

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, May 13, 2020".

POTTER PARK ZOO ADVISORY BOARD MEETING

Wednesday, May 13, 2020

6:00 PM

Via Zoom

- 1. Call to Order**
- 2. Approval of March 11, 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. April 2020 Finance Report – Delphine Breeze
 - b. Director's Report/March Attendance – Cynthia Wagner/Amy Morris
- 6. New Business**
 - a. Zoo Reopening Plan
- 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 **June 10, 2020 at 6:00 PM**
- 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, March 11, 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 Trubac, Vice Chair Kyle Binkley, Julie Pingston, Molly Korn, Dr. Richard Snider, Mary Hauser, and Mary Leys

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

ABSENT: Commissioner Tennis, Chair John Groen, Cindy Kangas, Cheryl Bergman and Yanice Jackson Long

CALL TO ORDER: Vice Chair Kyle Binkley called the regular meeting of the Ingham County Zoo Advisory Board to order at 6:03PM

MINUTES: Julie Pingston requested the addition of the statement that she had noted a conflict of interest prior to the vote on 2020 Incentives Resolution in the January meeting minutes. Moved by Mary Leys and supported by Julie Pingston to approve the minutes of the January 8 & February 12, 2020 meeting as amended, **Yes-7; No-0; MOTION CARRIED.**

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 and February 2020 financials. She stated when looking at the 2019 budget to actual, cash assets were \$1,260,292 and total assets are \$4,335,754. The fund balance total ended the year with \$1,103,004 with \$954,138 of that spendable. Ms. Breeze stated there was a total change in fund balance of \$225,429.

Ms. Breeze presented the February YTD report stating that revenues are \$544,075 and expenses are \$622,894, leaving the fund balance at \$1,024,185. The unspendable portion of fund balance is \$57,580 which is the gift shop inventory, and the spendable is \$966,605.

ATTENDANCE REPORT

Director Wagner stated admission numbers were up in February and that revenue was up at a higher percentage due to the increase in winter admission rates.

Dr. Snider asked why the February 2017 admission numbers were so high. Director Wagner stated she had verified that there had been an unseasonably warm weekend in February 2017.

ZOO DIRECTOR REPORT

Director Wagner then reviewed major elements of the report:

- Centennial celebration planning is continuing:
 - Historical walking tour signs are done and ready to print
 - Themed weekends are set and the schedule is included at the end of the packet.
 - Planning continues for the May kick-off event and the public kickoff event.
- The bungee and train vendor contract was not renewed and they will not be returning in 2020. The bungee area will become the Centennial Square which will host the Centennial talks and there will be kiosks to sell merchandise. This will also create a place for visitors to gather by the camel ride and wings of wonder. The camel ride will be returning this season.
 - Dr. Snider asked if the pony path could be jazzed up in any way to bring in more revenue. Director Wagner stated the zoo budgets \$32,000 in revenue for the pony path and they could discuss ideas to create more revenue. Director Wagner stated they are in need of an additional pony and Dr. Snider stated he could reach out to MSU and Julie Pingston shared that it could be helpful to reach out to the Beekman Center and Sierra Rose.
- Governor Whitmer, Deputy Governor, Senator Curtis Hertel, and Representative Anthony presented the zoo with a state tribute for Jaali. Senator Hertel brought the tribute with him for his rhino barn tour.
- Jaali has begun to go outside as weather conditions allow. This has not been announced yet as it has been very intermittent. Doppsee is still very cautious and will not come out of the barn when too many people are standing near the viewing areas.
- Potter Park Zoo had its first zoo wide animal welfare meeting. The first meeting led by Dr. Ronan and Sarah Foote reviewed PPZ's animal welfare process.
- We are continuing plans to have a donor board in place for the 2020 season and it will be located near the Plan Your Day Board. There will be three levels for leaves and 2 designations for larger donations.
- Discussions have begun about how the zoo will hire and train seasonals if the zoo has to close due to COVID-19.
- Wine-N-Stein planning is in process for May 14th.
- Zookambi summer camp spots are starting to fill up.
- The otter pups are doing well and more social posts will be done as they start to get more active.
- The zoo is holding two juvenile rescued massasauga snakes for the DNR.

