

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 "October 14, 2020".

POTTER PARK ZOO ADVISORY BOARD MEETING

Wednesday, October 14, 2020
Potter Park Zoo Discovery Center
6:00 PM

- 1. Call to Order**
- 2. Approval of September 9, 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. September 2020 Finance Report – Delphine Breeze
 - b. Director's Report – Cynthia Wagner/Amy Morris
- 6. New Business**
 - a. Resolution – Agreement with City of Lansing for River Trail Maintenance
 - b. Education Department - Discussion
- 7. Old Business**
 - a. Financial Sustainability Subcommittee – Kyle Binkley
 - b. Strategy Subcommittee – Mary Leys
 - c. External Relations Subcommittee – Cheryl Bergman
- 8. Board Comments**
- 9. Limited Public Comment** - *Limited to 3 minutes with no discussion*
- 10. Upcoming Meeting**
 - a. Zoo Advisory Board Meeting **November 18, 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, September 9, 2020**

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

BOARD MEMBERS

PRESENT: Commissioner Tennis, Chair John Groen, Vice Chair Kyle Binkley, Julie Pingston, Dr. Richard Snider, Cheryl Bergman, Cindy Kangas, and Mary Leys

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

ABSENT: Mary Hauser, Molly Korn, 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 Julie Pingston and supported by Commissioner Tennis to approve the minutes of the August 12, 2020 meeting as written, **Yes-8; No-0; MOTION CARRIED.**

Chair Groen noted there were no amendments to the minutes from the July 8, 2020 meeting. Quorum was not present.

LIMITED PUBLIC COMMENT

Terrance Brown thanked the Board for allowing him to sit in on this public meeting. Chair Groen stated he appreciated him being there.

LATE ITEMS/DELETIONS/CONSENT ITEMS

None

FINANCIAL REPORTS

Zoo Financial Report

Director Wagner reported that she had met with Kyle Binkley earlier that day. She stated that in the month of August the zoo brought in enough revenue to put money back into fund balance and that the zoo exceeded its revenue goal for the month of August which was \$200,000. Director Wagner said it is 68% of the way through the year and that expenditures were less than that. She stated maintenance staff are getting approval for expenditures that are necessary for submitted work orders and that overall expenditures are doing well.

Vice Chair Kyle Binkley reported that the zoo is currently short \$850,000 in revenue for the year. Based on budgeted expenditures and projected revenue we should end the year with several hundred thousand left in fund balance. He stated the zoo is planning a fall event and Wonderland of Lights that will bring in additional revenue. Director Wagner stated overall things look as good as could be expected and that as of right now it does not look like we will need to identify additional funds from other sources to get through the year.

Chair Groen asked if we have reached a state where we can deal with the situation as it stands right now. Director Wagner replied that if the zoo is permitted to remain open with current safety practices in place then the County side of the budget would be ok, but that the Society budget would continue to be affected due to the lack of education programs and events.

ZOO DIRECTOR REPORT

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

An anonymous letter was received by Directors Wagner and Morris-Hall last week and the letter questioned whether a few specific personnel matters had been handled correctly. It also questioned whether everyone is being reported equally or if she was showing favoritism. It also stated morale was low with non-management staff. Director Wagner stated she had talked to County leadership, County officials, and the attorneys regarding the contents of letter. It was decided that Kyle Hensley, UAW Zoo Unit Chair, would meet with every UAW Zoo member and allow them to anonymously voice concerns and Kyle would prepare a summary. She stated she had met with keepers the previous day and explained why Kyle was talking to them and that they could help by sharing their concerns with Kyle.

Director Wagner stated that she wanted the board to be aware of the letter and the concerns and that even though it is an anonymous letter it is being taken it seriously. Chair Groen asked if there were questions or comments from the board. Commissioner Tennis thanked Director Wagner for reporting on the letter. Commissioner Tennis stated that it is important staff know this is not an attempt to root out who wrote the letter, but that this is an opportunity to engage with the Collective Bargaining Unit and the employees and resolve any issues that are out there. He asked to stay apprised of the situation. Director Wagner replied she would keep him informed.

Chair Groen stated he appreciated the transparency about the matter and that it is good to foster feedback and use these opportunities to improve.

Director Wagner stated an additional step being taken that could help with concerns in the future is that an exit survey has been created and approved by HR. The survey will be sent to all Zoo staff at the end of their employment including seasonals that recently left. She stated this was being done to try to gain feedback that would help us continue to improve the Zoo.

Chair Groen stated that 2 years ago an employee engagement survey had been done and asked if we were considering doing one again.

Director Wagner replied that at this point she was planning to wait until the concerns brought forward were addressed. She continued that they would likely use the same survey as before so they are able to compare the results and that she would do the survey now if the board felt that would be best.

