

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, January 8, 2020".

POTTER PARK ZOO ADVISORY BOARD MEETING

Wednesday, January 8, 2020

6:00 PM

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

- 1. Call to Order**
- 2. Approval of December 11, 2019 Meeting Minutes.**
- 3. Limited Public Comment** – *Limited to 3 minutes with no discussion*
- 4. Late Items/Deletions/Consent Items**
- 5. Director's Report**
 - a. Director's Reports/December Attendance – Cindy Wagner/Amy Morris
- 6. New Business**
 - a. Resolution – 2020 Incentives
 - b. Millage - Discussion
- 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 **February 12, 2020** 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 ADVISORY BOARD**

**1301 S. Pennsylvania Avenue,
Lansing, MI, December 11, 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: Vice Chair Kyle Binkley, Molly Korn, Mary Hauser, Cheryl Bergman, Dr. Richard Snider, and Mary Leys

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

ABSENT: Chair John Groen, Cindy Kangas, Commissioner Trubac, Commissioner Tennis, and Julie Pingston

CALL TO ORDER: Vice Chair Kyle Binkley called the regular meeting of the Ingham County Zoo Advisory Board to order at 6:00 PM

MINUTES: Moved by Mary Leys and supported by Cheryl Bergman to approve the minutes of the November 13, 2019 meeting as written, **Yes-6; No-0; MOTION CARRIED.**

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

None

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 \$1,257,798. Ms. Wagner stated the zoo does need to purchase a new fryer that will cost around \$16,000. Dr. Snider asked if the County gets the quotes for that item and Ms. Wagner stated that Jon Lawrence would be getting the quotes. Dr. Snider stated that if the fryer is going to help make money then we should get the best. Director Wagner stated the animal care controllable line items are over budget and specifically the food budget and the animal medical expenses which in the past have been under budget. She explained Dr. Ronan is providing quality care to the animals which does come at a cost, but that he works hard to get the best cost for everything. She also explained the food budget for 2020 is increased by \$20,000 to account for the increase in food costs.

ATTENDANCE REPORT

Director Wagner stated admission numbers were up for the month of November, but most of that increase is unpaid admissions. She stated admissions is up for the year of 2019 compared to 2018. Dr. Snider asked what we attribute

the increase to and Director Wagner responded that most of the increase is in private events. Director Wagner shared that admission rates increased to \$4.00 per adult and \$3.00 per child for the winter starting November 1 and continues through March 31.

ZOO DIRECTOR REPORT

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

- The Board of Commissioners passed a Resolution to put the millage question on the March 10, 2020 ballot. If the millage passes, the increase in funds will be spent on Capital Improvements and not be added to the daily operating budget.
- We received \$7,000.00 from the Lansing Community Trust Fund to purchase two outdoor drinking fountains or mobility carts.
- The Zoological Society will be preparing educational materials for the upcoming millage.
- The December FALCONERS event had over 400 registered with approximately 240 attendees.
- The zoo will participate in the state-wide flood drill in April 2020. We will be practicing a full evacuation for the zoo without physically moving any animals. Fall conditions are prime for a flood in the spring of 2020. In the event of a 500 year flood all buildings except Pavilion 2 will be flooded.
- The Society received an unexpected \$25,000 gift from a private foundation, \$10,000 from Kohl's, and \$15,000 from Jackson National Life for the Big Zoo Lesson.
- Zoo staff are anxiously awaiting the birth of a rhino calf. Doppsee seems to be progressing according to plan.
- The donation report shows the various ways the Society has monetarily contributed to the zoo in 2019.
- The media report shows the stories for November 2019 which includes several rhino stories.

NEW BUSINESS

Meeting Dates 2020

Director Wagner stated all months follow the second Wednesday of the month schedule except for November and December. The second Wednesday of November 2020 is Veteran's Day so the meeting had to be moved due to the holiday. After discussion the board decided to move December back to the second Wednesday of the month and amend the 2020 meeting dates.

Moved by Mary Leys and supported by Cheryl Bergman to approve the 2020 Meeting Dates as amended, **Yes-6; No-0; MOTION CARRIED.**

OLD BUSINESS

Millage Discussion

Director Wagner shared if the millage passes in March they will be able to budget accordingly for 2021. If the millage does not pass a decision must be made whether to try again in August for an increase or change to a renewal.

