

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, November 13, 2019".

POTTER PARK ZOO ADVISORY BOARD MEETING

Wednesday, November 13, 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 Brezee
 - b. Director's Reports/October Attendance – Cindy Wagner/Amy Morris
- 6. New Business**
 - a. Presentation – Adrianna Davidson
 - b. Discussion – Zoo Millage
- 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 **December 11, 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, October 9, 2019**

The Ingham County Potter Park Zoo Board held a regularly scheduled meeting in the Potter Park Zoo Discovery Center Bldg., 1301 S. Pennsylvania Ave., Lansing, Michigan.

BOARD MEMBERS

PRESENT: Commissioner Trubac, Chair John Groen, Vice-Chair Kyle Binkley, Julie Pingston, Dr. Richard Snider, Mary Leys, Cheryl Bergman, Mary Hauser, and Cindy Kangas

ALSO PRESENT: Cynthia Wagner, Zoo Director, Amy L. Morris-Hall, Zoo Society Executive Director

ABSENT: Molly Korn and Yanice Jackson-Long

CALL TO ORDER: Chairperson 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 October 9, 2019 meeting as written, **Yes-9; No-0; MOTION CARRIED.**

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

None

FINANCIAL REPORTS

Zoo Financial Report

Director Wagner stated Ms. Brezee was unable to attend so she presented the financial report. No significant changes or unexpected expenses to the budget to report in September. The following expenses came up in the last week: Broken Compressor (\$1,500) and dump-bed truck (\$11,000), which will be reflected in the October expense report. Fund balance is at \$1,430,018 budgeted to end the year at \$900,000 after expenses catch up to revenue.

Director Amy Morris-Hall reports the Zoological Society budget is still on track at \$30,000 better than budget, but she expects to end the year on budget.

ATTENDANCE REPORT

Director Wagner reports a decrease in September admissions likely due to two rainy weekends toward the end of the month, but overall for the year admission is still ahead of prior year. Dr. Snider set a goal of 200,000 admitted by the end of the year and questioned the lack of non-resident visitors, stating his desire to make Potter Park a tri-county zoo.

ZOO DIRECTOR REPORT

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

- College day brought in 116 students, approximately 90 of which were from MSU.
- Finished an all staff satisfaction survey with 47 responses submitted.
 - 16 part-time employees and 31 full time employees responded

- Areas showing significant improvement from 2017 were more people now understand what is expected of them at their job and most feel they are given the equipment needed to do their job correctly.
 - Areas that need more improvement are staff getting praise or being celebrated for their successes and receiving more feedback on their progress.
 - Employee satisfaction survey will be done annually moving forward.
- Implementing building inspections focusing on safety
 - Rick Parker updated SDS system and showed how to navigate the program at all staff meeting
- Lansing Neighborhood Grant was used to provide improvements to the park including: cement pad, accessible table, accessible grill, plants. Still waiting on accessible bench to be delivered.
- Most interactive areas are closed due to season change.
 - Pony rides, contact area and bungee are all closed during Boo at the Zoo due to costumes being hazardous. Wings of Wonder is closed due to temperatures and train will close after Boo at the Zoo.
- Point of Sale (POS) system scheduled to go live the week of October 28th but may be pushed back depending on finishing touches.
- Boo at the Zoo updates
 - Six community partners will be helping provide candy for event.
 - Decreased number of activities to reduce stress on employees and volunteers.
 - Expanded event to three weekends in hope of spreading crowds out more and give backup days in case bad weather occurs
- Lions club waterfall close to completion, a dedication ceremony tentatively scheduled for October 30, but invitations will go out with official date.
 - This is the third and final phase of the sensory garden.
- Falconers going well, Zoo in the Neighborhood about to kick off with new community partners this year.
 - At AZA National Conference, Zoo in the Neighborhood recognized with top honors from AZA for diversity award – Angela Peterson Excellence in Diversity Award
- Big Zoo lessons has 65 classes this school year.
- Animal shipment season has begun.
 - Tufted deer and male bongo scheduled to arrive in November. We also have new education rabbits, rats and opossums.
 - Current female binturong's brother is arriving soon.
 - Zookeeper Annie shared female binturong Jenna is still part of SSP, but there are no available males in U.S. to breed with her. Her brother is coming to PPZ because the zoo he is at no longer has space for him and there is a female able to ship in the spring who could breed with him.
 - Jenna could be moving to a new zoo in the spring and breed with a male from Europe.
- Baby rhino update
 - Video was captured of fetus moving.
 - Finalizing birth plan and setting barn up including baby proofing and camera setup.
 - Partnered with MSU, who just released statement on collaboration between the university and the zoo for the care of this pregnancy.

- The zoo has seen growth on all social media platforms.
- Moose exhibit update; No moose calves available for this year, but we are looking to house elk in the interim.

