

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 "November 18, 2020".

POTTER PARK ZOO ADVISORY BOARD MEETING

Wednesday, November 18, 2020
6:00 PM

Join Zoom Meeting

<https://zoom.us/j/98993169141?pwd=bE9VZzhEWTKzdUhJWFhldW1zM1JrQT09>

Meeting ID: 989 9316 9141

Passcode: 568492

- 1. Call to Order**
- 2. Approval of October 14, 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. October 2020 Finance Report – Delphine Breeze
 - b. Director's Report – Cynthia Wagner/Amy Morris
- 6. New Business**
 - a. 2021 Meeting Dates
 - b. 2021 Incentives - 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 **December 09, 2020 at 6:00 PM**
- 11. Adjournment**

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

**1301 S. Pennsylvania Avenue,
Lansing, MI, October 14, 2020**

The Ingham County Potter Park Zoo Advisory Board held a regularly scheduled meeting in the Potter Park Zoo Discovery Center Safari Room.

BOARD MEMBERS

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

ALSO PRESENT: Cynthia Wagner, Zoo Director

ABSENT: Commissioner Trubac, Cindy Kangas, Cheryl Bergman, 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 Dr. Snider and supported by Commissioner Tennis to approve the minutes of the Sept. 9, 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 third quarter budget adjustments should be reflected in November's financial report which will include a significant adjustment for the cost of the point of sale system. Estimated use of fund balance for 2020 is approximately \$700,000, leaving the fund balance with approximately \$250,000. Director Wagner stated final numbers depend on expenditures for the remainder of the year since most revenue has been recognized. Chair Groen asked how she felt 2021 would go if the situation stayed as it has been. She stated if the zoo can stay open that she does not foresee a problem with admissions, but there would likely be a drop in revenue at the Grill and AniMall due to lack of school groups.

Director Wagner stated a golf cart was stolen from in front of Pavilion 2 and will be replaced with insurance funds. A police report was filed and surrounding areas including the river had been searched.

Chair Groen commended Director Wagner on doing a nice job managing the zoo during this time.

Mary Leys asked if the fall event has been well attended. Director Wagner stated that it has been well attended, but with capacity limits we will not come close to past Boo at the Zoo numbers. Julie Pingston shared funds were donated by Meijer for the purchase of donuts from Groovy Donuts. There are two weekends left for the event.

ZOO DIRECTOR REPORT

Chair Groen asked how capacity limits had affected overall admission numbers. Director Wagner stated that there were only a couple of days in 2019 that admission numbers exceeded the maximum capacity number so she did not believe attendance had been negatively affected by the cap.

Winter hours change Nov. 1 and rates will drop to \$4 for adults and \$3 for children.

College Day was not advertised this year, but also was not cancelled. There were 25 students that came to the zoo.

The six-week management course through Davenport College started. This course was paid for by Ingham County and appears to have very helpful content over six weeks.

The braille map has been installed. After the press release an inquiry was received by a member of the public whether we had braille restaurant menus. There are not currently braille menus, but we will create them without prices because prices change frequently. These will be maps printed on paper that will be checked out with the portable braille zoo maps.

Sarah Foote is coordinating two SSP programs as well as a studbook for Blanding's turtle. She received an award from the Population Management Center for her work. This is the most a PPZ employee has been involved in the population management side of AZA and Sarah is doing a great job.

The revenue management system is working very well in the gift shop and restaurant. There are many things that still need to be learned about reporting.

The Savanna Grill health inspection recently took place and there were no violations. Jon Lawrence had met with the department earlier in the season to review COVID requirements which helped the zoo navigate all of the new protocols.

FALCONERS will be virtual in the month of November.

There is not a date set yet to bring back the education staff that are furloughed.

There are many changes that we are working towards in the education department for the program animals. All animals will be trained to allow for choice and control which is in keeping with the AZA program animal standards. Plans are being developed to make sure every guest that comes to the zoo is educated. Every animal at the zoo is here for education and staff and volunteers need to adapt to that mindset and get creative with how to utilize exhibit animals for education. It is possible to make these changes because of the lack of programming. Chair Groen stated that it is disappointing to not have school groups, but it is good to use this time to make necessary changes.

