

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, December 11, 2019".

POTTER PARK ZOO ADVISORY BOARD MEETING

Wednesday, December 11, 2019

6:00 PM

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

- 1. Call to Order**
- 2. Approval of November 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 Brezee
 - b. Director's Reports/November Attendance – Cindy Wagner/Amy Morris
- 6. New Business**
 - a. Meeting Dates - 2020
- 7. Old Business**
 - a. Millage 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 **January 8, 2020** 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, November 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: Chair John Groen, Vice Chair Kyle Binkley, Commissioner Trubac, Commissioner Tennis, Dr. Richard Snider, Mary Leys, Julie Pingston

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

ABSENT: Molly Korn, Cindy Kangas, Mary Hauser, Cheryl Bergman, and Yanice Jackson-Long

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 Kyle Binkley and supported by Commissioner Tennis to approve the minutes of the October 9, 2019 meeting as written, **Yes-7; No-0; MOTION CARRIED.**

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

Chair Groen stated that 6b would be moved ahead of 6a.

FINANCIAL REPORTS

Zoo Financial Report

Director Wagner reported expenses are on track and revenue is above the budgeted amount. The fund balance unrestricted amount is at \$1,390,828, but is still expected to end the year at \$900,000 once expenses catch up to revenue. The only unexpected financial expense was a dump truck bed at a cost of \$11,000, but that is being absorbed into the maintenance budget so it does not withdraw from the fund balance.

Director Morris-Hall discussed the October Zoological Society finances. For the first time since 2016, the Society ended with higher net assets than the previous year, significantly ahead by \$234,000. Program revenue is up approximately \$75,000 (Zookambi, private events, etc.) and the Society finances are \$38,000 better than budget. Ms. Morris stated some additional expenses may go against this, but the Society is operating at a profit. Chair Groen asked what the increase in contributions was from and stated program revenue seemed to be up. Ms. Morris-Hall explained it is from contributions and private events. She explained the increase is due to contributions including event ticket sales, donation for ultrasound machine, etc. She stated overall this year our new Special Projects Coordinator has almost doubled the number of events being booked at the zoo. Memberships have increased by 3% and they are expecting a higher increase in December due to memberships being bought as gifts.

ATTENDANCE REPORT

Director Wagner stated admission numbers were up for the month of October and final parking numbers for the year are in as we don't charge parking in November and December. Dr. Snider asked if the parking numbers take into consideration multiple person carriers. Director Wagner responded that parking is tracked per paying vehicle/unit.

ZOO DIRECTOR REPORT

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

- Boo at the Zoo had its best year in revenue and had over 10,000 visitors. The event exceeded budget this year even with downsizing the number of activities to help ease the management of the event for the staff. No complaints were received based on this change and with an increase in the amount of candy distributed there were no complaints as there had been in the past.
- The Lions Club sensory garden project is considered officially complete following the phase III waterfall installation and the dedication was held in late October.
- The \$4,400 received from a grant to provide resources for the visually impaired who visit the zoo has started to be spent. The first project was to create portable braille zoo maps. This is the first time the zoo has had any braille assistance. There will be 5 braille maps available to check out at the Welcome Center. Enough money is left over to create a full-sized stationary printed braille map that will be at an accessible height when visitors first walk in. Remaining funds will be going towards making the website ADA accessible.
- Hours officially changed to 10am-4pm until April 1st, 2020.
- Veteran's Day had only 5 visitors due to a snow storm.
- Jon is testing holiday merchandise this year for the gift shop: ornaments, centennial calendar etc.
- A historical walking tour is being organized for the Centennial with new numbered maps that will coordinate with new signs around the zoo giving visitors historical facts.
- Wonderland of Lights begins November 22nd with a Toys for Tots night December 7th.
- We attended a meeting with attendees from MDARD, Ingham County Emergency and City of Lansing EOC about a 500-year state wide flood drill that will be held in April 2020. There will be another meeting at the end of the month to discuss what the zoo wants to get out of the drill, animal evacuation plans, etc.
 - In the 500-year flood prediction, the only area that is out of water is pavilion two and a section of the back drive. This would result in an entire zoo evacuation
 - Also noted is flooding is expected this spring. To what extent is unknown, but the fall conditions could lead to this.
- We are working with the Lansing Fire Department to come up with plans in the event that any of the buildings were to catch on fire. The plan will include exit pathways and exact routes emergency vehicles would take to best access fire hydrants.
- Doppsee is doing well and the birth plan is in use as well as camera monitoring.
- MSU continues to be positively involved during the process and just released a new podcast about the

pregnancy.