NEW BUSINESS

Presentation – Annie Marcum

Annie shared she attended the AZA animal welfare course at Brookfield Zoo which focused on animal welfare, how it can be measured, how it can improve. Attendees heard from accreditation inspectors on how to continue making improvements. Annie shared she attended the AAZK national conference also. The zoo's AAZK chapter sent four keepers to conference with funds they had earned through selling animal paintings. A few presentations that were helpful focused on various animal escape drills, incident command, conservation topics, grants, exhibit designs, and keeper/animal relationships.

2020 Incentives - Discussion

- Amy Morris requests Zoo Days admission be raised to \$2 from \$1.
- Next year military will have same discount as seniors for general admission.
- Suggestions included additional incentive to these discounted days such as percent off at the gift shop, discount on food, etc.
- Dr. Snider asks what neighboring zoos do on free admission days as incentives which led to discussion on local businesses in general and how effective specialty days are.

Donor Board - Discussion

Director Wagner stated the need/want for a donor board and having it set up in time for the centennial.

- Proposed location by the “Plan Your Day” board

OLD BUSINESS

Strategy Subcommittee

Mary Leys stated the next meeting is Monday, October 14.

External Relations Subcommittee

Cheryl Bergman shared the last meeting was Wednesday, October 9, 2019. Centennial planning and the desire for a donor kickoff event in May or late April, possibly making it a fundraiser for someone with a long standing history with the zoo were the main topics of discussion. Sponsors are needed for weekends in May-August (approx. 13 weekends), Amy Morris is researching appropriate sponsorship amounts and hopes this will lead to new donors to the zoo in the future. Dr. Snider brought up the media coverage for the zoo during the centennial and the need for outreach and social media presence.

Financial Sustainability Subcommittee

Reported the committee is set to meet October 22, 2019.

BOARD COMMENTS

Julie Pingston from the Greater Lansing Convention and Visitors Bureau introduced herself as the new Zoological Society Board Chair, stating that Aaron Davis the previous Society Board Chair has resigned as board chair, but will

be staying on the board.

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Being no further business, the meeting was adjourned at 7:19 PM.

DRAFT

POTTER PARK ZOO
YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY
FOR 10 MONTHS ENDED OCTOBER 31, 2019

	2019 BUDGET	OCTOBER 2019 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	OCTOBER 2018 YTD ACTUAL
REVENUES					
PROPERTY TAX	\$ 3,028,674	\$ 3,031,237	\$ (2,563)	100.08%	\$ 2,942,002
UNALLOCATED PORTION OF TAXES (2 MONTHS)		\$ (505,207)			\$ (490,335)
ADMISSIONS	\$ 610,000	\$ 599,792	\$ 10,208	98.33%	\$ 571,718
CONCESSIONS, GIFT SHOP, VENDING	\$ 490,500	\$ 544,590	\$ (54,090)	111.03%	\$ 444,705
PARKING FEES	\$ 190,000	\$ 179,665	\$ 10,335	94.56%	\$ 164,221
INTERACTIVE SITES	\$ 63,000	\$ 168,331	\$ (105,331)	267.19%	\$ 116,387
INTEREST INCOME	\$ 18,000	\$ 46,410	\$ (28,410)	257.83%	\$ 24,662
OTHER REVENUES	\$ 121,981	\$ 144,889	\$ (22,908)	118.78%	\$ 89,441
TOTAL REVENUES	\$ 4,522,155	\$ 4,209,707	\$ 312,448	93.09%	\$ 3,862,801
EXPENDITURES					
PERSONNEL SERVICES					
Salaries & Wages - Full Time	\$ 1,402,447	\$ 1,074,955	\$ 327,492	76.65%	\$ 1,038,774
Salaries & Wages - Seasonal	\$ 592,626	\$ 470,099	\$ 122,527	79.32%	\$ 443,515
Benefits	\$ 755,143	\$ 595,530	\$ 159,613	78.86%	\$ 533,166
Total Personnel Services	\$ 2,750,216	\$ 2,140,584	\$ 609,632	77.83%	\$ 2,015,455
CONTROLLABLE EXPENDITURES					
Supplies	\$ 326,559	\$ 318,528	\$ 8,031	97.54%	\$ 296,489
Animal Care	\$ 260,000	\$ 235,695	\$ 24,305	90.65%	\$ 201,820
Purchased Services	\$ 698,633	\$ 448,634	\$ 249,999	64.22%	\$ 322,265
Utilities - Telephone	\$ 22,125	\$ 15,629	\$ 6,496	70.64%	\$ 13,834
Rentals & Leases	\$ 2,000	\$ 1,650	\$ 350	82.50%	\$ 1,306
Other Expenses	\$ 128,200	\$ 89,890	\$ 38,310	70.12%	\$ 82,683
Total Controllable Expenditures	\$ 1,437,517	\$ 1,110,026	\$ 327,491	77.22%	\$ 918,397
NON-CONTROLLABLE EXPENDITURES					
Utilities	\$ 210,000	\$ 178,693	\$ 31,307	85.09%	\$ 171,840
Insurance	\$ 80,000	\$ 62,518	\$ 17,482	78.15%	\$ 73,915
IT Support Expense	\$ 84,057	\$ 62,756	\$ 21,301	74.66%	\$ 52,138
Other Expenses	\$ 365	\$ 365	\$ -	100.00%	\$ 295
Total Non-Controllable Expenditures	\$ 374,422	\$ 304,332	\$ 70,090	81.28%	\$ 298,188
CAPITAL OUTLAY					
Capital Improvements	\$ (40,000)	\$ -	\$ (40,000)		\$ 12,811
TOTAL EXPENDITURES	\$ 4,522,155	\$ 3,554,942	\$ 967,213	78.61%	\$ 3,244,851
TOTAL CHANGE IN FUND BALANCE	\$ -	\$ 654,765			\$ 617,950
FUND BALANCE AS OF 1/1/19					
NON-SPENDABLE		\$ 136,671			
UNRESTRICTED		\$ 736,063			
		<u>\$ 872,734</u>			
FUND BALANCE AS OF 10/31/19		\$ 1,527,499			
FUND BALANCE AS OF 10/31/19					
UNSPENDABLE		\$ 136,671			
UNRESTRICTED		\$ 1,390,828			
		<u>\$ 1,527,499</u>			