The Society is working with the Non-profit Network with grant funds awarded by the Capital Region Community Foundation on capacity building and diversity, equity and inclusion efforts.

Rick Parker, Sarah Foote and the Director met with a member of LPD to talk through emergency protocols with a focus on evacuation.

Phineus had a physical that was extremely well coordinated by Dr. Ronan. His semen was collected for a research project as well as other testing.

Tala, the female wolf, has cancer and treatment options are being discussed. She is an older animal.

Kaiti worked with keepers to create behind the scenes videos of red panda and rhino care for the Conservation Days.

A member of the public contacted Amy Sunday, Oct. 11, 2020 about a racist piece of mail she received. The woman received a picture out of a Jane Goodall calendar that had her name on it and the return address on the

envelope is the zoo address. There was no other correspondence just the picture. Amy informed her that the zoo would never condone any racist message and that any correspondence sent by the zoo would have a typed address and letter explaining the reason for the correspondence. The woman believed we had not sent the letter and she agreed to notify us if anything further was received. Dr. Snider suggested documenting the situation.

The response to an anonymous letter received by Director Wagner was that the zoo UAW Unit Chair would hold interviews with all UAW zoo members giving the opportunity to voice their concerns anonymously. This was completed, and Director Wagner received a summary of the anonymous complaints which state the Animal Care Supervisor is a poor supervisor in the manner he treats the keepers and that he spends too much time with certain keepers and shows them favoritism. The major complaint against Director Wagner is that she does not hold him accountable for his actions.

Animal welfare complaints listed fell under two categories including time to complete work and having a keeper on the animal management committee. Area leads will now be welcome to attend all animal management meetings to represent their prospective areas. There is a lot to dig into to work through the time concerns. There is a feeling that we have too many animals compared to the past. Sarah Foote completed an assessment of animals and species over the past decade and the numbers do not show we have more animals. If this is the perception, then we need to find out which animals keepers feel are taking too long.

Conversations that result in action items will be documented via email and all communications that need to go to all keepers will happen via email to maintain clear communication.

A meeting will be held with the keepers October 20, 2020 to share the action plan that is a result of the feedback. Sue Graham is planning to attend that meeting.

Chair Groen thanked Director Wagner for her transparency. He asked how the zoo determines staffing levels for industry standards and suggested using those resources to evaluate staffing. Director Wagner replied that the inspectors had noted sufficient staffing during their last inspection. Chair Groen suggested looking at 360 feedback which includes peer to peer feedback. Mary Leys agreed this could be helpful to make sure management is getting the full picture.

NEW BUSINESS

Resolution – Agreement with City of Lansing for River Trail Maintenance

Director Wagner shared this was an agreement that was in place already that she was not previously aware of. She explained that as a result of this agreement the zoo would do basic maintenance for the section of the river trail between Pennsylvania and Mount Hope.

Moved by Julie Pingston and supported by Mary Leys to approve the Resolution as written, **Yes-7; No-0;**
MOTION CARRIED.

Education Department – Discussion

Information discussed during the Director's Report. No further information to discuss at this time.

OLD BUSINESS

Strategy Subcommittee

No report

External Relations Subcommittee

No report

Financial Sustainability Subcommittee

No report

All subcommittees will plan to resume meeting in January 2021.

ANNOUNCEMENTS

None

BOARD COMMENTS

Julie Pingston shared she had received feedback that guests thought leaving the footprints one-way long term would be beneficial.

Mary Leys suggested that to address the poor pathways in the zoo it may be helpful to look at alternatives such as porous paths.

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Being no further business, the meeting was adjourned at 7:11 p.m.

