

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, March 11, 2020".

POTTER PARK ZOO ADVISORY BOARD MEETING

Wednesday, March 11, 2020

6:00 PM

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

- 1. Call to Order**
- 2. Approval of January 8 & February 12, 2020 Meeting Minutes.**
- 3. Limited Public Comment** – *Limited to 3 minutes with no discussion*
- 4. Late Items/Deletions/Consent Items**
- 5. Director's Report**
 - a. February 2020 Finance Report – Delphine Breeze
 - b. Director's Reports/February Attendance – Cynthia Wagner/Amy Morris
- 6. New Business**
 - a. Presentation – Sarah Foote
 - b. Discussion - Emergency Preparedness
- 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 **April 8, 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, January 08, 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, Commissioner Tennis, Chair John Groen, Vice Chair Kyle Binkley, Julie Pingston, Mary Hauser, and Mary Leys

ALSO PRESENT: Cynthia Wagner, Zoo Director

ABSENT: Cindy Kangas, Cheryl Bergman, Molly Korn, Dr. Richard Snider, and Yanice Jackson Long

CALL TO ORDER: Chair John Groen called the regular meeting of the Ingham County Zoo Advisory Board to order at 6:06PM

MINUTES: Moved by Julie Pingston and supported by Kyle Binkley to approve the minutes of the December 11, 2019 meeting as written, **Yes-7; No-0; MOTION CARRIED.**

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

None

FINANCIAL REPORTS

Zoo Financial Report

Director Wagner reported there were no financial reports this month due to end of year closing.

ATTENDANCE REPORT

Director Wagner stated admission numbers were up for the month of December and that the birth of the baby rhino boosted attendance the last week of December. She shared that admission revenue exceeded budget for 2019.

ZOO DIRECTOR REPORT

Director Wagner then reviewed major elements of the report:

- The AZA Director's conference is January 28-30, 2020 in North Carolina.
- Continuing to work on the Point of Sale system with Vermont Systems. There have been difficulties with

connectivity that we are working through with the Ingham County IT department.

- Zoo In Your Neighborhood pass usage was up in 2019 from 2018 and there are new partners for 2020.
- Centennial celebration planning is continuing including the evening kick-off event.
 - Chair Groen asked what the kick-off event will look like. Director Wagner explained there would be a presentation to explain where the zoo has come from, where it is at, and where it is going including the need for a new animal hospital.
 - Historical walking tour signs are done and ready to print.
 - Themed weekends are set and we will be working to get sponsors for each of the weekends.

6:14PM Mary Leys arrived

- We will be bringing in a new male bongo that is recommended to breed with both of our females.
- Animal Care staff are monitoring the otters and red panda for pregnancy.
- The peafowl are secured in the wings of wonder exhibit in the winter. This helps ensure they receive enough food in the winter and also helps with cleanliness throughout the zoo.
- Doppsee gave birth Christmas Eve and received international coverage. Amy and Kaiti worked hard over the holidays to communicate with as many media outlets as possible. The name will be announced tomorrow following the closing of the naming contest at midnight.
- The main focus for both Directors has been and continues to be the rhino calf, centennial planning, and millage material preparation.

NEW BUSINESS

2020 Zoo Incentives Resolution

Director Wagner stated most of the incentives are the same, but there are two new incentives and a change to a current incentive. The Ingham County Circuit Court Family Division is holding their Child Benefit Fund 5K Fundraiser at the zoo in April and are requesting registered race participants receive free admission the day of the event. The Arbor Day committee has requested Arbor Day celebration participants receive free parking for the duration of the event held April 25 in the park.

Director Wagner stated the Zoo Days admission fee has been \$1 for many years and we are requesting an increase to \$2 per person. Ms. Pingston explained sponsorship amounts have decreased and it has been increasingly difficult to cover the costs of the event. She stated it is a great community event that the Society would like to continue. Commissioner Trubac asked how many people take advantage of this opportunity and Ms. Wagner stated there were 7139 attendees in 2019. Chair Groen asked what current zoo admission rates are. Ms. Wagner stated resident rates are \$7 for adults and \$5 for all children in 2020. Mary Leys stated she believes it is still a good value for the community. Director Wagner shared there are other incentives available the day of the event such as inexpensive food deals and free snacks distributed by vendors.

Chair Groen encouraged coming up with incentives for non-event days at the zoo also.

Commissioner Tennis asked how long the baby rhino will be at Potter Park Zoo and Ms. Wagner stated for a minimum of two years.

Ms. Pingston stated she was refraining from the vote due to a conflict of interest.

Moved by Commissioner Trubac and supported by Kyle Binkley to approve the 2020 Zoo Incentives, **Yes-6; No-0;**
MOTION CARRIED.

Millage Discussion

Director Wagner shared they had reached out to the attorneys to verify what can be said by the zoo regarding the millage. Ms. Pingston asked if the millage materials will include how the money will be spent. Director Wagner stated they will share the anticipated projects that could be done with the increased funding as presented at County Services.

Director Wagner stated there will be an increase in information shared on social media in the next few weeks about AZA accreditation and the zoo's research participation.

OLD BUSINESS

Strategy Subcommittee

John Groen stated the next meeting date needs to be set.

