

# 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](http://www.ingham.org), selecting "Monthly Calendar," and clicking on "Wednesday, May 8, 2019".*

### POTTER PARK ZOO ADVISORY BOARD MEETING

**Wednesday, May 8, 2019**

**6:00 PM**

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

- 1. Call to Order**
- 2. Approval of April 10, 2019 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/ April Attendance – Cindy Wagner/Amy Morris
- 6. New Business**
  - a. Presentation- Liz Jagenow
  - b. Resolution- Purchase from Radtech
  - c. Resolution – Zoo Reorganization
- 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 Advisory Board Meeting on **June 12, 2019** at **6:00 PM** in the Potter Park Zoo Education Building
- 11. Adjournment**

**MINUTES – INGHAM COUNTY POTTER  
PARK ZOO BOARD**

**1301 S. Pennsylvania Avenue,  
Lansing, MI, April 10, 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, Mary Leys, Aaron Davis, Cheryl Bergman, and Molly Korn

**ALSO PRESENT:** Cynthia Wagner, Zoo Director, Delphine Brezee, and Jon Lawrence, Customer Services Manager

**ABSENT:** Yanice Jackson-Long and Vice Chair Kyle Binkley

**CALL TO ORDER** Chairperson John Groen called the regular meeting of the Ingham County Zoo Board to order at 6:01 PM

**MINUTES:** Moved by Mary Leys and supported by Cheryl Bergman to approve the minutes of the March 13, 2018 meeting as written, **Yes-7; No-0; MOTION CARRIED.**

**LIMITED PUBLIC COMMENT**

A member of the public commented she had not visited the zoo in quite a while, but when she did she had concern that the camels appeared sickly. She stated she planned to visit the zoo this summer. Director Wagner shared that the zoo has a veterinarian on staff who regularly assesses the welfare of the animals. She stated they have a list of welfare items they evaluate and offered to set up a time to walk around the zoo to discuss and show how the animals are cared for. The member of the public stated she would appreciate that.

**LATE ITEMS/DELETIONS/CONSENT ITEMS**

Chair Groen recommended a discussion regarding a MOU with the City of Lansing for the Storm Drain Study be added as item 6b. Moved by Mary Leys and supported by Cheryl Bergman, **Yes-7; No-0; MOTION CARRIED.**

**FINANCIAL REPORTS**

**Zoo Financial Report**

Delphine Brezee reported the year to date budget vs. actual report for March 31<sup>st</sup>, 2019 shows total revenues are \$835,066, total expenditures \$801,362, for a change in fund balance of \$33,704.

Ms. Brezee stated the \$25,400, which shows as “Due from State” on the Balance Sheet, is Personal Property Tax Replacement that we will receive. Ms. Brezee asked if there were any questions. Chair Groen asked why animal expenditures and utilities looked higher than in 2018. Director Wagner responded the new veterinarian had been doing a significant amount of annual physicals which result in lab work and other costs and that utilities are not recorded at the same time each month so it is a matter of record keeping and would even out.

**ATTENDANCE REPORT**

Director Wagner reported attendance was up in March compared to 2018 and that the zoo had been very busy the first Saturday in March which was the last day of spring break for most people and the weather was beautiful. Ms. Wagner asked if the Board would like her to continue creating the historical graph and all agreed it is helpful.

## **ZOO DIRECTOR REPORT**

Director Wagner then reviewed major elements of her report:

The annual Arbor Day celebration is Friday, April 26, and over 1,000 second graders will be attending.

Party for the Planet is Sunday, April 28, and we will be planting 18-20 trees in the zoo with volunteers.

Several other conservation events have taken place including FrogWatch trainings and the annual MIPARC meeting. She noted conservation efforts are increasing at the zoo and we are working to have staff interact with guests about conservation. This year to encourage those interactions staff will be wearing a t-shirt on set dates that states "Ask me how we're saving wildlife".

Ms. Wagner thanked Commissioner Trubac for attending the 2018 County Service awards.

Mr. Davis noted the Zoological Society had reached its goal of raising \$6,000 to be eligible for a Gannett Foundation grant. He noted Amy Morris-Hall had done a great job achieving that goal.

Zookambi registration is progressing and ahead of years past for this time of year.

## **NEW BUSINESS**

### **Presentation**

Jon Lawrence presented the methods he is implementing at both the Savannah Grill and the AniMall to merge commerce and conservation. He shared how he is changing serving containers into more sustainable options that are plant based and biodegradable. He is collaborating with fellow ZAGG buyers to encourage vendors to remove plastic from retail packaging and shipping boxes to minimize needless waste and to reduce the impact on the environment. Favorable responses are beginning to be observed as one company has changed what they are filling plush animals with to eliminate plastics, and yet another is pledging to follow suit.

Mr. Lawrence explained he has been creating spreadsheets to track inventory, which will also help the data migration process when the point of sale system is implemented. He is working with seasonal staff to help them understand and buy into sharing our conservation messages with our guests including using food waste charts. Chair Groen asked if the charts have helped determine what items to carry and Mr. Lawrence responded that it has helped identify items that are not selling well and represent the most waste.

Mr. Lawrence shared he added Dippin' Dots as a selection which is a great item for guests in the shoulder seasons when the ice cream machine is too costly to operate.

Mr. Lawrence shared we are also doing several things to visually enhance the Savannah Grill and improve guest experience including new signs, seating area, and USB charging stations.

