

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, October 9, 2019".

POTTER PARK ZOO ADVISORY BOARD MEETING

Wednesday, October 9, 2019

6:00 PM

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

- 1. Call to Order**
- 2. Approval of October 9, 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/September Attendance – Cindy Wagner/Amy Morris
- 6. New Business**
 - a. Presentation – Annie Marcum
 - b. Discussion – 2020 Incentives
 - c. Discussion – Donor Board
- 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 **November 13, 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, August 14, 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: Chairperson John Groen, Dr. Richard Snider, Molly Korn, Mary Leys, Mary Hauser and Cindy Kangas.

ALSO PRESENT: Cynthia Wagner, Zoo Director, Amy Morris, Zoo Society Executive Director, Delphine Brezee, Nick Malavolti, and Justin King.

ABSENT: Commissioner Trubac, Yanice Jackson-Long, Aaron Davis, Cheryl Bergman, and Vice Chair Kyle Binkley

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

MINUTES: Moved by Dr. Snider and supported by Cindy Kangas to approve the minutes of the August 14, 2019 meeting as written, **Yes-7; No-0; MOTION CARRIED.**

LIMITED PUBLIC COMMENT

Ben Groen commented that he had fun at Zookambi this summer.

Justin King commented that he is honored to be a part of the Zoological Society Board.

LATE ITEMS/DELETIONS/CONSENT ITEMS

None

FINANCIAL REPORTS

Zoo Financial Report

Ms. Brezee reported the budget to actual report shows for July total revenues at \$2,870,551, total expenditures at \$2,364,858, for a total change if fund balance of \$505,693 leaving the fund balance at \$1,378,427. Chair Groen clarified that we do not expect to end the year with that much in the fund balance and Director Wagner confirmed the fund balance is budgeted to end the year approximately where it started at \$872,734.

ATTENDANCE REPORT

Director Wagner asked Dr. Snider if the graphs represented the information he requested at the last meeting. He replied that it was the information he was looking for. Ms. Wagner reported attendance numbers were down slightly in July compared to 2018, but that the revenue was still up. Ms. Wagner stated July had some very hot days when attendance was low. Dr. Snider asked if Ms. Wagner thought admission numbers for 2019 would reach the same as 2015 and Director Wagner stated we could reach it, but did not expect to exceed it and that it depends on the weather.

ZOO DIRECTOR REPORT

Director Wagner and Director Morris then reviewed major elements of their report:

- AAZK raised around \$7,000.00 for rhino conservation through their annual Bowling for Rhinos event.
- Pepsico will be coming out with a canned water in 2020 and we will transition to cans instead of plastic bottles.
- We are working to complete the work included for the neighborhood grant which included plantings in the park and new grills.
- We are working on safety procedures including a PPE manual. Staff are also participating in monthly drills as required by AZA and are documenting the activities during the drill and learning from the mistakes.
- Nick Malavolti started for the Zoological Society, the new vet-tech started, and two new zookeepers started which completes the reorganization that was approved by both the Zoo Board and Ingham County Board of Commissioners.
- Interns wrapped up this week including the conservation interns. This was the first year for conservation interns and some of the activities they took part in were visitor conservation surveys, invasive plant pulls in the zoo, writing blogs, weeding the pollinator garden, watering new trees, and touring the MSU recycling center. We plan to continue this program as long as students continue to be interested.
- We are working with Sharon Castle on a plan for planned giving as part of the grant received from the Community Foundation.
- The donor event held in July was a success and all participants enjoyed the event. September 26th will be a larger event including 75 of our largest donors and 50 prospective donors.
- Member's night was a success with 1,300 guests registered online.
- There are many private events booked and we are on track to exceed the event revenue budget for 2019.
- Zookambi was nearly 100% booked this summer.
- Big Zoo Lesson has 65 classes booked for 2019/2020 which is the maximum amount that we can handle.
- Sundown Safari had 70 guests sleep at the Zoo.

Dr. Snider asked if the max amount of classes for Big Zoo Lesson is because of space. Ms. Morris confirmed that classroom space is a limiting factor as well as staffing. Dr. Snider asked if there has been discussion regarding partnering with schools to get more funding for this program. Ms. Morris said that in terms of priorities we cannot focus on growing this program right now and are focusing on raising money for the AZA mandated items like the hospital and lion exhibit.