External Relations Subcommittee

Julie Pingston stated a meeting date had been set in February.

Financial Sustainability Subcommittee

Kyle Binkley stated the next meeting will be set in February.

BOARD COMMENTS

Chair Groen commented that Wonderland of Lights was a great event and that staff should be commended for their efforts.

Ms. Pingston shared all of the Society staff helped each other out and it was a team effort.

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Being no further business, the meeting was adjourned at 6:42PM

**MINUTES – INGHAM COUNTY
POTTER PARK ZOO ADVISORY BOARD**

**1301 S. Pennsylvania Avenue,
Lansing, MI, February 12, 2020**

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 Tennis, Chair John Groen, Julie Pingston, Cheryl Bergman, and Mary Leys

ALSO PRESENT: Cynthia Wagner, Zoo Director; Amy Morris, Zoological Society Executive Director; Delphine Breeze

ABSENT: Commissioner Trubac, Cindy Kangas, Vice Chair Kyle Binkley, Molly Korn, Dr. Richard Snider, Mary Hauser, and Yanice Jackson Long

CALL TO ORDER: Chair John Groen called the regular meeting of the Ingham County Zoo Advisory Board to order at 6:01PM

MINUTES: Chair Groen stated January minutes will be voted on in March as quorum is not present.

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

None

FINANCIAL REPORTS

Zoo Financial Report

Delphine Breeze presented the 2019 preliminary end of year financials. She stated cash assets were \$1,260,292 and total assets are \$4,330,708. The fund balance total is \$1,098,163 with \$961,492 of that spendable. Ms. Breeze stated there was a total change in fund balance of \$225,429. Director Wagner stated some of those funds are CIP items that have not been completely spent yet and will be spent in 2020. Director Wagner stated revenues were \$225,035 more than budgeted and personnel costs were \$25,952 under budget.

Director Morris presented her 2019 preliminary end of the year financials. She there was an increase in revenue of \$216,000 from 2018 of which \$100,000 was due to a change in accounting from cash to accrual for memberships. Chair Groen asked if there was any growth in memberships and Ms. Morris stated there was a \$22,000 increase in membership which is consistent with growth over the past several years.

Chair Groen if the contributions was increased due to increased donations or a few large donations. Director Morris stated it was both including donations from Jaali's birth, a donation of \$35,000 for an ultrasound, a \$10,000 unrestricted grant, and a \$25,000 donation from a family foundation. Ms. Morris shared she is pleased the Society

was not only profitable, but was also able to contribute significantly more to the zoo than in previous years.

ATTENDANCE REPORT

Director Wagner stated admission numbers were down slightly for the month of January likely because the zoo was closed for several days including a weekend due to flooding.

ZOO DIRECTOR REPORT

Director Wagner then reviewed major elements of the report:

- Attended the AZA Director's conference January 28-30, 2020 in North Carolina.
- Centennial celebration planning is continuing:
 - Historical walking tour signs are done and ready to print, these will be in place for the May kick-off.
 - Themed weekends are set and we will be working to get sponsors for each of the weekends. Chair Groen asked if the schedule could be shared with them and asked if there are any that would be helpful for the Board to participate in. Director Morris shared it would be helpful for the Board to attend the kickoff celebration and invite others to attend.
 - Jill Garnett is meeting with the Lansing Historical Society to help design a mobile display about the history of the zoo to be shared around the community from May-August 2020.
- Amy Morris and Dennis Laidler created a presentation for community organizations. So far they have completed two presentations and have 9 more scheduled in the next 2 months to talk about the millage and the zoo in general.
- Seasonal positions need to be filled in all departments specifically focusing on concessions, gift shop, parking and admissions.
- Drills are being conducted on a regular basis including an animal escape drill.
- The Discovery kitchen has several new appliances.
- Due to the warmer temperatures this fall and winter we are ahead of past years in leaf cleanup.
- At the Great Lakes trade expo, which is put on by the Michigan Nursery and Landscape Association, Earthtones landscaping won an award for the Lions Club Sensory Garden waterfall.
- Sarah Foote, Animals Programs Manager, is at the AZA registrar professional development course and will be attending a two day HAZWOPPER course at Detroit Zoo.
- The 496 closures for the summer will be posted on the website with alternative routes to get to the zoo.
- FALCONERS had their first event that included a dinner, 109 guests attended.
- The bird and reptile house had some repairs done including sealing the drains and floors to prevent leaks into the basement. All of the animals had to be moved to complete this due to the products that were necessary for the project.
- The bats will be off exhibit while the front of the exhibit is rebuilt due to rotting wood.

- Many of the native amphibian exhibits will be moved to the hallway in the Discovery Center. This is being done now that the Discovery Center is open to the public at all times for the nursing/quiet room so guests can see exhibits in that building.
- Jaali will go outside when it is around 50 degrees and there is no snow or ice in the yard.
- Two otter pups were born and are doing well. Updates are being posted on social media and the press release was picked up CNN.
- End of the Year social media analytics show that Instagram followers increased. It also shows that 70% of website usage occurs on mobile devices.
- The City Pulse rhino conservation story was well received and the best article that has been printed about the rhino conservation PPZ participates in.
- The historical story in the report is an example of the type information that has been put together by Jill Garnett for the Centennial. These are currently being shared with staff in the weekly newsletter.

