

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.potterparkzoo.org, selecting "About," clicking on "Zoo Board Meetings" and clicking "September 09, 2020".

POTTER PARK ZOO ADVISORY BOARD MEETING

Wednesday, September 09, 2020

6:00 PM

Via Zoom

Per Executive Order 154

Join Zoom Meeting

<https://us02web.zoom.us/j/7147601436?pwd=a3h2a2JZTINjaGxUU1JsdSt0SnJhQT09>

Meeting ID: 714 760 1436

Passcode: 626436

1. Call to Order
2. Approval of July 8 & August 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. August 2020 Finance Report – Delphine Breeze
 - b. Director's Report – Cynthia Wagner/Amy Morris
6. New Business
 - a. Community Outreach Presentation – Mariah Martinez
7. Old Business
 - a. Financial Sustainability Subcommittee – Kyle Binkley
 - b. Strategy Subcommittee – Mary Leys
 - c. External Relations Subcommittee – Cheryl Bergman
8. Announcements
9. Board Comments
10. Limited Public Comment - *Limited to 3 minutes with no discussion*
11. Upcoming Meeting
 - a. Zoo Advisory Board Meeting **October 14, 2020 at 6:00 PM**
12. 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, July 08, 2020**

The Ingham County Potter Park Zoo Advisory Board held a regularly scheduled meeting via Zoom due to the health emergency which was permitted per Executive Order #2020-129.

BOARD MEMBERS

PRESENT: Commissioner Tennis, Chair John Groen, Dr. Richard Snider, Molly Korn, Cheryl Bergman, Cindy Kangas, and Mary Leys

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

ABSENT: Commissioner Trubac, Vice Chair Kyle Binkley, Julie Pingston, 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 6:01 p.m.

MINUTES: Moved by Cheryl Bergman and supported by Mary Leys to approve the minutes of the June 10, 2020 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 that the unrestricted Fund Balance is at \$596,594 as of the end of June. Ms. Wagner stated she believes the zoo needs to bring in \$500,000 in revenue before the end of the year to finish the year with some money still in fund balance. Chair Groen asked how July was going so far and Director Wagner stated that people are visiting the zoo, mornings are most popular, and numbers have dropped with the increase in temperatures.

Chair Groen asked if we have been pushing online sales for the gift shop. Director Wagner stated we have not been pushing online merchandise, but when we have a request we fill it and send the merchandise. The new point of sale system will have the capability to do an online store, but Director Wagner stated you can only list and sell what you have the ability to get out quickly so that will need to be staffed. Chair Groen asked how much revenue Director Wagner felt we needed to bring in by the end of July to be on track and Director Wagner replied at least \$200,000. Chair Groen asked what would be done if we don't reach that \$200,000 mark and Director Wagner stated we would need to make cuts where necessary. She explained there are some added wages just for being open including 16 hours a day for sanitizing handrails, viewing windows, etc. and eight hours a day for someone to keep an accurate

capacity count at admissions. Chair Groen asked if raising rates or adding a fee would help. Director Wagner stated we had not decreased fees this season even with some experiences closed so she did not feel we should add a fee.

Cindy Kangas asked if it would be helpful for her to meet with the zoo's development person to review grants she had applied for and see if the zoo could apply for those. Director Morris-Hall stated that would be very helpful and she would be happy to meet with her. Cindy Kangas stated she thought it was important to find sources of revenue outside of the zoo through grants and sponsorships. Director Morris explained grants that they apply for are typically not available for municipal entities so they are focusing on grants that help the Society with operating expenses so the Society can continue to have the means to work on fund development for the zoo.

Mary Leys asked if it is possible to individually bag merchandise to allow people to walk through. Director Wagner stated they could look into it. Molly Korn stated it should be considered how many guests are utilizing it to determine if the time and resources are worth it. Cheryl Bergman asked if Big Zoo Lesson would be taking place and Director Morris-Hall confirmed there are no field trips this school year which includes Big Zoo Lesson.

ATTENDANCE REPORT

Director Wagner stated the admission report shows an increase in member visits compared to 2019 and that is a result of the three member only days.

