

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, April 10, 2019".

POTTER PARK ZOO ADVISORY BOARD MEETING

Wednesday, April 10, 2019

6:00 PM

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

- 1. Call to Order**
- 2. Approval of March 13, 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/ March Attendance – Cindy Wagner/Amy Morris
- 6. New Business**
 - a. Presentation- Jon Lawrence
- 7. Old Business**
 - a. Proposed Reorganization- Discussion
 - b. Strategy Subcommittee – Mary Leys
 - c. External Relations Subcommittee – Cheryl Bergman
 - d. 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 **May 8, 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, March 13, 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, Vice Chair Kyle Binkley, Dr. Richard Snider, Mary Leys, Aaron Davis, Yanice Jackson-Long, and Molly Korn

ALSO PRESENT: Cynthia Wagner, Zoo Director; Amy L. Morris-Hall, Society Executive Director, Delphine Brezee, and Jacob Brodie, Area Lead.

ABSENT: Jen Flood, Cheryl Bergman

CALL TO ORDER Chairperson John Groen called the regular meeting of the Ingham County Zoo Board to order at 6:03 PM

MINUTES: Moved by Mary Leys and supported by Kyle Binkley to approve the minutes of the January 9, 2018 meeting as written, **Yes-8; No-0; MOTION CARRIED.**

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

None

FINANCIAL REPORTS

Zoo Financial Report

Delphine Brezee explained it is a preliminary financial statement. The year to date budget vs. actual report total revenues are \$563,875, total expenditures \$547,355, for a change in fund balance of \$16,520.

Cash is \$2,756,858, with total assets of \$3,361,179. Director Wagner asked if the tax revenue listed for 2019 is the final amount and Ms. Brezee said she would check on it. Chair Groen asked if the tax revenue remained \$58,000 less how that would affect the budget and Director Wagner stated we would put \$58,000 less into fund balance. Dr. Snider asked what the \$25,000 due to the state includes and Ms. Brezee said that it is not reflected on the report and she stated she will look into it.

ATTENDANCE REPORT

Attendance was up in February compared to 2018. Chair Groen commented it will be helpful to put the weather into the new point of sale system to track how it affects attendance. Director Wagner stated she will start doing the three-year average report to provide a better comparison of attendance.

Yanice Jackson arrived at 6:16PM

ZOOLOGICAL SOCIETY REPORT

Executive Director Amy L. Morris-Hall stated the Society restructure is going very well and staff are helping move the process along in a very productive manner. The recommendation of the Community Foundation was to hire someone within that has a passion for the zoo to develop them as a fund development assistant through training. Erin O'Rourke is the new fund development assistant and Carolyn Fabro is the special projects coordinator who will

be working part time. Staff are moving offices to create a more efficient set up.

Ms. Morris-Hall said the Zoo's volunteer program is also undergoing restructuring to reduce the duplication of efforts among the various departments. She stated all volunteers would have a single point of entry and following orientation would receive additional training specific to their area of interest and ability. Mary Leys asked if the current docents would need to go back through the training process. Ms. Morris-Hall stated they would only go back through training if a refresher is needed.

Director Wagner stated they are working together on sensory friendly certification from Kulture City. This process includes creating a quiet room and quiet areas, sensory bags and weighted blankets that can be checked out, a sensory map, and new sensory signs throughout the zoo.

Chair Groen requested to discuss the Society financials that were distributed and asked Ms. Morris-Hall to share when the Society believes they will see an improvement with finances after the restructure. Ms. Morris-Hall stated they are watching closely on a monthly basis and that they will be watching for any deviations and will adjust promptly if necessary. She said she is seeing improvement already in the February financials. Chair Groen asked if Aaron Davis had any other information to add. Mr. Davis said the structure changes were necessary and are now in place. Chair Groen shared he believes moving toward a more fundraising approach is the correct direction to go.

ZOO DIRECTOR REPORT

Director Wagner then reviewed major elements of her report:

The geriatric female snow leopard was euthanized due to failing health. She said the health of the animals is closely monitored and quality of life assessments are regularly conducted. The animal care team determined it was time. The response online was very supportive, and a member of the public suggested a statue in her memory. After much discussion it was decided that donations in her memory would be used to provide equipment needed by the veterinarian department. This will assist zoo staff in continuing to provide the highest the quality care to the animals.