- The elk have arrived and are in quarantine. Dr. Snider asked if they came from the DNR and Director Wagner stated they came from a farm in Michigan that was TB and CWD free and allowed for all medical testing requested by Dr. Ronan.
- The millage passed which will provide support for an additional six years.
- The County is providing the opportunity for managers to participate in a six class managerial course. Director Wagner will participate in 2020.

NEW BUSINESS

Emergency Preparedness Discussion – Director Wagner

The zoo is continuing to prepare for the 500-year flood drill and meeting with each department individually for a table top drill. Flood preparedness will continue to be a focus for the zoo moving forward.

Currently the focus is COVID-19 preparedness and how the zoo should be responding. Director Wagner shared there is concern for the safety of the staff that have essential functions at the zoo such as caring for the animals. She stated they are closely watching what schools are doing. If schools close the zoo will close and there may be situations where the zoo would choose to close whether schools do or not. Hand sanitizer dispensers have been added throughout the zoo, touch points are being disinfected frequently, and employees have been instructed to wash hands frequently and not report to work if sick. Julie Pingston commented that it is a situation to watch day by day.

Presentation – Sarah Foote

Animal Programs Manager Sarah Foote shared she attended the AZA registrar course. It is an AZA requirement to have a minimum of one employee trained through the course for animal record keeping. In addition to record keeping, shipping, and acquisitions are part of the process. She explained the course gave real life scenarios with fake nests, eggs, and deaths to help understand how to import the information into ZIMS. Director Wagner stated most AZA zoos are using this record keeping system and it is important to enter the information in the same manner so records can be shared and understood by other facilities. She also stated the zoo pays just under \$7,000 annually to use the software.

Ms. Foote also shared she attended the HAZWOPPER course at Detroit Zoo which is an oil spill emergency preparedness class. There is a list managed by the Alaska Sea Life Center and they call to request wildlife response from those certified. There is a requirement of 8 hours of continuing education per year. Director Wagner stated that when you send someone to the course you are also committing to send that staff person to respond in an emergency, so it is not possible to train all staff, but the zoo will likely send at least one additional staff member to the training in the future.

OLD BUSINESS

Strategy Subcommittee

Mary Leys shared the committee had helped establish a dashboard for reporting on strategic plan goals. Director Wagner stated for animal welfare the biggest goal is to complete assessments for all animals and then having a successful system for evaluating the assessments and keeping up on reporting. Ms. Leys asked if Director Wagner had concerns with any of the goals. Director Wagner stated that if the zoo wants to make significant progress with conservation there needs to be one full time person dedicated to conservation and helping establish partnerships and

developing sustainability processes at the zoo. There also needs to be discussion on whether this new position that has never existed would be a Society or County position. It was decided the dashboards will be presented bi-annually. Ms. Pingston asked to see some of the items that are still on the list to complete rather than just what has been completed.

External Relations Subcommittee

Director Wagner stated they mostly discussed the centennial event that was covered in the director's report. Ms. Pingston also stated a list of potential donors is circulating that board members can add to.

Financial Sustainability Subcommittee

Mr. Binkley stated there had not been a subcommittee meeting.

BOARD COMMENTS

Mary Leys asked if we should plan for a board meeting virtually in the case that the zoo is closed. Ms. Wagner stated for now if the zoo is closed the meeting will be cancelled.

LIMITED PUBLIC COMMENT

ADJOURNMENT

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

POTTER PARK ZOO
BALANCE SHEET - PRELIMINARY
April 30, 2020

ASSETS

CASH	\$ 2,336,316
DEPOSITORY CASH	18,280
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	424,064
TAXES REC - DELINQUENT	22,633
ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES	(15,359)
EFT TAX RECEIVABLE	-
PROPERTY TAX RECEIVABLE	-
INTEREST RECEIVABLE	5,158
DUE FROM STATE	-
INVENTORY	57,580
PREPAID EXPENSES	-

TOTAL ASSETS	<u><u>\$ 2,856,672</u></u>
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LIABILITIES

VOUCHERS PAYABLE	
TAX LEVY LIABILITY	22,000
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	2,003
DEFERRED REVENUE - PROPERTY TAXES	2,049,534
DEFERRED REVENUE - DELINQUENT TAXES	7,663

TOTAL LIABILITIES	<u>2,081,200</u>
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FUND BALANCE