Chair Groen asked if the peacocks have continued to be a nuisance at the restaurant patio. Ms. Wagner stated they had decreased the number of peacocks on grounds, which has helped. Mr. Lawrence stated many guests do not follow the directions of the signage to not feed the peacocks. Commissioner Trubac asked if the graphics need to be larger to help with this. Mr. Lawrence acknowledged a larger sign with an educational component would likely help the guests to be more compliant. Ms. Wagner stated they could move the smaller graphic to a new location and order a larger graphic for the restaurant.

Mr. Lawrence shared that prices were changing for some items in 2019 as the margins for many items were just not profitable. Additionally, food ingredients are reviewed regularly and new items brought in to improve the overall quality. A recent example was the change to a 100% beef kosher hot dog that appeals to a wider audience than ones made of turkey, pork, and beef. Dr. Snider commented that getting a high quality item for a good price is important.

### **DRAIN STUDY**

Director Wagner shared she will be submitting a Resolution to the Board of Commissioners to enter into an MOU with the City of Lansing regarding funding for the Army Corps of Engineers Storm Drain Study. She mentioned the Zoo Board discussed this topic many months ago and that she wanted them to be aware this was moving forward.

### **OLD BUSINESS**

#### **Reorganization**

Director Wagner shared discussions are still taking place regarding the possible reorganization. The positions still being discussed include the public safety department and keeper aide positions. She stated there would be a significant cost increase if these positions are transitioned from seasonal to part-time.

#### **Strategy Subcommittee**

Mary Leys reported the committee had met the previous day and that the Directors had created mini goals to help accomplish the goals of the strategic plan. She stated they discussed the best ways to track and report the progress towards these goals back to the Board.

#### **External Relations Subcommittee**

Cheryl Bergman stated the committee would be meeting April 17, 2019.

#### **Financial Sustainability Subcommittee**

Director Wagner stated they had met and discussed the financial impact of the possible reorganization, but that many of the numbers had changed since that meeting. She shared they will be meeting again May 8 to discuss the 2020 budget.

### **BOARD COMMENTS**

Mary Leys shared as a zoo volunteer she had received the correspondence about the new volunteer software and orientation system. She stated she thought it was a good thing that all volunteers would be going through the same process. Chair Groen asked what had led to this change in the volunteer program and Director Wagner replied it was to ensure every volunteer regardless of duties would go through the same system and receive the same information. She also stated group volunteers do not go through the orientation as they are only at the zoo for one day.

Chair Groen asked if the Zoo would be doing another customer survey. Director Wagner replied they did not have one planned, but they would work on making a plan for this season.

### **LIMITED PUBLIC COMMENT**

None

### **ADJOURNMENT**

Being no further business, the meeting was adjourned at 7:02 PM.

**POTTER PARK ZOO**  
**BALANCE SHEET - PRELIMINARY**  
**April 30, 2019**

**ASSETS**

CASH	\$ 2,630,505
DEPOSITORY CASH	129,397
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	107,676
TAXES REC - DELINQUENT	21,231
ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES	(13,982)
EFT TAX RECEIVABLE	-
PROPERTY TAX RECEIVABLE	-
INTEREST RECEIVABLE	4,641
DUE FROM STATE	
INVENTORY	54,298
PREPAID EXPENSES	-

<b>TOTAL ASSETS</b>	<u><u>\$ 2,941,766</u></u>
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**LIABILITIES**

VOUCHERS PAYABLE	
TAX LEVY LIABILITY	29,000
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	5,639
DEFERRED REVENUE - PROPERTY TAXES	1,979,525
DEFERRED REVENUE - DELINQUENT TAXES	5,191

<b>TOTAL LIABILITIES</b>	<u>2,019,355</u>
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**FUND BALANCE**

UNSPENDABLE	136,671
UNRESTRICTED FUND BALANCE	785,740
	<u>922,411</u>

<b>TOTAL LIABILITIES AND FUND BALANCE</b>	<u><u>\$ 2,941,766</u></u>
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**POTTER PARK ZOO**  
**YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY**  
**FOR 4 MONTHS ENDED APRIL 30, 2019**