- The zoo is working with the Ingham County Circuit Court family division to host their Hippy Hop 5k run for the Child Benefit Fund in April.
- The annual Arbor Day event will have its 25th anniversary in 2020 and will be a two-day event this year.
- Zoo staff is still working on acquiring elk for the moose exhibit.
- A MSU student has written a dissertation on the Potter Park Zoo Big Zoo Lesson which will be published and bring attention to the impact of this education program, Dr. Snider hopes it will get international attention.
- Dr. Ronan is participating in a new rhino research study with the Cincinnati Zoo.
- Big Zoo Lesson continues to excel and will continue through the school year
- The High School Class has 42 people in attendance hitting the maximum number of students this school year.
- Boo at the Zoo FALCONERS hit its highest number of attendees ever with 365 people.
- Zoo in Your Neighborhood won the Angela Peterson Excellence and Diversity Award from AZA
- The Society continues to revamp the volunteer program to combine animal care volunteers, docents, and event volunteers instead of having individually categorized volunteer programs.
- The Society received \$24,000 for operating support and \$8,550 for a capital improvement project for the farmyard area, both from the Michigan Council for Art and Cultural Affairs.

NEW BUSINESS

ZOO MILLAGE DISCUSSION

The zoo millage has been at .41, but we are proposing to increase to .5 (same amount as the trail and park mileage) due to the need for significant infrastructure updates. The zoo can't get caught up on projects like pathways. Other necessary projects include tree remediation (approximately 34 trees are dead/dying and need removal), primate building boiler and a new veterinary hospital so the zoo can remain accredited.

- Current mileage: \$3,330,384, only saw approximately \$3,000,000 due to tax capture
- An increase to .5 mills would bring it up to just over \$4,000,000 and after tax capture will likely be a \$600,000-\$700,000 increase annually.

PRESENTATION

Zookeeper Adrianna Davidson shared she had job shadowed for two days at Blank Park Zoo, mostly to gather information on their management of their young black rhino. Some of the husbandry information learned about rhino calves was:

- Start adding supplements to calf's diet at 1-1 ½ years old
- Start eating produce around 6-8 months

- 6-8 months begin training, using produce as reinforcements
- When Doppsee shows signs of weaning the calf off, re-introduction to a male can begin

Adrianna also presented information on the Detroit welfare workshop she attended in October. This workshop provided information about:

- Different tools used to measure welfare for animals (welfare assessment forms)
 - Zoo Monitor and app that is used to record data
- Data collection methods that help measure welfare (ex: enrichment)
- Quarantine and ambassador animal welfare

OLD BUSINESS

Strategy Subcommittee

The next meeting is Dec 6 at Noon.

External Relations Subcommittee

The next meeting is December 9 at Noon.

Financial Sustainability Subcommittee

A meeting is not set up for next month yet. The committee met on October 22 and discussed the action plan for various things like the dump truck replacement and point of sale system.