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

ASSETS

CASH	\$ 1,836,761
DEPOSITORY CASH	72,150
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	-
TAXES REC - DELINQUENT	17,039
ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES	(13,982)
IFT TAX RECEIVABLE	-
PROPERTY TAX RECEIVABLE	-
INTEREST RECEIVABLE	4,641
DUE FROM STATE	34,717
INVENTORY	54,298
PREPAID EXPENSES	60,448

TOTAL ASSETS	<u><u>\$ 2,074,071</u></u>
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LIABILITIES

VOUCHERS PAYABLE	
TAX LEVY LIABILITY	19,866
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	16,308
DEFERRED REVENUE - PROPERTY TAXES	505,207
DEFERRED REVENUE - DELINQUENT TAXES	5,191

TOTAL LIABILITIES	<u>546,572</u>
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FUND BALANCE

UNSPENDABLE	136,671
UNRESTRICTED FUND BALANCE	1,390,828
	<u>1,527,499</u>

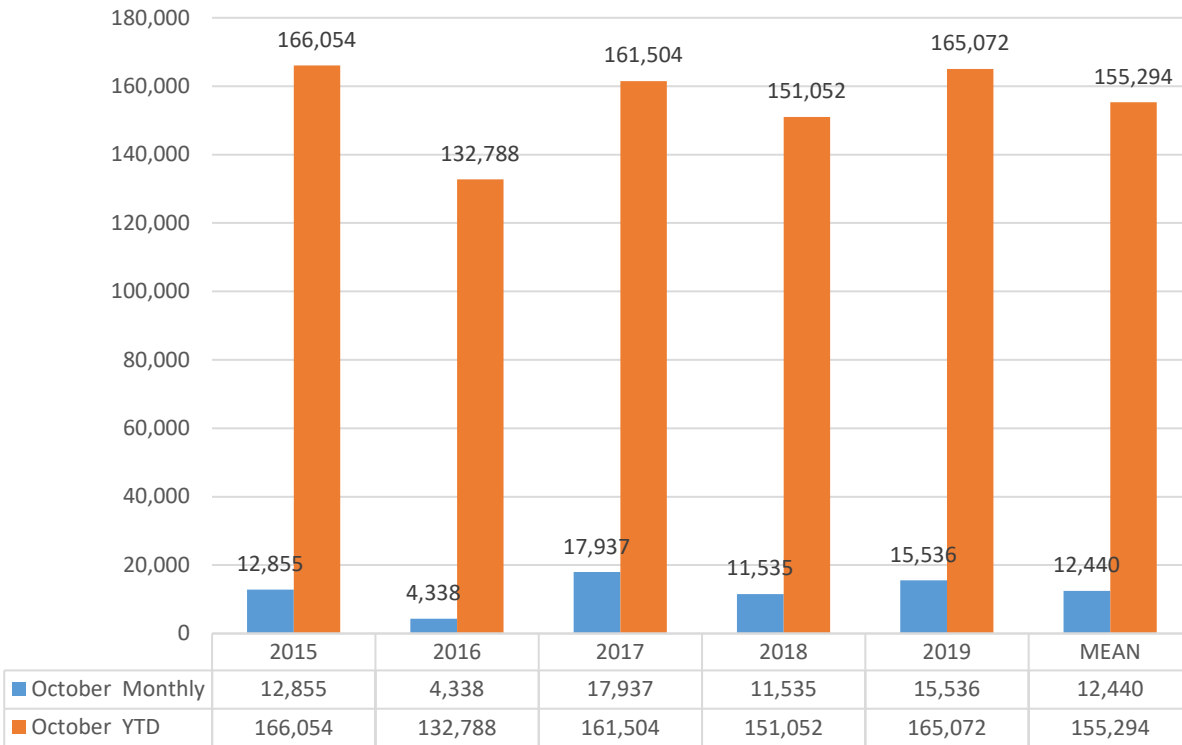
TOTAL LIABILITIES AND FUND BALANCE	<u><u>\$ 2,074,071</u></u>
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POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING OCTOBER 31, 2019