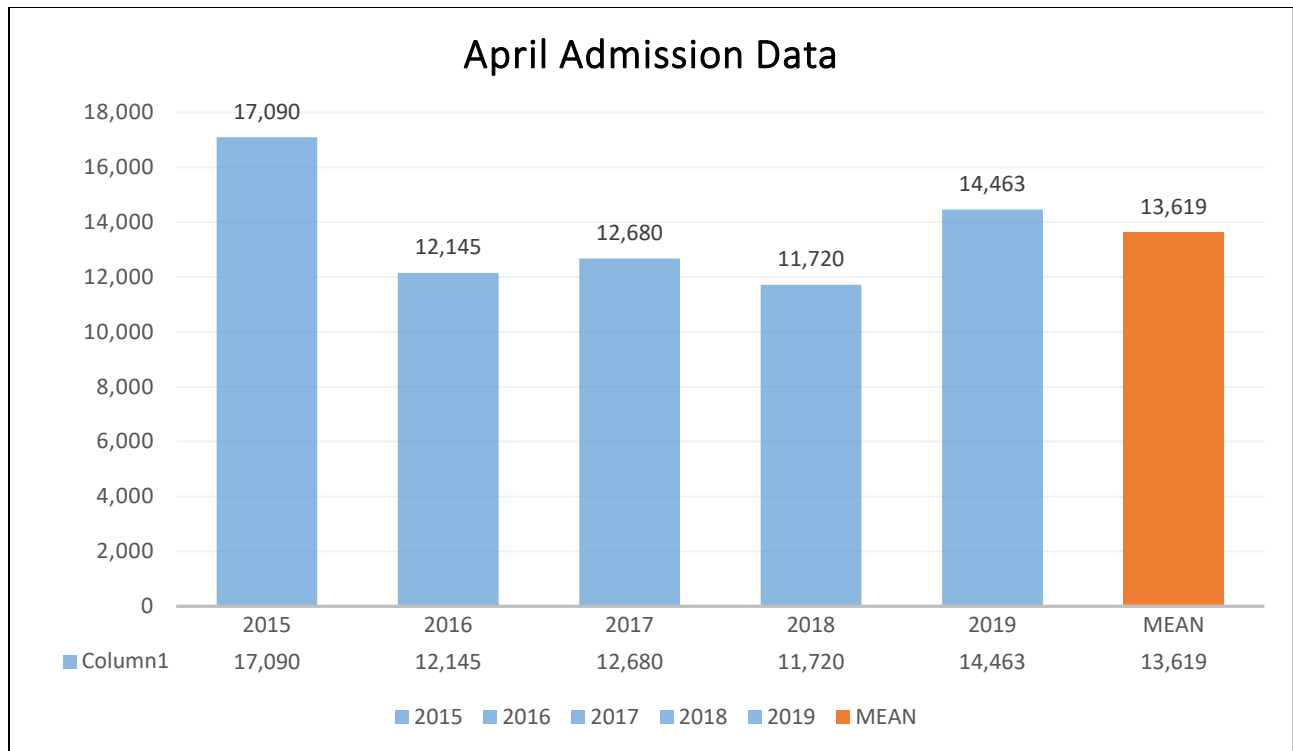
	2019 BUDGET	MARCH 2019 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	MARCH 2018 YTD ACTUAL
<b>REVENUES</b>					
PROPERTY TAX	\$ 3,028,674	\$ 2,969,273	\$ 59,401	98.04%	\$ 2,900,931
UNALLOCATED PORTION OF TAXES (8 MONTHS)		\$ (1,979,525)			\$ (1,933,964)
ADMISSIONS	\$ 610,000	\$ 64,054	\$ 545,946	10.50%	\$ 52,566
CONCESSIONS, GIFT SHOP, VENDING	\$ 490,500	\$ 57,723	\$ 432,777	11.77%	\$ 28,154
PARKING FEES	\$ 190,000	\$ 17,714	\$ 172,286	9.32%	\$ 13,348
INTERACTIVE SITES	\$ 63,000	\$ 444	\$ 62,556	0.70%	\$ -
INTEREST INCOME	\$ 18,000	\$ 10,146	\$ 7,854	56.37%	\$ 7,616
OTHER REVENUES	\$ 134,828	\$ 78,755	\$ 56,073	58.41%	\$ 54,205
<b>TOTAL REVENUES</b>	<b>\$ 4,535,002</b>	<b>\$ 1,218,584</b>	<b>\$ 3,316,418</b>	<b>26.87%</b>	<b>\$ 1,122,856</b>
<b>EXPENDITURES</b>					
<b>PERSONNEL SERVICES</b>					
Salaries & Wages - Full Time	\$ 1,402,447	\$ 372,282	\$ 1,030,165	26.55%	\$ 400,408
Salaries & Wages - Seasonal	\$ 592,626	\$ 99,914	\$ 492,712	16.86%	\$ 101,905
Benefits	\$ 755,143	\$ 219,199	\$ 535,944	29.03%	\$ 221,448
Total Personnel Services	\$ 2,750,216	\$ 691,395	\$ 2,058,821	25.14%	\$ 723,761
<b>CONTROLLABLE EXPENDITURES</b>					
Supplies	\$ 326,559	\$ 82,931	\$ 243,628	25.40%	\$ 72,368
Animal Care	\$ 260,000	\$ 83,333	\$ 176,667	32.05%	\$ 65,985
Purchased Services	\$ 698,633	\$ 62,361	\$ 636,272	8.93%	\$ 72,388
Utilities - Telephone	\$ 22,125	\$ 6,272	\$ 15,853	28.35%	\$ 2,843
Rentals & Leases	\$ 2,000	\$ 681	\$ 1,319	34.05%	\$ 346
Other Expenses	\$ 128,200	\$ 42,101	\$ 86,099	32.84%	\$ 39,823
Total Controllable Expenditures	\$ 1,437,517	\$ 277,679	\$ 1,159,838	19.32%	\$ 253,753
<b>NON-CONTROLLABLE EXPENDITURES</b>					
Utilities	\$ 210,000	\$ 66,654	\$ 143,346	31.74%	\$ 67,489
Insurance	\$ 80,000	\$ 57,023	\$ 22,977	71.28%	\$ 54,915
IT Support Expense	\$ 84,057	\$ 36,423	\$ 47,634	43.33%	\$ 11,502
Other Expenses	\$ 365	\$ 182	\$ 183	49.86%	\$ 197
Total Non-Controllable Expenditures	\$ 374,422	\$ 160,282	\$ 214,140	42.81%	\$ 134,103
<b>CAPITAL OUTLAY</b>					
Capital Improvements	\$ (40,000)	\$ -	\$ (40,000)		\$ -
<b>TOTAL EXPENDITURES</b>	<b>\$ 4,522,155</b>	<b>\$ 1,129,356</b>	<b>\$ 3,392,799</b>	<b>24.97%</b>	<b>\$ 1,111,617</b>
<b>TOTAL CHANGE IN FUND BALANCE</b>	<b>\$ 12,847</b>	<b>\$ 89,228</b>			<b>\$ 11,239</b>
<b>FUND BALANCE AS OF 1/1/19</b>					
NON-SPENDABLE		\$ 136,671			
UNRESTRICTED		\$ 696,512			
		<u>\$ 833,183</u>			
<b>FUND BALANCE AS OF 4/30/19</b>		\$ 922,411			
<b>FUND BALANCE AS OF 4/30/19</b>					
UNSPENDABLE		\$ 136,671			
UNRESTRICTED		\$ 785,740			
		<u>\$ 922,411</u>			