It is animal shipment time of the year and zoo staff will be shipping in and sending out several animals to other AZA zoos as recommended by the SSPs for each species.

Restaurant will reopen April 1st. Encounters will open for Mother's Day weekend.

There will be a public conservation talk addressing pollinators Wednesday, March 20, 2019 in the Safari Room.

The point of sale implementation is still in the planning stages. The Zoo's preference is to go live this summer rather than wait until fall or winter, but the details are still being worked out.

The gift shop is adding more conservation items and created new price tags with the zoo's mission statement on the tag. Zoo staff are working to tie the Zoo's mission to everything we do and spread the message of conservation.

The marketing report demonstrates the reach of the zoo's message and is included in the board packet.

NEW BUSINESS

Presentation

Jacob Brodie, zookeeper and bird, reptile, and program animal area lead, attended the amphibian management school hosted by the Detroit Zoo and the Amphibian Taxon Group. Mr. Brodie said he learned water quality is nutrition for amphibians and the zoo can improve water quality and will be changing how water quality is tested. This could lead to greater success with Puerto Rican crested toad breeding.

He advocated for the Zoo to get more involved in amphibian conservation because it is affordable and can have a big impact with local and regional breed and release programs.

Mr. Brodie stated he learned a lot about disinfecting and the zoo team has adjusted the usage of bleach to the correct concentration as well as what items should be bleached prior to going into amphibian areas.

He shared the class was very helpful and he believes there will be many positive husbandry changes because of what he learned.

Chair Groen asked if he gets credit for the new exhibits in the bird and reptile building. Mr. Brodie stated he had worked on many of them with the help of the team. Chair Groen stated to keep up the good work.

Proposed Reorganization

Director Wagner shared the proposed reorganization charts are in the packet and that the animal care portion of the reorganization has been discussed since the registrar position became vacant. Ms. Wagner stated additional positions that need to be discussed as part of the reorganization include the public safety positions that are currently viewed as seasonal and will need to be year-round positions. She explained she is still working out the details of this change in position with the human resources department. It needs to be determined if the financial resources are available to create full-time, three-quarter time, or part-time positions in the public safety department.

Positions that would be eliminated are the General Curator, Head Keeper, and Registrar as well as several seasonal positions.

Positions that would be created are Animal Programs Manager, Animal Care Supervisor, an additional Zookeeper 400, and part-time account clerk. Ms. Wagner shared as AZA increases their Animal Welfare recommendations in the accreditation standards that it is imperative to have a staff person dedicated to overseeing animal welfare efforts and the Animal Programs Manager would do that.

Chair Groen asked how the discussion with the public safety started and Ms. Wagner explained this came up as part of a larger discussion about seasonal work in the County. Chair Groen clarified that it sounded more like a compliance issue and Ms. Wagner agreed.

Chair Groen asked what the General Curator does that the Animal Care Supervisor will not do. Ms. Wagner stated the General Curator manages all SSP communication and coordination as well as communication for animal shipments and that the Animal Care Supervisor will not have those duties. The goal is for the Animal Care Supervisor to be an on the ground supervisor with more time for interaction with the keeper staff.

Revenue Management System Update

Ms. Wagner shared it is a work in progress and is waiting for the final contract. A meeting is set for Monday with IT to make sure everything is on track with that side of the operation.

Lions Club Waterfall Update

Director Wagner explained a Resolution to approve an agreement with Earthtones Landscaping Inc. will be presented to the Board of Commissioners by the Facilities department. Approval of this Resolution will allow the construction of the waterfall which is the third and final phase of the sensory garden. She explained this has been a long process and it will be good to see the waterfall completed.

OLD BUSINESS

Strategy Subcommittee

Chair Groen said the next meeting is April 9, 2019.

External Relations Subcommittee

Director Wagner stated the next meeting is scheduled in April.