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	336	384	48	18,997	21,030	2,033
CHILDREN - UNDER 3	206	300	94	12,041	11,979	(62)
CHILDREN - OFF SEASON	0	0	0	1,327	1,675	348
ADULT RESIDENT	449	642	193	18,587	22,339	3,752
ADULT NON-RESIDENT	290	361	71	18,829	17,751	(1,078)
ADULT - OFF SEASON			0	3,483	3,919	436
SENIOR RESIDENT	75	121	46	2,381	2,668	287
SENIOR NON-RESIDENT	69	141	72	2,861	3,590	729
GROUPS	142	237	95	12,880	9,729	(3,151)
SUBTOTAL	1,567	2,186	619	91,386	94,680	3,294
MEMBERSHIPS/PROGRAMS						
PPZ MEMBERS	386	551	165	15,871	15,913	42
EVENTS	8,000	12,153	4,153	25,728	33,908	8,180
RECIPROCAL ZOO MEMBERS	97	83	(14)	4,022	6,367	2,345
RECIPROCAL ZOO MEMBERS (100%)	106	69	(37)	2,510	2,608	98
MONDAY PROGRAM	331	466	135	10,024	8,075	(1,949)
OTHER (non-paying)	1,048	28	(1,020)	1,511	3,521	2,010
SUBTOTAL	9,968	13,350	3,382	59,666	70,392	10,726
GRAND TOTAL	11,535	15,536	4,001	151,052	165,072	14,020

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

October Admission Data



Potter Park Zoo Historical Admission Data

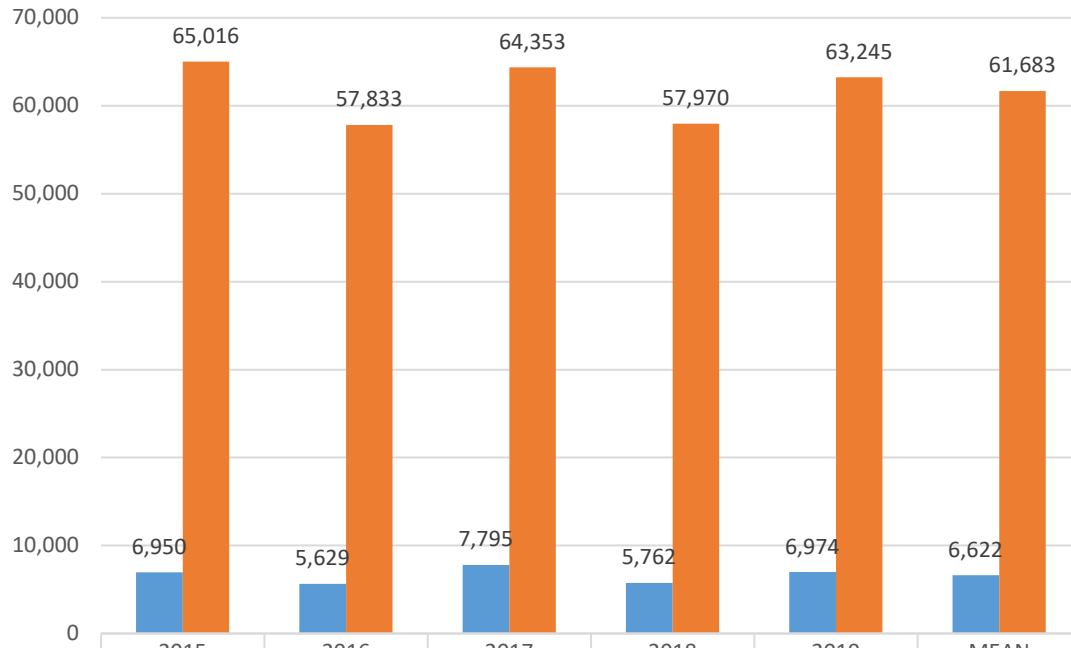
Column1	2015	2016	2017	2018	2019	MEAN
JAN	964	1,084	2,579	1,545	1,492	1,533
FEB	385	2,366	7,194	845	1,008	2,360
MAR	4,100	5,752	2,898	5,011	5,844	4,721
APR	17,090	12,145	12,680	11,720	14,463	13,620
MAY	29,776	21,762	24,375	25,101	25,017	25,206
JUN	29,939	20,821	28,541	31,083	33,636	28,804
JUL	33,531	28,810	30,011	32,999	30,633	31,197
AUG	25,386	22,160	21,895	21,776	28,537	23,951
SEPT	12,028	13,550	13,394	12,731	10,529	12,446
OCT	12,855	4,338	17,937	11,535	15,536	12,440
NOV						
DEC						
TTL	166,054	132,788	161,504	151,052	165,072	