Mary Leys commented that she agreed waiting until the summary has been worked through would be best.

Director Wagner shared her screen showing the admissions report in the board packet. Director Wagner stated the admission report looks slightly different to show the online sales numbers and at the gate sales. She stated in the future there will be a breakdown of online sales, but for now it is just the total. The numbers show that admissions are down from 2019 overall, but that paid admission was only down by 89 guests. Chair Groen asked about the overall admissions number being down and Director Wagner stated that most of that decrease was from events and that was likely due to lack of private events which would affect the Society greatly. Director Morris-Hall explained it is difficult to know how much this will affect the Society when there isn't an estimated time to start programming. She continued that with max capacity there is no way for them to reach the past admission numbers for Boo at the Zoo, so even with doing the event revenue will be down.

Chair Groen asked if we are happy with the online system. Director Wagner stated it is being used for all functions, but that support from Vermont Systems has been difficult due to a change in ownership and high turnover. She continued that there have been problems, but most are fixable. Director Morris-Hall commented that she felt a lot of the problems had been fixed.

Julie Pingston commented that the Greater Lansing Convention and Visitor's Bureau (GLCVB) has been heavily promoting the zoo and other outdoor recreation opportunities that can accommodate families. She continued that it may be possible admission numbers are higher this year in the off season since it is a safe activity. Director Wagner commented she had noticed the GLCVB has frequently posted about the zoo or shared zoo posts on social and that she greatly appreciates their support. She continued that she thought the GLCVB was doing a great job promoting all of the area's safe recreational opportunities.

Hours have changed to close one hour earlier during the week and after October 31 zoo hours will be 10 a.m. to 4 p.m.

The Adopt a Garden program is going great thanks to the efforts of Kelly Gibson. If you have noticed the zoo gardens looking nice, it is primarily because of the hard work and dedication of the volunteers.

The Eaton RESA High School class is going well and meeting in the Safari room to allow for social distancing. There are many safety guidelines in place and the schools were happy we were able to continue the program.

The Society is working to market socially distant weddings and they have had a few calls about them. Fall Zootacular will be the weekends Boo at the Zoo was previously held.

Chair Groen asked for the thought process behind changing the name. Director Morris -Hall stated that the Boo activities had to be eliminated due to potentially creating lines and impacting social distancing and that it will be a very different event. The zoo will be decorated, and guests will be encouraged to wear costumes. Director Wagner stated they chose the different name so guests wouldn't come to the event expecting what they have experienced in the past.

Erin, the Society's Fund Development Assistant, was asked to join the AZA Advancement committee and will be a great experience for her.

There was a tremendous problem with ground wasp nests this year. They have been found by keepers in many exhibits and one day keeper staff came in to find the barred owl had been seriously injured by wasps. Rose Pest Solutions came out to help eliminate a few nests.

Mary Leys said she would send a link of a business in Perry that collects the wasps without pesticides so that the venom can be utilized.

Phineus will be having a physical Sept. 29, 2020.

Kaiti Chritz was asked to moderate a panel about marketing with small teams for the AZA virtual conference. She will also present on the Kids Love the Zoo campaign for the conference.

Dart Container awarded a grant to the Society for improvements to the doors at the VEZU building.

Throwback Thursdays started with Centennial content and will continue throughout next year.

The AZA virtual conference is next week and there will be recordings that can be watched after the conference.

The Society is doing ok from a cash flow perspective.

Cheryl Bergman asked if AZA would be taking COVID into consideration during upcoming accreditations.

Director Wagner stated that a member of the AZA board had contacted each AZA Zoo Director to ask for feedback about how AZA could be helping. She continued that AZA did send an email stating they understood Capital Improvement Projects are delayed and that would be taken into consideration. Chair Groen asked if AZA had been helpful during the pandemic and Director Wagner shared AZA had been hosting many free webinars and other directors have been sharing experiences openly.

Mary Leys stated she appreciated the efforts being made to get grants and that she thought things were going as good as could be expected.

NEW BUSINESS

Presentation

Mariah Martinez presented information about the community outreach programs, Zoo In Your Neighborhood and FALCONERS. She shared that she had done a survey for FALCONERS families to see what they would like the zoo to do and many just wanted to visit so an after-hours event is being held next week where families will come in at times they have registered for and volunteers will be stationed to answer questions and help guide them in social distancing. There will also be a Zootacular event just for FALCONERS families.

Mariah shared that a braille map had been installed in the entrance plaza and that it was purchased with a grant. No other zoo or aquarium in Michigan has a braille map and we also have paper braille maps that can be checked out. She shared that with she talked to a group that supports those who are sight impaired and they said that things like that make them feel welcome.