ZOO DIRECTOR REPORT

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

The response and feedback has been overwhelmingly positive from our guests. Our guests say they feel safe and appreciate all of the safety measures that have been put in place.

Reopening is going as well as it could be. Chair Goen asked if there have been issues with mask compliance. Director Wagner stated initially they were asking guests that did not have a mask if they wanted to purchase a mask and not many were. She stated they have since changed their language if a guest doesn't have a mask to say "we have them for sale, how many do you need?" and this has greatly increased the amount of guests wearing masks. She also shared that many people are wearing them throughout the zoo and that the two areas likely to be the most congested are the otter and rhino viewing areas.

The annual AZA conference will be held virtually this year.

The Society has put together social distancing packages for weddings and small events, but they have not booked any yet. There are a few larger private events on the books that are not cancelled yet, but with the current guidelines we do not feel we can accommodate these large events and will be talking with those organizations.

Dr. Snider asked if we have a live cam that we can show on the website to stay in contact with members and talk about the Centennial. Director Wagner explained we do have cameras that we use to record and show the videos on social media that are followed by many. She stated a live feed is not possible with the lack of internet coverage at the zoo.

Cindy Kangas asked if we have a text to donate option. Director Morris-Hall replied that we do not have text to donate yet, but that we do have PayPal that is connected to donation software. Director Morris-Hall said we have received more donations than we typically would this year as compared to past years, but that we have wanted to have text to donate and would look into it.

The elk have become a fantastic exhibit species as they all frequently spend time near the front of the exhibit and the calves play in the pond.

NEW BUSINESS

None

OLD BUSINESS

Zoo Reopening Plan

Chair Groen asked if there was anything further to discuss about reopening. Director Wagner said overall things have gone well and that we have not had any complaints about animal visibility this season so far. Keepers are working hard to ensure animals are on exhibit during zoo hours. She stated we have been hiring as fast as can for guest service positions and that we need to move some things into phase 2 like opening the gift shop.

Dr. Snider asked if there is a donation bucket at admissions. Director Wagner stated there is not. Director Morris-Hall stated there is a sign stating where to donate. Director Wagner stated they could try it with the staff person that counts near the exit. Cindy Kangas asked if there is the ability to round up. Director Wagner stated the software does not currently allow for that and that VSI has to write it into the software. She stated she would explore asking for a set amount at admissions for a donation. Chair Groen stated he felt asking for a \$1 donation at admissions would be good.

2021 Requested Budget

Director Wagner asked if the new excel spreadsheet showing the 2021 requested budget included in the packet was helpful. Chair Groen said that it was helpful and that he did not have any questions.

Strategy Subcommittee

No report

External Relations Subcommittee

No report

Financial Sustainability Subcommittee

Director Wagner stated she would contact Vice-Chair Kyle Binkley to set up a meeting before the August board meeting.

BOARD COMMENTS

Chair Groen stated he did not think the sub-committees needed to meet right now unless Directors Morris-Hall and Wagner needed them to.

Dr. Snider stated he thought it would be helpful to have all of the board members brainstorming ideas for the zoo and writing them down to discuss. He also stated we need to get the endowment started.

Dr. Snider asked if there were any copies of the Masterplan available and Director Wagner said yes and that she would leave them at the front desk of the Welcome Center for him to pick up.

Mary Leys stated she feels the Directors are doing a great job and that shows through the positive visitor feedback.

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Being no further business, the meeting was adjourned at 6:49PM

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

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

The Ingham County Potter Park Zoo Advisory Board held a regularly scheduled meeting via Zoom permitted per Executive Order #2020-154.

BOARD MEMBERS

PRESENT: Chair John Groen, Vice Chair Kyle Binkley, Molly Korn, and Mary Leys

ALSO PRESENT: Cynthia Wagner, Zoo Director, Amy L. Morris-Hall, Zoological Society Executive Director, Sarah Foote, Terrance Brown, and Cecily Keim

ABSENT: Commissioner Trubac, Commissioner Tennis, Dr. Richard Snider, Julie Pingston, Mary Hauser, Cheryl Bergman, Cindy Kangas, and Yanice Jackson Long

CALL TO ORDER: Chair John Groen called the regular meeting of the Ingham County Zoo Advisory Board to order at 6:04 p.m.