NEW BUSINESS

Presentation – Carolyn Schulte

Carolyn Schulte presented information from the training workshop she attended in San Antonio, TX. She shared the workshop was two full days of training demonstrations and presentations done by experts with decades of experience in the industry. Training has a big impact on welfare and it was encouraging to hear that training can greatly benefit the animal's mental well-being. Trainers shared it is important to maintain a training mindset and remember that every interaction with an animal will alter their behavior in the future. Carolyn shared some of the tricks she was taught she has already been able to use and see work with the animals. Some examples of behaviors the otters at PPZ are trained for are injections, ultrasounds, crate training, painting, and nail trimming. She also shared it is important to allow the animals to be the story tellers for our visitors and animal training is a great way to accomplish this. The keepers have worked to train the animals in locations that visitors can watch like the otters, red pandas, and tigers.

Presentation – Director Wagner

Director Wagner presented about the population management workshops held at the AZA Director's Conference. The AZA's current Species Survival Plan classifications may be changing in the near future. There are far too many species with an SSP to be effective at long term population management. As standards improve and zoos create larger habitats each facility has fewer spaces available for species which makes it difficult to place animals being bred. One possibility is that AZA will create plans for fewer species and each AZA accredited organization will be responsible for managing the population and be the primary holding and breeding facility for a species that is not one of the species chosen by AZA for the new list. This could create more success with breeding because it could decrease transports to facilities for breeding and allow for changing pairs more quickly. It also allows consistency with the knowledge and skill needed by staff to maintain a successful population.

OLD BUSINESS

Strategy Subcommittee

John Groen stated the next meeting date needs to be set.

External Relations Subcommittee

Cheryl Bergman shared the next meeting is February 19, 2020

Financial Sustainability Subcommittee

Cynthia stated the next meeting will be after the 2019 end of year financials are completed.

BOARD COMMENTS

NONE

LIMITED PUBLIC COMMENT

Terrance Brown introduced himself and stated he attended because he was interested in the zoo and the work the zoo board does.

ADJOURNMENT

Being no further business, the meeting was adjourned at 7:24PM

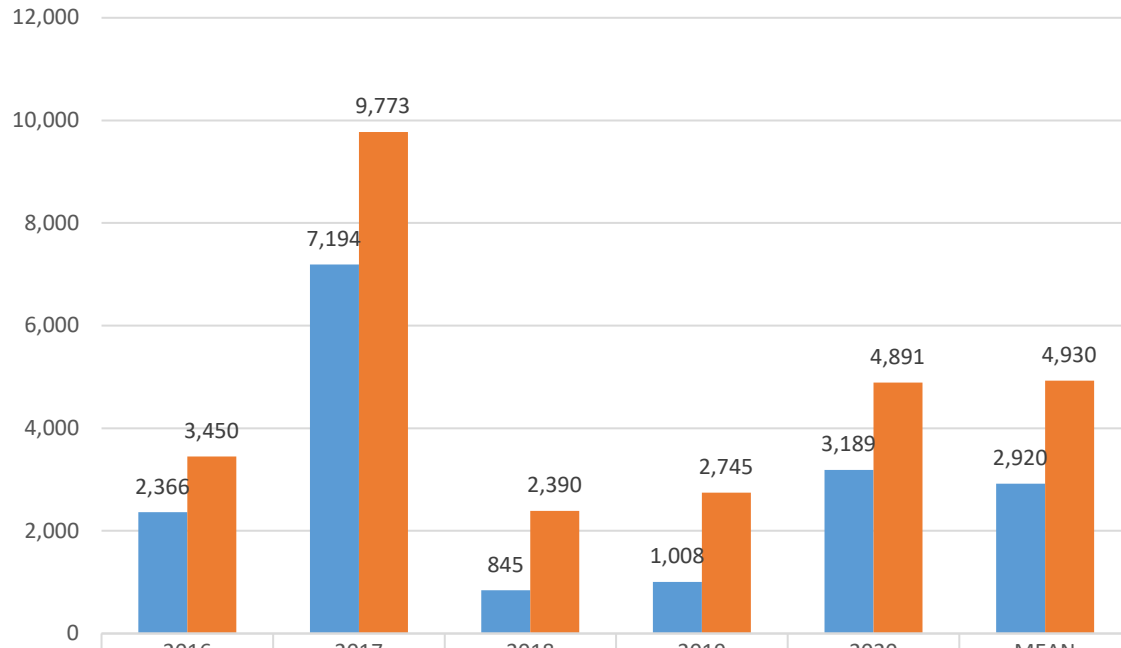
POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING February 29, 2020