Zoo In Your Neighborhood passes are still being used even though some community centers are not open. Comments have shown there are families visiting the zoo that would not have been able to without the pass.

Mariah shared she is presenting from 4 to 5 p.m. every Wednesday at the Foster Community Center which is one of the Lansing Schools Learning hubs.

She shared she became a board member of the Mid-Michigan Autism Society in January. She has been working with them since starting FALCONERS and it is a great partnership.

Mary Leys asked if Mariah was visiting other community centers in the area or just Foster. Mariah said not right now and that this will be the first in person outreach we have done since the health crisis started. She shared Foster had reached out to the zoo.

Chair Groen thanked Mariah for her hard work.

OLD BUSINESS

Chair Groen stated that Director Wagner should reach out to the board when she is ready to resume sub-committees.

Strategy Subcommittee

No report

External Relations Subcommittee

No report

Financial Sustainability Subcommittee

Director Wagner stated she and Kyle had met earlier that day via Zoom and they did not have anything additional to report at this time.

ANNOUNCEMENTS

None

BOARD COMMENTS

None

LIMITED PUBLIC COMMENT

Terrance Brown stated he appreciated the work the staff is doing in the community and that he works at MSU and that there could be an opportunity for a partnership in the future. Mariah Martinez said she would love to be connected with someone to explore a partnership with MSU for FALCONERS.

ADJOURNMENT

Being no further business, the meeting was adjourned at 6:58 p.m.

POTTER PARK ZOO
YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY
FOR 9 MONTHS ENDED SEPTEMBER 30, 2020

	2020 BUDGET	SEPTEMBER 2020 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	SEPTEMBER 2019 YTD ACTUAL
REVENUES					
PROPERTY TAX	\$ 3,134,484	\$ 3,122,129	\$ 12,355	99.61%	\$ 3,031,528
UNALLOCATED PORTION OF TAXES (3 MONTHS)		\$ (780,532)			\$ (757,882)
ADMISSIONS	\$ 610,000	\$ 273,997	\$ 336,003	44.92%	\$ 585,589
CONCESSIONS, GIFT SHOP, VENDING	\$ 500,500	\$ 214,266	\$ 286,234	42.81%	\$ 514,774
PARKING FEES	\$ 190,000	\$ 65,518	\$ 124,482	34.48%	\$ 161,617
INTERACTIVE SITES	\$ 64,455	\$ 44,817	\$ 19,638	69.53%	\$ 164,987
INTEREST INCOME	\$ 28,000	\$ 21,923	\$ 6,077	78.30%	\$ 42,372
OTHER REVENUES	\$ 133,265	\$ 65,737	\$ 67,528	49.33%	\$ 121,788
TOTAL REVENUES	\$ 4,660,704	\$ 3,027,855	\$ 1,632,849	64.97%	\$ 3,864,773
EXPENDITURES					
PERSONNEL SERVICES					
Salaries & Wages - Full Time	\$ 1,563,127	\$ 1,217,103	\$ 346,024	77.86%	\$ 1,025,511
Salaries & Wages - Seasonal	\$ 453,284	\$ 360,430	\$ 92,854	79.52%	\$ 452,173
Benefits	\$ 1,003,708	\$ 669,077	\$ 334,631	66.66%	\$ 543,450
Total Personnel Services	\$ 3,020,119	\$ 2,246,610	\$ 773,509	74.39%	\$ 2,021,134
CONTROLLABLE EXPENDITURES					
Supplies	\$ 330,000	\$ 186,771	\$ 143,229	56.60%	\$ 299,368
Animal Care	\$ 278,000	\$ 190,822	\$ 87,178	68.64%	\$ 217,398
Purchased Services	\$ 384,078	\$ 346,063	\$ 38,015	90.10%	\$ 373,508
Utilities - Telephone	\$ 24,125	\$ 11,074	\$ 13,051	45.90%	\$ 14,206
Rentals & Leases	\$ 2,000	\$ 1,072	\$ 928	53.60%	\$ 1,650
Other Expenses	\$ 118,600	\$ 59,916	\$ 58,684	50.52%	\$ 76,454
Total Controllable Expenditures	\$ 1,136,803	\$ 795,718	\$ 341,085	70.00%	\$ 982,584
NON-CONTROLLABLE EXPENDITURES					
Utilities	\$ 210,000	\$ 164,684	\$ 45,316	78.42%	\$ 178,693
Insurance	\$ 80,000	\$ 60,448	\$ 19,552	75.56%	\$ 57,023
IT Support Expense	\$ 79,928	\$ 63,956	\$ 15,972	80.02%	\$ 67,847
Other Expenses	\$ 401	\$ 320	\$ 81	79.80%	\$ 274
Total Non-Controllable Expenditures	\$ 370,329	\$ 289,408	\$ 80,921	78.15%	\$ 303,837
CAPITAL OUTLAY					
Capital Improvements	\$ -	\$ 27,709	\$ (27,709)		\$ -
TOTAL EXPENDITURES	\$ 4,527,251	\$ 3,359,445	\$ 1,167,806	74.20%	\$ 3,307,555
TOTAL CHANGE IN FUND BALANCE	\$ 133,453	\$ (331,590)			\$ 557,218
FUND BALANCE AS OF 1/1/20					
NON-SPENDABLE		\$ 148,457			
UNRESTRICTED		\$ 954,547			
		<u>\$ 1,103,004</u>			
FUND BALANCE AS OF 9/30/20		\$ 771,414			
FUND BALANCE AS OF 9/30/20					
UNSPENDABLE		\$ 57,580			
UNRESTRICTED		\$ 713,834			
		<u>\$ 771,414</u>			