**POTTER PARK ZOO**  
**MONTHLY ATTENDANCE REPORT**  
**FOR MONTH AND YTD ENDING April 30, 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	390	2,025	1,635	1,717	3,700	1,983
CHILDREN - UNDER 3	857	1,058	201	1,367	1,624	257
CHILDREN - OFF SEASON	0	0	0	0	0	0
ADULT RESIDENT	1,882	2,691	809	1,882	2,691	809
ADULT NON-RESIDENT	1,737	1,224	(513)	1,737	1,224	(513)
ADULT - OFF SEASON			0	3,483	3,919	436
SENIOR RESIDENT	38	188	150	38	188	150
SENIOR NON-RESIDENT	126	204	78	126	204	78
GROUPS	440	566	126	578	566	(12)
SUBTOTAL	5,470	7,956	2,486	10,928	14,116	3,188
MEMBERSHIPS/PROGRAMS						
PPZ MEMBERS	2,329	2,119	(210)	3,616	3,640	24
EVENTS	2,394	2,973	579	2,394	2,973	579
RECIPROCAL ZOO MEMBERS	223	490	267	365	722	357
RECIPROCAL ZOO MEMBERS (100%)	343	250	(93)	431	370	(61)
MONDAY PROGRAM	957	674	(283)	1,383	983	(400)
OTHER (non-paying)	4	1	(3)	4	3	(1)
SUBTOTAL	6,250	6,507	257	8,193	8,691	498
<b>GRAND TOTAL</b>	<b>11,720</b>	<b>14,463</b>	<b>2,743</b>	<b>19,121</b>	<b>22,807</b>	<b>3,686</b>

Change in Paid Admissions 30.0% 24.0%

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 Historical Admission Data

	2015	2016	2017	2018	2019	MEAN
JAN	964	1,084	2,579	1,545	1,492	1,532
FEB	385	2,366	7,194	845	1,008	2,359
MAR	4,100	5,752	2,898	5,011	5,844	4,721
APR	17,090	12,145	12,680	11,720	14,463	13,619
MAY	29,776	21,762	24,375	25,101		
JUN	29,939	20,821	28,541	31,112		
JUL	33,531	24,470	26,232	25,774		
AUG	25,386	22,160	21,895	21,776		
SEPT	12,028	13,550	13,394	12,731		
OCT	12,855	4,338	17,937	11,535		
NOV	5,205	4,558	2,784	1,933		
DEC	1,301	1,586	829	1,498		
TTL	172,560	134,592	161,338	150,581		