UNSPENDABLE	57,580
UNRESTRICTED FUND BALANCE	717,892
	<u>775,472</u>

TOTAL LIABILITIES AND FUND BALANCE	<u><u>\$ 2,856,672</u></u>
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POTTER PARK ZOO
YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY
FOR 4 MONTHS ENDED APRIL 30, 2020

	2020 BUDGET	APRIL 2020 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	APRIL 2019 YTD ACTUAL
REVENUES					
PROPERTY TAX	\$ 3,134,484	\$ 3,074,299	\$ 60,185	98.08%	\$ 2,969,273
UNALLOCATED PORTION OF TAXES (8 MONTHS)		\$ (2,049,534)			\$ (1,979,516)
ADMISSIONS	\$ 610,000	\$ 15,978	\$ 594,022	2.62%	\$ 64,054
CONCESSIONS, GIFT SHOP, VENDING	\$ 500,500	\$ 13,167	\$ 487,333	2.63%	\$ 57,723
PARKING FEES	\$ 190,000	\$ -	\$ 190,000	0.00%	\$ 17,714
INTERACTIVE SITES	\$ 64,455	\$ -	\$ 64,455	0.00%	\$ 444
INTEREST INCOME	\$ 28,000	\$ 8,023	\$ 19,977	28.65%	\$ 16,657
OTHER REVENUES	\$ 133,265	\$ 11,435	\$ 121,830	8.58%	\$ 53,355
TOTAL REVENUES	\$ 4,660,704	\$ 1,073,368	\$ 3,587,336	23.03%	\$ 1,199,704
EXPENDITURES					
PERSONNEL SERVICES					
Salaries & Wages - Full Time	\$ 1,563,127	\$ 454,263	\$ 1,108,864	29.06%	\$ 372,282
Salaries & Wages - Seasonal	\$ 453,284	\$ 84,236	\$ 369,048	18.58%	\$ 99,914
Benefits	\$ 1,003,708	\$ 276,812	\$ 726,896	27.58%	\$ 219,199
Total Personnel Services	\$ 3,020,119	\$ 815,311	\$ 2,204,808	27.00%	\$ 691,395
CONTROLLABLE EXPENDITURES					
Supplies	\$ 330,000	\$ 71,272	\$ 258,728	21.60%	\$ 85,381
Animal Care	\$ 278,000	\$ 77,056	\$ 200,944	27.72%	\$ 83,757
Purchased Services	\$ 384,078	\$ 229,621	\$ 154,457	59.78%	\$ 82,600
Utilities - Telephone	\$ 24,125	\$ 4,363	\$ 19,762	18.08%	\$ 6,272
Rentals & Leases	\$ 2,000	\$ -	\$ 2,000	0.00%	\$ 681
Other Expenses	\$ 118,600	\$ 45,038	\$ 73,562	37.97%	\$ 42,100
Total Controllable Expenditures	\$ 1,136,803	\$ 427,350	\$ 709,453	37.59%	\$ 300,791
NON-CONTROLLABLE EXPENDITURES					
Utilities	\$ 210,000	\$ 63,952	\$ 146,048	30.45%	\$ 66,653
Insurance	\$ 80,000	\$ 60,448	\$ 19,552	75.56%	\$ 57,023
IT Support Expense	\$ 79,928	\$ 33,626	\$ 46,302	42.07%	\$ 36,423
Other Expenses	\$ 401	\$ 213	\$ 188	53.12%	\$ 182
Total Non-Controllable Expenditures	\$ 370,329	\$ 158,239	\$ 212,090	42.73%	\$ 160,281
CAPITAL OUTLAY					
Capital Improvements	\$ -	\$ -	\$ -		\$ -
TOTAL EXPENDITURES	\$ 4,527,251	\$ 1,400,900	\$ 3,126,351	30.94%	\$ 1,152,467
TOTAL CHANGE IN FUND BALANCE	\$ 133,453	\$ (327,532)			\$ 47,237
FUND BALANCE AS OF 1/1/20					
NON-SPENDABLE		\$ 148,457			
UNRESTRICTED		\$ 954,547			
		<u>\$ 1,103,004</u>			
FUND BALANCE AS OF 4/30/20		\$ 775,472			
FUND BALANCE AS OF 4/30/20					
UNSPENDABLE		\$ 57,580			
UNRESTRICTED		\$ 717,892			
		<u>\$ 775,472</u>			

POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING March 30, 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	1,740	762	(978)	2,101	1,290	(811)
ADULT RESIDENT	0	0	0	0	0	0
ADULT NON-RESIDENT	0	0	0	0	0	0
ADULT - OFF SEASON	2,756	1,319	(1,437)	3,919	3,131	(788)
SENIOR RESIDENT	0	0	0	0	0	0
SENIOR NON-RESIDENT	0	0	0	0	0	0
GROUPS	0	2	2	25	39	14
SUBTOTAL	4,496	2,083	(2,413)	6,020	4,421	(1,599)
MEMBERSHIPS/PROGRAMS						
PPZ MEMBERS	884	810	(74)	1,521	1,688	167
EVENTS	130	69	(61)	651	780	129
RECIPROCAL ZOO MEMBERS	112	84	(28)	232	194	(38)
RECIPROCAL ZOO MEMBERS (100%)	73	79	6	120	177	57
MONDAY PROGRAM	279	69	(210)	309	175	(134)
OTHER (non-paying)	693	255	(438)	695	630	(65)
SUBTOTAL	2,171	1,366	(805)	3,528	3,644	116
GRAND TOTAL	6,667	3,449	(3,218)	9,548	8,065	(1,483)

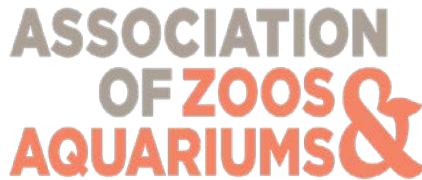
Change in Paid Admissions

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

POTTER PARK



Zoo Director's Report May 13, 2020



AZA has announced they will be extending accreditation by one year for each facility currently accredited. Potter Park Zoo's application will now be due in early 2023 with inspection the spring/summer of 2023.



Centennial Weekend Celebrations Postponed Until 2021

Centennial weekend talks that were scheduled for this summer will be held in 2021. We will have the historical walking tour signs in place when the zoo opens this season and leave them up through 2021.

Society Update

The Society staff and board have made the difficult decision to furlough most of the Society staff until events and education programming can return. Society staff will be paid until June 19 with the funds received through the PPP loan. All summer programming including Zookambi, teen keepers, Sundown Safari, Wine-n-Stein, and private events are cancelled.

Staff

All travel for conferences has been cancelled for 2020.

Employees reporting to the zoo for work are required to complete the Ingham County Health Screen each day prior to starting work.

All staff have been provided 80 hours of federal EPSLA time and 120 hours of paid County Health Advisory Leave that can be used in 2020 for COVID-19 related absences.

PEPSI CO. Pushed Back Release of Aquafina Water in Aluminum Cans

The planned release of a more eco-friendly canned water under the Aquafina branding has unfortunately been pushed to at least 2021 due to COVID-19. When the Aquafina in aluminum cans is released they expect to announce the use of re-sealable screw off lids instead of the planned pop-top cans previously announced. Potter Park Zoo continues to push to be one of the first places this option will be available in Michigan and has been a consistent voice to bring it to the marketplace.



Online Ticket Sales

Jon is working hard to make online ticket sales a possibility when the zoo opens with the purchase of the point of sale system “Trip” module. This will make the admissions process safer through less contact and allow us to limit the amount of tickets sold per hour. Sales at the admission booth will continue also.



The "mask"a-teers have worked hard to provide a large amount of masks for staff at the zoo. Every employee is being provided 2 cloth masks and are required to wear them while at the zoo. Employees may also bring their own masks from home if they choose to do so.

While working remotely, volunteer coordinator Kelly Gibson is creating training videos for volunteer orientation. This will allow for a more streamlined onboarding process in the future.

FALCONERS



Mariah Martinez created a FALCONERS Facebook page to stay connected to families until events can resume.

Potter Park Zoo's inclusivity efforts with the FALCONERS program were featured in an article in the April AZA Connect Magazine.

Animal Updates

Jaali has used the training chute for the first time. Doppsee also went in the chute for the first time since giving birth. A great accomplishment for this duo and the keepers!

The otter pups are doing well and their names will be chosen based on public voting and announced Monday, May 11.