- We received the first ADA assessment from the Department of Human Services for the Discovery Center and will be beginning to make all suggested changes.
- Point of sale training begins next week.
- Animal Welfare assessments are now being completed for each animal at Potter Park Zoo, which is a new requirement in the AZA standards.
- Trumpeter hornbills are on display in the feline/primate building as well as the male snow leopard.

- Paul Dykema, the Visiting Arborist, will be completing an updated tree survey with priorities for tree trimming.

Mary Leys asked if the gypsy moths were taken care of or is they were still a problem. Director Wagner answered that all of the gypsy moths they could find on the trees did appear to be dead.

- The Lions Club waterfall is starting next week. Our maintenance team will have a lot of finishing work to do once the contractor is done.
- We are working on getting braille maps and an accessible website with the funds received from the Greater Lansing Foundation.
- The AZA annual conference is the first full week of September.
- An AZA fact sheet is included in the packet. We are working to keep staff informed on the reasons why we are part of the AZA.
- The marketing report is included which shows the many news stories about the zoo in the past month.

NEW BUSINESS

Resolution to Accept Donation from the Zoological Society

Director Wagner explained the resolution in place to accept donations from the Society has a cap of \$25,000 which is why this Resolution is needed.

Moved by Mary Leys and supported by Molly Korn to approve the Resolution as written.

Yes-6; No-0; MOTION CARRIED

OLD BUSINESS

Strategy Subcommittee

Mary Leys reported the committee met August 2nd and reviewed several example dashboard reports and decided which one to report on. The dashboard was chosen to give a quick snapshot of where we are at with the goals set in the strategic plan.

External Relations Subcommittee

Amy Morris reported the committee met and reviewed the details of the fundraising plan and events. The committee also discussed the Centennial plan and sponsorship for weekends.

Financial Sustainability Subcommittee

Molly Korn reported the committee did not meet.

BOARD COMMENTS

None

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Being no further business, the meeting was adjourned at 6:41 PM.

POTTER PARK ZOO
YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY
FOR 9 MONTHS ENDED SEPTEMBER 30, 2019

	2019 BUDGET	SEPTEMBER 2019 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	SEPTEMBER 2018 YTD ACTUAL
REVENUES					
PROPERTY TAX	\$ 3,028,674	\$ 3,009,876	\$ 18,798	99.38%	\$ 2,948,914
UNALLOCATED PORTION OF TAXES (3 MONTHS)		\$ (752,469)			\$ (737,229)
ADMISSIONS	\$ 610,000	\$ 585,589	\$ 24,411	96.00%	\$ 557,304
CONCESSIONS, GIFT SHOP, VENDING	\$ 490,500	\$ 514,654	\$ (24,154)	104.92%	\$ 420,470
PARKING FEES	\$ 190,000	\$ 161,617	\$ 28,383	85.06%	\$ 149,346
INTERACTIVE SITES	\$ 63,000	\$ 164,987	\$ (101,987)	261.88%	\$ 113,819
INTEREST INCOME	\$ 18,000	\$ 34,614	\$ (16,614)	192.30%	\$ 21,196
OTHER REVENUES	\$ 121,981	\$ 99,595	\$ 22,386	81.65%	\$ 84,567
TOTAL REVENUES	\$ 4,522,155	\$ 3,818,463	\$ 703,692	84.44%	\$ 3,558,387
EXPENDITURES					
PERSONNEL SERVICES					
Salaries & Wages - Full Time	\$ 1,402,447	\$ 1,025,511	\$ 376,936	73.12%	\$ 1,038,774
Salaries & Wages - Seasonal	\$ 592,626	\$ 452,173	\$ 140,453	76.30%	\$ 443,515
Benefits	\$ 755,143	\$ 543,450	\$ 211,693	71.97%	\$ 533,166
Total Personnel Services	\$ 2,750,216	\$ 2,021,134	\$ 729,082	73.49%	\$ 2,015,455
CONTROLLABLE EXPENDITURES					
Supplies	\$ 326,559	\$ 286,646	\$ 39,913	87.78%	\$ 296,489
Animal Care	\$ 260,000	\$ 212,542	\$ 47,458	81.75%	\$ 201,820
Purchased Services	\$ 698,633	\$ 370,621	\$ 328,012	53.05%	\$ 322,265
Utilities - Telephone	\$ 22,125	\$ 14,130	\$ 7,995	63.86%	\$ 13,834
Rentals & Leases	\$ 2,000	\$ 902	\$ 1,098	45.10%	\$ 1,306
Other Expenses	\$ 128,200	\$ 72,810	\$ 55,390	56.79%	\$ 82,683
Total Controllable Expenditures	\$ 1,437,517	\$ 957,651	\$ 479,866	66.62%	\$ 918,397
NON-CONTROLLABLE EXPENDITURES					
Utilities	\$ 210,000	\$ 161,540	\$ 48,460	76.92%	\$ 171,840
Insurance	\$ 80,000	\$ 57,023	\$ 22,977	71.28%	\$ 73,915
IT Support Expense	\$ 84,057	\$ 62,756	\$ 21,301	74.66%	\$ 52,138
Other Expenses	\$ 365	\$ 274	\$ 91	75.07%	\$ 295
Total Non-Controllable Expenditures	\$ 374,422	\$ 281,593	\$ 92,829	75.21%	\$ 298,188
CAPITAL OUTLAY					
Capital Improvements	\$ (40,000)	\$ -	\$ (40,000)		\$ 12,811
TOTAL EXPENDITURES	\$ 4,522,155	\$ 3,260,378	\$ 1,261,777	72.10%	\$ 3,244,851
TOTAL CHANGE IN FUND BALANCE	\$ -	\$ 558,085			\$ 313,536
FUND BALANCE AS OF 1/1/19					
NON-SPENDABLE		\$ 136,671			
UNRESTRICTED		\$ 736,063			
		<u>\$ 872,734</u>			
FUND BALANCE AS OF 9/30/19		\$ 1,430,819			
FUND BALANCE AS OF 9/30/19					
UNSPENDABLE		\$ 136,671			
UNRESTRICTED		\$ 1,294,148			
		<u>\$ 1,430,819</u>			