POTTER PARK ZOO
BALANCE SHEET - PRELIMINARY
September 30, 2020

ASSETS

CASH	\$ 1,589,170
DEPOSITORY CASH	48,906
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	32,541
TAXES REC - DELINQUENT	28,674
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>\$ 1,740,927</u></u>
---------------------	----------------------------

LIABILITIES

VOUCHERS PAYABLE	
DUE TO ZOOLOGICAL SOCIETY	21,630
TAX LEVY LIABILITY	22,000
SALES TAX PAYABLE	2
ACCRUED PAYROLL	130,421
ACCOUNTS PAYABLE	7,265
DEFERRED REVENUE - PROPERTY TAXES	780,532
DEFERRED REVENUE - DELINQUENT TAXES	7,663

TOTAL LIABILITIES	<u>969,513</u>
--------------------------	----------------

FUND BALANCE

UNSPENDABLE	57,580
UNRESTRICTED FUND BALANCE	<u>713,834</u>
	771,414

TOTAL LIABILITIES AND FUND BALANCE	<u><u>\$ 1,740,927</u></u>
---	----------------------------

POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING September 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	1,471	2,130	659	16,340	7,624	(8,716)
CHILDREN - UNDER 3	1,109	732	(377)	9,677	2,751	(6,926)
CHILDREN - OFF SEASON	0	0	0	1,675	1,290	(385)
ADULT RESIDENT	2,020	2,466	446	17,954	8,077	(9,877)
ADULT NON-RESIDENT	1,643	1,673	30	13,738	6,084	(7,654)
ADULT - OFF SEASON	0	0	0	3,919	3,131	(788)
SENIOR/MILITARY RESIDENT	303	375	72	2,074	927	(1,147)
SENIOR/MILITARY NON-RESIDENT	331	297	(34)	2,759	793	(1,966)
GROUPS	192	0	(192)	8,305	67	(8,238)
SUBTOTAL	7,069	7,673	604	76,441	30,744	(45,697)
ONLINE PAID ADMISSIONS	0	5,440	5,440	0	7,421	7,421
PAID TOTAL	7,069	13,113	6,044	76,441	38,165	(38,276)
MEMBERSHIPS/PROGRAMS						
PPZ MEMBERS	1,623	990	(633)	14,256	8,717	(5,539)
EVENTS	259	0	(259)	13,389	780	(12,609)
RECIPROCAL ZOO MEMBERS	312	0	(312)	5,070	194	(4,876)
RECIPROCAL ZOO MEMBERS (100%)	239	0	(239)	2,009	177	(1,832)
MONDAY PROGRAM	369	173	(196)	5,987	1,425	(4,562)
ZIYN	0	175	175	0		
OTHER (non-paying)	3,083	513	(2,570)	5,799	2,522	(3,277)
SUBTOTAL	5,885	1,851	(4,034)	46,510	13,815	(32,695)
ONLINE MEMBER TICKETS	0	1,607	1,607	0	4,300	4,300
MEMBERSHIP/PROGRAMS TOTAL	5,885	3,458	(2,427)	46,510	18,115	(28,395)
GRAND TOTAL	12,954	16,571	3,617	122,951	56,280	(66,671)