Financial Sustainability Subcommittee

Vice-Chair Kyle Binkley stated the next meeting is March 26, 2019 at noon. Ms. Wagner stated the focus of the meeting will be the reorganization.

BOARD COMMENTS

Mary Leys stated she had the pleasure of accepting a grant on behalf of the Potter Park Zoological Society and Megan Weidman who applied for a grant for additional plantings in the pollinator garden.

Chair Groen suggested the Board consider a field trip to a zoo like they had previously taken to Toledo Zoo.

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Being no further business, the meeting was adjourned at 6:52 PM.

POTTER PARK ZOO
YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY
FOR 3 MONTHS ENDED MARCH 31, 2019

	2019 BUDGET	MARCH 2019 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	MARCH 2018 YTD ACTUAL
REVENUES					
PROPERTY TAX	\$ 3,028,674	\$ 2,969,916	\$ 58,758	98.06%	\$ 2,904,960
UNALLOCATED PORTION OF TAXES (9 MONTHS)		\$ (2,227,437)			\$ (2,178,720)
ADMISSIONS	\$ 610,000	\$ 14,075	\$ 595,925	2.31%	\$ 6,078
CONCESSIONS, GIFT SHOP, VENDING	\$ 490,500	\$ 20,294	\$ 470,206	4.14%	\$ 551
PARKING FEES	\$ 190,000	\$ -	\$ 190,000	0.00%	\$ -
INTERACTIVE SITES	\$ 63,000	\$ -	\$ 63,000	0.00%	\$ -
INTEREST INCOME	\$ 18,000	\$ 6,548	\$ 11,452	36.38%	\$ 3,068
OTHER REVENUES	\$ 134,828	\$ 51,670	\$ 83,158	38.32%	\$ 96,240
TOTAL REVENUES	\$ 4,535,002	\$ 835,066	\$ 3,699,936	18.41%	\$ 832,177
EXPENDITURES					
PERSONNEL SERVICES					
Salaries & Wages - Full Time	\$ 1,402,447	\$ 273,291	\$ 1,129,156	19.49%	\$ 187,122
Salaries & Wages - Seasonal	\$ 592,626	\$ 69,994	\$ 522,632	11.81%	\$ 42,293
Benefits	\$ 755,143	\$ 154,882	\$ 600,261	20.51%	\$ 109,095
Total Personnel Services	\$ 2,750,216	\$ 498,167	\$ 2,252,049	18.11%	\$ 338,510
CONTROLLABLE EXPENDITURES					
Supplies	\$ 311,500	\$ 40,491	\$ 271,009	13.00%	\$ 11,837
Animal Care	\$ 260,000	\$ 66,452	\$ 193,548	25.56%	\$ 37,200
Purchased Services	\$ 517,280	\$ 33,337	\$ 483,943	6.44%	\$ 24,223
Utilities - Telephone	\$ 22,125	\$ 4,552	\$ 17,573	20.57%	\$ 1,366
Rentals & Leases	\$ 2,000	\$ -	\$ 2,000	0.00%	\$ -
Other Expenses	\$ 128,200	\$ 36,685	\$ 91,515	28.62%	\$ 23,647
Total Controllable Expenditures	\$ 1,241,105	\$ 181,517	\$ 1,059,588	14.63%	\$ 98,273
NON-CONTROLLABLE EXPENDITURES					
Utilities	\$ 210,000	\$ 44,402	\$ 165,598	21.14%	\$ 8,406
Insurance	\$ 80,000	\$ 57,023	\$ 22,977	71.28%	\$ 54,915
IT Support Expense	\$ 84,057	\$ 20,162	\$ 63,895	23.99%	\$ 3,673
Other Expenses	\$ 365	\$ 91	\$ 274	24.93%	\$ 98
Total Non-Controllable Expenditures	\$ 374,422	\$ 121,678	\$ 252,744	32.50%	\$ 67,092
CAPITAL OUTLAY					
Capital Improvements	\$ (40,000)	\$ -	\$ (40,000)		\$ -
TOTAL EXPENDITURES	\$ 4,325,743	\$ 801,362	\$ 3,524,381	18.53%	\$ 503,875
TOTAL CHANGE IN FUND BALANCE	\$ 209,259	\$ 33,704			\$ 328,302
FUND BALANCE AS OF 1/1/19					
NON-SPENDABLE		\$ 136,671			
UNRESTRICTED		\$ 696,512			
		<u>\$ 833,183</u>			
FUND BALANCE AS OF 3/31/19		\$ 866,887			
FUND BALANCE AS OF 3/31/19					
UNSPENDABLE		\$ 136,671			
UNRESTRICTED		\$ 730,216			
		<u>\$ 866,887</u>			