POTTER PARK ZOO
YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY
FOR 10 MONTHS ENDED OCTOBER 31, 2020

	2020 BUDGET	OCTOBER 2020 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	SEPTEMBER 2019 YTD ACTUAL
REVENUES					
PROPERTY TAX	\$ 3,134,484	\$ 3,121,759	\$ 12,725	99.59%	\$ 3,031,528
UNALLOCATED PORTION OF TAXES (2 MONTHS)		\$ (520,294)			\$ (757,882)
ADMISSIONS	\$ 610,000	\$ 330,972	\$ 279,028	54.26%	\$ 585,589
CONCESSIONS, GIFT SHOP, VENDING	\$ 500,500	\$ 263,523	\$ 236,977	52.65%	\$ 514,774
PARKING FEES	\$ 190,000	\$ 79,944	\$ 110,056	42.08%	\$ 161,617
INTERACTIVE SITES	\$ 64,455	\$ 44,817	\$ 19,638	69.53%	\$ 164,987
INTEREST INCOME	\$ 28,000	\$ 22,314	\$ 5,686	79.69%	\$ 42,372
OTHER REVENUES	\$ 133,265	\$ 65,908	\$ 67,357	49.46%	\$ 121,788
TOTAL REVENUES	\$ 4,660,704	\$ 3,408,943	\$ 1,251,761	73.14%	\$ 3,864,773
EXPENDITURES					
PERSONNEL SERVICES					
Salaries & Wages - Full Time	\$ 1,563,127	\$ 1,322,692	\$ 240,435	84.62%	\$ 1,025,511
Salaries & Wages - Seasonal	\$ 453,284	\$ 401,035	\$ 52,249	88.47%	\$ 452,173
Benefits	\$ 1,003,708	\$ 736,973	\$ 266,735	73.43%	\$ 543,450
Total Personnel Services	\$ 3,020,119	\$ 2,460,700	\$ 559,419	81.48%	\$ 2,021,134
CONTROLLABLE EXPENDITURES					
Supplies	\$ 330,000	\$ 206,133	\$ 123,867	62.46%	\$ 299,368
Animal Care	\$ 278,000	\$ 203,233	\$ 74,767	73.11%	\$ 217,398
Purchased Services	\$ 384,078	\$ 367,131	\$ 16,947	95.59%	\$ 373,508
Utilities - Telephone	\$ 24,125	\$ 12,431	\$ 11,694	51.53%	\$ 14,206
Rentals & Leases	\$ 2,000	\$ 1,230	\$ 770	61.50%	\$ 1,650
Other Expenses	\$ 118,600	\$ 62,282	\$ 56,318	52.51%	\$ 76,454
Total Controllable Expenditures	\$ 1,136,803	\$ 852,440	\$ 284,363	74.99%	\$ 982,584
NON-CONTROLLABLE EXPENDITURES					
Utilities	\$ 210,000	\$ 179,690	\$ 30,310	85.57%	\$ 178,693
Insurance	\$ 80,000	\$ 66,294	\$ 13,706	82.87%	\$ 57,023
IT Support Expense	\$ 79,928	\$ 68,014	\$ 11,914	85.09%	\$ 67,847
Other Expenses	\$ 401	\$ 320	\$ 81	79.80%	\$ 274
Total Non-Controllable Expenditures	\$ 370,329	\$ 314,318	\$ 56,011	84.88%	\$ 303,837
CAPITAL OUTLAY					
Capital Improvements	\$ -	\$ 27,709	\$ (27,709)		\$ -
TOTAL EXPENDITURES	\$ 4,527,251	\$ 3,655,167	\$ 872,084	80.74%	\$ 3,307,555
TOTAL CHANGE IN FUND BALANCE	\$ 133,453	\$ (246,224)			\$ 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 10/31/20		\$ 856,780			
FUND BALANCE AS OF 10/31/20					
UNSPENDABLE		\$ 57,580			
UNRESTRICTED		\$ 799,200			
		<u>\$ 856,780</u>			

POTTER PARK ZOO
BALANCE SHEET - PRELIMINARY
October 30, 2020

ASSETS

CASH	\$ 1,281,062
DEPOSITORY CASH	(25,418)
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	64,309
TOTAL ASSETS	<u><u>\$ 1,422,804</u></u>