POTTER PARK ZOO
MONTHLY PARKING REPORT
FOR MONTH AND YTD ENDING OCTOBER 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
ANNUAL RESIDENT PASS	0	0	0	268	279	11
ANNUAL NON-RESIDENT PASS	0	0	0	36	31	(5)
PPZ MEMBER DELUXE/PREMIUM	308	398	90	1,897	2,495	598
DAILY RESIDENT PARKING	2,408	2,875	467	18,772	19,939	1,167
DAILY NON-RESIDENT PARKING	1,303	1,845	542	19,821	21,972	2,151
EVENTS	0	58	58	4,171	5,227	1,056
OTHER (non-paying)	1,743	1,798	55	13,009	13,477	468
TOTAL	5,762	6,974	1,212	57,970	63,245	5,275

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

October Parking Data



October Monthly	6,950	5,629	7,795	5,762	6,974	6,622
October YTD	65,016	57,833	64,353	57,970	63,245	61,683

Potter Park Zoo Historical Parking Data

Column1	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	10,741
JUN	12,843	10,639	13,637	12,374	12,093	12,317
JUL	12,186	9,982	12,382	11,605	11,599	11,551
AUG	10,935	8,945	9,024	8,310	10,311	9,505
SEPT	5,941	5,555	5,779	5,212	5,956	5,689
OCT	4,606	5,629	7,795	5,762	6,974	6,153
TTL	65,016	57,833	64,353	57,970	63,245	61,683



Zoo Director's Report November 13, 2019

We had an incredible Boo at the Zoo year welcoming over **10,000** visitors over the three weekends! Thank you to all who made it a huge success!

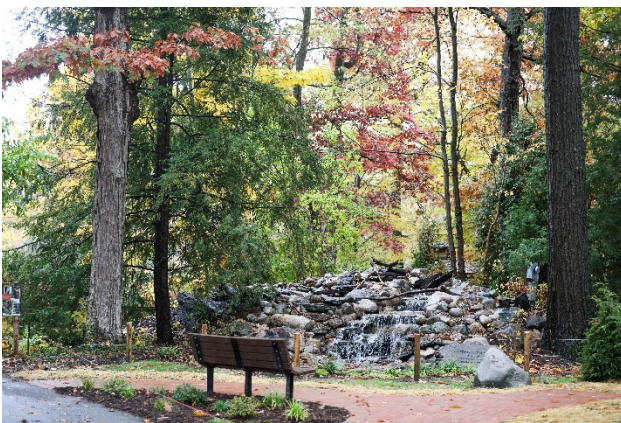
Boo total volunteers: 413

Boo total volunteer hours: 2000.39



Lions Club Sensory Garden

The Lions Club Centennial Waterfall dedication went well, completing the third and final phase of the Lions Club Sensory Garden. The waterfall is beautiful and creates an inviting space near the Wings of Wonder exhibit.



Guest Services

We received a grant to order Braille maps for the zoo and they have arrived! A large stationary braille zoo map, which will also be paid for by the grant funds, is in process and will be in place for the 2020 season. The Zoological Society is working with Ceisa to ensure the website is fully accessible and compliant with WCAG 2.0 standards.



WINTER HOURS

November 1 through March 31 Open Hours:
10 a.m to 4 p.m.

Winter Admission Prices:

All Adults - \$4.00
All Children (ages 3-12) - \$3.00
All Children Under 3 - FREE

All military and their families receive free admission to the zoo Nov. 11 in honor of Veteran's Day.

Jon Lawrence is working to prepare the gift shop for the Holiday season as well as begin ordering merchandise for the Centennial. Stop by the AniMall and see the new ornaments and get your Centennial calendar! The gift shop will be open during zoo hours including Wonderland of Lights. The Savannah Grill is closed for the season except during Wonderland of Lights.

Wonderland of Lights begins Nov. 22!



Toys for Tots

The annual Toys for Tots donation event is Saturday, Dec. 7, 2019. One donation equals one free admission to Wonderland of Lights!

Maintenance

- Shade clothes have been taken down for the winter in all exhibit areas and the Savanna Grill
- Drinking fountains and all water features will be winterized by Friday 11/8/2019
- In the process of prepping snow removal equipment for the season
- Straw bales used for Boo at the Zoo have been donated to the Ingham County Land bank to be reused for their programs
- Fall leaf clean-up has started will continue as long as weather permits

Public Safety

Rick Parker, Sarah Foote, and Cindy Wagner met with several City of Lansing, Ingham County and MDARD employees regarding the 500 year flood plain exercise in the spring. The zoo will participate in the exercise and

will be working with these individuals to create more comprehensive plans for the 100 year and 500 year floods.

Rick Parker met with the City of Lansing Fire Department Battalion Chief to discuss LFD emergency response at the zoo. LFD will provide the Zoo with a plan for accessing the zoo in the case of a fire.

Education

BZL: In full swing, with 2-4 classes per week. Shannon Nicely, a doctoral student at MSU, is doing a detailed assessment of BZL for his dissertation and will be sharing the results of his research with us.