The elk have been released from quarantine and are doing well in the exhibit yard. Both females are pregnant and due to give birth in late May/early June.

Lucy the new female tufted deer was successfully introduced to Dezi and Ophelia. We have a SSP breeding recommendation for Lucy and Dezi.

Barry the Binturong (Jenna's brother) is active and starting to be introduced to the outdoor exhibit.

Social Media Analytics

We are seeing a dramatic decrease in website views while the zoo closure and stay at home order for Michigan continue. We've been running social media posts that encourage fans to help the zoo through membership and adopt an animal purchases, and we're seeing that reflected in the numbers. Those pages are #3 and #4 this month, and they typically do not make the top 4 for page views.

Although the website saw a dramatic decrease, social media is booming. We had 3 posts last month go "viral" on twitter, and we're getting close to 20,000 followers on Instagram.

Instagram has grown tremendously in the past 3 years. In January of 2017, we had 4,300 followers. When we reach 20,000 followers (probably in May) we'll be right behind John Ball Zoo (who has 20,600 followers) and is currently in the #2 spot for Michigan Zoos with the most Instagram followers.

Compared to April 2019, all three platforms have seen a great increase in reach, impressions, and followers (particularly Twitter and Instagram)

In the month of April, we received \$2,629 from Facebook and Instagram donations.

Centennial Tidbit #17: Animal Care Clinic

As mentioned in the previous tidbit, as the 21st Century rolled in, Dr. Sikarskie continued as the zoo's valued on-call veterinarian, providing twice-weekly rounds, phone consults and immediate attention as needed, regular vaccinations and check ups for domestic animals and spottier coverage for the dangerous animals. The Association of Zoos and Aquariums (AZA) was demanding more on-site medical facilities and personnel to care for zoo animals.

In September of 2001 the new Animal Care Clinic was being completed in the Farmyard at the zoo. It involved the renovation of the Animal Encounters Building, former home of the zoo's Ambassador Animal collection until the Discovery Center facilities were built in 2000.



The Rotary Club of Lansing provided a generous donation that made it possible to provide rooms for surgery and quarantine for smaller animals as well as a nursery. Surgeries that had previously involved a trip to the MSU Veterinary Clinic could now be conducted in less stressful conditions on grounds. Lions and tigers could be accommodated with limbs hanging over the operating table. Larger animals would continue to be served where they fell in their exhibits from the tranquilizer.

Over the years, in addition to purchases, the zoo has continued to receive gifts or loans of specialized equipment, supplies, and expertise from human and veterinary facilities to augment its ability to diagnose, treat, and care for its residents.

By 2003 the zoo hired Dr. Tara Harrison as its first, on-site full-time veterinarian. She implemented a more robust preventative medicine program for all of the animals. This program has continued with subsequent veterinarians. The zoo no longer simply reacts to animal illnesses and trauma, but actively works to prevent disease and provide high-quality, whole-life care. A cooperative relationship continues with the Michigan State University College of Veterinary Medicine.

The next step is the construction of a new animal hospital to better meet the health needs of all the animals in our care.

POTTER PARK ZOO

April 2020 Weekly Analytics

Dates: March 30 - April 5			
Platforms	Facebook	Instagram	Twitter
Reach	157,189	14,160	X
Impressions	283,197	58,389	64,500
Engaged Users (actions)	16,415	643	5,634 (Taza post!)
Followers (sunday)	58,178	18,916	8,015







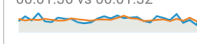
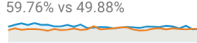

Dates: April 6-12			
Platforms	Facebook	Instagram	Twitter
Reach	212,571	18,800	X
Impressions	337,939	90,028	73,800
Engaged Users (actions)	22,753	885	4,772
Followers (sunday)	58,316	19,142	8,052

Dates: April 13 - 19			
Platforms	Facebook	Instagram	Twitter
Reach	234,8925	17,372	X
Impressions	424,007	103,517	84,600
Engaged Users (actions)	25,763	824	6,767 *Jaali boop and Maliha in snow
Followers (sunday)	58,470	19,416	8,083

Dates: March 23-29			
Platforms	Facebook	Instagram	Twitter
Reach	163,915	12,646	X
Impressions	309,892	79,895	69,400
Engaged Users	14,758	646	3,621
Followers (sunday)	58,528	19,605	8,106