POTTER PARK ZOO
BALANCE SHEET - PRELIMINARY
March 31, 2019

ASSETS

CASH	\$ 2,862,842
DEPOSITORY CASH	99,782
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	124,222
TAXES REC - DELINQUENT	21,231
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	-

TOTAL ASSETS	<u><u>\$ 3,135,634</u></u>
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LIABILITIES

VOUCHERS PAYABLE	
TAX LEVY LIABILITY	29,000
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	7,119
DEFERRED REVENUE - PROPERTY TAXES	2,227,437
DEFERRED REVENUE - DELINQUENT TAXES	5,191

TOTAL LIABILITIES	<u>2,268,747</u>
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FUND BALANCE

UNSPENDABLE	136,671
UNRESTRICTED FUND BALANCE	730,216
	<u>866,887</u>

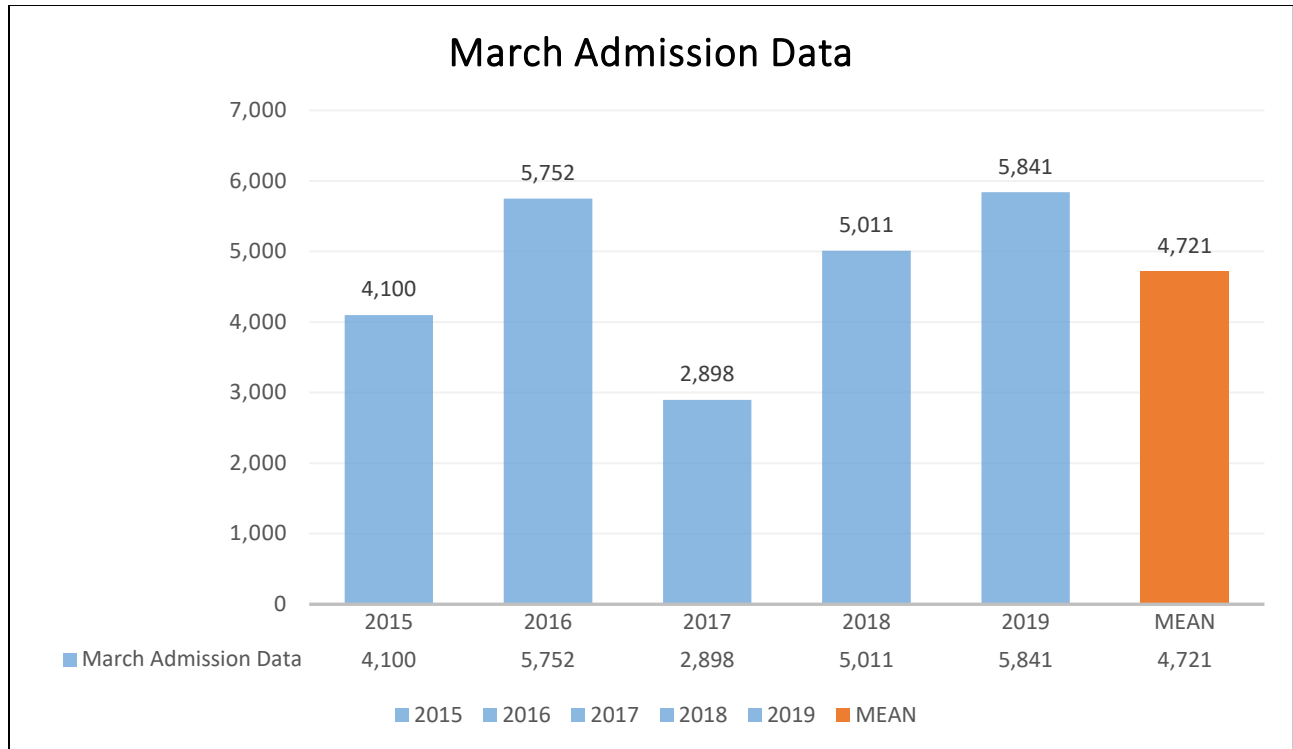
TOTAL LIABILITIES AND FUND BALANCE	<u><u>\$ 3,135,634</u></u>
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POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING March, 2019