BOARD COMMENTS

None

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

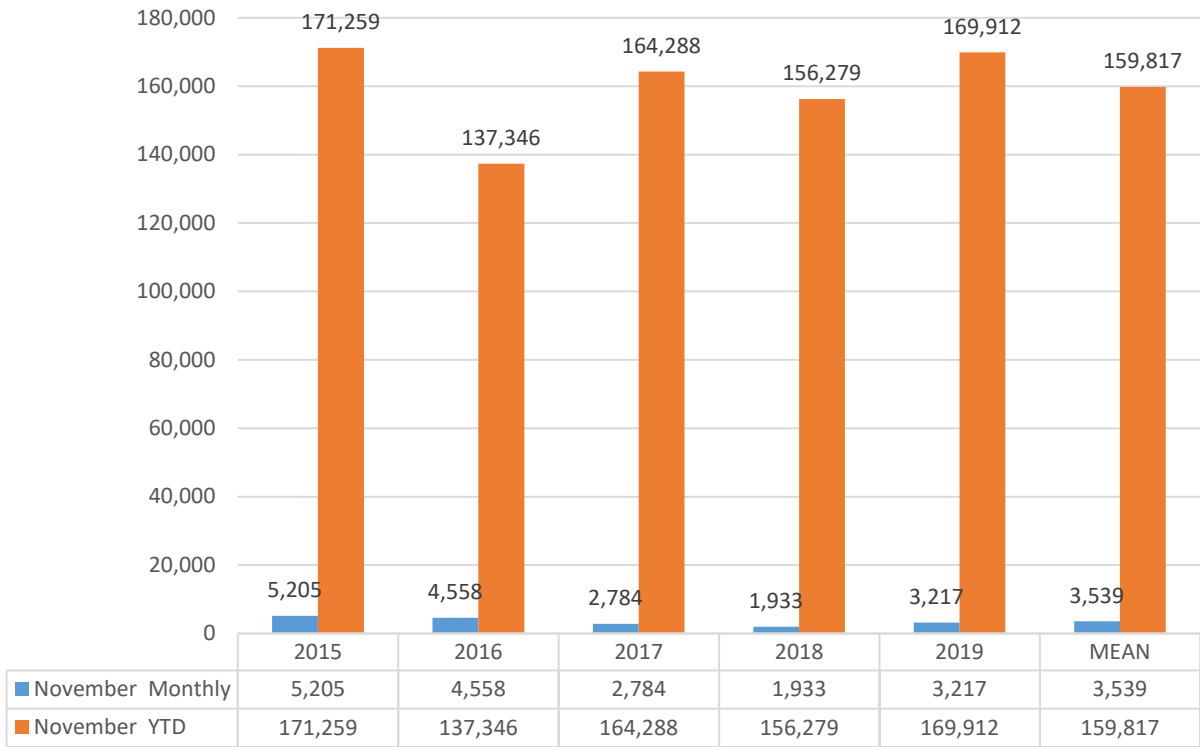
Being no further business, the meeting was adjourned at 7:16 PM.

POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING NOVEMBER 30, 2019

ADMISSION TYPE	CURRENT MONTH			YEAR-TO-DATE		
	2018 COUNT	2019 COUNT	BETTER (WORSE) THAN PY	2018 COUNT	2019 COUNT	BETTER (WORSE) THAN PY
GENERAL						
CHILDREN	0	0	0	18,997	21,030	2,033
CHILDREN - UNDER 3	92	108	16	12,133	12,087	(46)
CHILDREN - OFF SEASON	285	244	(41)	1,612	1,919	307
ADULT RESIDENT	0	0	0	18,587	22,339	3,752
ADULT NON-RESIDENT	0	0	0	18,829	17,751	(1,078)
ADULT - OFF SEASON	851	945	94	4,334	4,864	530
SENIOR RESIDENT	0	0	0	2,381	2,668	287
SENIOR NON-RESIDENT	0	0	0	2,861	3,590	729
GROUPS	0	2	2	12,880	9,731	(3,149)
SUBTOTAL	1,228	1,299	71	92,614	95,979	3,365
MEMBERSHIPS/PROGRAMS						
PPZ MEMBERS	309	388	79	16,180	16,301	121
EVENTS	294	1,394	1,100	26,022	35,302	9,280
RECIPROCAL ZOO MEMBERS	27	42	15	4,049	6,409	2,360
RECIPROCAL ZOO MEMBERS (100%)	29	33	4	2,539	2,641	102
MONDAY PROGRAM	36	54	18	10,060	8,129	(1,931)
OTHER (non-paying)	10	7	(3)	1,521	5,151	3,630
SUBTOTAL	705	1,918	1,213	60,371	73,933	13,562
GRAND TOTAL	1,933	3,217	1,284	152,985	169,912	16,927
Change in Paid Admissions			6.0%	9.7%		

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

November 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	5,205	4,558	2,784	1,933	3,217	3,539
DEC	1,301	1,586	829	1,498		1,304
TTL	172,560	138,932	165,117	157,777	169,912	