LIABILITIES

VOUCHERS PAYABLE	
DUE TO ZOOLOGICAL SOCIETY	11,205
TAX LEVY LIABILITY	22,000
SALES TAX PAYABLE	2
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	4,860
DEFERRED REVENUE - PROPERTY TAXES	520,294
DEFERRED REVENUE - DELINQUENT TAXES	7,663
TOTAL LIABILITIES	<u>566,024</u>

FUND BALANCE

UNSPENDABLE	57,580
UNRESTRICTED FUND BALANCE	<u>799,200</u>
	856,780
TOTAL LIABILITIES AND FUND BALANCE	<u><u>\$ 1,422,804</u></u>

POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING October 31, 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	384	628	244	16,724	8,252	(8,472)
CHILDREN - UNDER 3	300	239	(61)	9,977	2,990	(6,987)
CHILDREN - OFF SEASON	0	0	0	1,675	1,290	(385)
ADULT RESIDENT	642	742	100	18,596	8,819	(9,777)
ADULT NON-RESIDENT	361	455	94	14,099	6,539	(7,560)
ADULT - OFF SEASON	0	0	0	3,919	3,131	(788)
SENIOR/MILITARY RESIDENT	121	114	(7)	2,195	1,041	(1,154)
SENIOR/MILITARY NON-RESIDENT	141	89	(52)	2,900	882	(2,018)
GROUPS	237	0	(237)	8,542	67	(8,475)
SUBTOTAL	2,186	2,267	81	78,627	33,011	(45,616)
ONLINE PAID ADMISSIONS	0	1,367	1,367	0	8,788	8,788
PAID TOTAL	2,186	3,634	1,448	78,627	41,799	(36,828)
MEMBERSHIPS/PROGRAMS						
PPZ MEMBERS	551	1,043	492	14,807	9,760	(5,047)
EVENTS	12,153	6,121	(6,032)	25,542	6,901	(18,641)
RECIPROCAL ZOO MEMBERS	83	0	(83)	5,153	194	(4,959)
RECIPROCAL ZOO MEMBERS (100%)	69	0	(69)	2,078	177	(1,901)
MONDAY PROGRAM	466	153	(313)	6,453	1,578	(4,875)
ZIYN	0	124	124	0	124	124
OTHER (non-paying)	28	147	119	5,827	2,669	(3,158)
SUBTOTAL	13,350	7,588	(5,762)	59,860	21,403	(38,457)
ONLINE MEMBER TICKETS	0	0	0	0	4,300	4,300
MEMBERSHIP/PROGRAMS TOTAL	13,350	7,588	(5,762)	59,860	25,703	(34,157)
GRAND TOTAL	15,536	11,222	(4,314)	138,487	67,502	(70,985)

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 October 31, 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	0	0	0	279	3	(276)
ANNUAL NON-RESIDENT PASS	0	0	0	31	0	(31)
PPZ MEMBER DELUXE/PREMIUM	398	357	(41)	2,495	1,642	(853)
DAILY RESIDENT PARKING	2,875	1,743	(1,132)	19,939	11,239	(8,700)
DAILY NON-RESIDENT PARKING	1,845	1,262	(583)	21,972	9,231	(12,741)
EVENTS	0	0	0	5,169	0	(5,169)
OTHER (non-paying)	863	271	(592)	10,642	1,673	(8,969)
SUBTOTAL	5,981	3,633	(2,348)	60,527	23,788	(36,739)
ONLINE PAID PARKING	0	170	170	0	2,587	1,557
GRAND TOTAL	5,981	3,803	(2,178)	60,527	26,375	(35,182)

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 November 18, 2020

I will have completed a six-week course, Certificate of Management Institute for Professional Excellence at Davenport University Nov. 19, 2020. This was a very informative and beneficial course to enhance management skills.

AZA released a diversity statement. The full position statement is included at the end of this report.