MINUTES: **Quorum not present – not moved for approval**

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

None

FINANCIAL REPORTS

Zoo Financial Report

Director Wagner stated that the budget to actual report shows we put funds back into fund balance in July. She stated the zoo brought in \$280,000 in July which exceeded the \$200,000 goal. Another \$200,000 in revenue is needed in August and as of August 10 we had brought in \$94,000. The zoo is down almost \$700,000 in revenue compared to 2019 at this time. The Society is planning to do a fall event and Wonderland of Lights which will help with parking and gift shop numbers.

Director Wagner stated they had cut travel saving around \$25,000 in expenses this year, the administrative fee that is not being charged will save just under \$100,000 and that all unnecessary projects and expenditures have been put on hold. Seasonal wages are down 34% from the same time in 2019.

Chair Groen asked if a good description was that the zoo is weathering the storm and Director Wagner agreed. She stated she is cautiously optimistic that they will end the year in the black with some funds still in the zoo fund balance.

ATTENDANCE REPORT

Director Wagner stated admissions was down from 2019 for July, but that a large part of that was due to no Zoo Days. Zoo Days in 2019 was 8,366 individuals. Paid general admission was up by 2 individuals which is good

considering we had several very hot days in July.

ZOO DIRECTOR REPORT

Directors Wagner and Morris shared the following from the report:

The zoo is continuing to participate in any student projects that we are able to including a research project in the pollinator garden and rainwater collection project in the park.

Camel rides are going very well. We have had to add stanchions to assist with lines and monitor for mask wearing in line, but overall it has gone well and guests are enjoying this option. Camel rides will run through Labor Day.

The point of sale system is being fully utilized for all functions collecting revenue. There have been difficulties especially with online ticketing.

Educational programming utilizing live animals will be changing. We will be creating a program that provides more educational opportunities for all zoo guests and where animals are displayed in a way that they are able to demonstrate natural behaviors.

AZA had a board member contact each facilities director to check in on the health of the organization. A summary of the information collected will be provided to directors.

Raised \$2,000 at the gate by asking for zoo recovery support since that was implemented in July.

The donor board is installed and we have had several guests ask how they can get on the board. We are still working to create a title for the board.

Mary Leys asked if the donors on the board are one time donors or if the total donation amount over time is used for the donor level. Amy Morris stated that had been discussed and as of right now it is one time donors, but further discussion is needed.

Guest feedback has been primarily positive. We are addressing complaints as we receive them and most have been in regard to concern over guests not wearing masks or the timed ticketing system.

We updated several website pages to create a better layout for visitation information.

NEW BUSINESS

Animal Welfare Process Presentation – Sarah Foote

Sarah Foote described the PPZ animal welfare program including welfare assessments used by staff, documentation of concerns, and follow-up.

Director Wagner stated that many of the steps being taken to improve assessments, documentation, and follow-up were not possible before the reorganization of the animal care department. Having Sarah Foote dedicated to those tasks as Animal Programs Manager has assured follow through. She also stated she thought it was important for the board to be aware that even during the health crisis the animal welfare program was continuing and that welfare is always a top priority.

OLD BUSINESS

Zoo Reopening Plan

Financial Sustainability Subcommittee

Vice-Chair Kyle Binkley stated he had discussed the future of the pony path with Director Wagner. Director Wagner stated further discussion was needed on whether they felt the pony path would be able to operate in 2021. Mr. Binkley also shared that they would be meeting again after Labor Day to discuss the 2020 budget as most of the zoo's revenue would be received at that point.