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	1,001	1,314	313	1,327	1,675	348
CHILDREN - UNDER 3	348	426	78	510	566	56
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	2,327	2,756	429	3,483	3,919	436
SENIOR RESIDENT			0	0	0	0
SENIOR NON-RESIDENT			0	0	0	0
GROUPS	88	0	(88)	138	0	(138)
SUBTOTAL	3,764	4,496	732	5,458	6,160	702
MEMBERSHIPS/PROGRAMS						
PPZ MEMBERS	781	884	103	1,287	1,521	234
EVENTS	0	0	0	0	0	0
RECIPROCAL ZOO MEMBERS	80	112	32	142	232	90
RECIPROCAL ZOO MEMBERS (100%)	68	73	5	88	120	32
MONDAY PROGRAM	318	279	(39)	426	309	(117)
OTHER (non-paying)	0	0	0	0	2	2
SUBTOTAL	1,247	1,348	101	1,943	2,184	241
GRAND TOTAL	5,011	5,844	833	7,401	8,344	943

Change in Paid Admissions 18.7% 14.9%

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		
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	113,655		



Directors' Report April 10, 2019

Conservation

The annual Arbor Day celebration will take place Friday, April 26, 2019. The event activities take place in the park and the school groups are able to visit the zoo. We are expecting 1,000 kids as part of the official celebration. During the Arbor Day celebration we will be releasing 30 salmon smolt into the Red Cedar River as part of the Michigan Department of Natural Resources Salmon in the Classroom project. Potter Park Zoo is a MDNR demonstration site for this project. In the fall of 2019 we will receive approximately 150 salmon eggs to raise for release in 2020.

Party for the Planet is Saturday, April 28, 2019. We are looking for up to 40 volunteers to assist with planting trees inside the zoo. We will be planting 18-20 native trees as well as having nine activity stations for guests to learn about conservation. Three of the stations will be led by local conservation organizations such as Michigan Audubon, Wild Ones, and Mid-Michigan Cooperative Invasive Species Management Area (MM-CISMA).

PPZ's FrogWatch chapter had almost 40 attendees at trainings hosted March 31 and April 7. FrogWatch USA is AZA's citizen science program and provides individuals, groups, and families opportunities to learn about wetlands in their communities by reporting on the calls of local frogs and toads.

The Mid-Michigan Partners in Amphibian and Reptile Conservation (MIPARC) annual meeting was held at the zoo on Saturday, March 30, 2019. Potter Park Zoo was awarded a \$500.00 grant from MIPARC for mudpuppy conservation which will include new signage for the mudpuppy exhibit in the bird and reptile building.

Potter Park Zoo's AAZK chapter hosted a presentation by the Mid-Michigan Cooperative Invasive Species Management Area (MM-CISMA) for staff and volunteers. The presentation shared information on local invasive species and the best methods for removing them.

This year we created conservation shirts for staff to help initiate conversations with visitors and create a culture of conservation in the community. The shirts will be worn every Friday, for large events (such as World Rhino Day or Red Panda Day) and as an option for outreaches or field projects. A version of the shirt in a different color will be available for purchase at the AniMall Gift Shop.



2018 County Service Awards

15 Years

Melissa Lincoln
Sarah Pechtel
Cynthia Wagner

10 Years

Tom Davidek
Cris Kolberg

5 Years

Liz Jagenow
Carolyn Schulte

Animal Care

We are in the process of acquiring a 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.