High school class: We have a total of 42 juniors and seniors from 14 area school districts enrolled in the two sections this year. They recently took a field trip to Agroliquid and the IQHub in St Johns. Teacher, Becky Morningstar, will be picking up salmon eggs for their participation in the MDNR's Salmon in the Classroom program November 13. A team of representatives from Kent Career Technical Center and John Ball Zoo visited two weeks ago to observe the high school class and have discussions with Becky and Dennis about how the class was developed, how it is administrated, curriculum, etc. They are hoping to incorporate similar elements in one of their high school career prep courses.

FALCONERS: This program continues to excel –overall attendance at the monthly events has been well above last year, with last month's Boo at the Zoo having a record 365 attendees. Due to FALCONERS's overall success, our willingness to assist, support and mentor other area organizations in their efforts to be more inclusive, and the active involvement of Mariah Martinez, PPZS Community Engagement Coordinator with multiple community partners, the zoo is one of the organizations playing a leading role in the Greater Lansing Region being a sensory friendly destination. Mariah also completed the training and passed the exam to receive autism certification from the International Board of Credentialing and Standards for Continuing Education.

ZIYN: The big news for this program is winning the Angela Peterson Excellence in Diversity Award at the AZA Annual Conference! The free animal encounter presentations at ZIYN community partners are just beginning for the ZIYN season (October –June). This year we added four new ZIYN partners: Bath, Charlotte and Dimondale libraries and the Allen Street Neighborhood Center. Mariah is in the process of creating all new family zoo passes to replace the old ones currently being distributed by our ZIYN partner sites.

Other programming: We continue to do a large number of tours, outreaches, overnights, science fairs, and guest lectures (LCC, MSU).

Volunteer educators: We are in the process of totally revamping our docent program to become more flexible, increase training, and allow for more specific roles. The syllabus content, methods of delivery and amount of instruction time are all being updated and improved.

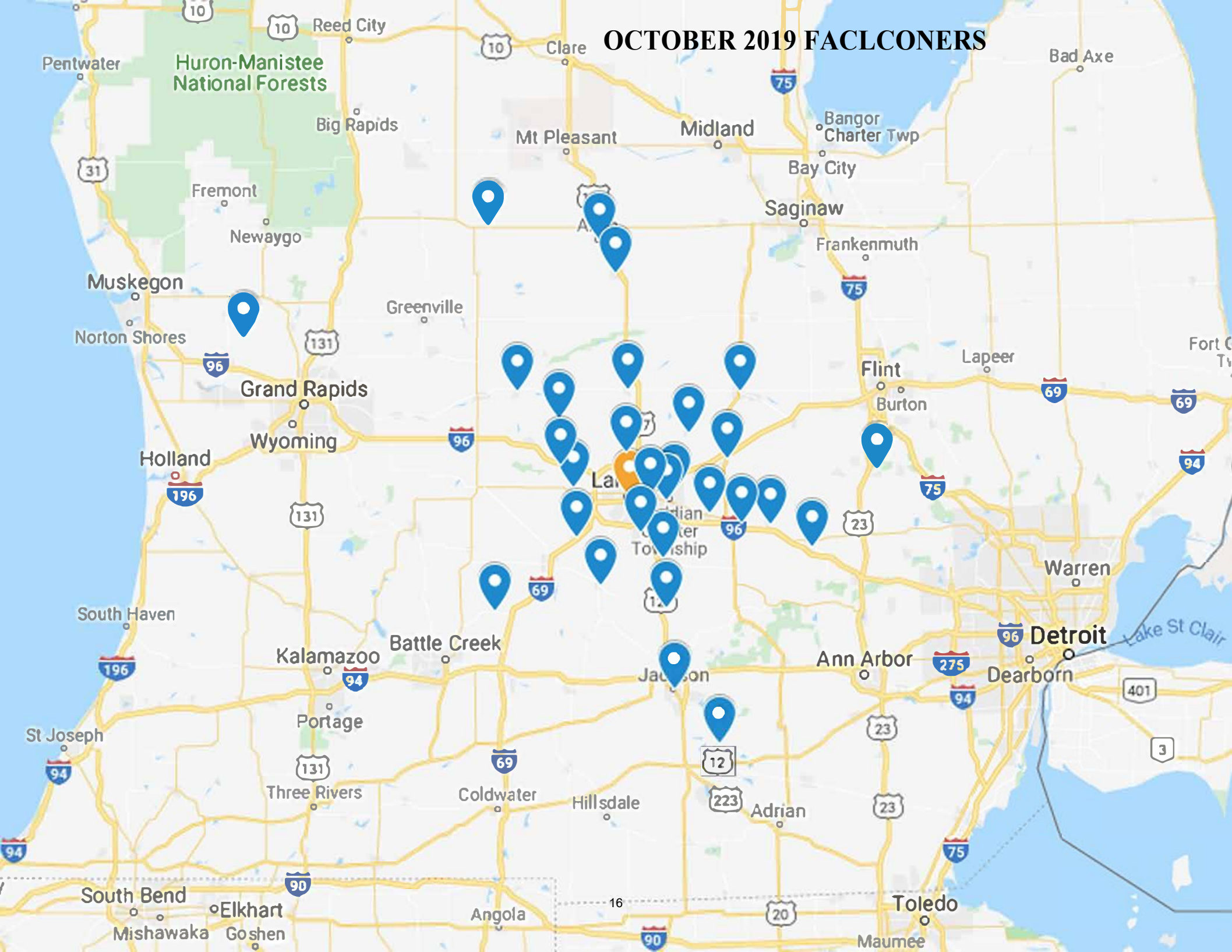
Professional development: Several education staff participated in the AZA CEC Region 9 Retreat held at the Toledo Zoo last month. They attended several concurrent sessions, did lots of networking with their peers and came back with lots of great information and ideas. Erin O'Rourke and Dennis Laidler are attending a grant writing workshop hosted by the Capital Region Community Foundation on November 12. Jennifer Horvatin will be attending the AZA's week long Program Animal Course from November 11-17.