ADMISSION TYPE	CURRENT MONTH			YEAR-TO-DATE		
	2019 COUNT	2020 COUNT	BETTER (WORSE) THAN PY	2019 COUNT	2020 COUNT	BETTER (WORSE) THAN PY
GENERAL						
CHILDREN	0	0	0	0	0	0
CHILDREN - UNDER 3	50	173	123	90	63	(27)
CHILDREN - OFF SEASON	135	358	223	361	528	167
ADULT RESIDENT	0	0	0	0	0	0
ADULT NON-RESIDENT	0	0	0	0	0	0
ADULT - OFF SEASON	495	1,242	747	1,163	1,812	649
SENIOR RESIDENT	0	0	0	0	0	0
SENIOR NON-RESIDENT	0	0	0	0	0	0
GROUPS	25	2	(23)	25	37	12
SUBTOTAL	705	1,775	1,070	1,639	2,440	801
MEMBERSHIPS/PROGRAMS						
PPZ MEMBERS	265	568	303	637	878	241
EVENTS	276	268	(8)	521	711	190
RECIPROCAL ZOO MEMBERS	32	59	27	120	110	(10)
RECIPROCAL ZOO MEMBERS (100%)	6	62	56	47	98	51
MONDAY PROGRAM	25	86	61	30	106	76
OTHER (non-paying)		371	371	2	375	373
SUBTOTAL	328	1,414	810	1,357	2,278	921
GRAND TOTAL	1,309	3,189	1,880	2,996	4,718	1,722

Change in Paid Admissions

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

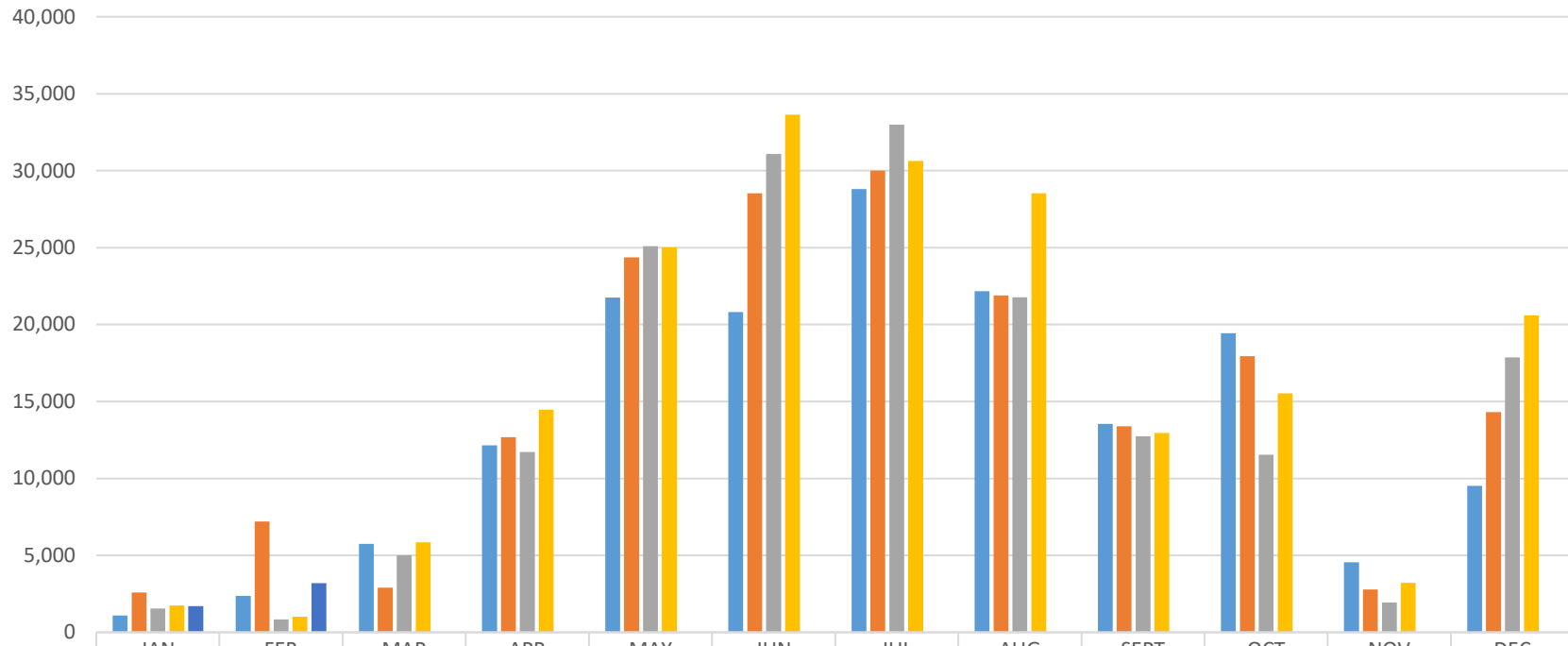
February Admission Data



Potter Park Zoo Historical Admission Data

Column1	2016	2017	2018	2019	2020	MEAN
JAN	1,084	2,579	1,545	1,737	1,702	1,736
FEB	2,366	7,194	845	1,008	3,189	2,853
MAR	5,752	2,898	5,134	5,844	0	4,907
APR	12,145	12,680	11,720	14,463	0	12,752
MAY	25,899	24,375	26,099	25,017	0	25,348
JUN	25,970	28,541	31,112	33,636	0	29,815
JUL	29,270	30,454	32,780	30,633	0	30,784
AUG	22,254	21,895	21,776	28,537	0	23,616
SEPT	13,550	13,394	12,731	12,954	0	13,157
OCT	19,429	17,936	19,535	15,536	0	18,109
NOV	4,558	2,784	1,933	3,217	0	3,123
DEC	9,555	14,473	17,833	20,596	0	15,614
TTL	171,832	179,203	183,043	193,178	4,891	146,429

2015-2019 year over year Admission Data

[illegible]



Zoo Director's Report March 11, 2020

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 for the 2020 season.