POTTER PARK ZOO

April 2020

Facebook	Total reach: (daily total) 792,914 Total Impressions: 1,389,485	
	Followers: 58,113 to 58,557	Increase in followers: 444
Instagram	Total Reach: 62,978 Total impressions: 331,829	
	Followers: 18,571 to 19,605	Increase in followers: 1,034 (Great month!)
Twitter	Total Impressions: 292,300 Engaged Users: 20,794 - 3 "viral" post, Taza post, Jaali Bood and Maliha	
	Followers: 7,949 to 8,106	Increase in followers: 157 (that's a lot for us!)
Google Analytics	*NOTE* Michigan State of Emergency started on March 19. PPZ announces closure March 14. Social was up this month, Website was down. Continued through April	
	Page Views: 15,098 Sessions: 7,756 Users: 6,289	<div>Users</div> <div>-71.33%</div> <div>6,289 vs 21,933</div> 
		<div>New Users</div> <div>-71.21%</div> <div>5,767 vs 20,028</div> 
		<div>Sessions</div> <div>-73.56%</div> <div>7,756 vs 29,331</div> 
		<div>Number of Sessions per User</div> <div>-7.78%</div> <div>1.23 vs 1.34</div> 
	Top pages visited	
	Home 3,552	
	Animals 1,031	
	Membership 845	
	Adopts 655	
	Running Membership and Adopt Campaigns on social	
	Top cities by visits	
	Lansing 603	
	(Not Set) 423	
	East Lansing 208	
	Meridian Twnp. 208	
	Acquisitions	
	Organic Search 3,738	
	Social (4X 2019) 866	
	Direct 1,434	
	Referral 314	
		<div>Pageviews</div> <div>-77.39%</div> <div>15,098 vs 66,778</div> 
		<div>Unique Pageviews</div> <div>-77.34%</div> <div>12,501 vs 55,178</div> 
		<div>Avg. Time on Page</div> <div>5.22%</div> <div>00:01:36 vs 00:01:32</div> 
		<div>Bounce Rate</div> <div>19.80%</div> <div>59.76% vs 49.88%</div> 
		<div>% Exit</div> <div>16.78%</div> <div>51.29% vs 43.92%</div> 
Increase sessions (comp. to 2019) -73%		Unique users: -71%

POTTER PARK ZOO

Notable Media Stories - February 2020

(Stories before Baby Rhino)

Local artist creates Lansing-themed coloring pages

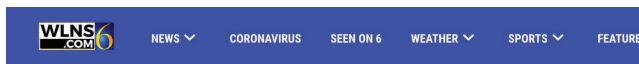


<https://www.wilx.com/content/news/Local-artist-creates-Lansing-themed-coloring-pages-569385161.html>



<https://www.wlns.com/news/adorable-animal-video-jaa-li-at-potter-park-zoo-rolls-around/>

Potter Park Zoo welcomed Jalli December 24, 2019 — he is Potter Park Zoo's first black rhino calf born at the zoo in 100 years.



NEWS

Potter Park Zoo says goodbye to Loko the Mandrill



https://www.wlns.com/news/potter-park-zoo-says-goodbye-to-loko-the-mandrill/?utm_medium=social&utm_source=facebook_WLNS-TV

Veterinarians at the Potter Park Zoo are using gloves and masks around their big cats and staying 6 feet away from them whenever possible.

"We are learning things everyday, so we are just taking a precautionary approach with the staff that are working with these possible susceptible animals, just to minimize the risk of transmission," said Ronan Eustace, DVM, Director of Animal Health at Potter Park.

<https://www.fox47news.com/news/local-news/potter-park-zoo-takes-steps-to-keep-animals-and-staff-safe>

On March 10, East Lansing voters [moved to increase funding](#) for special education programs in the Ingham Intermediate School District, Ingham County parks and trails, Potter Park Zoo and mental health services for low-income residents. Additionally, voters approved the millage of CATA transportation services for 2021-25. Voters also approved the sale of city land to MSU Federal Credit Union. The land will be used to build a commercial office space.

https://statenews.com/article/2020/04/2019-20-year-in-review?ct=content_open&cv=cbox_latest

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<https://www.wilx.com/content/news/Local-group-hosts-benefit-concert--570147481.html>