POTTER PARK ZOO
YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY
FOR 11 MONTHS ENDED NOVEMBER 30, 2019

	2019 BUDGET	NOVEMBER 2019 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	NOVEMBER 2018 YTD ACTUAL
REVENUES					
PROPERTY TAX	\$ 3,028,674	\$ 3,030,785	\$ (2,111)	100.07%	\$ 2,942,031
UNALLOCATED PORTION OF TAXES (1 MONTH)		\$ (252,564)			\$ (245,168)
ADMISSIONS	\$ 610,000	\$ 606,787	\$ 3,213	99.47%	\$ 574,797
CONCESSIONS, GIFT SHOP, VENDING	\$ 490,500	\$ 550,575	\$ (60,075)	112.25%	\$ 450,460
PARKING FEES	\$ 190,000	\$ 179,709	\$ 10,291	94.58%	\$ 164,368
INTERACTIVE SITES	\$ 63,000	\$ 168,331	\$ (105,331)	267.19%	\$ 116,387
INTEREST INCOME	\$ 18,000	\$ 46,410	\$ (28,410)	257.83%	\$ 27,116
OTHER REVENUES	\$ 151,981	\$ 157,114	\$ (5,133)	103.38%	\$ 94,550
TOTAL REVENUES	\$ 4,552,155	\$ 4,487,147	\$ 65,008	98.57%	\$ 4,124,541
EXPENDITURES					
PERSONNEL SERVICES					
Salaries & Wages - Full Time	\$ 1,402,447	\$ 1,246,439	\$ 156,008	88.88%	\$ 1,240,568
Salaries & Wages - Seasonal	\$ 592,626	\$ 517,786	\$ 74,840	87.37%	\$ 517,533
Benefits	\$ 755,143	\$ 670,390	\$ 84,753	88.78%	\$ 662,921
Total Personnel Services	\$ 2,750,216	\$ 2,434,615	\$ 315,601	88.52%	\$ 2,421,022
CONTROLLABLE EXPENDITURES					
Supplies	\$ 322,559	\$ 331,890	\$ (9,331)	102.89%	\$ 319,809
Animal Care	\$ 260,000	\$ 261,226	\$ (1,226)	100.47%	\$ 231,257
Purchased Services	\$ 734,633	\$ 478,519	\$ 256,114	65.14%	\$ 394,352
Utilities - Telephone	\$ 22,125	\$ 16,654	\$ 5,471	75.27%	\$ 15,808
Rentals & Leases	\$ 2,000	\$ 1,650	\$ 350	82.50%	\$ 27,635
Other Expenses	\$ 126,200	\$ 95,379	\$ 30,821	75.58%	\$ 99,045
Total Controllable Expenditures	\$ 1,467,517	\$ 1,185,318	\$ 282,199	80.77%	\$ 1,087,906
NON-CONTROLLABLE EXPENDITURES					
Utilities	\$ 210,000	\$ 193,370	\$ 16,630	92.08%	\$ 186,482
Insurance	\$ 80,000	\$ 81,518	\$ (1,518)	101.90%	\$ 79,101
IT Support Expense	\$ 84,057	\$ 70,226	\$ 13,831	83.55%	\$ 57,301
Other Expenses	\$ 365	\$ 365	\$ -	100.00%	\$ 394
Total Non-Controllable Expenditures	\$ 374,422	\$ 345,479	\$ 28,943	92.27%	\$ 323,278
CAPITAL OUTLAY					
Capital Improvements	\$ (40,000)	\$ -	\$ (40,000)		\$ 72,058
TOTAL EXPENDITURES	\$ 4,552,155	\$ 3,965,412	\$ 586,743	87.11%	\$ 3,904,264
TOTAL CHANGE IN FUND BALANCE	\$ -	\$ 521,735			\$ 220,277
FUND BALANCE AS OF 1/1/19					
NON-SPENDABLE		\$ 136,671			
UNRESTRICTED		\$ 736,063			
		<u>\$ 872,734</u>			
FUND BALANCE AS OF 11/30/19		\$ 1,394,469			
FUND BALANCE AS OF 11/30/19					
UNSPENDABLE		\$ 136,671			
UNRESTRICTED		\$ 1,257,798			
		<u>\$ 1,394,469</u>			

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

ASSETS

CASH	\$ 1,507,202
DEPOSITORY CASH	23,533
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	4,640
DUE FROM STATE	29,701
INVENTORY	54,298
PREPAID EXPENSES	82,548

TOTAL ASSETS	<u><u>\$ 1,712,979</u></u>
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LIABILITIES

VOUCHERS PAYABLE	
TAX LEVY LIABILITY	19,866
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	40,889
DEFERRED REVENUE - PROPERTY TAXES	252,564
DEFERRED REVENUE - DELINQUENT TAXES	5,191

TOTAL LIABILITIES	<u>318,510</u>
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FUND BALANCE

UNSPENDABLE	136,671
UNRESTRICTED FUND BALANCE	1,257,798
	<u>1,394,469</u>

TOTAL LIABILITIES AND FUND BALANCE	<u><u>\$ 1,712,979</u></u>
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Zoo Director's Report December 11, 2019

The AZA Director's Policy Conference will be held, January 28-30, in Wilmington, North Carolina.