Strategy Subcommittee

No report

External Relations Subcommittee

No report

BOARD COMMENTS

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Being no further business, the meeting was adjourned at 6:49PM

POTTER PARK ZOO
YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY
FOR 8 MONTHS ENDED AUGUST 31, 2020

	2020 BUDGET	AUGUST 2020 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	AUGUST 2019 YTD ACTUAL
REVENUES					
PROPERTY TAX	\$ 3,134,484	\$ 3,122,955	\$ 11,529	99.63%	\$ 3,007,839
UNALLOCATED PORTION OF TAXES (4 MONTHS)		\$ (1,040,984)			\$ (1,002,612)
ADMISSIONS	\$ 610,000	\$ 225,704	\$ 384,296	37.00%	\$ 526,398
CONCESSIONS, GIFT SHOP, VENDING	\$ 500,500	\$ 160,142	\$ 340,358	32.00%	\$ 473,025
PARKING FEES	\$ 190,000	\$ 51,182	\$ 138,818	26.94%	\$ 142,874
INTERACTIVE SITES	\$ 64,455	\$ 35,201	\$ 29,254	54.61%	\$ 149,399
INTEREST INCOME	\$ 28,000	\$ 20,106	\$ 7,894	71.81%	\$ 38,144
OTHER REVENUES	\$ 133,265	\$ 60,345	\$ 72,920	45.28%	\$ 95,892
TOTAL REVENUES	\$ 4,660,704	\$ 2,634,651	\$ 2,026,053	56.53%	\$ 3,430,959
EXPENDITURES					
PERSONNEL SERVICES					
Salaries & Wages - Full Time	\$ 1,563,127	\$ 1,011,106	\$ 552,021	64.68%	\$ 849,241
Salaries & Wages - Seasonal	\$ 453,284	\$ 270,839	\$ 182,445	59.75%	\$ 381,415
Benefits	\$ 1,003,708	\$ 580,679	\$ 423,029	57.85%	\$ 471,975
Total Personnel Services	\$ 3,020,119	\$ 1,862,624	\$ 1,157,495	61.67%	\$ 1,702,631
CONTROLLABLE EXPENDITURES					
Supplies	\$ 330,000	\$ 161,201	\$ 168,799	48.85%	\$ 257,764
Animal Care	\$ 278,000	\$ 174,955	\$ 103,045	62.93%	\$ 182,696
Purchased Services	\$ 384,078	\$ 309,722	\$ 74,356	80.64%	\$ 315,481
Utilities - Telephone	\$ 24,125	\$ 9,552	\$ 14,573	39.59%	\$ 13,200
Rentals & Leases	\$ 2,000	\$ 1,072	\$ 928	53.60%	\$ 902
Other Expenses	\$ 118,600	\$ 54,171	\$ 64,429	45.68%	\$ 65,132
Total Controllable Expenditures	\$ 1,136,803	\$ 710,673	\$ 426,130	62.52%	\$ 835,175
NON-CONTROLLABLE EXPENDITURES					
Utilities	\$ 210,000	\$ 148,321	\$ 61,679	70.63%	\$ 143,791
Insurance	\$ 80,000	\$ 60,448	\$ 19,552	75.56%	\$ 57,023
IT Support Expense	\$ 79,928	\$ 49,932	\$ 29,996	62.47%	\$ 58,676
Other Expenses	\$ 401	\$ 320	\$ 81	79.80%	\$ 274
Total Non-Controllable Expenditures	\$ 370,329	\$ 259,021	\$ 111,308	69.94%	\$ 259,764
CAPITAL OUTLAY					
Capital Improvements	\$ -	\$ 27,709	\$ (27,709)		\$ -
TOTAL EXPENDITURES	\$ 4,527,251	\$ 2,860,027	\$ 1,667,224	63.17%	\$ 2,797,570
TOTAL CHANGE IN FUND BALANCE	\$ 133,453	\$ (225,376)			\$ 633,389
FUND BALANCE AS OF 1/1/20					
NON-SPENDABLE		\$ 148,457			
UNRESTRICTED		\$ 954,547			
		<u>\$ 1,103,004</u>			
FUND BALANCE AS OF 8/31/20		\$ 877,628			
FUND BALANCE AS OF 8/31/20					
UNSPENDABLE		\$ 57,580			
UNRESTRICTED		\$ 820,048			
		<u>\$ 877,628</u>			