We will have an area designated this year as Centennial Square where most of the additional themed centennial activities will take place. This will be where the bungee was previously located. We will also be placing the mobile kiosks in this location with tables for guest seating.



Jaali was recognized by Governor Gretchen Whitmer, Lieutenant Governor Garlin Gilchrist, State Senator Curtis Hertel, and State Representative Sarah Anthony in a State of Michigan special tribute.

Mayor Schor, Senator Hertel, Senator McMorro, Representative Anthony and Representative Witwer have visited the zoo to see Jaali.

Staff

Annie Marcum applied for and was awarded the Ashlee Pfaff Memorial Scholarship. This scholarship is managed by the Felid TAG Steering Committee and will pay for up to \$1,500 in cost incurred to attend the Felid TAG Husbandry Course including hotel, flight, registration, and food. The Ashlee Pfaff Memorial is funded by Denver zoo.

The first Institutional Animal Welfare meeting was held Feb 25. This meeting was led by Dr. Ronan and Sarah Foote and was open to all staff. Several experts in animal welfare from outside of Potter Park Zoo were invited to attend and will attend future meetings.



It's that time of year again when we are looking to fill many seasonal positions. Please spread the word and point those who would be a great addition to the hard-working Potter Park Zoo team to our website for more details. We have openings in admissions/parking, gift shop, savannah grill, maintenance and animal care.

Public Safety

We are discussing safety and business plans regarding Coronavirus – CORVID 19. The Ingham County Health Department created and sent out guidance for all staff and we are also utilizing resources shared by the Woodland Park Zoo.

A fire drill was held in February. We continue to do monthly drills that cover animal escape (dangerous and non-dangerous), severe weather, fire, human injury, and others. We are also continuing to develop our full evacuation plans in preparation for the statewide flood drill in April.

Firearms training is in April for the Emergency Response Team and will be led by the Ingham County Sheriff's Department.

Zoonotic Disease Training is scheduled for March 10 for all staff that work with or near animals as well as Blood Borne Pathogen Training.

Guest Services

Shane's Camels will be returning for the 2020 season!

Events

Join us for a fundraising event hosted by The Sci-Files on Impact 89 FM Saturday, March 14 at 6 p.m. at the Grid!

"Brewed with Saugatuck Brewery, "Diceros" is a specialty stout only available at The Grid in #celebration of the Scifiles one-year anniversary, honoring Jaali the black rhino!"



While drinking "Diceros", you can hear short talks from the Potter Park Zoo animal care team that work with Jaali, Doppsee and Phineus the black rhinos. Profits will be donated to the animal health program at Potter Park Zoo! Learn more: <http://bit.ly/rhinobrew>

The Ingham County Cultural Diversity luncheon was held at the zoo February 20, 2020 and was a great success with over 200 attendees.



Wine & Stein is scheduled for Thursday, May 14, 2020. The society is planning a new lay out of Wine & Stein that will go through more of the zoo.

Education

We had 92 people attend the February FALCONERS event at the planetarium! Our next FALCONERS events will be March 21 here at the zoo!

Zookambi registration has begun and we are approximately one third filled. The education department is partnering with the YMCA of Lansing this year to provide additional training for zoo camp staff.

We will have 15 free Zoo in Your Neighborhood programs in March. Many of these programs are "Reading with the Animals" themed and the zoo distributes a free book to each attendee. In February we had 43 adults and 38 children (total 81) visit the zoo utilizing a pass and 200 people attended the various free programs at our community partner locations.

Animal Updates

Otter pups are doing well! Animal care staff are monitoring mom and the pups closely through the next box camera.

Emerald tree boas are now on exhibit in the birdhouse where the poison dart frogs used to be.

We are housing two juvenile massasauga rattlesnakes for the DNR that were accidentally unearthed by a realtor. The hope is to release them to the wild this spring!

The elk have arrived and are in quarantine. We have 1.2 and both females are pregnant.

We have two grey kangaroo joeys that are almost old enough to start coming out of their mom's pouches. We will do a press release and social media post when they can be seen on a regular basis.

Jaali will start going outside once temperatures are 50 degrees or above and there is no snow or ice in the yard.

We are monitoring the female cotton-top tamarin for pregnancy. SSP requested we continue to breed our pair.

SSP requested we breed our North American River Otters again this year.

Jaali was weighed March 1 and weighs 92kg (202 pounds).

Centennial Corner:

The Community Comes to the Rescue

Jim Hough was a much beloved columnist for the Lansing State Journal, writing 9,000 daily columns in his 30 years from 1958-1988. He wrote "The Onlooker" column for more than 25 years, telling peoples' stories in a folksy and compassionate manner. It was hugely popular with readers. Among his crusades was an effort to save Potter Park Zoo, and he was a true champion in his efforts.