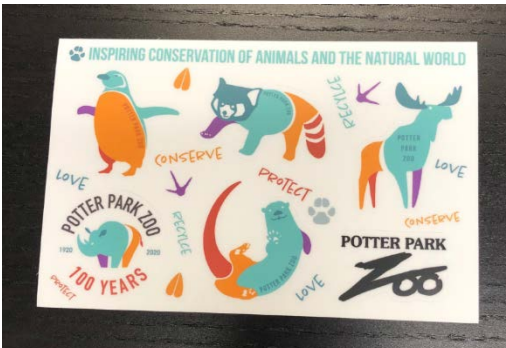
The Zoological Society was awarded a grant from the Lansing Area Community Foundation for \$7,000 to be used for outdoor drinking fountains or mobility carts. Both of these items are on the action plan and will be appreciated by guests and staff.

The funds raised, \$1,330, during World Rhino Day barn tours will be donated to "Care for Wild Rhino Sanctuary".

Guest Services



- Work continues on the POS system with hardware being installed and checked. New credit card hardware is expected to arrive the week between Christmas and New Year's.
- A Photo booth for guests has again been set up and is being used at the Savanna Grill during Wonderland of Lights, providing a nice activity for families when stopping in for hot cocoa, featured soups each night, and other food & treat options. Once Wonderland of Lights is complete we will move in to the annual deep cleaning of the Savanna Grill and preparation for the Spring opening.
- Review and planning for the 2020 staffing needs is underway with evaluation of revised and/or additional use of food and retail kiosk areas to supplement our offerings. Consideration is being given to bringing the opportunities to the people and moving out from the front Snack Bar that is often underutilized by our guests due to its physical location.



- Meetings with vendors are taking place regularly as we are prepare for the 2020 Centennial year. Special centennial merchandise has begun to arrive and will continue throughout the first half of the upcoming year. Preparations are being made to capitalize on the much anticipated birth of the Black Rhino calf, and the yearlong centennial celebrations.

Staff

Staff holiday party is Tuesday, December 17th, 2019.

Jennifer Horvatin attended the Principals of Program Animal Management AZA Professional Development Course

Exploring staff training to become interpretive guide trainers through the Association for Interpretation. This would enhance our ability to communicate zoo messages to visit in a way that resonates with them.

Maintenance

We are waiting for a start date from the City of Lansing for the storm water drain study. Due to weather conditions work may not start until spring 2020.

Leaf clean-up has been a priority the past several weeks and will continue until snow falls.

Public Safety

Rick Parker and I attended a 500 year flood drill planning meeting with Emergency Preparedness Coordinators from the State of Michigan, City of Lansing, Ingham County, and National Guard. The zoo will participate in the April state wide drill. We are continue to compile information for a zoo full evacuation protocol.

Education

This is the zoo's second year participating in the DNR's Salmon in the Classroom program. The salmon eggs will hatch, and grow throughout the season and the high school class will release them in the river when the salmon are large enough.

FALCONERS will have a sensory friendly Wonderland of Lights event Tuesday, December 10, 2019. There are 350 registered attendees at this time.

Animal Care

- Seven Giant Madagascar day geckos arrived that will be added to the gecko exhibit once they are cleared from quarantine.
- Donald the red kangaroo is doing well recovering from his surgery.
- We recently shipped a norther tree shrew to Tulsa per a SSP transfer recommendation.
- Fontina the cow has been confirmed pregnant via artificial insemination.
- Twenty-seven parakeets have been added to our flock and we plan to add more to increase the size of the flock for wings of wonder.
- Doppsee the black rhino is progressing well with her pregnancy. We have recently seen the baby's heartbeat on ultrasound as well as its skull (face).
- Both female grey kangaroos are believed to have joeys in their pouches. The keepers are seeing movement almost daily.