Strategy Subcommittee

Mary Leys shared the committee met Dec 6 at noon and that Cindy and Amy had presented the dashboard report that will be shared with the board throughout 2020. The dashboard will show the percentage of completion toward the annual goals. Ms. Leys shared they had also discussed the millage approval.

External Relations Subcommittee

Cheryl Bergman shared the committee met December 9 at noon and discussed the centennial including the kick-off event set for May 21, 2020. The main goal is for Amy to send out a prospective donor/invite list that board members will be asked invite individuals and organizations from the list. The kick-off event will be a celebration as well as an educational event with a program sharing the need for a hospital. Dr. Snider asked what the take-a-way message for the event will be and Ms. Wagner stated it is to share how far the zoo has come and where we are going. Ms. Bergman asked if the zoo plans to have a naming contest for the baby rhino and Ms. Morris stated we had not made a final decision of the process for naming the anticipated calf.

Ms. Bergman also shared that the winter appeal had been sent out and that she would be sending out an email to set the next meeting date.

Financial Sustainability Subcommittee

Kyle Binkley shared he had called Director Wagner to discuss the 2019 financials and the action plan for facility and equipment needs. The action plan is a working document that shows what Capital Improvement Projects and equipment are needed for the next 5 years. He explained this document will change as needs change or if a donation is received that allows expenditures before planned.

BOARD COMMENTS

Director Wagner thanked Dr. Snider for his work at the zoo during his time at MSU and for creating a program that provides the zoo exceptionally trained animal care staff. The Board congratulated him on his upcoming retirement from MSU and thanked him for all of his contributions to the zoo during his MSU career. Dr. Snider expressed his gratitude for the boards appreciation and shared he will be continuing his work on the zoo board.

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

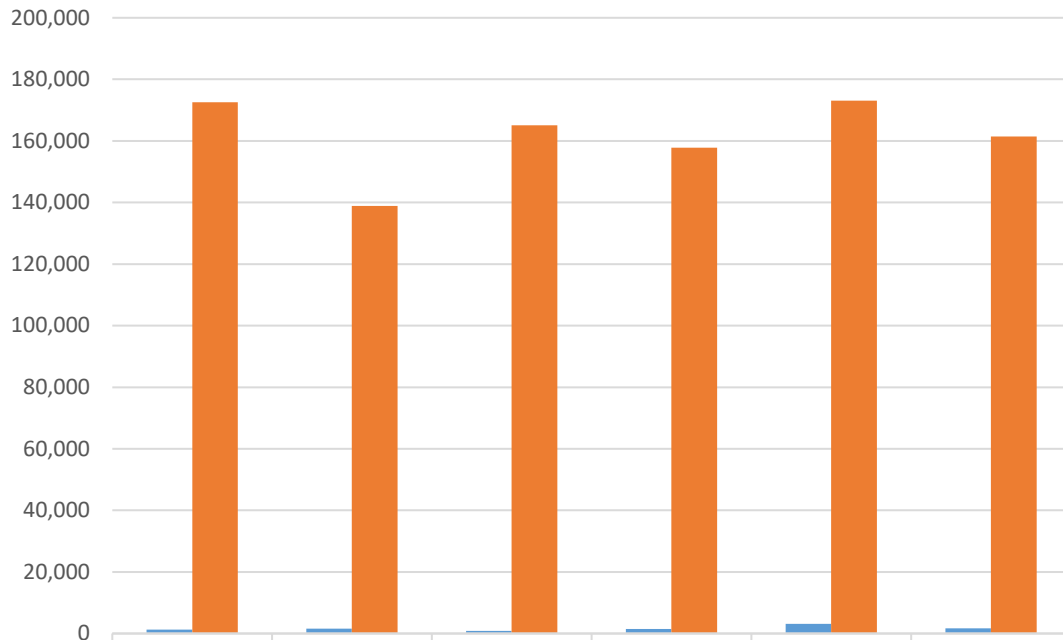
Being no further business, the meeting was adjourned at 7:00 PM.

POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING December 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	0	0	0	18,997	21,030	2,033
CHILDREN - UNDER 3	84	164	80	12,217	12,251	34
CHILDREN - OFF SEASON	228	364	136	1,840	2,283	443
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	692	1,214	522	5,026	6,078	1,052
SENIOR RESIDENT	0	0	0	2,381	2,668	287
SENIOR NON-RESIDENT	0	0	0	2,861	3,590	729
GROUPS	0	6	6	12,880	9,731	(3,149)
SUBTOTAL	1,004	1,748	744	93,618	97,721	4,103
MEMBERSHIPS/PROGRAMS						
PPZ MEMBERS	327	380	53	16,507	16,681	174
EVENTS	0	871	871	26,022	36,173	10,151
RECIPROCAL ZOO MEMBERS	56	75	19	4,105	6,484	2,379
RECIPROCAL ZOO MEMBERS (100%)	40	28	(12)	2,579	2,669	90
MONDAY PROGRAM	67	79	12	10,127	8,208	(1,919)
OTHER (non-paying)	4	0	(4)	1,525	5,151	3,626
SUBTOTAL	494	1,433	939	60,865	75,366	14,501
GRAND TOTAL	1,498	3,181	1,683	154,483	173,087	19,622
Change in Paid Admissions			4.7%			8.9%

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

December Admission Data

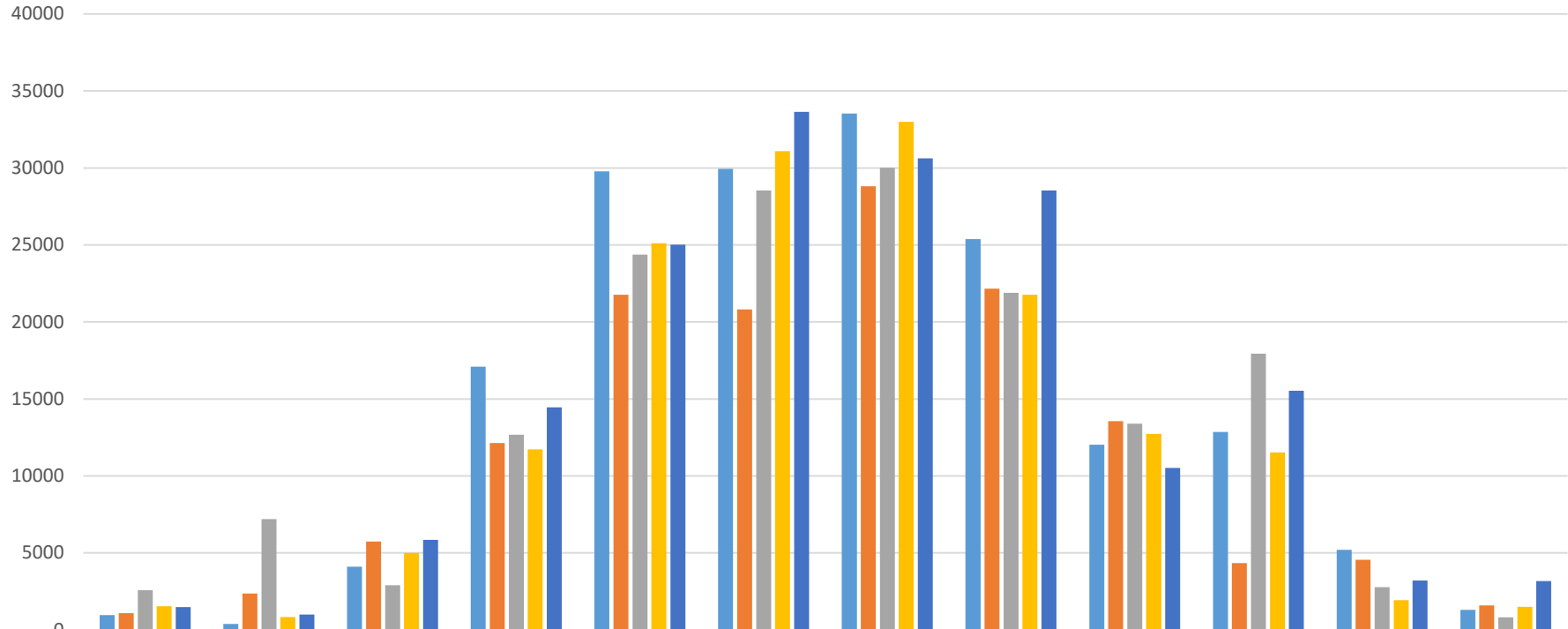


	2015	2016	2017	2018	2019	MEAN
December Monthly	1,301	1,586	829	1,498	3,181	1,679
December YTD	172,560	138,932	165,117	157,777	173,093	161,496