POTTER PARK ZOO
BALANCE SHEET - PRELIMINARY
August 31, 2020

ASSETS

CASH	\$ 1,677,076
DEPOSITORY CASH	193,099
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	32,541
TAXES REC - DELINQUENT	31,958
ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES	(15,359)
IFT TAX RECEIVABLE	(13,743)
PROPERTY TAX RECEIVABLE	-
INTEREST RECEIVABLE	5,158
DUE FROM STATE	-
INVENTORY	57,580
PREPAID EXPENSES	-

TOTAL ASSETS	<u><u>\$ 1,976,310</u></u>
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LIABILITIES

VOUCHERS PAYABLE	
DUE TO ZOOLOGICAL SOCIETY	14,814
TAX LEVY LIABILITY	22,000
SALES TAX PAYABLE	2
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	13,219
DEFERRED REVENUE - PROPERTY TAXES	1,040,984
DEFERRED REVENUE - DELINQUENT TAXES	7,663

TOTAL LIABILITIES	<u>1,098,682</u>
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FUND BALANCE

UNSPENDABLE	57,580
UNRESTRICTED FUND BALANCE	<u>820,048</u>
	877,628

TOTAL LIABILITIES AND FUND BALANCE	<u><u>\$ 1,976,310</u></u>
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Director Report September 9, 2020

Guest Services

After Labor Day zoo hours change to 9 a.m. to 4 p.m. on weekdays and 9 a.m. to 5 p.m. on weekends through Oct. 31, 2020.

The last day for camel rides is Labor Day, September 7, 2020. We are grateful for a successful season in spite of not starting until July.

Grandparent's Day is Sept. 13, 2020. All grandparents receive free admission.



STRAWS for Conservation

Despite an abbreviated season the Savanna Grill has collected \$65 in conservation donations from patrons choosing to use our paper straw vending option. That's 260 straws! Another \$90 in sales at the Savanna Grill & AniMall gift shop have been comprised of the reusable stainless steel or animal snout straws. Every little bit helps, and the educational value of offering these items has undoubtedly raised awareness too.



Two of our awesome Adopt-a-Garden volunteers have adopted the penguin garden area, weeding the Pennsylvania entrance bed, the parking booth bed and many others around the zoo. They also got a donation of annuals from Smith Floral and Greenhouse and planted those in front of the Discovery Center. This is just one example of the awesome efforts of our Adopt-a-Garden volunteers!



July ZIYN Zoo Pass Updated

There were 185 people that came into the zoo using a ZIYN pass in July and over 250 in August. The zoo passes include free parking and admission for a household. They can be checked out from libraries and community centers. We recently partnered with Ingham County Community Mental Health, where ZIYN passes can be checked out by staff for clients.

ZIYN Comments:

"Thank you for offering this! We are a low budget family and knowing this exists has been a very good way to get out :)"

- Family of 6 with a household income of 25K-50K

"I wouldn't have gone if I wouldn't have had a pass"

- Family of 2 with a household income 25K-50K

"Love the zoo passes! Thanks for extending this to those of us outside Ingham County"

FALCONERS Comment:

"One of your volunteers, Krys G., was extremely helpful with our child who has a developmental disability. She LOVES the gift shop and when it was closed she was very upset by it. Even now with it open it is still hard for her not to be able to go in and explore. The volunteer did an amazing job helping our daughter pick an item from the gift shop and we were able to have an awesome experience, even with all of the changes."

Education

- The Eaton RESA high school class started in August. Safety protocols were reviewed and approved by Eaton RESA, Zoo management and parents of the students prior to the class starting. There continues to be internet connectivity issues, but overall the class has had a good start.

Events

- An outdoor event for less than 100 people will be held Sept. 12 on the campground space. Tables will be arranged to provide socially distant seating and food service will be boxed lunches.
- Events staff are planning a "Fall Zootacular" event that will feature many fall decorations and goodie bags for those that wear a costume.
- We launched a socially distant wedding package on social media and received several inquiries.

Fundraising/Donations

The Zoological Society received a \$5,000 grant from the Board of Water and Light (BWL) for the purchase of an energy efficient fryer for the restaurant. The fryer was installed in June of 2020 and had a cost of \$15,855 making the final cost \$10,855 after the funds from the grant are applied. We are grateful for the energy savings rebate and grant programs that BWL offers.