Safety

- The Emergency Response Team will participate in firearms training led by the Ingham County Sheriff's Department Nov. 17, 2020.
- Staff injuries were down 25 percent in 2020 for the same time period as 2019.
- We continue to use near miss forms to document safety issues that could have resulted in injury or a safety incident. Managers and the safety committee address the near miss to prevent injury or incident from occurring in the future.
- The flu clinic was a success. Thirty-three people received their flu shots at the zoo compared to 15 people last year

Staff Engagement

- A pumpkin decorating and costume contest were held Friday, Oct. 30 for all staff. Goodie bags and prizes were provided by Rick Parker and Cindy Wagner for the participants. All staff were encouraged to join in the fun even if they did not enter a pumpkin or wear a costume.
- Tuesday, Nov. 17, is crazy sock day for all staff. Everyone is encouraged to wear their craziest, family friendly socks to work that day and show them off.
- The new male bongo did not arrive with a name. We will be asking all staff to participate in naming him by selecting several names and asking staff to vote via survey monkey.

Guest Services

- Lattes and Cappuccinos are now available at the Savannah Grill.
- The AniMall is open from 10 a.m. – 4 p.m. daily. The Savannah Grill is open weekends from 10 a.m. – 4 p.m. Both the AniMall and the Grill will be open during Wonderland of Lights.
- Wednesday, Nov. 11 was Veterans Day and all members of the military and their families received free admission to the zoo. We had seventeen guests use this incentive.

Society

The Michigan Council for Arts and Affairs awarded the Society \$18,000 to assist with day to day operations. Erin O'Rourke and Dennis Laidler did a great job with the application.

We saw about 6,000 guests over the three Fall Zootacular weekends! It's not the admission numbers we'd have during a typical Boo at the Zoo season, but the Society is thankful we could have a fall event this year.

FALCONERS Fall Zootacular had 236 guests register and 144 attended. The November FALCONERS event will be a virtual event held November in partnership with the MSU Museum. The event will be back on zoo grounds for a special Wonderland of Lights Tuesday, Dec. 8, 2020 from 5-8 p.m.

Enjoy a few comments from event participants:

- "Such a great time! Love this program."
- We had so much fun! Thanks for having us! My kids always enjoy it and appreciate all the care and attention you take to make it socially distanced so everyone can attend.

In the month of October, 70 Zoo In Your Neighborhood passes were used with 202 guests using those passes (105 of those guests came during Fall Zootacular) compared to 325 in 2019! Zoo passes allow families free admission and parking and can be checked out at one of our 42 community partner sites. We are encouraged by these numbers since 16 of our community partners are still unable to give out zoo passes during this time or don't have the resources right now to promote them.



LEFT: Education interns used chalk to educate those walking on the river trail about different animals and how to contribute to conservation efforts. Many walkers stopped to say how great they looked. If the weather allows, the interns may create some chalk art in the zoo!



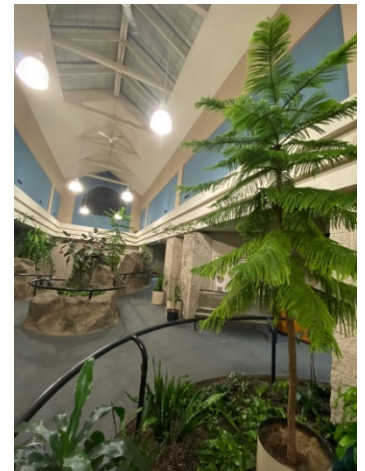
RIGHT: The sponsorship trees are up for Wonderland of Lights. Trees can be decorated by a sponsor for \$250 and a sign with the name of the family or business will be placed in front of the tree during WOL.



We've reached **60,000** Facebook followers!

LEFT: Pumpkin Posts *Squashed* it on Halloween! Several zookeepers did pumpkin themed enrichments and sent videos to be posted for Halloween! Pumpkin Facebook posts reached over 62,000 people!

RIGHT: Two Norway pines and one rubber tree were donated by the Hope Network and are now planted in the auditorium of Lion House. The indoor areas, including the Feline & Primate house will remain closed to the public.