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
MONTHLY PARKING REPORT
FOR MONTH AND YTD ENDING September 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
ANNUAL RESIDENT PASS	1	1	0	279	3	(276)
ANNUAL NON-RESIDENT PASS	0	0	0	31	0	(31)
PPZ MEMBER DELUXE/PREMIUM	241	203	(38)	2,097	1,285	(812)
DAILY RESIDENT PARKING	2,121	2,074	(47)	17,064	9,496	(7,568)
DAILY NON-RESIDENT PARKING	1,953	1,769	(184)	20,127	7,969	(12,158)
EVENTS	248	0	(248)	5,169	0	(5,169)
OTHER (non-paying)	830	339	(491)	9,779	1,402	(8,377)
SUBTOTAL	5,394	4,386	(1,008)	54,546	20,155	(34,391)
ONLINE PAID PARKING	0	860	860	0	2,417	1,557
GRAND TOTAL	5,394	5,246	(148)	54,546	22,572	(32,834)

ADMISSION TYPE	AMOUNT
ANNUAL RESIDENT PASS	\$32.00
ANNUAL NON-RESIDENT PASS	\$42.00
RESIDENT DAILY PASS	\$3.00
NON-RESIDENT DAILY PASS	\$5.00



Director Report October 14, 2020

I will be participating in a six week course, Certificate of Management Institute for Professional Excellence at Davenport University. Ingham County is providing this opportunity for 20 supervisory employees. Through a series of six topics, the course will address strengths of great leaders, understanding what motivates employees for a more dynamic and energized workforce, how to identify, prevent and resolve problems, skills to identify and manage conflict, team-focused leadership, and effective communication skills and techniques. Each participant completes a DISC assessment prior to attending.

Braille Map Installed

We are the only AZA-accredited zoo/aquarium in Michigan to have any type of braille map available for guests. We also have paper braille maps that can be checked out at the Welcome Center.



Membership Numbers for 2020

3037 Member households

5407 Members (not including Unnamed Guest Members - see below)

533 Guest Members

Population Management Center

The population biologists at the Population Management Center gave awards to program leaders they think went above and beyond their expected tasks. Sarah Foote was awarded the *"Totally Terrific Turtle Trailblazer Award"*

"Sarah expertly managed the studbook migration to ZIMS for Studbooks and prepared for her first planning meeting and the first for this SSP, while maintaining great communication with AZA holders and government entities that work together on a long-term head-start program. Additionally, this head-start program has released over 900 turtles to date!"

Guest Services – Updates by Jon Lawrence

POS implementation: Training and data collection using the new POS system is improving. Implementation during this time of furloughs and COVID-19 has been arduous for both the Zoo/Parks and the company who provides the service.

Dippin' Dot kiosk: Concluded a successful season located in the center of the zoo where the Bungee Jump was formerly located. Sales of Dippin' Dots were significantly increased over last year. 2019 sales totaled \$26,779.70 compared to 2020 sales of \$57,099.20 at the kiosk. We have now switched over to pretzels, popcorn, and other treats for the three weekends of Fall Zootacular before we wrap it up for the season at the kiosks.

AniMall gift shop: Sales are down significantly (approximately 55%) this year. Missing the all-important school trip season this spring and limiting patrons to a personal shopper experience at the door due to building closures has taken its toll. The gift shop was completely reset and reopened September 20-21 to allow for indoor shopping at 25% capacity.

We are looking towards adding an online store presence as we enter the winter months. The long term plan is to have a good assortment of our merchandise available to patrons and supporters of the zoo who may not be able to visit. With the national excitement around the birth of Jaali and then the travel limitations everyone has experienced, I have successfully taken a half dozen patrons on a virtual shopping experience via a Zoom video session and then shipped their items to them at home. While not a significant source of income, each guest spent more than \$100 and raved about the ability to wander the gift shop from afar. I am setting up another virtual experience with a family from Winnipeg, Manitoba Canada whose son was born within an hour of Jaali on Christmas Eve and have formed quite a bond to our zoo and Jaali by following our social media efforts.

Savanna Grill sales also are down notably. Even combined with the improved sales at the Dippin' Dot kiosk - concession revenue overall is down approximately 54% from the same period last year. The Savanna Grill spent most of the summer with an abundance of new challenges and evolving requirements for licensed food service establishments that significantly impacted our menu selections and day to day operations. Revenue through September at the Savanna Grill was \$49,569.38.

The Savanna Grill and Dippin' Dots Kiosk were inspected on Thursday, 9/24/20 for their adherence to the Michigan Modified Food Code. Our inspections went through without any core violations being noted by our inspector. That's something to celebrate especially with the extra requirements due to COVID-19 Executive Orders for the food service industry.

Education

FALCONERS started back up with a successful September event (100 people in attendance). The next event is planned for Oct 23 and will allow families to walk through the zoo in costumes to see the fall décor, experience the activities and seasonal items in place for the Fall Zootacular, and take home a bat-themed craft (over 150 people registered).

The November FALCONERS event will be a virtual collaboration with the MSU Museum.