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

ASSETS

CASH	\$ 2,122,614
DEPOSITORY CASH	154,485
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	(21,675)
TAXES REC - DELINQUENT	18,314
ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES	(13,982)
IFT TAX RECEIVABLE	(15,278)
PROPERTY TAX RECEIVABLE	-
INTEREST RECEIVABLE	4,641
DUE FROM STATE	5,016
INVENTORY	54,298
PREPAID EXPENSES	-

TOTAL ASSETS	<u><u>\$ 2,316,433</u></u>
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LIABILITIES

VOUCHERS PAYABLE	
TAX LEVY LIABILITY	19,866
ACCRUED PAYROLL	99,650
ACCOUNTS PAYABLE	8,438
DEFERRED REVENUE - PROPERTY TAXES	752,469
DEFERRED REVENUE - DELINQUENT TAXES	5,191

TOTAL LIABILITIES	<u>885,614</u>
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FUND BALANCE

UNSPENDABLE	136,671
UNRESTRICTED FUND BALANCE	1,294,148
	<u>1,430,819</u>

TOTAL LIABILITIES AND FUND BALANCE	<u><u>\$ 2,316,433</u></u>
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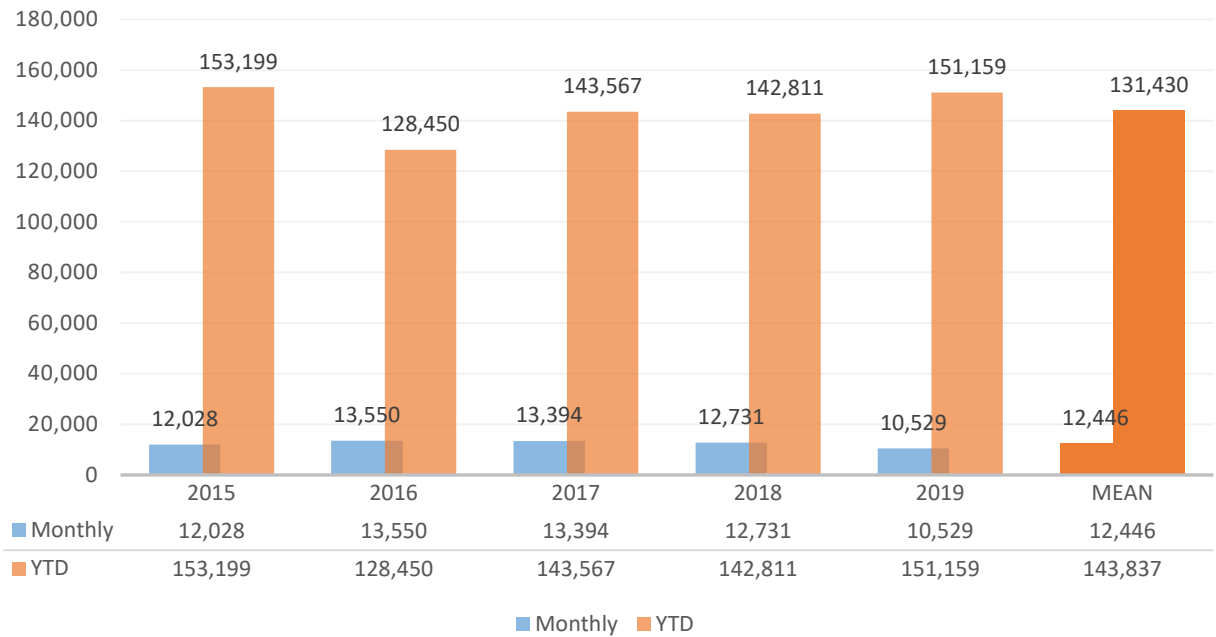
POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING SEPTEMBER 31, 2019