Erin, Fund Development Assistant, was accepted to be a member of the AZA Advancement Committee. Her service for the committee officially starts Oct.1, 2020.



A grant provided by the City of Lansing Neighborhood Grant Program allowed us to plant ten maple leaf viburnums near the Snack Shop at the front of the zoo. These plants will provide a natural barrier for the Quiet Space located in the park.



In March 2020, PPZS was awarded a grant from R.E. Olds Foundation to support the zoo's education programming. The Society was able to buy various electronic equipment to be used for STEM education at the zoo. Even though we are not offering in-person programming presently, these supplies will be put to good use through virtual learning opportunities, Becky's high school course, and used by various staff for daily operations.

Public Safety

- Flu shots will be offered and administered by the Ingham County Health Department at the zoo for all staff Oct. 13, 2020.
- All staff that have received their rabies vaccine will be scheduled to have their titer checked in the next several weeks. This is a safety measure that is done bi-annually.
- There has been an excessive amount of ground wasp nests throughout the zoo this year including in exhibits. Staff are working to identify nests and working with Rose Pest Solutions to eradicate the located nests.

Animal Updates

The research project of the veterinary team's summer student Bridget Walker on the validation of canine thyroid stimulating hormones in red pandas is in final stages of being published in the Journal of Zoo and Wildlife Medicine! This was a collaborative project between Binder Park Zoo, Potter Park Zoo, and MSU VDL.

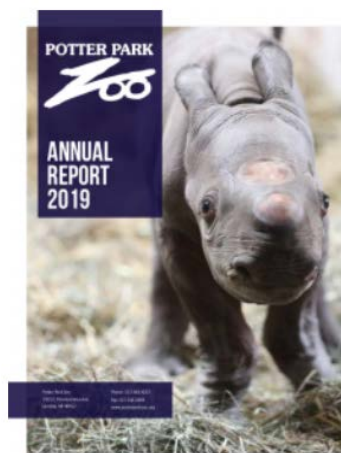
Female lion Ulana had a physical exam and dental work done. This was a collaborative effort as extensive dental work was needed.

The male bongo recommended by SSP for transfer to PPZ from Busch Gardens will be arriving in late September. This is a breeding recommendation for both of our female bongos.

The male North American porcupine is being transferred to Red River Zoo per SSP for a breeding recommendation. He will also be part of a research study evaluating fecal hormones. Pat Fountain will be driving him half way and meeting a representative from the receiving zoo.

Communications

- Website views were up about 20% from the same month last year.
- The ticket sale page is doing well with over 17,000 views last month.
- Kaiti Chritz submitted Potter Park Zoo's "Kids Love the Zoo" marketing campaign for an AZA marketing award.
- Kaiti was selected to lead a panel for the AZA virtual conference entitled "Marketing Roundtables: Strategies for Small Communications Teams." She is working with a team of 6 from around the country to facilitate a discussion for strategies for small communications teams.
- Kaiti will also be presenting our marketing award submission (Kids Love the Zoo) in the "Best of Marketing - Rapid Fire Session."



The 2019 annual report has been completed. Check it out [on our website](#) to learn more about the progress made at Potter Park Zoo in 2019!



Throwback Thursdays Now on Social Media!

Jill Garnett has written Throwback Thursday blogs and social posts that we have been posting on social media weekly. The posts highlight different parts of Potter Park Zoo's 100 year history, giving us a way to celebrate and educate virtually rather than in person. We hope to hold the in person celebrations (including the centennial celebration weekends) in 2021.



Where Did the Bears Go?

The old bear moats, also known as the large moats, opened in 1961. Built behind the Bird House with high concrete walls, these exhibits were designed without natural materials for the sake of easy cleaning. This model of animal exhibition was a product of outdated thinking and has become obsolete.

Less than 30 years later, the large moats were deemed too small and dated to continue housing animals, and were officially closed by 1990.



In addition to bears, the large moats held wolves, coyotes, dingoes, and other large carnivores. When these exhibits closed, the animals either transitioned to other spaces or were placed out to other zoos.