We received a non-breeding pair of trumpeter hornbills per SSP recommendation that will be on exhibit in the Feline/Primate building when the ground hornbills move to the bongo exhibit for the summer. This will be a mixed species exhibit when the African crested porcupine is introduced.

1.2 penguins arrived from San Francisco. All three animals have a SSP recommendation to breed with our penguins and we are hopeful for breeding in 2020.

Theodore, the remaining otter pup, will be transferred to Hutchinson's Zoo, per SSP recommendation.

Marketing

The Zoo will again be working with Ciesa Blend on a marketing campaign to kick off the busy season using the "Kids Love the Zoo" material. Billboards, television advertising, radio spots and social media will all be utilized. The campaign will also be highlighted on zoo grounds with the chalkboard near the gift shop where kids can write reasons they love the zoo, t-shirts with the "Kids Love the Zoo" logo for sale and, new this year, t-shirts with a logo that says "Adults Love the Zoo."

Events

Wine and Stein will be May 16, 2019 from 5:30 – 9 p.m. and planning is going well. There are 14 food and beverage vendors committed to attending, some of whom have never been at the event in the past. The goal is to have 25 vendors in total.

Education

Great progress has been made on the implementation of our new volunteer management system, including revising the overall structure of the process, redefining volunteer roles, streamlining and creating more uniform onboarding, providing more robust background checks, and we have gone live with use of Better Impact™ volunteer management software. Special thanks to Jennifer Horvatin and Kelly Gibson who have spearheaded this effort.

Night at the Museum is Friday, April 12, from 5-8p.m. and is a free event in cooperation with the MSU Science Festival, Night at the Museum satellite events. This is the third year the zoo has participated and we are one of the most highly attended of the satellite events. The zoo will also be participating in the campus wide science expo Saturday, April 6.

Zookambi summer camp is way of ahead of our typical schedule. We are already over 50% booked for the summer. We are also, for the fourth consecutive year, going to be partnering with the Lansing Public Schools and will be one of the sites for their hybrid summer school/day camp program.

Teen volunteer registration ends April 10. This program for teens 14-18 years of age, is administered jointly by the education and animal care teams.

The high school class is going strong and right now there are a record number of applicants for 2019/2020 school year. We are meeting soon with ERESA to discuss options for offering this opportunity to even more students in the future. Becky Morningstar, our instructor, has been working with ERESA, FFA and MSU to provide a path for some of the students to earn six general college credits for MSU.

Zoo in Your Neighborhood is continuing to thrive and has many programs lined up in April and May. Over 110 visitors came to the Zoo in March with a zoo pass. We had over 150 people attend the Reading with the Animals program at East Lansing Public Library on Saturday, March 30th. Each child went home with a book, NOAA bookmark and a free meal to Texas Roadhouse if they read three books!

FALCONERS had a very successful March program with over 100 people in attendance. Nearly doubling the number of participants in March 2018. The families were able to experience a one on one encounter with our Eastern black rhino. The theme of this event was AZA SAFE and the rhino is a SAFE species. We continue to have new families joining us every month. The families are very proud and happy that we are Certified Sensory Inclusive. The addition of the quiet room has been a success and is being used regularly by zoo guests and FALCONERS families.

More inclusivity/accessibility news: We are the first zoo in Michigan to be certified sensory inclusive by Kulture City. We applied for two grants, one through the Our Community Foundation (Capital Region Community Foundation) and the Gannett Foundation. If awarded they would provide funding for improving and adding accessibility throughout the zoo.

NOTE: As part of the Gannett Foundation's community grant process we are required to participate in a national online fundraising challenge called "Our Community Thrives." To be eligible for consideration for the local community grant, we need to raise \$6,000 by April 12 and we are more than half way there. The donations must be made through the online link for them to count! All funds raised will be spent at the Zoo, even if the \$6,000 goal is not reached.

<https://www.crowdrise.com/o/en/campaign/potter-park-zoological-society-michigan> .

Annual Volunteer & Docent Appreciation Dinner

Thank you to Commissioner Trubac for attending the annual celebration dinner and helping our volunteers feel appreciated.