Grants: We received Operational Support (\$24,000) and Capital Improvement (\$8,550) grants from the Michigan Council for Arts and Cultural Affairs. We are still waiting to hear the results from grant applications to Jackson National Community Fund and the Joe D. Pentecost Foundation.

Animal Care

- Doppsee – Ultrasounds are looking good and we are feeling the baby kick every day. We did a podcast for MSU about rhino pregnancy. Cameras are in place in the barn to record the birth.
- Bongo – The male bongo shipment has been postponed.
- Education animals - Opossum and rabbits coming out of quarantine soon and will be used for animal programs.
- Dexter Cattle – We will do an ultrasound in the next few weeks to determine if the A.I. was successful.
- Grey Kangaroo females – Movement has been seen in both pouches by keepers. We are hopeful that both females have joeys.
- African Crested Porcupines – They are adjusting well in their new exhibit in the lion house with the trumpeter hornbill.
- Binturong - Barry the new male binturong arrived from Brookfield and is doing well adjusting while in quarantine.

OCTOBER 2019 FACLCONERS



POTTER PARK ZOO

October 2019

Facebook	Total reach: (daily total) 1,259,287 *Boo Ads* Total Impressions: 1,751,497	
	Followers: 53,949 to 54,115	Increase in followers: 166
Instagram	Total Reach: 89,695 *Boo Ads* Total impressions: 275,292	
	Followers: 13,656 to 14263	Increase in followers: 607
Twitter	Total Impressions: 74,400	
	Followers: 7,257 to 7,304	Increase in followers: 47
Google Analytics	Page Views: 46,082 Sessions: 20,818 Users: 15,391	
	Top pages visited	
	Home 11,392	Users -24.93% 15,391 vs 20,502
	events 7,431	New Users -24.17% 14,216 vs 18,746
	Boo 5,472	Sessions -20.69% 20,818 vs 26,250
	Admissions 3,719	Number of Sessions per User 5.64% 1.35 vs 1.28
	Top cities by visits	Pageviews -13.89% 46,082 vs 53,513
	Lansing 1,736	Pages / Session 8.58% 2.21 vs 2.04
	Grand Rapids 1,375	Avg. Session Duration 8.25% 00:01:35 vs 00:01:28
	East Lansing 1,160	Bounce Rate -13.21% 48.75% vs 56.16%
	Ann Arbor 905	
	Acquisitions	
	Organic Search 10,279	Pageviews -13.89% 46,082 vs 53,513
	Direct 2,702	Unique Pageviews -13.49% 39,201 vs 45,312
	Social 1,515	Avg. Time on Page -7.36% 00:01:18 vs 00:01:25
	Referral 1,022	Bounce Rate -13.21% 48.75% vs 56.16%
		% Exit -7.90% 45.18% vs 49.05%
*Notes : Increase in social media could be one factor in lower website numbers. Changed marketing strategies for this year focused on linking to online ticket sales.		
Increase sessions -20.69%		Increase in unique users: -24.93%

POTTER PARK ZOO

Notable Media Stories - October 2019

Potter Park Zoo hosts Falconers sundown safari



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

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

LANSING FAMILY FUN

<https://lansingfamilyfun.com/events/wonderland-lights-potter-park-zoo-2019-12-07/>

The Detroit News

Potter Park Zoo's endangered black rhino is pregnant



Droppies, the rhino's mother, under close observation by MSU veterinarians.

<https://www.detroitnews.com/story/news/local/michigan/2019/10/11/black-rhino-pregnant-michigan-state-university-veterinarians-potter-park-zoo/3945638002/?fbclid=IwAR2IuPqvCuqd7K-CU7skAll-g7dY-kJ2fbMI330Nc9qLn4xqZwnBUIPICBbk>

<https://www.wilx.com/content/news/Potter-Park-Zoos-endangered-black-rhino-is-pregnant-562823711.html?fbclid=IwAR2floKzwp2QrHIOB0x2fB0L4w-BxsXypx-AYTOaAp61cAUz9c39iWVJ2iY>

