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
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.
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.
  o 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.
  o Historical walking tour signs are done and ready to print.
  o 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
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 kickoff.
  - 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

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<td>2019 COUNT</td>
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<td>GROUPS</td>
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### MEMBERSHIPS/PROGRAMS

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<td>PPZ MEMBERS</td>
<td>265</td>
<td>568</td>
<td>303</td>
<td>637</td>
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<td>EVENTS</td>
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<td>521</td>
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<td>RECIPROCAL ZOO MEMBERS</td>
<td>32</td>
<td>59</td>
<td>27</td>
<td>120</td>
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<td>(10)</td>
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<td>RECIPROCAL ZOO MEMBERS (100%)</td>
<td>6</td>
<td>62</td>
<td>56</td>
<td>47</td>
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<td>MONDAY PROGRAM</td>
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<td>86</td>
<td>61</td>
<td>30</td>
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<td>76</td>
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<tr>
<td>OTHER (non-paying)</td>
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<td>371</td>
<td>2</td>
<td>375</td>
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<td>SUBTOTAL</td>
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<td>810</td>
<td>1,357</td>
<td>2,278</td>
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**GRAND TOTAL** | **1,309** | **3,189** | **1,880** | **2,996** | **4,718** | **1,722**  

Change in Paid Admissions

### ADMISSION TYPE

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<td>CHILDREN - UNDER 3</td>
<td>All Children, any county under age 3 (Free)</td>
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<tr>
<td>CHILDREN - OFF SEASON</td>
<td>All Children, any county ages 3-16 Nov. 1- March 31 ($2)</td>
</tr>
<tr>
<td>ADULT RESIDENT</td>
<td>Adult of Ingham county April 1 - Oct. 31 ($6)</td>
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<tr>
<td>ADULT NON-RESIDENT</td>
<td>Adult Out of Ingham County April 1 - Oct. 31 ($11)</td>
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<tr>
<td>ADULT OFF SEASON</td>
<td>All Adults, Any County Nov. 1 - March 31 ($3)</td>
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<tr>
<td>SENIOR RESIDENT</td>
<td>Discount for Ingham seniors ages 60+ April 1 - Oct. 31 ($5)</td>
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<tr>
<td>SENIOR NON-RESIDENT</td>
<td>Discount for Out of County seniors ages 60+ Apr 1- Oct. 31 ($10)</td>
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<td>PPZ MEMBERS</td>
<td>Visitors holding membership at PPZ - one time payment</td>
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<tr>
<td>SPECIAL EVENTS - PPZ</td>
<td>Admission included in event fee</td>
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<td>SPECIAL EVENTS - COUNTY</td>
<td>Admission included in event fee</td>
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<td>RECIPROCAL ZOO MEMBERS</td>
<td>Reciprocal Zoo memberships (Discount varies)</td>
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<td>RECIPROCAL ZOO MEMBERS (100%)</td>
<td>Reciprocal Zoo Members (Free admission)</td>
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<td>GROUPS</td>
<td>20 or more guests paying together ($1 off per person)</td>
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<td>MONDAY PROGRAM</td>
<td>Ingham Co. Residents free 9-12 PM on non-holiday Mondays</td>
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<td>OTHER (non-paying)</td>
<td>Any Coupon related attendee</td>
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<tr>
<td></td>
<td>2016</td>
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<td>-------</td>
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<tr>
<td>JAN</td>
<td>1,084</td>
</tr>
<tr>
<td>FEB</td>
<td>2,366</td>
</tr>
<tr>
<td>MAR</td>
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**February Admission Data**

![February Admission Data Chart](chart.png)
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<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
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<td>845</td>
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2015-2019 year over year Admission Data
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 McMorrow, 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 Scherriff’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](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 layout 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 massasouga 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).
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 Doppsee 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

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**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

**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

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

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
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?

Baby rhino gives out nose kisses

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

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


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://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


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 ...


Otter pups born at Potter Park Zoo


Manchester:

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