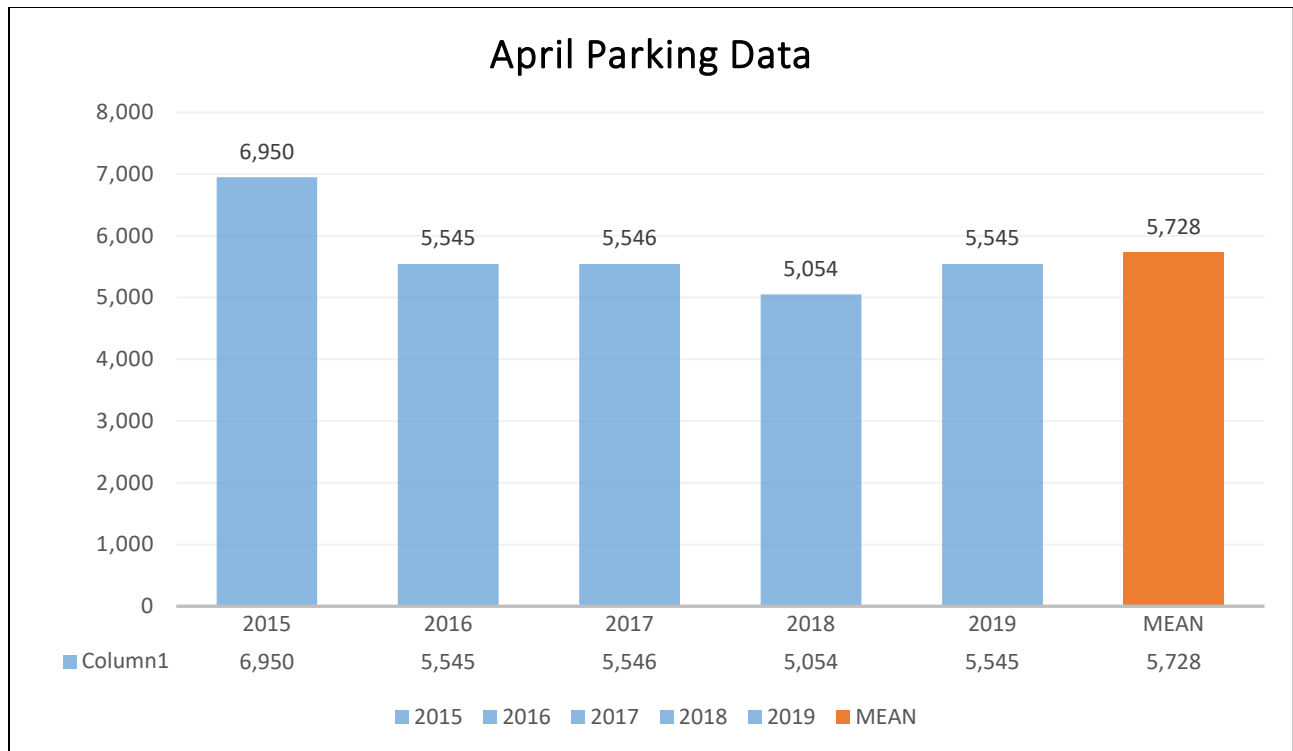


**POTTER PARK ZOO**  
**MONTHLY PARKING REPORT**  
**FOR MONTH AND YTD ENDING APRIL 30, 2019**

ADMISSION TYPE	CURRENT MONTH			YEAR-TO-DATE		
	2018 COUNT	2019 COUNT	BETTER (WORSE) THAN PY	2018 COUNT	2019 COUNT	BETTER (WORSE) THAN PY
ANNUAL RESIDENT PASS	95	121	26	95	121	26
ANNUAL NON-RESIDENT PASS	10	10	0	10	10	0
PPZ MEMBER DELUXE/PREMIUM	264	280	24	264	280	24
DAILY RESIDENT PARKING	1,627	1,895	268	1,627	1,895	268
DAILY NON-RESIDENT PARKING	1,116	1,620	504	1,116	1,620	504
EVENTS	379	175	(204)	379	175	(204)
OTHER (non-paying)	1,563	1,619	56	1,563	1,619	56
TOTAL	5,054	5,720	666	5,054	5,720	666

Change in Paid Parking 17.7% 17.7%

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 Historical Parking Data

	2015	2016	2017	2018	2019	MEAN
<b>APR</b>	6,950	5,545	5,546	5,054	5,545	5,728
<b>MAY</b>	11,555	11,538	10,190	9,653		
<b>JUN</b>	12,843	10,639	13,637	12,374		
<b>JUL</b>	12,186	9,982	12,382	11,605		
<b>AUG</b>	10,935	8,945	9,024	8,310		
<b>SEPT</b>	5,941	5,555	5,779	5,233		
<b>OCT</b>	4,606	5,629	7,795	5,762		
<b>TTL</b>	65,016	57,833	64,353	59,942		



## **Zoo Directors Report May 8, 2019**

### **Conservation**

The annual Arbor Day celebration took place Friday, April 26, 2019. A tree was planted in the park by the City of Lansing forestry department and one lucky class from Lyons Elementary. Over 1,200 kids and adults participated in the celebration.

Party for the Planet, held Saturday, April 28, 2019, was a great success. Over 500 people visited the zoo for the festivities. We planted 16 native trees with the help of 25 volunteers and had nine activity stations throughout the zoo for guests to learn about conservation. The tree planting was possible due to a partnership between Potter Park Zoo, Releaf Michigan and the DNR Urban and Community Forestry program.



### **Safety**

Blood Borne Pathogen training has been completed by most zoo staff. This consisted of a free video and quiz offered through MMRMA.

Fire Extinguisher Training will be May 7<sup>th</sup> and taught by Boynton Fire Systems. This training includes a video and hands on training.

### **Staff**

Sarah Pechtel, General Curator, attended a welfare workshop hosted by the Denver Zoo, April 24-26, 2019. This workshop focused on the developing of a comprehensive welfare/wellness program that would align with the new AZA standard 1.5.0, which requires a process to assess the welfare of all animals.

Annie Marcum is attending the Evidence Based Welfare Management course at Brookfield Zoo from May 5-10, 2019.

We hired 24 animal care, 6 maintenance, 12 parking/admissions, and 19 gift shop/restaurant seasonals for this summer so far.

## Guest Services



Camel rides, pony path, and contact area will all open May 10 for Mother's Day weekend. Train rides are open already, bungee will open soon and Wings of Wonder will open as temperatures allow, which is typically the end of May.

A photo booth has been added by the AniMall gift shop and will be managed by the Society.

New maps are at print and are expected to be here for Mother's Day weekend.

## Animal Care

- Veterinary and animal staff completed a successful hoof trimming procedure on Meeko the moose. This was the first time the moose was administered anesthesia and it went well. MSU veterinary staff and students lent their expertise as well.



- Several other animals have received exams by our veterinary team:
  - Pre-shipment Exams – North American river otter, tree shrew
  - Medical Exams – Ring-tail lemur, banded mongoose, giant anteater, binturong,
  - Annual Routine Exams – Raptors, pigs, alpacas (exam and shearing), male golden lion tamarin, porcupine
  - Quarantine Exams – Trumpeter hornbills, penguins, emu, ride camels
- We received a young pair, 1.1, of emu from a local breeder. If everything goes as planned they will be on exhibit in the large yard across from penguins this summer.
- Theodore, the remaining otter pup, will be transferred to Hutchinson's Zoo, per SSP recommendation.
- Male snow leopard "Taza" arrived from Lincoln Park Zoo. The plan is to allow him in the outside exhibit within a few weeks.
- A young female tree shrew went to Glen Oak Zoo in Peoria, IL, per SSP recommendation.
- Our female cotton-top tamarin is expected to give birth any day now. A portion of the bird and reptile building is closed off to reduce any stress that could occur from large crowds directly in front of the exhibit.
- A western grey kangaroo joey has begun leaving mom's pouch and can be seen on exhibit.