Fundraising




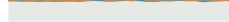

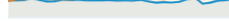

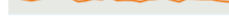


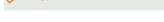


The fundraising plan, produced with the assistance of Sharon Castle of the Nonprofit Network, is in draft form. Next steps are to finalize the case for support, produce an action plan and timeline for implementation.

The Society successfully raised more than \$1,000 in memory of Little Girl, the snow leopard. These funds will be donated to the Zoo's veterinary department to allow for continued excellence in animal care.

A hurricane machine was installed in late March near the restaurant. The funds produced will provide operational support for the Society. A photo booth is also expected to arrive in the next month.

POTTER PARK ZOO

March 2019

Facebook	Total reach: (daily total) 934,298 Total Impressions: 1,550,590	
	Followers: 51,996 to 52,400	Increase in followers: 204
Instagram	Total Reach: 22,216 Total impressions: 133,723	
	Followers: 9,498 to 10,103	Increase in followers: 605
Twitter	Total Impressions: 83,100	
	Followers: 7070 to 7094	Increase in followers: 14
Google Analytics	Page Views: 56,543 Sessions: 26,764 Users: 21,005	
	Top pages visited	<div>Users</div> <div>53.84%</div> <div>21,005 vs 13,654</div> 
	Home 16,543	<div>New Users</div> <div>60.64%</div> <div>19,362 vs 12,053</div> 
	Admissions 4,976	<div>Sessions</div> <div>46.98%</div> <div>26,764 vs 18,209</div> 
	Attractions 3,502	<div>Number of Sessions per User</div> <div>-4.46%</div> <div>1.27 vs 1.33</div> 
	Sensory Cert. 1,993	<div>Pageviews</div> <div>24.17%</div> <div>56,543 vs 45,536</div> 
	Top cities by visits	<div>Pages / Session</div> <div>-15.52%</div> <div>2.11 vs 2.50</div> 
	Lansing 1,948	<div>Avg. Session Duration</div> <div>-20.15%</div> <div>00:01:42 vs 00:02:08</div> 
	Grand Rapids 1,523	<div>Bounce Rate</div> <div>24.45%</div> <div>57.85% vs 46.49%</div> 
	East Lansing 1,288	<div>Pageviews</div> <div>24.17%</div> <div>56,543 vs 45,536</div> 
	Detroit 1,043	<div>Unique Pageviews</div> <div>27.64%</div> <div>46,889 vs 36,734</div> 
	Acquisitions	<div>Avg. Time on Page</div> <div>7.70%</div> <div>00:01:32 vs 00:01:25</div> 
	Organic Search 12,323	<div>Bounce Rate</div> <div>24.45%</div> <div>57.85% vs 46.49%</div> 
	Social 4,905	<div>% Exit</div> <div>18.37%</div> <div>47.33% vs 39.99%</div> 
	Direct 3,525	
	Referral 548	
	** DO MEDIA PULL FOR NEXT MONTH	
	Increase sessions 46.98	Increase in unique users: 53.84

POTTER PARK ZOO

Notable Media Stories - March 2019



Spring season kick off at Potter Park Zoo

WILX-TV - Mar 29, 2019

WHAT: Spring hours and admission prices at **Potter Park Zoo** to change Monday, April 1, 2019. Visitors will be welcome at the zoo from 9 a.m. ...

<https://www.wilx.com/content/news/Spring-season-kick-off-at-Potter-Park-Zoo-507843661.html>



Potter Park Zoo named first sensory inclusive zoo in Michigan

WLNS - Mar 27, 2019

(WLNS)-- It can be easy for people to experience a sensory overload in places that are bright, noisy or crowded space, but **Potter Park Zoo** in ...

<https://www.wlns.com/news/potter-park-zoo-named-first-sensory-inclusive-zoo-in-michigan/1881651442>



Indianapolis Zoo elephant deaths: Tombi appears safe for now ...

Lansing State Journal - Mar 26, 2019

Tombi, an African elephant, was a popular attraction at Lansing's **Potter Park Zoo**. She moved to the Indianapolis Zoo in 1989. (Photo: State ...