Animal Care

- Sivaki the male tiger had a physical to check his reproductive health as well as his overall health.
- Maliha the red panda had her yearly physical.
- Annie Marcum held outdoor cat training demonstrations for the High School class.
- Moose sarcoma case series submitted to the Veterinary Record.
- Fox pony had a very unusual protozoal infection in his neck that caused his death. This case was presented at the American Society for Veterinary Clinical Pathology (virtual due to Covid).
- Female elk Bell and Sage recently received their yearly vaccinations. The elk are being monitored for breeding this season and we hope to have elk calves in the summer.
- Jenna, our female binturong, left for a breeding recommendation at another zoo. We are in the process of bringing a new female in from another zoo to hopefully breed with our male, Barry per SSP recommendations.
- The remaining Guam Rail left this week for a SSP breeding recommendation at another zoo. We will no longer have Guam Rails at PPZ.
- The new male bongo was introduced to our females, Uzuri and Bella during the week of unseasonably warm weather, but no breeding was observed.



Building a Sanctuary through Species Survival Plans



Potter Park Zoo is one of many zoos to take part in the Association of Zoos and Aquariums' (AZA) Species Survival Plans (SSPs). The purpose of these plans is to manage the animals within zoos so we maintain healthy and genetically diverse populations across accredited facilities for the long-term future.



For each SSP species, a committee matches healthy individual animals for breeding purposes and to ensure a sustainable population. Participating zoos work cooperatively, which is why some of your favorite animals may move to another zoo. We always miss them, but we know it is for the survival of the population, and that is very important!



Species Survival Plan

Some animals at Potter Park Zoo face extinction in the wild. As their homes in the wild grow unsafe, the zoo may be their best chance at survival

We have a great team at PPZ! Please read the letter below which demonstrates the efforts made each day to provide guests and volunteers with a wonderful experience.

Dear Potter Park Zoo Staff,

I want to send a HUGE thank you to you and your team for all of your kind words, communication and dedication to your guests, volunteers and their families.

This past Saturday we took advantage of the sunshine and headed into Lansing to celebrate a birthday and see some of my mom's elderly relatives. On a whim we decided to stop by the zoo to see the memorial bench put in for my uncle, Doug Emery.

When we arrived at the entrance gate, I explained to the attendant that we were hoping to make a very quick visit to see the bench installed and unfortunately couldn't stay long. He very kindly allowed us in with general directions to the penguins. After locating where we needed to be we discovered that it was quite further into the zoo than we had anticipated and we definitely needed to find a mobility aid for my mom and uncle as they were not going to make it walking that far. I went to ask the young man at the gate about this and with a smile he directed me to the office building behind him.

I was met by Mariah at the front desk and explained why we were there and what we needed. Mariah did explain there were wheelchairs and carts outside for a fee but then ducked into an office and spoke with someone else (I didn't catch their name). As I stood there waiting, two young men (I assume volunteers) came in and headed to the same office Mariah went too.

All of a sudden it was like the sky opened and sunshine was everywhere. Mariah offered to have these two young men, Pat and Charles, grab a golf cart and escort us to the penguin area and the memorial bench. These two were more than happy to help and were so kind to even help take a family picture for us and get us quickly back to the entrance.

I cannot say how happy my mom was to see the bench honoring her brother who loved his time being a docent. Everyone (including another volunteer, Adrian) we spoke to on Saturday had met or worked with my uncle and had wonderful things to say about him. We told them when the weather gets warmer we were going to stop out to actually visit the zoo animals.

Please pass our appreciation and our heartfelt thank you on to your volunteers and staff.

Sincerely,

Stacey Flores (Doug's niece)

Marilyn Luther (Doug's Sister)



Diversity, Equity, Access & Inclusion Position Statement

Approved by the AZA Board of Directors – November 2, 2020

The Association of Zoos and Aquariums (AZA) recognizes and embraces human diversity in all its forms and facets, while also acknowledging we continue to fall short in our efforts to be equitable and inclusive. We recognize that our work to conserve wildlife and wild places is inextricably linked to issues of environmental and social justice. To move forward effectively we must recognize the history of our field and the impacts of our current structures and cultures. We recognize the lasting impacts of the colonial history of the conservation and zoo and aquarium fields. We acknowledge that systemic racism is embedded in our structures, culture and organizations, and we are committed to positive and sustained change that dismantles these barriers.