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	3,181	1,679
TTL	172,560	138,932	165,117	157,777	173,093	161,496

2015-2019 year over year Admission Data



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
2015	964	385	4,100	17,090	29,776	29,939	33,531	25,386	12,028	12,855	5,205	1,301
2016	1,084	2,366	5,752	12,145	21,762	20,821	28,810	22,160	13,550	4,338	4,558	1,586
2017	2,579	7,194	2,898	12,680	24,375	28,541	30,011	21,895	13,394	17,937	2,784	829
2018	1,545	845	5,011	11,720	25,101	31,083	32,999	21,776	12,731	11,535	1,933	1,498
2019	1,492	1,008	5,844	14,463	25,017	33,636	30,633	28,537	10,529	15,536	3,217	3,181

POTTER PARK



Zoo Director's Report January 08, 2020

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

The Point of Sale system is going live the week of January 6, 2020. A representative from Vermont Systems will be here throughout the week helping facilitate the implementation of the system.

Wonderland of Lights had a very successful year with 17,353 attendees.

2019 Zoo In Your Neighborhood Pass Usage:

Adults: 1,710

Children: 1,530

Total Individuals: 3,240 (126 more than 2018)

Total Passes used: 861 (average of 3.76 individuals per pass)

Partners: 35

Days Passes Used: 236 days out of 365

The first all staff meeting for 2020 will be January 14. We will hold a total of 5 all staff meetings this year.

Preparations continue for the centennial celebration. The walking tour signs are in the final stages of design and will be sent to print soon. They will be in place with a new centennial map by April 1, 2020.

We continue to create new animal graphics to replace the remaining outdated graphics. The spider monkey and mandrill graphics are next on the list to be done.

Animal Updates

- Rhonda the grey kangaroo has had a joey tail and head poking out of her pouch lately. The keepers are keeping a close eye on her and hoping to see the joey out of the pouch in the near future.
- The south end of the birdhouse has been redesigned and has a new rock face. This will prevent the need to paint the walls in the future. We plan to continue to use this method for other exhibits in the birdhouse.

- We are entering breeding season for the red pandas and the keepers are hopeful we will see breeding behavior soon. We have a breeding recommendation from the red panda SSP.
- We are monitoring Nkeke the otter closely for a potential pregnancy. Nkeke and Miles have a breeding recommendation from the North American River Otter SSP.
- All the peafowl have been caught and brought inside for the winter. They will receive physicals before they are released in the spring.
- Lucy the new female tufted deer has cleared quarantine and will be introduced to the male tufted deer, Dezi, soon in hopes of breeding in the future.
- Doppsee gave birth to a healthy baby boy at 5:40 am December 24, 2019. He has been nursing well and getting more accustomed to keeper interaction as he grows.
 - The name for the calf will be announced January 9, 2020



POTTER PARK ZOO ADVISORY BOARD

RESOLUTION TO AMEND RESOLUTION # 19 – 141

VISITOR INCENTIVE PROGRAMS AT POTTER PARK ZOO

WHEREAS, the Ingham County Board of Commissioners adopted Resolution #19-141 authorizing visitor incentive programs at Potter Park Zoo; and

WHEREAS, Potter Park Zoo is partnering with the Ingham County Circuit Court Family Division for Child Benefit Fund fundraiser; and

WHEREAS, Potter Park Zoo is partnering with the City of Lansing for the 25th Arbor Day celebration; 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 Potter Park Zoo Advisory Board approves amending Resolution #19-141 to include the following visitor incentive programs at the Potter Park Zoo.

New Incentives	Fees
Hippity Hop 5K registered participants (April 5, 2020) Ingham County Circuit Court Family Division/Child Benefit Fund	Free Admission
Arbor Day Celebration attendees (April 25, 2020, 10am-1pm)	Free Parking

Amended Incentive	Current Fee	New Fee
Zoo Days (July) – Increase Admission Rate	Admission \$1.00 per Person with Voucher	Admission \$2.00 per Person with Voucher

BE IT FURTHER RESOLVED, all other fees set by Resolution #19-141 will remain the same as adopted by the Board of Commissioners.

Current Incentives	Fees
Ingham County and City of Lansing Residents	Ingham County and City of Lansing 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
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 and City of Lansing 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