DOPPSEE, THE RHINO THAT'S CHANGING VETERINARY MEDICAL EDUCATION AT MSU

VET SCHOOL TAILS

Posted October 31, 2019

Twitter Share Print RSS

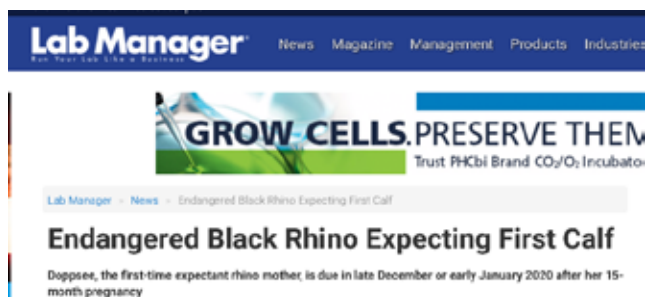
By Bridget Walker, DVM Class of 2021

<https://cvm.msu.edu/vetschool-tails/doppsee-the-rhino-thats-changing-veterinary-medical-education-at-msu>

Lansing State Journal HOME NEWS SPORTS ARCHIVES USA TODAY MORE

Halloween 2019: Local trick-or-treating hours and events for the Greater Lansing area

<https://www.lansingstatejournal.com/story/life/2019/10/06/halloween-2019-trick-treat-hours-and-more/3853587002/>



<https://www.labmanager.com/news/2019/10/endangered-black-rhino-expecting-first-calf#.XcG-CJNKjOQ>



<https://www.autismspeaks.org/events/falconers-special-boo-potter-park-zoo>



<https://www.lansingcitypulse.com/stories/boo-at-the-zoo-haunts-potter-park,13460>



<https://www.mlive.com/life-and-culture/g66l-2019/10/c0c71d0f417642/things-to-do-halloween-weekend-2019-michigans-best-weekend-show.html>

Things to Do Halloween Weekend 2019 - Michigan's Best Weekend Show



<https://msutoday.msu.edu/360/2019/bridget-walker-befriending-a-gentle-giant/>



<https://www.wilx.com/content/news/College-Day-at-Potter-Park-Zoo--562357831.html>



<https://phys.org/news/2019-10-endangered-black-rhino-calf.html>

Local Activities Give Kids With Special Needs A Sensory Friendly Experience

By ALINA DHIRAVATS | OCT 5, 2019

Share Tweet Email



<https://www.wkar.org/post/local-activities-give-kids-special-needs-sensory-friendly-experience#stream/0>

NEWS

Critically Endangered Black Rhino Expecting First Calf

LOCAL NEWS

Potter Park Zoo is expecting its first baby black rhino

Facebook Twitter WhatsApp Messenger Email



<https://www.geek.com/news/critically-endangered-black-rhino-expecting-first-calf-1806778/>

<https://www.wlns.com/news/local-news/potter-park-zoo-is-expecting-its-first-baby-black-rhino/>



<https://www.wlns.com/news/this-morning-boo-at-the-zoo-kicking-off-the-spooky-season/>

Potter Park Zoo to Host Dedication Ceremony for Lions Club

<https://www.lansingchamber.org/2019/10/29/potter-park-zoo-to-host-dedication-ceremony-for-lions-club/>



Waterfall newest addition to Potter Park Zoo



<https://www.wilx.com/content/news/Waterfall-newest-addition-to-Potter-Park-Zoo--564233321.html>

Waterfall newest addition to Potter Park Zoo

Posted: 8:07 AM EST on Oct. 29, 2019 | Updated: 8:07 PM, Oct. 29, 2019

By: Lauren De Niro



Join the YES! Club

<https://www.fox47news.com/news/local-news/waterfall-newest-addition-to-potter-park-zoo>

POTTER PARK ZOO

October Weekly Analytics

Dates: Oct. 1-6			
Platforms	Facebook	Instagram	Twitter
Reach	133,835	16,583	X
Impressions	179,645	47,772	12,600
Engaged Users (actions)	3,968	254	522
Followers (sunday)	53,983	13,832	7,277
Dates: Oct. 7 - 13			
Platforms	Facebook	Instagram	Twitter
Reach	350,774 *Boo ads*	19,669	X
Impressions	465,664	54,888	24,400
Engaged Users (actions)	10,173	359	752
Followers (sunday)	54,006	13,937	7,292
Dates: Oct. 14 - 20			
Platforms	Facebook	Instagram	Twitter
Reach	416,570 * Boo ads*	21,474	X
Impressions	592,083	54,007	16,500
Engaged Users (actions)	11,642	264	483
Followers (sunday)	54,061	14,080	7,299
Dates: Oct. 21 - 27			
Platforms	Facebook	Instagram	Twitter
Reach	337,967	27,215	X
Impressions	459,859	75,335	10,200
Engaged Users	6,849	320	294
Followers (sunday)	54,081	14,172	7,304

Dates: Oct. 28 - Nov. 3			
Platforms	Facebook	Instagram	Twitter
Reach	63,973	4,754	X
Impressions	131,147	43,290	10,700
Engaged Users (actions)	3,829	242	391
Followers (sunday)	54,115	14,263	7,304