We are seeing consistent use of the ZiYN Zoo passes and Mariah has been working with community partners on literacy efforts such as “Storytime with the animals” videos (some of which have been/will be posted on the partner social media and some of which will be posted on PPZ social media in coming weeks) and assisting with the Lansing Public Schools learning labs. In the month of September 173 people entered the zoo using 55 zoo passes.

The Education Curator, Assistant Education Curator, and Program Registrar all remain furloughed through at least the first of the year.

In accordance with local and state health guidelines, “field trip programs” (encounters, outreaches, and Big Zoo Lesson) are not being run at this time. We are keeping an eye on the ever-changing public health situation to plan for changes.

The Eaton RESA high school class is in its 7th week and is meeting in the Safari Room. Students are required to complete the same health screening as employees and are able to check in to the lecture via zoom if they have to be out due to symptoms.

The education department currently has four interns who are working with the department for community outreach, virtual/on-site conservation education program development, and projects such as helping set up the online system for tracking bio fact/artifact use.

Staff and interns are working on reformatting old programs and developing new programs that will fit both the zoo’s conservation education mission and current public health challenges, including potentially piloting a long-distance exhibit design project with Battle Creek high school students.

Events



LEFT: Adrianna Davidson and Carolyn Schulte attended a Hose to Habitat workshop and shared what they learned with staff and volunteers to make enrichment.

RIGHT: Society staff are preparing for an alternative fall event, the Fall Zootacular. The zoo has been decorated for fall by staff and volunteers. The event will be managed like a typical day at the zoo with timed ticketing to allow for adequate social distancing.



The Society team continues to work with Sharon Castle from the Nonprofit Network on fundraising efforts. An end of year appeal is being prepared and will be mailed in late November. Losses in 2020 due to the COVID-19 impact on programming have been identified. Funds are being solicited from individual donors and grants to compensate for this so the Society can move forward with the education department plans for 2021.

We are excited to be partnering with the Nonprofit Network to develop a plan for increasing diversity, equity and inclusion (DEI) efforts at Potter Park Zoo. The work will include a DEI assessment, training for staff, and technical assistance. The Nonprofit Network will be reviewing our employee manual, employment policies, website and marketing materials and providing feedback based on these reviews. This opportunity was made possible with a grant received by the Zoo Society in 2020 from the Capital Regional Community Foundation.

Public Safety

There will be a Flu clinic held by Ingham County Health Department at Potter Park Zoo October 13; all zoo staff and county employees are welcome to come to the zoo and receive their annual flu shots.

Rabies titer test forms have been distributed to all animal care staff; titers test are required bi-annually. All full time animal care staff receive rabies vaccinations.

Fire arms training provided by the Ingham County Sheriff's department will be held in November; keepers and public safety staff members on the Zoo Emergency Response Team will attend the training.