Potter Park Zoological Society

Donations Report

Year to Date – 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
10/14/2019	\$2100	Rhino camera install
10/16/2019	\$5293.50	Ultrasound convex transducer
10/16/2019	\$1000	Donation for rhino supplies
Total	\$110,991.97	
	(\$49,000 per contract)	

Other benefits of the Potter Park Zoological Society to Potter Park Zoo:

2019	Kaiti Chritz Communications Manager	\$34,000 (salary) \$8,500 (healthcare)
2019 - Capital Regional Community Foundation	Pending impact grant for ADA accessible project	\$25,000
2019 – Michigan Council for Arts and Cultural Affairs	Pending grant for ADA accessible project in farmyard	\$8,550
2019 – Greater Lansing Foundation Grant	Grant received for ADA accessibility project focusing on those who are visually impaired – Braille maps and website update	\$4,300
2019 – Gannett Foundation grant and fundraising project	Grant received and funds raised for ADA accessibility project	\$11,700
2019 – City of Lansing Neighborhood Grant	Grant for project in park	\$3220.40
Total Communications Manager Wages/Benefits		\$42,500
Total Grant Funding		\$52,800.40
Grant Total		\$95,300.40

Membership Revenue – 2019














Year to Date – \$145,211

Budget – \$200,000

15% of Budgeted Membership Revenue – \$30,000

POTTER PARK ZOO

November 2019

Facebook	Total reach: (daily total) 415,638 Total Impressions: 598,865	
	Followers: 54,115 to 54,198	Increase in followers: 82
Instagram	Total Reach: 31,718 Total impressions: 124,189	
	Followers: 14,263 to 14,569	Increase in followers: 306
Twitter	Total Impressions: 78,900	
	Followers: 7,304 to 7,322	Increase in followers: 18
Google Analytics	Page Views: 36,096 Sessions: 17,805 Users: 13,850	
	Top pages visited	
	Home	8,522
	WOL	5,252
	events	3,250
	Admissions	1,895a
	Top cities by visits	
	Lansing	1,467
	Grand Rapids	1,150
	East Lansing	1,103
	Ann Arbor	722
	Acquisitions	
	Organic Search	8,333
	Social	2,472
	Direct	2,344
	Referral	909
	<div> <div>Users</div> <div>-3.66%</div> <div>13,850 vs 14,376</div>  </div> <div> <div>New Users</div> <div>0.42%</div> <div>12,776 vs 12,723</div>  </div>	
	<div> <div>Sessions</div> <div>-2.52%</div> <div>17,805 vs 18,266</div>  </div> <div> <div>Number of Sessions per User</div> <div>1.18%</div> <div>1.29 vs 1.27</div>  </div>	
	<div> <div>Pageviews</div> <div>-0.06%</div> <div>36,096 vs 36,117</div>  </div> <div> <div>Pages / Session</div> <div>2.53%</div> <div>2.03 vs 1.98</div>  </div>	
	<div> <div>Avg. Session Duration</div> <div>1.08%</div> <div>00:01:27 vs 00:01:26</div>  </div> <div> <div>Bounce Rate</div> <div>-5.75%</div> <div>56.65% vs 60.10%</div>  </div>	
	<div> <div>Pageviews</div> <div>-0.06%</div> <div>36,096 vs 36,117</div>  </div> <div> <div>Unique Pageviews</div> <div>-0.04%</div> <div>30,691 vs 30,709</div>  </div> <div> <div>Avg. Time on Page</div> <div>-3.84%</div> <div>00:01:25 vs 00:01:28</div>  </div>	
	<div> <div>Bounce Rate</div> <div>-5.75%</div> <div>56.65% vs 60.10%</div>  </div> <div> <div>% Exit</div> <div>-2.47%</div> <div>49.33% vs 50.57%</div>  </div>	
	Increase sessions -2.52%	Increase in unique users: %

POTTER PARK ZOO

Notable Media Stories - November 2019



<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: 1:07 PM, Nov 01, 2019 Updated: 1:17 PM, Nov 01, 2019
By: Sarah Chinnai



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



<https://www.fox47news.com/yes/around-town/weekend-top-5-nov-8-nov-11>



45 Minute radio podcast, on radio too

<https://impact89fm.org/83206/podcasts/exposure/the-sci-files-11-10-19-doppsee-the-pregnant-black-rhino-at-potter-park-zoo/>



Bridget Walker, DVM Class of 2021, had an eventful summer—most of which she spent at Potter Park Zoo in Lansing, MI, and Binder Park Zoo in Battle Creek, MI. From performing physical examinations, assisting with anesthesia, drawing blood, and running clinical tests, to formulating treatment plans on animals ranging from small frogs to rhinos, Walker gained a great deal of experience. Experience that also extended into veterinary medical research. Her research subjects? Red pandas. Learn more about her experience with these unique animals, and how she's helped to advance animal health, below.