## Education

The FALCONERS Party for the Planet event held Saturday, April 27, 2019 had 104 guests which is almost double the attendees from April last year!

Night at the Museum was Friday, April 12, from 5-8 p.m. and almost 600 guests attended. This was a free event in cooperation with the MSU Science Festival “Night at the Museum” satellite events.

Zookambi summer camp is 78% booked for the summer. We are also, for the fourth consecutive year, going to be partnering with Lansing Public Schools and will be one of the sites for their hybrid summer school/day camp program.

The teen volunteer program has 35 new applicants and 18 returnees as junior zookeepers.



BZL is done for the 2018/2019 school year. There were 64 classes that completed this exceptional program. There are over 60 classes booked for the 2019/2020 school year.

The Volunteer Impact software was launched for all zoo volunteers. This software will allow volunteers to sign up for activities remotely and all hours will be tracked through the system.

Spring Fling officially begins the week of May 13, 2019. This is approximately a six week period of time when school groups come to the zoo for field trips. The zoo will be very busy during these six weeks from the hours of 9 a.m. to 2 p.m.

June 1, 2019 we will celebrate World Migratory Bird Day along with Be a Tourist in Your Own Town. We are expecting large crowds this day!

## Fundraising

Society staff are preparing to apply for two MCACA grants – one for the farmyard project and one for capital support. Two grant applications were submitted to the Community Foundation (for capacity building and zoo accessibility) and one to the Gannett foundation (for zoo accessibility) and decisions should be announced soon.

The case for support, produced with the assistance of Sharon Castle of the Nonprofit Network, is in final draft form. Work is being done on the fundraising plan with next steps being an action plan and timeline for implementation.

## Marketing

We had another great month for social follower increases and there was an increase with website stats also.

Wine & Stein radio ads and the general zoo radio ads are up and running.

Billboards will be going up on 496 and throughout Lansing on digital boards starting the week of May 6, 2019.



## **Events**

Wine and Stein is from 5:30 – 9 p.m., May 16, 2019. There are 29 food and beverage vendors committed to attending, some of whom have never been at the event.

### **Beer, Wine & Spirits**

American Fifth Spirits  
Atwater Brewery  
Burgdorf's Winery  
Cascade Winery  
Chateau Chantal  
Dan Henry  
Dragonmead Microbrewery  
EagleMonk Pub & Brewery  
Ellison Brewery & Spirits  
Fenn Valley Vineyards  
Founders Brewing  
Lansing Brewing Company  
Lucky Girl Brewing Co.  
Old Nation Brewery  
Red Cedar Spirits  
Saugatuck Brewery  
Uncle John's Hard Cider  
West Side Beer

### **Hors d'oeuvre/Food Vendors**

Bake N' Cakes  
Houlihans  
Mama Lugo's LLC  
McAlister's Deli  
MSU Dairy Store  
Old Nation Brewery  
Pizza House  
Texas Roadhouse  
Zoup! Downtown Lansing



# POTTER PARK ZOO

## April 2019

Facebook	Total reach: (daily total) <b>726,338</b> Total Impressions: <b>1,278,800</b>	
	Followers: 52,400 to 52,905	Increase in followers: 505
Instagram	Total Reach: 24,065 Total impressions: 140,899	
	Followers: 10,103 to 10,732	Increase in followers: 629
Twitter	Total Impressions: 71,400	
	Followers: 7094 to 7,124	Increase in followers: 30
Google Analytics	<b>Page Views: 66,778</b> <b>Sessions: 29,331</b> <b>Users: 21,933</b>	
	<b>Top pages visited</b>	
	Home	20,194
	Admissions	8,288
	Attractions	5,360
	Membership	2,013
	<b>Top cities by visits</b>	
	Lansing	2,062
	Grand Rapids	1,715
	East Lansing	1,338
	Detroit	1,307
	<b>Acquisitions</b>	
	Organic Search	14,665
	Direct	4,460
	Social	2,309
	Referral	915
	<b>** DO MEDIA PULL FOR NEXT MONTH</b>	
	Increase sessions 37%	Increase in unique users: 38%

# POTTER PARK ZOO

## Notable Media Stories - April 2019

### Students celebrate nature through zoo craft project

WLNS • 4 days ago



<https://www.wlns.com/news/students-celebrate-nature-through-zoo-craft-project/1962161188>

### Lansing 5:01 launches event series to showcase the best of Lansing to Lansing's future

WSYM-TV • Yesterday



<https://www.fox47news.com/yes/around-town/lansing-5-01-launches-event-series-to-showcase-the-best-of-lansing-to-lansings-future>

<https://www.lansingstatejournal.com/story/opinion/editorials/2019/04/28/editorial-show-up-and-help-show-off-lansing-these-community-events/3591503002/>

### Students celebrate nature through zoo craft project

WLNS • 4 days ago



### Potter Park Zoo's endangered black rhino pregnant, a rare feat

The State News - Apr 9, 2019

"We don't want to see these species go away," said Kaiti Chritz, Potter Park Zoo's communications manager. "That's really what drives us and ..."

<https://statenews.com/article/2019/04/black-rhino-pregnant>



### Potter Park Zoo announces Doppsee the endangered black rhino is ...

WXYZ - Apr 2, 2019

LANSING (WXYZ) — Doppsee, the critically endangered black rhino, is pregnant, Potter Park Zoo announced in a blog post Tuesday.