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	2,001	1,471	(530)	18,661	20,646	1,985
CHILDREN - UNDER 3	1,281	1,109	(172)	11,835	11,679	(156)
CHILDREN - OFF SEASON	0	0	0	1,327	1,675	348
ADULT RESIDENT	2,774	2,020	(754)	18,138	21,697	3,559
ADULT NON-RESIDENT	2,455	1,643	(812)	18,539	17,390	(1,149)
ADULT - OFF SEASON			0	3,483	3,919	436
SENIOR RESIDENT	349	303	(46)	2,306	2,547	241
SENIOR NON-RESIDENT	329	331	2	2,792	3,449	657
GROUPS	171	192	21	12,738	9,492	(3,246)
SUBTOTAL	9,360	7,069	(2,291)	89,819	92,494	2,675
MEMBERSHIPS/PROGRAMS						
PPZ MEMBERS	1,875	1,623	(252)	15,485	15,362	(123)
EVENTS	0	259	259	17,728	21,755	4,027
RECIPROCAL ZOO MEMBERS	378	312	(66)	3,925	6,284	2,359
RECIPROCAL ZOO MEMBERS (100%)	325	239	(86)	2,404	2,539	135
MONDAY PROGRAM	340	369	29	9,693	7,609	(2,084)
OTHER (non-paying)	59	658	599	463	3,493	3,030
SUBTOTAL	2,977	3,460	483	49,698	57,042	7,344
GRAND TOTAL	12,337	10,529	(1,808)	139,517	149,536	10,019

Change in Paid Admissions -20.2% 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

September Admission Data



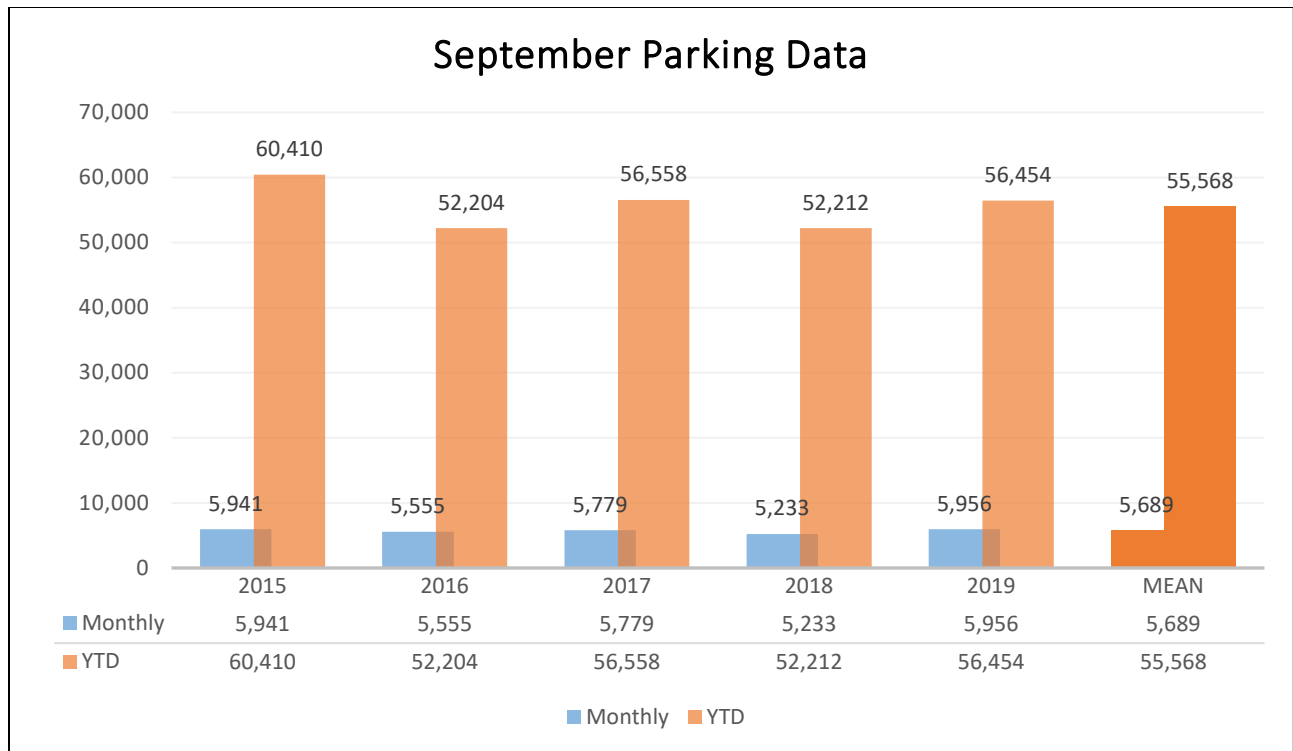
Potter Park Zoo Historical Admission Data

