunday)	51,911	9,335	7,062
Dates: Feb. 25 - March 3			
Platforms	Facebook	Instagram	Twitter
Reach	179,113	7,469	X
Impressions	278,473	31,904	20,500
Engaged Users	14,413	371	750
Followers (sunday)	51,996	9,498	7,070