The zoo was in financial trouble in the 1960s. Repairs were needed, and some talked of closing the zoo. In 1969 Jim Hough led the charge for reviving the zoo with his "Interviews with Herman." Herman was a much-loved white Mexican burro at the zoo who did not want the community to take the zoo for granted.



Hough's efforts rallied a group of local residents who founded the Friends of the Zoo Society. The group brought new energy and raised funds for much-needed improvements. A charter family membership in the group cost \$5.00. In 1987 this group became the Potter Park Zoological Society. The State Journal supported Hough's efforts, contributing funds and time to work with community leaders to help the zoo. He continued to include the zoo in his column through the years.

Herman arrived at the zoo in 1951 at age three. He had been a mascot for the Shrine Club band, and he loved a good ear scratch. When he died in 1971, many tears were shed in the community. Local children sold buttons with Herman's image on them to raise money to bring Bingo the elephant to the zoo in the early 1970s. One of those fifth graders looked back as an adult to speak of the ownership that came from that experience: "More than 20 years later, I get a warm feeling every time I take my toddlers to the zoo. I remember that time and the small (yet important) part that I played in helping make the zoo what it is today." (1998)

Centennial Weekends Schedule: Public Blurbs

May 23-24: 100 Years of History

100 years of history! Join us for the debut weekend of our historical self-guided walking tour of the zoo that journeys through 100 years of Potter Park Zoo history. Over 20 new signs have been added to the zoo for our guest to get an in depth glimpse of the years past.

May 30-31: Centennial Celebration featuring Zoo Vets

You're invited – join us for the 100-year Centennial Celebration! Potter Park Zoo has been Lansing's Capital City zoo for 100 years and we have a lot to celebrate. Join us for two days of fun!

Check back for more details soon!

June 6-7: For the Birds!

Join us Saturday for World Migratory Bird Day, which is celebrated in conjunction with the Greater Lansing Convention and Visitors Bureau's "Be A Tourist In Your Own Town." Admission is free with a "Be A Tourist" passport available at the zoo and many other locations in the Lansing area! Join us Sunday for special bird zookeeper talks.

June 13-14: Nature Connection

Did you know the zoo has a new area entirely dedicated to connecting you with nature? Come see the new "Nature Play" area at Potter Park Zoo and connect with nature!

June 20-21: Exceptional Animal Care

What is animal welfare? What do zoos do to make sure animals in their care have the best welfare possible? A lot has changed in 100 years, and we're here to answer your questions!

June 27-28: At Home at the Zoo

How do you create an animal's home at the zoo? Exhibit design in modern zoos is fueled by research and living spaces are designed to include elements from each animal's natural habitat.

July 4-5: July 18-19: Amazing Animal Training

This is a weekend you don't want to miss! Here at Potter Park Zoo, we work with our animals using positive reinforcement to train behaviors that allow us to provide excellent welfare and veterinary care. Watch as our zookeepers hold training sessions with a variety of animals throughout the zoo.

July 11-12: Puzzles and Piñatas

What is enrichment? Join us Saturday for our annual Chillin' with the Animals Enrichment Event and watch what animals do when they receive a variety of cold and frozen enrichment items. Stop by Sunday to try your hand at creating enrichment for a Potter Park Zoo animal!

July 18-19: Conservation Champions

Potter Park Zoo is making a difference, and so can you! Come learn about what we're doing to help endangered animals in the wild. We'll also show you what you can do from your home to make a difference around the world and to animals in your own backyard.

July 25-26: So You Want to be a Zookeeper?

What do zookeepers do? You might think it's simply caring for an animal, but this job is much more complex! Our zookeepers are experts in animal husbandry, operant conditioning training, diet preparation, research and more. Come talk to our amazing zookeepers and hear what they have to say about this extraordinary job!

August 1-2: Telling Our Story

Potter Park Zoo is making huge strides in sharing the stories of the animals in our care. We've expanded our communications and bring our viewers into behind the scenes areas to see training sessions, veterinary procedures and more with photos and video.

Come talk to the zoo's communications manager and professional photographer/videographer and see what it's like to tell the stories of Potter Park Zoo's animals.

Join her for a one hour guided photo tour through the zoo at 9 a.m. (sharp!) each day. Meet her with your camera gear at the entrance plaza. Don't miss the talk at 1 p.m. each day at the Centennial Square where she will be answering your questions and sharing the zoo's strategy for transparent story telling.

August 8-9: What's For Lunch?

Animal nutrition is much more advanced than it was 100 years ago. Today, zoos feed each species a scientifically formulated diet to meet all their nutritional needs. Our zookeepers will share how we prepare diets, feed the animals, offer variety and more! Curious to know what Dopper the rhino's favorite treat is? Join us this weekend to find out!

August 15-16: Match.com for Animals

Many species at Potter Park Zoo are part of a Species Survival Plan (SSP). These plans are created by zoo staff throughout the United States and the goal is to develop and maintain healthy populations of species within AZA accredited zoos. The SSP plays a huge role in where animals go – if they stay at the zoo they were born, or if they travel to a new zoo for breeding. Without SSP's, it would be difficult to make intelligent decisions to maintain a genetically diverse zoo population.