	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	25,017	25,206
JUN	29,939	20,821	28,541	31,083	33,636	28,804
JUL	33,531	28,810	30,011	32,999	30,633	31,968
AUG	25,386	22,160	21,895	21,776	28,537	23,950
SEPT	12,028	13,550	13,394	12,731	10,529	12446
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	138,932	165,117	157,777		

POTTER PARK ZOO
MONTHLY PARKING REPORT
FOR MONTH AND YTD ENDING SEPTEMBER 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	0	1	1	268	279	10
ANNUAL NON-RESIDENT PASS	0	0	0	36	31	(5)
PPZ MEMBER DELUXE/PREMIUM	282	241	(41)	1,589	2,097	267
DAILY RESIDENT PARKING	1,882	2,121	239	16,364	17,064	461
DAILY NON-RESIDENT PARKING	2,026	1,953	(73)	18,518	20,127	1,682
EVENTS		248	248	4,171	5,169	998
OTHER (non-paying)	1,043	1,392	349	11,266	11,679	64
TOTAL	5,233	5,956	723	52,212	56,446	4,234

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
APR	6,950	5,545	5,546	5,054	5,545	5,728
MAY	11,555	11,538	10,190	9,653	10,767	10,740
JUN	12,843	10,639	13,637	12,374	12,093	12,317
JUL	12,186	9,982	12,382	11,605	11,599	11,550
AUG	10,935	8,945	9,024	8,310	10,311	9,506
SEPT	5,941	5,555	5,779	5,212	5,956	5,689
OCT	4,606	5,629	7,795	5,762		
TTL	65,016	57,833	64,353	59,942		



Zoo Director's Report October 9, 2019

Conservation



Red Panda Day

621 guests

World Rhino Day

568 guests



Staff

- The third quarter all staff meeting will be held Tuesday, October 8, 2019.
- A flu shot clinic will be held at the zoo for employees Tuesday, October 8, 2019.
- An employee satisfaction survey was sent out to all employees and 47 have responded. This survey was very helpful in identifying areas that have improved in the last two years and also areas that need additional improvement such as providing consistent feedback to staff.

Public Safety

- Several trainings were held at the zoo in July and August including; ADA awareness (all staff), toxic plant awareness (zookeepers), firearms training- in house and the MSU shooting range (Emergency Response Team), and dart gun training (vet staff and animal programs manager).
- Building safety inspections started with Pat Fountain, Rick Parker, and Dr. Ronan during which any potential safety hazards are noted and addressed.
- The next project for this department will be updating the risk management plan and developing PPE guidelines for all job duties.

Guest Services



Left:

Projects included in the Lansing Neighborhood grant that the Potter Park Zoological Society was awarded in May are nearly complete including a new accessible grill, accessible quiet area, and native plantings in the park.

- The bungee and ponies will be closed starting October 7, 2019 and the train ride will close October 28. Wings Down Under will close when temperatures require the birds to be moved inside for the winter.
- We are working to go live with the Vermont Systems Point of Sale system the week of October 28. If credit card machines are delayed then the date may get pushed back.
- The Lions Club waterfall is complete and we will be planning a dedication soon.