### Potter Park Zoo announces critically endangered Black Rhino ...

WILX-TV - Apr 2, 2019

[View all](#)

<https://www.wxyz.com/news/potter-park-zoo-announces-endangered-black-rhino-is-pregnant>



### Zoos can overwhelm people with autism, other sensory needs. Potter ...

Lansing State Journal - Apr 4, 2019

LANSING — As you walk into the bird, reptile and small mammal house at Potter Park Zoo, children's excited chatter echoes off the walls.

<https://www.lansingstatejournal.com/story/news/local/2019/04/04/potter-park-zoo-sensory-friendlly-autism-spectrum-ptsd-dementia/3300505002/>

### Critically endangered black rhino is pregnant at Michigan zoo

Michigan Radio - Apr 3, 2019

A Lansing zoo confirms its critically endangered black rhino is pregnant. Potter Park Zoo officials say it took almost a year to get the female ...

<https://www.michiganradio.org/post/critically-endangered-black-rhino-pregnant-michigan-zoo>



### City Pulse Summer Camp Guide 2019

City Pulse - Apr 12, 2019

Potter Park Zoo, 1301 S. Pennsylvania Ave., Lansing ... Lansing Parks and Recreation offers weekly themed courses split into two age levels ...

<http://www.lansingcitypulse.com/stories/city-pulse-summer-camp-guide-2019,12541>



### Potter Park Zoo black rhino is pregnant

WLNS - Apr 2, 2019

LANSING, Mich (WLNS) - The Potter Park zoo team is hoping they'll be seeing a very big baby sometime in late December. Doppsee, the zoo's ...

### Doppsee, Potter Park Zoo's critically endangered black rhino, is ...

Lansing State Journal - Apr 2, 2019

[View all](#)

<https://www.wlns.com/news/local-news/potter-park-zoo-black-rhino-is-pregnant/1894679851>



### Residents will soon be able to check out bus passes from the library

WSYM-TV - Apr 9, 2019

LANSING, Mich. — Residents with a library card from CADL will soon be able to borrow a CATA bus pass for 30 days. Passes for fixed routes ...

<https://www.fox47news.com/yes/residents-will-soon-be-able-to-check-out-bus-passes-from-the-library>



### Potter Park Zoo welcomes special needs families

Spartan Newsroom - Apr 2, 2019

On March 24, Potter Park Zoo held its monthly Falconers day for people with special needs to get a free day at the zoo with their families. There were tables with ...

<http://news.jrn.msu.edu/2019/04/potter-park-zoo-welcomes-special-needs-families/>



# Potter Park Zoological Society

## Donations Report

### First Quarter – 2019

The Potter Park Zoological Society made the following cash donations to and on behalf of Potter Park Zoo:

Date	Total	Project
2/19/2019	\$45,000	Moose Exhibit – Glassen & Safari Club
3/12/2019	\$20,000	Lions Club Sensory Garden Water Fall
Total	\$65,000	

**TO:** Potter Park Zoo Advisory Board  
**FROM:** Cynthia Wagner  
**DATE:** 05-03-2019  
**SUBJECT:** Sole Source Purchase from Radtech X-ray  
For the meeting agenda of 05-08-2019

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### **BACKGROUND**

Potter Park Zoo is an accredited member of the Association of Zoos and Aquariums and as such must meet or exceed the standards established by the association. Standard 2.0.4. requires “Complete medical records must be maintained on all animals in the collection that have received veterinary attention. [See 1.4.7 for animal records.]”. Standard 1.4.7 states “Animal records must be kept current.” which includes a record retention policy for all animal records.

The radiographs (x-rays) are part of the animal’s medical record. In the 2012 AZA inspector’s report the loss of the x-rays (considered part of the animal’s medical records) due to a computer issue, was listed as a major concern. Consequently to address this issue, radiographs began to be backed up on the County network once a month. It is critical to continue the back up of radiographs on the County network to maintain compliance with these AZA standards.

The CR digital radiograph processor and associated computer system used by the zoo, which develops and saves the radiographs (x-rays) gets regular software updates to keep the systems functioning properly. Recently, the County malware program started to flag these updates as viruses. Due to this issue, the CR digital system was removed from the County network stopping updates and backups from occurring. To get the CR digital radiograph processor and associated computer system back on the network, we need to replace the current software and associated computer system through Radtech X-ray.

### **ALTERNATIVES**

A short term alternative is to have Radtech X-ray reload the software for \$600.00 on the current computer so it can be placed back on the County network. However, the hardware is 7 years old and runs Windows 7 which Microsoft will no longer support as of January 14, 2020. At this time radiographs would once again not be backed up on the County network and updates would not occur. A second alternative is to purchase a new digital x-ray system. A quote from Radtech X-ray shows a new digital system would cost \$26,900.00 which is not in the Zoo Budget at this time.

### **FINANCIAL IMPACT**

The cost of the machine and software, including a 3 year warranty on the hardware and 1 year software support services, is \$4,900.00. The Zoo budget line item 25869200 802102 31000 has the funds available for this purchase.

**OTHER CONSIDERATIONS**

Radtech X-ray (<https://radtechxray.com/>) has taken over for Grand X-ray (the company that originally sold the zoo the CR digital radiography equipment), which has now gone out of business. No other veterinary radiology companies in the Midwest sell this product.