August 22-23: Zoo “Ed”-ventures!

Potter Park Zoo is a zoo for all! We welcome every one in the community to come out and get a taste of the variety of education programs we have here at the zoo. This will be a weekend filled with fun activities for the family, showcasing our award-winning education programs.

August 29-30: Into the Future!

100 years old, what’s next for Potter Park Zoo? Come learn about the future plans for the zoo and find out how you can be a part of a new era for Potter Park Zoo!

POTTER PARK ZOO

Feb. 2020 Weekly Analytics

Dates: Feb. 3 - 9			
Platforms	Facebook	Instagram	Twitter
Reach	166,711	10,740	X
Impressions	239,422	64,677	44,800
Engaged Users (actions)	16,670	899	2,760
Followers (sunday)	57,361	17,223	7,790

Dates: Feb. 10 - 16			
Platforms	Facebook	Instagram	Twitter
Reach	191,383	10,869	X
Impressions	278,769	52,811	48,100
Engaged Users (actions)	20,035	982	3,007
Followers (sunday)	57,483	17,364	7,828

Dates: Feb. 17 - 23			
Platforms	Facebook	Instagram	Twitter
Reach	143,022	13,287	X
Impressions	212,880	54,857	44,500
Engaged Users (actions)	14,241	737	2,904
Followers (sunday)	57,524	17,465	7,850`

Dates: Feb. 23 - March 1			
Platforms	Facebook	Instagram	Twitter
Reach	279,193	13,212	X
Impressions	383,525	60,332	46,400
Engaged Users	27,690	776	3,011
Followers (sunday)	57,652	17,572	7,872

POTTER PARK ZOO

February 2020

Facebook	Total reach: (daily total) 758,116 Total Impressions: 1,068,596	
	Followers: 57,274 to 57,620	Increase in followers: 346
Instagram	Total Reach: 48,108 Total impressions: 232,667	
	Followers: 17,086 to 17,572	Increase in followers: 486
Twitter	Total Impressions: 183,800 Engaged Users: 11,682	
	Followers: 7,790 to 7,872	Increase in followers: 82
Google Analytics	Page Views: 38,630 Sessions: 18,731 Users: 14,752	
	Top pages visited Home 9,174 Job Openings (double from 2019) 3,845 Admissions 2,741 Attractions 1,994	
	Top cities by visits Lansing 1,679 Grand Rapids 1,173 East Lansing 971 Ann Arbor 607	
	Acquisitions Organic Search 7,505 Social (4X 2019) 4,514 Direct 2,732 Referral 533	
	Users	New Users
	50.92% 14,752 vs 9,775	51.03% 13,256 vs 8,777
	Sessions	Number of Sessions per User
	50.61% 18,731 vs 12,437	-0.20% 1.27 vs 1.27
	Pageviews	Pages / Session
	45.23% 38,603 vs 26,581	-3.57% 2.06 vs 2.14
	Avg. Session Duration	Bounce Rate
	-5.43% 00:01:38 vs 00:01:43	-2.78% 56.81% vs 58.44%
	Pageviews	Unique Pageviews
	45.23% 38,603 vs 26,581	45.64% 31,922 vs 21,918
	Bounce Rate	Avg. Time on Page
	-2.78% 56.81% vs 58.44%	1.25% 00:01:32 vs 00:01:31
	% Exit	
	3.63% 48.49% vs 46.79%	
Increase sessions (comp. to 2019) 50.61%		Unique users: 50.92%

POTTER PARK ZOO

Notable Media Stories - February 2020

(Stories before Baby Rhino)

Michigan Zoo Experience Christmas Miracle After Critically Endangered Black Rhino is Born

<https://www.jumblejoy.com/michigan-zoo-experience-christmas-miracle-critically-endangered-black-rhino-born>

Blood, feces, urine and hope: Potter Park Zoo brings a baby rhino into the world



<https://lansingcitypulse.com/stories/blood-feces-urine-and-hope-potter-park-zoo-brings-a-baby-rhino-into-the-world,13822>

MSU Ph.D. student finds passion connecting science with community



<https://statenews.com/article/2020/02/msu-ph-d-student-finds-passion-connecting-science-with-community>

Seven local funding proposals on March primary ballot

<https://lansingcitypulse.com/stories/seven-local-funding-proposals-on-march-primary-ballot,13832>

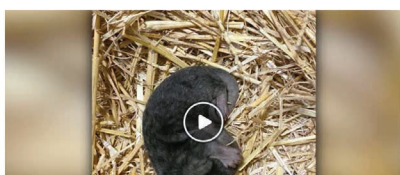
Potter Park Zoo millage increase on ballot



<https://www.wilx.com/content/news/Potter-Park-Zoo-millage-increase-on-ballot-567532611.html>