Education

- FALCONERS overnight was a huge success with 95 participants.
- There are over 200 people registered for the October 18, 2019 FALCONERS event.
- Zoo In Your Neighborhood events start the week of October 7, 2019 and will go through the end of June 2020. We have four new partners; Charlotte, Bath, and Dimondale libraries and Allen Neighborhood Center.

Animal Care

- Two emerald tree boas arrived from Prospect Park Zoo in Brooklyn, NY and are in quarantine. They will go on exhibit with the poison dart frogs in the Bird and Reptile house.
- We are working to schedule the arrival of female tufted deer (one from San Diego Zoo Safari Park, one from the National Zoo) for breeding with our male, Dezi.
- Doppsee's pregnancy seems to be progressing well. Dr. Ronan and his team continue to monitor her through ultrasound.
- Baby proofing the rhino barn is almost complete. We are still working to get the necessary cameras in place.
- The emu will be moving the kangaroo yard in the next few weeks.

Communications

- We will have a new design for Zoo in Your Neighborhood passes in 2020.
- We will have a new membership card design as part of the new POS system.
- The centennial calendar is nearly complete and should be printed and for sale in October.
- New Amur tiger and African lion signs were designed and being printed. Spider monkey and mandrill signs are the next priority animal graphics.
- New signage for the quiet area in the park and a sign to not feed the animals was designed and printed.
- PPZ is nearing 14K Instagram followers.

MSU Publishes First Story on Doppsee

It is an exciting time at Potter Park Zoo with the pregnancy of endangered black rhino Doppsee. The breeding and pregnancy have allowed our team to collaborate with many important organizations including Michigan State University (MSU). Throughout the pregnancy, veterinarians and students from the MSU College of Veterinary Medicine and Veterinary Medical Center are working with the zoo team to monitor, learn from, and plan for Doppsee's pregnancy.

MSU PARTNERS WITH POTTER PARK ZOO ON MISSION TO SAVE THE CRITICALLY ENDANGERED BLACK RHINO FROM EXTINCTION

Posted September 25, 2019

For the first time, there's a pregnant black rhino at the Potter Park Zoo in Lansing, Michigan—and veterinarians and students from the Michigan State University College of Veterinary Medicine and Veterinary Medical Center are working with Potter Park Zoo to monitor, learn from, and plan for the pregnancy.

Doppsee, the first-time expectant rhino mother, came to Potter Park Zoo from Kansas in 2011. Since then, zookeepers have been preparing her to be bred. As an active participant in the Species Survival Plan (SSP), Potter Park Zoo receives breeding and transfer recommendations for rhinos across the country that are located in Association of Zoos and Aquariums (AZA) accredited facilities. With a mission to oversee the population management of select species and to enhance the conservation of this species in the world, the SSP's recommendations are very important.

"The AZA is doing great work for black rhino conservation," says Dr. Ronan Eustace, director of