Animal Updates

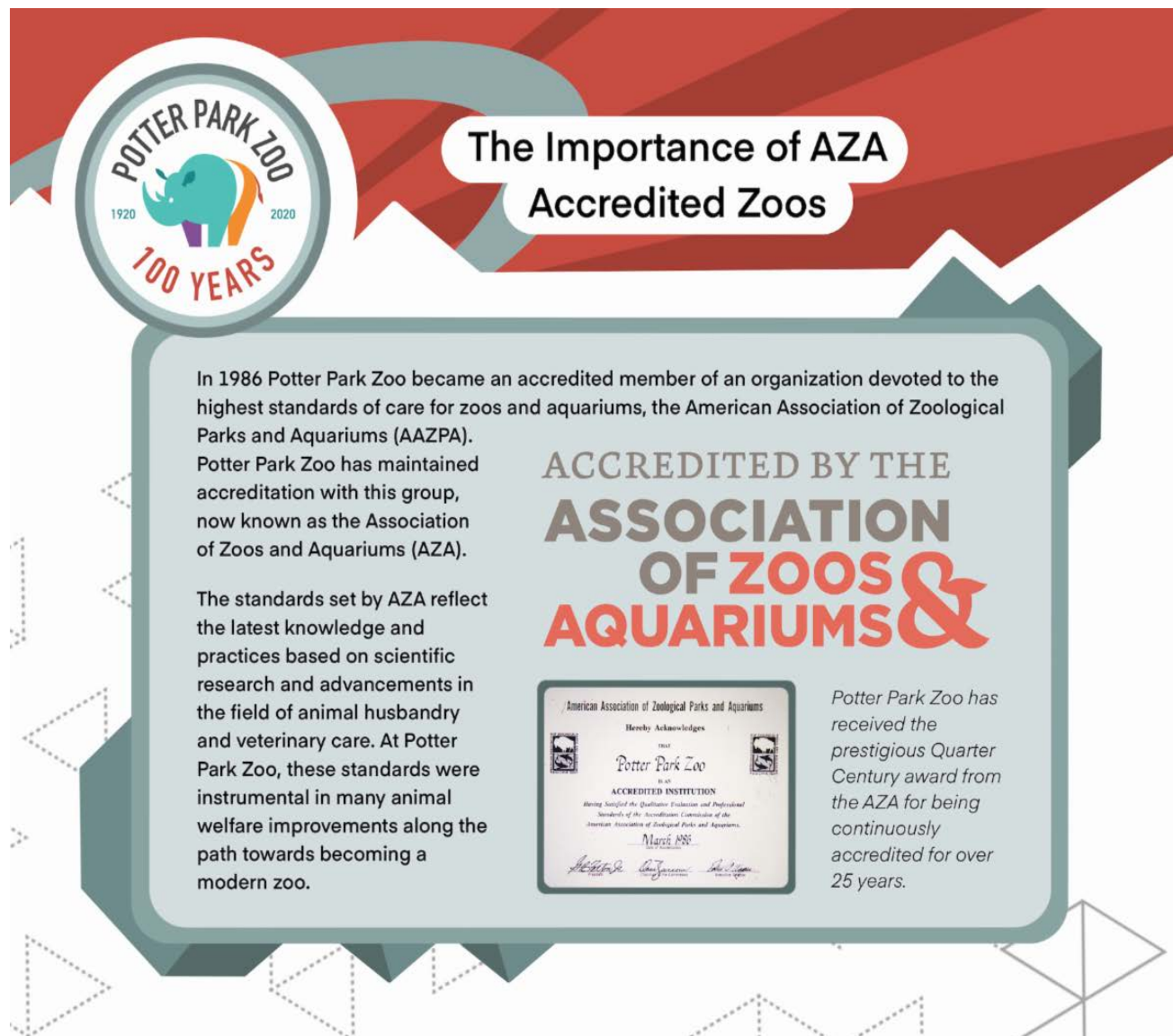
- A male bongo arrived from Busch Gardens for breeding with our two females.
- Phineus, male rhino, had a physical. He had dental work done, a reproductive health study completed, his lungs scoped, and x-rays done. The specialists doing the reproductive study said he was the best black rhino they've ever collected from. Dr. Ronan did a fantastic job coordinating the procedure.
- We had 3 cotton-top tamarin babies born on Friday the 2nd. Two babies have survived and are doing well.
- Minnie the trew shrew will be delivered to Lincoln Park Zoo October 15 for a breeding recommendation.
- We are picking up a male grey kangaroo to add to our population October 15 from the Brookfield Zoo.
- Tala the wolf underwent a physical examination due to a mass on her muzzle. The mass was removed and results are pending.
- Animals are starting to be moved to indoor locations for the winter including; wings of wonder, trumpeter hornbill and tortoises.

Communications

This year for Red Panda Day & World Rhino Day we celebrated virtually with several behind the scenes videos.

Website visits continue to increase, this is largely due online ticket purchases.

Centennial Sign: #13



POTTER PARK ZOO

September 2020 Weekly Analytics

Dates: Aug. 31 - Sept. 6			
Platforms	Facebook	Instagram	Twitter
Reach	159,619	45,665	X
Impressions	284,187	122,191	25,900
Engaged Users (actions)	9,120	495 <small>(next week changes to interactions)</small>	1,501
Followers (sunday)	59,861	23,183	8,291
Dates: Sept. 7 - 13			
Platforms	Facebook	Instagram	Twitter
Reach	123,334	51,521	X
Impressions	243,976	126,258	25,800
Engaged Users (actions)	7,423	5,011	1,017
Followers (sunday)	59,900	23,264	8,293
Dates: Sept. 14 - 20		* Red Panda week BTS Videos	
Platforms	Facebook	Instagram	Twitter
Reach	124,840	51,610	X
Impressions	236,537	139,176	23,300
Engaged Users (actions)	8,640	5,961	1,854
Followers (sunday)	59,919	23,410	8,302
Dates: Sept. 21 - 27		*Rhino Day BTS Vid all week	
Platforms	Facebook	Instagram	Twitter
Reach	127,225	48,723	X
Impressions	256,474	126,824	30,600
Engaged Users	9,081	6,727	2,352
Followers (sunday)	59,939	23,553	8,308