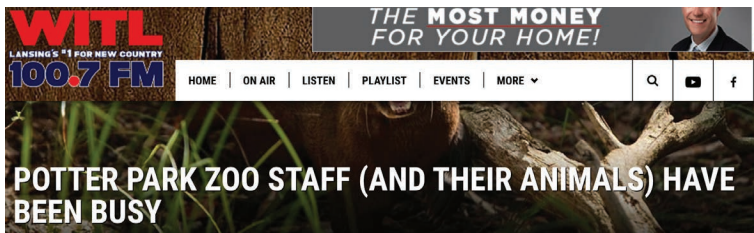
Two adorable otter pups born at Michigan zoo

| Posted Feb 12, 2020 | 0



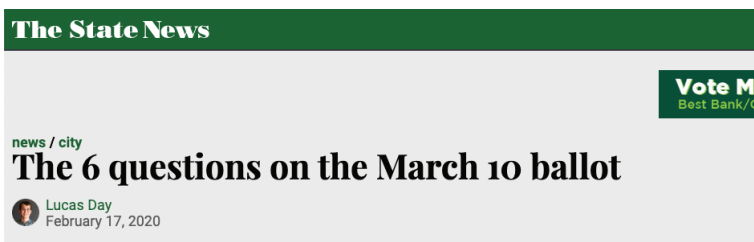
https://www.wnem.com/news/two-adorable-otter-pups-born-at-michigan-zoo/article_f4113cfa-4d98-11ea-80e0-47b59d37aaa6.html

UPDATE: Two baby otters born at zoo



WUOMFM
Here and Now

Potter Park Zoo welcomes two North American river otter pups



<https://www.brproud.com/news/update-two-baby-otters-born-at-zoo/>

<https://www.lansingstatejournal.com/story/news/local/2020/02/12/two-north-american-river-otter-pups-born-potter-park-zoo/4730576002/>

<https://witl.com/potter-park-zoo-and-their-animals-have-been-busy/>

<https://www.michiganradio.org/post/potter-park-zoo-welcomes-two-north-american-river-otter-pups>

<https://www.lansingstatejournal.com/story/opinion/contributors/viewpoints/2020/02/14/viewpoint-potter-park-zoos-rare-rhino-part-conservation-effort/4748680002/>

<https://statenews.com/article/2020/02/east-lansing-ballot-questions>

<https://www.wlns.com/news/michigan/potter-park-zoos-baby-rhino-is-growing-up/>

Ingham County March 2020 Proposal: Potter Park Zoo & Potter Park Operational Millage Question

Lansing, MI | Fox47News | 10d

Ingham County March 2020 Proposal: Potter Park Zoo & Potter Park Operational Millage Question

What's on the March primary ballot?

Decision 2020: Ingham County ballot proposals



Why Does the Potter Park Zoo Need More Millage?

Friday, February 28, 2020, 9:00 am

By: Chris Gray



Baby rhino gives out nose kisses



Everything you need to know about the March primary election in Greater Lansing

Lansing State Journal Published 10:59 a.m. ET Feb. 28, 2020 | Updated 12:32 p.m. ET March 2, 2020

Voters to decide whether to increase funding for Potter Park Zoo on March 10

Lansing State Journal
February 28, 2020



<https://www.newsbreak.com/michigan/lansing/news/0OClGv5F/ingham-county-march-2020-proposal-potter-park-zoo-potter-park-operational-millage-question>

<https://www.fox47news.com/news/political/elections/ingham-county-march-2020-proposal-potter-park-zoo-potter-park-operational-millage-question>

<https://www.lansingcitypulse.com/stories/whats-on-the-march-primary-ballot,13873>

<https://www.wilx.com/content/news/Decision-2020-Ballot-proposals-Ingham-County-568048081.html>

<https://eastlansinginfo.org/content/why-does-potter-park-zoo-need-more-millage>

<https://www.wilx.com/content/news/Baby-rhino-gives-out-nose-kisses-568251351.html>

<https://www.lansingstatejournal.com/story/news/politics/elections/local/2020/02/28/michigan-primary-2020-what-voters-greater-lansing-need-know/4901757002/>

<https://statenews.com/article/2020/02/voters-to-decide-whether-to-increase-funding-for-potter-park-on-march-10>

New National Partnership Begins To Protect America’s Turtles, End Illegal Trafficking

Tuesday, February 25, 2020 - by Casey Phillips



<https://www.chattanooga.com/2020/2/25/404683/New-National-Partnership-Begins-To.aspx>

MLive.com

2 otter babies born at Michigan zoo

Potter Park Zoo welcomed the pups of otters Nkeke and Miles on Sunday, Feb. 9, according to a news release from the zoo. The zoo also ...

3 weeks ago



<https://www.mlive.com/news/j66j-2020/02/af933247f62902/2-otter-babies-born-at-michigan-zoo.html>

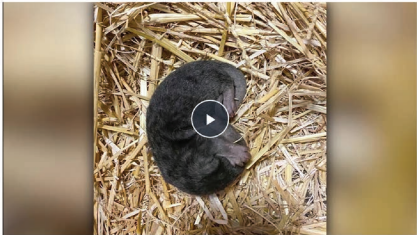
Otter pups born at Potter Park Zoo

Posted: 1:47 PM, Feb 11, 2020 Updated: 1:47 PM, Feb 11, 2020



<https://www.fox17online.com/news/local-news/michigan/otter-pups-born-at-potter-park-zoo>

National Desk Staff



Manchester:
<https://www.wmur.com/article/watch-these-adorable-baby-otters-being-cuddled-by-their-mom/30883279>