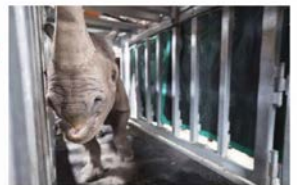







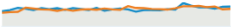







Photo Courtesy: Kaiti Christa, Potter Park Zoo

POTTER PARK ZOO

September 2019

Facebook	Total reach: (daily total) 434,213 Total Impressions: 825,086							
	Followers: 53,848 to 53,949		Increase in followers: 101					
Instagram	Total Reach: 25,634 Total impressions: 134,819							
	Followers: 13,271 to 13,656		Increase in followers: 385					
Twitter	Total Impressions: 57,500							
	Followers: 7,247 to 7,257		Increase in followers: 10					
Google Analytics	Page Views: 39,895 Sessions: 17,477 Users: 12,920							
	Top pages visited							
	Home	12,187						
	Admissions	5,878						
	Attractions	3,231						
	Events	1,564						
	Top cities by visits							
	Lansing	1,305						
	Grand Rapids	1,124						
	East Lansing	850						
	Ann Arbor	832						
	Acquisitions							
Organic Search	9,441							
Direct	2,217							
Social	886							
Referral	554							
<div><div><div>Users</div><div>-1.15%</div><div>12,920 vs 13,070</div></div><div><div>New Users</div><div>1.44%</div><div>11,713 vs 11,547</div></div></div> <div><div><div>Sessions</div><div>2.06%</div><div>17,477 vs 17,124</div></div><div><div>Number of Sessions per User</div><div>3.25%</div><div>1.35 vs 1.31</div></div></div> <div><div><div>Pageviews</div><div>2.72%</div><div>39,895 vs 38,838</div></div><div><div>Pages / Session</div><div>0.65%</div><div>2.28 vs 2.27</div></div></div> <div><div><div>Avg. Session Duration</div><div>-0.23%</div><div>00:01:50 vs 00:01:51</div></div><div><div>Bounce Rate</div><div>1.48%</div><div>47.83% vs 47.13%</div></div></div> <div><div><div>Pageviews</div><div>2.72%</div><div>39,895 vs 38,838</div></div><div><div>Unique Pageviews</div><div>1.51%</div><div>33,386 vs 32,888</div></div><div><div>Avg. Time on Page</div><div>-1.37%</div><div>00:01:26 vs 00:01:27</div></div></div> <div><div><div>Bounce Rate</div><div>1.48%</div><div>47.83% vs 47.13%</div></div><div><div>% Exit</div><div>-0.64%</div><div>43.81% vs 44.09%</div></div></div> <tr><td colspan="3">** DO MEDIA PULL FOR NEXT MONTH</td></tr> <tr><td colspan="2">Increase sessions 2.06%</td><td>Increase in unique users: -1.15%</td></tr>			** DO MEDIA PULL FOR NEXT MONTH			Increase sessions 2.06%		Increase in unique users: -1.15%
** DO MEDIA PULL FOR NEXT MONTH								
Increase sessions 2.06%		Increase in unique users: -1.15%						

POTTER PARK ZOO

Notable Media Stories - September 2019



<https://lansingfamilyfun.com/events/zoo-in-your-neighborhood-3/>



Free admission to Potter Park Zoo for grandparents



<https://www.wilx.com/content/news/Free-admission-to-Potter-Park-Zoo-for-grandparents--559754941.html>

Potter Park Zoo wins national award



<https://www.wilx.com/content/news/Potter-Park-Zoo-wins-national-award-560254191.html>



Potter Park Zoo wins national diversity award



<https://www.wlns.com/news/local-news/potter-park-zoo-wins-national-diversity-award/>



Potter Park Zoo wins diversity award



Potter Park Zoo, located at 1301 S. Pennsylvania Ave., Lansing, MI.
Photo by Vibram Mandella

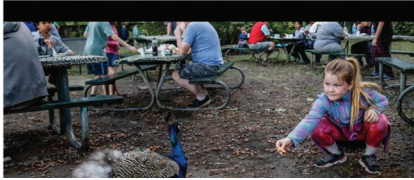
<https://statenews.com/article/2019/09/potter-park-zoo-wins-diversity-award>



<https://www.lansingchamber.org/news/469804/Potter-Park-Zoo-Wins-National-Diversity-Award.htm>

FALCONERS Sundown Safari

September 29, 2019 at 10:10 pm



MSU PARTNERS WITH POTTER PARK ZOO ON MISSION TO SAVE THE CRITICALLY ENDANGERED BLACK RHINO FROM EXTINCTION

Posted September 25, 2019



For the first time, there's a [pregnant black rhino](#) at the Potter Park Zoo in Lansing, Michigan—and veterinarians and students from the Michigan State University Veterinary Medicine and Veterinary Medical Center are working with Potter Park to monitor, learn from, and plan for the pregnancy.

Doppsee, the first-time expectant rhino mother, came to Potter Park Zoo from Kansas in 2011. Since then, zookeepers have been preparing her to be bred. As an active participant in the [Species Survival Plan \(SSP\)](#), Potter Park Zoo receives breeding and transfer



Eastern Equine Encephalitis confirms zoo's Mexican gray wolf



Potter Park Zoo hosts Falconers sundown safari



Ingham County residents Lillian Terrill, 8, right, plays with a peacock at the Potter Park Zoo Falconers Sundown Safari on Sept. 28, 2019. *Annie Barker | The State News*



Gov. Whitmer Makes Appointments to Michigan Women's Commission, Announces New Executive Director

<https://statenews.com/gallery/0ln4qwyp1sjveua>
(Gallery)

<https://www.fox47news.com/yes/around-town/weekend-top-5-sept-27-sept-29>

<https://cvm.msu.edu/news/2019/msu-partners-with-potter-park-zoo-on-mission-to-save-the-critically-endangered-black-rhino-from-extinction>