Bad Betting Advice, Week 12

It's Rivalry Week, but I have contracted a case of the "Michigan Indifference."

By Paufferson | @Paufferson | Nov 14, 2019, 11:13pm CST

Potter Park Zoo kicks off 25th annual Wonderland of Lights



Wonderland of Lights at Potter Park Zoo



Clare County Review

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HOME NEWS

HOME NEWS COLUMNS VIDEOS LETTERS TO THE EDITOR CONTACT

Faces in the Crowd: Dave Aldrich

November 29, 2019



<https://cvm.msu.edu/vetschool-tails/thyroid-disfunction-panda-msu-dvm-student>

<https://www.theonlycolors.com/2019/11/14/20966097/against-all-odds-week-12>

<https://www.wilx.com/content/news/Potter-Park-Zoo-kicks-off-25th-annual-Wonderland-of-Lights-565289511.html>

<https://www.wilx.com/content/news/Wonderland-of-Lights-at-Potter-Park-Zoo--565339442.html>

<https://99wfmk.com/wonderland-of-lights-now-open-at-potter-park-zoo/>

<https://rumble.com/v8hca9-around-town-potter-park-zoo-wonderland-of-lights-112219.html>

<https://www.clarecountyreview.com/top-stories/faces-in-the-crowd-dave-aldrich/>

City Pulse's 2019 Holiday Event Guide

Looking for ways to get festive? We've got you covered



<https://www.lansingcitypulse.com/stories/city-pulses-2019-holiday-event-guide,13596>



<https://www.fox47news.com/yes/around-town/weekend-top-5-nov-29-dec-1>

POTTER PARK ZOO

November Weekly Analytics

Dates: Nov. 4 - 10			
Platforms	Facebook	Instagram	Twitter
Reach	78,451	4,267	X
Impressions	108,836	20,262	16,300
Engaged Users (actions)	3,983	176	398
Followers (sunday)	54,142	14,369	7,314
Dates: Nov. 11 - 17			
Platforms	Facebook	Instagram	Twitter
Reach	72,018	5,388	X
Impressions	89,808	26,665	14,700
Engaged Users (actions)	3,687	283	1,874 *Doppsee pumpkin Video
Followers (sunday)	54,152	14,417	7,323
Dates: NOv. 18 - 24			
Platforms	Facebook	Instagram	Twitter
Reach	117,458 (WOL Ads Start)	12,467	X
Impressions	170,910	39,518	28,200
Engaged Users (actions)	6,120	351	890
Followers (sunday)	54,184	14,496	7,327
Dates: Nov. 25 - Dec. 1			
Platforms	Facebook	Instagram	Twitter
Reach	114,982	9,596	X
Impressions	169,267	37,736	19,700
Engaged Users	4,251	309	667
Followers (sunday)	54,198	14,569	7,322

NOTICE

REGULAR MEETINGS OF THE POTTER PARK ZOO BOARD

FOR 2020

The Potter Park Zoo Board meetings commence at 6:00pm and are held at Potter Park Zoo, 1301 S. Pennsylvania Ave., Education Bldg., Lansing, Michigan

January 08, 2020
February 12, 2020
March 11, 2020
April 8, 2020
May 13, 2020
June 10, 2020
July 8, 2020
August 12, 2020
September 09, 2020
October 14, 2020
November 18, 2020
December 09, 2020

In the event of a special meeting, rescheduled meeting or cancellation of a regularly scheduled meeting, a notice of same will be posted at the office of Potter Park Zoo, 1301 S. Pennsylvania Ave., Lansing, Michigan, at least 18 hours prior to the time of the meeting or canceled meeting.

The 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, or individuals with disabilities at the meeting, upon five (5) working days' notice to the Potter Park Zoo. Individuals with disabilities requiring auxiliary aids or services should contact the Potter Park Zoo in writing or by calling the Potter Park Zoo Office, 1301 S. Pennsylvania Ave., Lansing, MI 48912- Phone: (517)342-2715.

A QUORUM OF POTTER PARK ZOO BOARD MEMBERS MAY BE IN ATTENDANCE AT THIS MEETING