<https://www.lansingstatejournal.com/story/news/2019/03/26/indianapolis-zoo-lansing-potter-park-elephant/3280886002/>



Potter Park Zoo prepares for centennial in 2020

Spartan Newsroom - Mar 26, 2019

"It isn't every day that you see a zoo about to celebrate being around for 100 years. This goes to show that the **Potter Park Zoo** is different," said ...

<http://news.jrn.msu.edu/2019/03/potter-park-zoo-prepares-for-centennial-in-2020/>



Potter Park Zoo mourning death of beloved snow leopard, Little Girl

MLive.com - Mar 1, 2019

LANSING, MI – The **Potter Park Zoo** is mourning the loss of its beloved snow ... At 20 years old, Little Girl was the oldest snow leopard in zoos ...

Little Girl, snow leopard at **Potter Park Zoo**, dies

WILX-TV - Mar 1, 2019

[View all](#)

<https://www.mlive.com/news/2019/03/potter-park-zoo-mourning-loss-of-beloved-snow-leopard-little-girl.html>



Little Girl, snow leopard at Potter Park Zoo, dies

WILX-TV - Mar 1, 2019

Little Girl is believed to have been the oldest snow leopard in a zoo accredited by the Association of Zoos and Aquariums. **Potter Park** ...

Potter Park Zoo mourning death of beloved snow leopard, Little Girl

MLive.com - Mar 1, 2019

[View all](#)

<https://www.wilx.com/content/news/Little-Girl-snow-leopard-at-Potter-Park-Zoo-dies-506564521.html>



Zoo mourning death of snow leopard

WILX-TV - Mar 1, 2019

Little Girl, a snow leopard born and raised at **Potter Park Zoo**, was humanely euthanized after declining health at the age of 20.

<https://www.wilx.com/video?vid=506576742>



Potter Park Zoo's snow leopard, Little Girl, dies at age 20

Lansing State Journal - Mar 3, 2019

LANSING - Little Girl the snow leopard built quite a legacy at **Potter Park Zoo**. At age 20, she was the oldest of her species living at zoos ...

<https://www.lansingstatejournal.com/story/news/local/2019/03/03/potter-park-zoo-lansing-snow-leopard-little-girl-dies-age-20/3049468002/>



MSU and Potter Park Zoo vet eyes retirement

Lansing State Journal - Mar 26, 2019

Jim Sikarskie (second from l.) an MSU professor of zoo and wildlife medicine and management at the MSU College of Veterinarian Medicine ...

<https://www.lansingstatejournal.com/picture-gallery/news/local/2019/03/26/msu-and-potter-park-zoo-vet-eyes-retirement/3279411002/>

MSU vet Jim Sikarskie has mended eagle wings and done surgery on ...

Lansing State Journal - Mar 27, 2019

Liya, **Potter Park Zoo's** 8-year-old Amur Tiger, lay motionless on the operating table inside the clinic, her eyes disconcertingly wide open.

<https://www.lansingstatejournal.com/story/news/local/2019/03/27/michigan-state-msu-vet-veterinarian-jim-sikarskie-potter-park-zoo/3221185002/>

POTTER PARK ZOO

March Weekly Analytics

Dates: March 4 - 10			
Platforms	Facebook	Instagram	Twitter
Reach	174,232	6,500	X
Impressions	363,407	32,686	20,400
Engaged Users (actions)	7,606	253	462
Followers (sunday)	52,062	9,634	7069

Dates: March 11-17			
Platforms	Facebook	Instagram	Twitter
Reach	158,387	5,976	X
Impressions	255,856	34,566	17,000
Engaged Users (actions)	6,501	274	349
Followers (sunday)	52,092	9,855	7,080

Dates: March 18 - 24			
Platforms	Facebook	Instagram	Twitter
Reach	194,889	4,827	X
Impressions	293,412	29,363	19,600
Engaged Users (actions)	10,938	256	244
Followers (sunday)	52,188	9,958	7,086

Dates: March 24 - 31			
Platforms	Facebook	Instagram	Twitter
Reach	279,403	4,913	X
Impressions	541,582	37,108	26,100
Engaged Users	25,896	327	925
Followers (sunday)	52,400	10,103 (10,000!)	7,094