<https://www.wilx.com/content/news/Eastern-Equine-Encephalitis-confirmed-in-zoos-Mexican-gray-wolf-561236881.html>

<https://statenews.com/article/2019/10/potter-park-zoo-hosts-falconers-sundown-safari>

<https://pridesource.com/article/gov-whitmer-makes-appointments-to-michigan-womens-commission-announces-new-executive-director/>

POTTER PARK ZOO

September Weekly Analytics

Dates: Sept. 2-8			
Platforms	Facebook	Instagram	Twitter
Reach	104,931	8,109	X
Impressions	210,420	33,800	14,400
Engaged Users (actions)	5,442	220	308
Followers (sunday)	53,872	13,357	7,260

Dates: Sept. 9 - 16			
Platforms	Facebook	Instagram	Twitter
Reach	104,838	6,582	X
Impressions	189,474	32,638	14,600
Engaged Users (actions)	5,724	219	600
Followers (sunday)	53,900	13,464	7,260

Dates:			
Platforms	Facebook	Instagram	Twitter
Reach	100,193	5,426	X
Impressions	198,056	34,418	14,600
Engaged Users (actions)	5,952	234	644
Followers (sunday)	53,905	13,537	7,263

Dates:			
Platforms	Facebook	Instagram	Twitter
Reach	98,784	5,517	X
Impressions	180,445	33,963	13,900
Engaged Users	5,485	310	472
Followers (sunday)	53,946	13,656	7,257

Potter Park Zoological Society

Donations Report

Third 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
5/9/2019	\$2442.81	Balance of Rhino Funds
5/15/2019	\$800	Relocate lighting panel from sensory room
6/6/2019	\$34,993.16	Ultrasound machine
7/13/2019	\$54.50	Enrichment purchase
8/13/2019	\$300	Dexter cattle semen purchase
Total	\$103,590.47	

Introduced by the County Services and Finance Committees of the:

INGHAM COUNTY BOARD OF COMMISSIONERS

**RESOLUTION TO AMEND RESOLUTION #18-174
VISITOR INCENTIVE PROGRAMS AT POTTER PARK ZOO**

RESOLUTION # 19 – 141

WHEREAS, the Ingham County Board of Commissioners adopted Resolution #18-174 authorizing visitor incentive programs at Potter Park Zoo; and

WHEREAS, Potter Park Zoo needs to include an additional incentive to fulfil the agreement between the City of Lansing and Ingham County adopted March 27, 2007, Resolution #07-058; and

WHEREAS, incentives have the potential to create additional parking, admission, gift shop, and restaurant revenue through increased attendance as well as increased awareness of services at the zoo.

THEREFORE BE IT RESOLVED, that the Board of Commissioners approve amending Resolution #18-174 to include the following visitor incentive programs at the Potter Park Zoo:

New Incentives	Fees
Ingham County and City of Lansing Residents	Ingham County and City of Lansing Residents Free Admission 9AM-Noon all Non-Holiday Mondays
Ingham County and City of Lansing Resident's Day (October)	Free Admission

BE IT FURTHER RESOLVED, all other fees set by Resolution #18-174 will remain the same as adopted by the Board of Commissioners.

Current Incentives	Fees
Ingham County Residents	Ingham County Residents Free Admission 9AM-Noon all Non-Holiday Mondays
Mother's Day (May)	Mothers Free Admission
Father's Day (June)	Fathers Free Admission
Be A Tourist In Your Own Town (June) Greater Lansing Convention and Visitor's Bureau	Free Admission and Parking with Tourist Passport

Zoo Days (July)	Admission \$1.00 per Person with Voucher
Fourth of July (July)	Military Free Admission
Grandparent's Day (September)	Grandparents Free Admission
College Day (October)	Free Admission with Valid Student I.D.
Ingham County Resident's Day (October)	Free Admission
Veteran's Day (November)	Veterans and Families Free Admission
Registered Groups 20+ (April-October)	Admission \$1.00 off per Person
Ingham County School Groups	Admission \$1.00 per Child

COUNTY SERVICES: Yeas: Celentino, Stivers, Grebner, Sebolt, Maiville, Naeyaert
Nays: None **Absent:** Koenig **Approved 04/02/2019**

FINANCE: Yeas: Grebner, Morgan, Tennis, Crenshaw, Schafer
Nays: None **Absent:** Polsdofer, Maiville **Approved 04/03/2019**