POTTER PARK ZOO

August 2020 Weekly Analytics

Dates: August 3-9			
Platforms	Facebook	Instagram	Twitter
Reach	166,986	17,160	X
Impressions	296,675	69,375	30,900
Engaged Users (actions)	11,509	489	2,166
Followers (sunday)	59,742	22,406	8,278

Dates: August 10-16			
Platforms	Facebook	Instagram	Twitter
Reach	152,889	16,190	X
Impressions	290,875	63,271	39,900
Engaged Users (actions)	10,494	449	2,517
Followers (sunday)	59,766	22,574	8,281

Dates: AUG. 17 - 23		*IG changed insights (now accounts reached)	
Platforms	Facebook	Instagram	Twitter
Reach	119,614	50,977	X
Impressions	228,191	99,157	21,500
Engaged Users (actions)	7,277	542	890
Followers (sunday)	59,798	22,867	8,294

Dates: Aug. 24 - 30			
Platforms	Facebook	Instagram	Twitter
Reach	101,569	34,800	X
Impressions	187,428	82,131	17,000
Engaged Users	5,794	394	647
Followers (sunday)	59,814	22,977	8,296

POTTER PARK ZOO

August 2020

Facebook	Total reach: (daily total) 610,236			
	Total Impressions: 1,125,294			
	Followers: 59,681 to 59,825		Increase in followers: 144	
Instagram	Total Reach: 119,127			
	Total impressions: 313,934			
	*Instagram Changed analytics, reach is more comprehensive now			
	Followers: 22,219 to 22,977		Increase in followers: 758	
Twitter	Total Impressions: 109,300			
	Engaged Users: 6,220			
	Followers: 8,271 to 8,296		Increase in followers: 25	
Google Analytics	*NOTE* Potter Park Zoo Opens to Public June 18.			
	Website up, so is social media.			
	Page Views: 77,370			
	Sessions: 32,944			
	Users: 22,540			
	Top pages visited			
	Home	30,156		
	Ticket Sales (New Page)	17,526		
	Reopening Guidelines	5,750		
	Today's Attractions	5,214		
	Animals	2,400		
	Top cities by visits			
	Lansing	2,175		
	Grand Rapids	1,841		
	Ann Arbor	1,417		
	Not Set	1,078		
	Acquisitions			
	Organic Search	16,388		
	Direct	5,123		
	Referral	1,073		
	Social	935		

POTTER PARK ZOO

Notable Media Stories - July 2020



<https://www.lansingchamber.org/focus/>
(page 6, September)



<https://www.lansing.org/blog/post/remote-learning-10-field-trips-for-the-family/>

School for some may look a little different this year. We are all aware of the ever-changing landscape and we've had to think on our toes from day to day as circumstances change rapidly. For those of us with children, we know that this coming school year will present an even greater challenge. So whether you're a home school veteran, or are tackling remote learning for the first time, we appreciate that you can't learn everything in front of a computer screen. Visual and active learners take note - to make life a little easier, here is a list of some of the top places in Great Lansing that offer your whole family a fun and educational field trip experience!

1. POTTER PARK ZOO



There's nothing like the magic you'll find in your child's eyes when they see and interact with animals of all kinds! From the exotic and rare, to the farm animals and critters we have loved for a life time. There is so much to learn about these amazing creatures and Potter Park Zoo offers plenty of learning opportunities when it comes to our furry (and not so furry) friends! Please note, you must book a reservation on the [Potter Park Zoo website](https://www.potterparkzoo.org/).

MICHIGAN

Potter Park Zoo open during COVID-19 pandemic with safety guidelines



https://www.wlns.com/news/michigan/potter-park-zoo-open-during-covid-19-pandemic-with-safety-guidelines/?utm_campaign=socialflow&utm_medium=referral&utm_source=facebook.com

Traveling from Lansing to Lansing

Cecilia Steinhilber Times Correspondent Aug 9, 2020



https://www.nwitimes.com/lifestyles/traveling-from-lansing-to-lansing/article_ab747347-2ef9-5467-9afa-85478cc2550c.html