Radtech X-ray has confirmed the hardware cannot be purchased from any other company. The County IT department has confirmed once the new hardware is in place the system can be placed on the County network and x-rays will be backed up monthly and update will possible.

**RECOMMENDATION**

Based on the information presented, I respectfully recommend approval of the attached resolution recommending a purchase order to Radtech X-ray in an amount not to exceed \$4,900.00.

**POTTER PARK ZOO ADVISORY BOARD  
RESOLUTION RECOMMENDING A SOLE SOURCE PURCHASE FROM  
RADTECH X-RAY**

WHEREAS, the Potter Park Zoo is an accredited member of the Association of Zoos and Aquariums (AZA) and must meet standards established by the association; and

WHEREAS, AZA standard 1.4.7 and 2.0.4 require animal x-rays be stored as part of the permanent animal record; and

WHEREAS, the computer and software used by the Zoo must be replaced to allow for regular software updates and backups of the Zoo's x-rays on the County network; and

WHEREAS, the Zoo Veterinarian and IT department confirmed with Radtech X-ray that the computer must be purchased from Radtech X-ray in order to have the necessary software installed; and

WHEREAS, the County IT department confirmed once the new hardware is in place the computer will be placed back on the County network and as such backups and updates will occur keeping the zoo in compliance with this AZA standard; and

WHEREAS, Radtech X-ray is the only veterinary radiology company in the Midwest to sell this product.

THEREFORE BE IT RESOLVED, the Potter Park Zoo Advisory Board hereby recommends issuing a Purchase Order to Radtech X-ray in an amount not to exceed \$4,900.00.

**TO:** Potter Park Zoo Advisory Board  
**FROM:** Cynthia Wagner, Potter Park Zoo Director  
**DATE:** May 3, 2019  
**SUBJECT:** Zoo Reorganization  
For the meeting agenda of May 8, 2019

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### **BACKGROUND**

The Zoo Registrar position became vacant in 2018 which allowed opportunity for review of the Potter Park Zoo organization chart. As an accredited member of the Association of Zoos and Aquariums we are required to maintain or exceed the standards set forth by the association. In 2019 the animal welfare standards were substantially expanded by requiring a set process for evaluating the welfare of each animal in our care. This extensive process necessitates a staff member be responsible for overseeing the welfare process including, documentation evaluation, and continued improvement. The proposed new Animal Programs Manager position will be responsible for ensuring the welfare program exceeds AZA standards.

The Registrar position has historically been responsible for animal records, payroll, accounts payable and accounts receivable. The proposed reorganization would split those duties between two positions, the Animal Programs Manager and the part-time Account Clerk. The Animal Care Supervisor will supervise all non-medical animal care staff.

### **ALTERNATIVES**

The Registrar position could be filled as written and the full-time positions could stay as written. This structure does not allow for efficient or effective oversight of the Zoo's welfare program.

### **FINANCIAL IMPACT**

The budget office analysis shows at Step 8 there is a savings of \$8,088 with the elimination of several temporary and seasonal positions.

<b>Eliminated Positions</b>	<b>F/T Step 8</b>	<b>Temporary</b>	<b>New Positions</b>	<b>F/T Step 8</b>	<b>P/T Step 8</b>
General Curator	\$116,134		Animal Care Supervisor	\$118,608	
Registrar	\$77,008		Animal Programs Manager	\$118,608	
Head Keeper	\$89,833		(2) Zookeeper 400	\$155,252	
Account Clerk		\$12,000	Part-time Account Clerk		\$37,038
Conservation Assistant		\$20,553			
(8) Keeper Aides		\$122,066			
<b>TOTAL</b>	<b>\$437,594</b>		<b>TOTAL</b>	<b>\$429,506</b>	

### **OTHER CONSIDERATIONS**

This reorganization takes into consideration budgetary constraints as well as the most critical needs of the Potter Park Zoo animal care and accounting departments. The Zookeeper 400 and 500 job descriptions were updated to reflect the proposed new supervisor titles and focus on animal welfare. The Teamster and UAW Zoo Unions are in support of the proposed reorganization and job description updates.

### **RECOMMENDATION**

Based on the information presented, I respectfully recommend approval of the attached resolution for the reorganization of Potter Park Zoo.

**POTTER PARK ZOO ADVISORY BOARD  
RESOLUTION APPROVING THE REORGANIZATION OF  
POTTER PARK ZOO**

WHEREAS, the Potter Park Zoo is an accredited Association of Zoos and Aquariums (AZA) facility which must maintain or exceed the standards as put forth by the AZA; and

WHEREAS, a reorganization of the Zoo's animal care positions provides a more efficient structure to meet the changing standards; and

WHEREAS, creating a part-time clerk position in place of a temporary position allows for more stability in the zoo's financial department; and

WHEREAS, the Potter Park Zoo is funded by a County millage and there are sufficient funds in the Zoo budget; and

WHEREAS, there is cost savings of \$8,000 at Step 8 according to a cost analysis completed using personnel costs provided by the budget department; and

WHEREAS, the United Auto Workers (UAW) Local 2256 – Zoo Unit and Teamsters Local 243 – Potter Park Zoo Supervisory Unit support the proposed reorganization.

THEREFORE BE IT RESOLVED, that the Potter Park Zoo Advisory Board approves a reorganization to create the following new positions: (1) Animal Care Supervisor, (1) Animal Care Manager, (1) Part-time Account Clerk, and (2) Zookeeper 400; eliminate the following positions: General Curator, Registrar, and Head Keeper; and amend the following job descriptions: Zookeeper 400 and Zookeeper 500.