POTTER PARK ZOO

September 2020

Facebook	Total reach: (daily total) 554,734 Total Impressions: 1,125,294	
	Followers: 59,825 to 59,936	Increase in followers: 111
Instagram	Total Reach: 197,509 (almost double from last month) Total impressions: 313,934	
	Followers: 22,977 to 23,553	Increase in followers: 576
Twitter	Total Impressions: 105,600 Engaged Users: 6,724	
	Followers: 8,296 to 8,308	Increase in followers: 12
Google Analytics	Page Views: 65,236 Sessions: 28,698 Users: 19,750	
	Top pages visited	
	Home	23,323
	Ticket Sales	14,391
	Today's Attractions	3,752
	Events	2,535
	Reopening Guidelines	2,521
	Top cities by visits	
	Lansing	1,977
	Grand Rapids	1,590
	Ann Arbor	1,144
	Not Set	925
	Acquisitions	
	Organic Search	13,963
	Direct	4,483
	Social	1,321
	Referral	836
	Users 52.86% 19,750 vs 12,920	
	New Users 57.70% 18,471 vs 11,713	
	Sessions 64.20% 28,698 vs 17,477	
	Number of Sessions per User 7.42% 1.45 vs 1.35	
	Pageviews 63.52% 65,236 vs 39,895	
	Pages / Session -0.42% 2.27 vs 2.28	
	Avg. Session Duration 20.73% 00:02:13 vs 00:01:50	
	Bounce Rate -21.14% 37.72% vs 47.83%	
	Pageviews 63.52% 65,236 vs 39,895	
	Unique Pageviews 64.30% 54,853 vs 33,386	
	Avg. Time on Page 20.86% 00:01:44 vs 00:01:26	
	Bounce Rate -21.14% 37.72% vs 47.83%	
	% Exit 0.05% 43.83% vs 43.81%	
Increase sessions (comp. to 2019) 28%		Unique users: 20%

POTTER PARK ZOO

Notable Media Stories - September 2020



Lansing Regional Chamber FOCUS Magazine -
September Issue: <https://www.lansingchamber.org/focus/>



<https://www.wilx.com/2020/09/11/sunday-is-grandparents-day-at-potter-park-zoo/>

Lansing mainstays start to reopen after COVID-19 closures, with new safety measures.

Kyle Davidson Lansing State Journal
Published 10:00 p.m. ET Sep. 26, 2020



After a long period of closure, some of Greater Lansing's beloved mainstays have begun to reopen to the public. After monitoring the spread of COVID-19 for six months – and preparing new safety measures to protect guests – these attractions are set to reopen for guests to explore and enjoy.

<https://www.lansingstatejournal.com/story/life/2020/09/26/impression-5-other-greater-lansing-mainstays-have-begun-reopen/3514946001/>

Potter Park Zoo now offers a Braille Map for the visually impaired



Live TV Spot

<https://www.wlns.com/news/potter-park-zoo-now-offers-a-braille-map-for-the-visually-impaired/>

MICHIGAN

Potter Park Zoo provides Braille maps for visitors



Online Story

<https://www.wlns.com/news/michigan/potter-park-zoo-provides-braille-maps-for-visitors/>



Facebook Video Interview on FALCONERS

<https://www.facebook.com/watch/?v=386240232391808>

POTTER PARK ZOO ADVISORY BOARD

Meeting of October 14, 2020

Resolution # -20

RESOLUTION TO RECOMMEND CONTINUING AN AGREEMENT WITH THE CITY OF LANSING FOR THE MAINTENANCE AND OPERATION OF SOLDAN DOG PARK AND THE NON-MOTORIZED PATHWAY THROUGH SCOTT WOODS PARK AND LANSING RIVER TRAIL FROM POTTER PARK TO MAGUIRE PARK

WHEREAS, Board of Commissioners Resolution 16-096 authorized an agreement with the City of Lansing that authorizes the Ingham County Parks Department's continued maintenance and operation of the City of Lansing's Soldan Dog Park, the non-motorized pathway through Scott Woods Park, and the Lansing River Trail from Potter Park to Maguire Park for the period of February 9, 2016 through February 28, 2021; and

WHEREAS, the agreement entered into with the City of Lansing pursuant to Resolution 16-096 expires on February 28, 2021; and

WHEREAS, the City of Lansing, Ingham County Parks Department, and Potter Park Zoo would like to have a new agreement entered into containing/continuing the same terms as the expiring agreement for a period covering March 1, 2021 through February 28, 2026.

THEREFORE BE IT RESOLVED, that the Potter Park Zoo Advisory Board recommends the Ingham County Board of Commissioners authorizes a new agreement with the City of Lansing that authorizes the County's continued maintenance and operation of the City of Lansing's Soldan Dog Park, the non-motorized pathway through Scott Woods Park, and the Lansing River Trail from Potter Park to Maguire Park for the period of March 1, 2021 through February 28, 2026.

BE IT FURTHER RESOLVED, the new agreement shall contain/continue the terms and conditions of the expiring agreement authorized by Resolution 16-096.