AZA zoos and aquariums operate as both businesses and conservation organizations. They provide their communities with unique and valuable learning and recreation opportunities while supporting their local economies through employment opportunities, money spent in the community on goods and services, and as tourism destinations of significant economic impact. At the same time, AZA zoos and aquariums work with conservation partners around the world from a wide variety of cultures and backgrounds to save species. Therefore, it is critical that zoo and aquarium professionals recognize the importance of diversity, equity, access and inclusion in both their business and conservation practices.

AZA zoos and aquariums need to recognize the strength that comes from the diversity of backgrounds among staff, partners, and stakeholders to achieve their missions. As the composition of the United States' and other countries' populations become increasingly diverse, and calls for a more equitable society become more urgent, zoos and aquariums must take action to develop or deepen comprehensive diversity and inclusion initiatives in their hiring and employment practices; the services and experiences they provide their visitors and communities; the way that they do business; and how they work with in-situ conservation partners.

This position statement applies to the Association's offices, its employees, and its individual and organizational members. It acknowledges that accredited members must also have their own staff diversity, equity, access, & inclusion statement and program. The statement and program should be reflective of the community, region, and country in which the member operates and serves. While AZA leadership, the AZA Board of Directors and AZA Committees will continue to advance diversity, equity, access, and inclusion trends, strategies, resources and best practices for AZA, there is an expectation that all individual members, member institutions and AZA staff will proactively work toward greater diversity, equity, access and inclusion in all that they do.

POTTER PARK ZOO

October 2020 Weekly Analytics

Dates: Oct 5 - 11			
Platforms	Facebook	Instagram	Twitter
Reach	108,523	47,606	X
Impressions	211,271	102,966	24,600
Engaged Users (actions)	6,844	4,033	1,355
Followers (sunday)	59,965	23,817	8,312
Dates: Oct. 12-18			
Platforms	Facebook	Instagram	Twitter
Reach	126,461	56,339	X
Impressions	248,011	131,772	24,600
Engaged Users (actions)	8,935	5,600	1,436
Followers (sunday)	59,985	23,940	8,319
Dates: Oct. 19- 25		* Red Panda week BTS Videos	
Platforms	Facebook	Instagram	Twitter
Reach	166,931	48,376	X
Impressions	287,381	111,761	24,700
Engaged Users (actions)	9,969	5,144	1,625
Followers (sunday)	60,003!	24,005	8,325
Dates: Oct. 26 - Nov. 1		*Rhino Day BTS Vid all week	
Platforms	Facebook	Instagram	Twitter
Reach	161,153	51,521	X
Impressions	248,530	132,136	35,700
Engaged Users	13,873	6,631	5,181 (otter pumpkin)
Followers (sunday)	60,027	24,124	8,338

POTTER PARK ZOO

October 2020

Facebook	Total reach: (daily total) 609,668 Total Impressions: 1,080,874	
	Followers: 59,936 to 60,027	Increase in followers: 91
Instagram	Total Reach: 203,842 (almost double from last month) Total impressions: 478,665	
	Followers: 23,553 to 24,124	Increase in followers: 571
Twitter	Total Impressions: 196,00 Engaged Users: 9,597	
	Followers: 8,308 to 8,338	Increase in followers: 30
Google Analytics	Page Views: 54,998 Sessions: 24,515 Users: 17,587	
	Top pages visited	
	Home	15,633
	Events	7,027
	Ticket Sales	6,998
	Zootacular week 3	2,556
	Zootacular week 1	2,219
	Top cities by visits	
	Lansing	1,909
	Grand Rapids	1,450
	Ann Arbor	930
	East Lansing	895
	Acquisitions	
	Organic Search	11,642
	Direct	4,043
	Social	1,597
	Referral	649
Increase sessions (comp. to 2019) 18% 16 Unique users: 14%		

Users

14.27%

17,587 vs 15,391



New Users

12.80%

16,035 vs 14,216



Sessions

17.76%

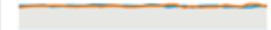
24,515 vs 20,818



Number of Sessions per User

3.05%

1.39 vs 1.35



Pageviews

19.33%

54,988 vs 46,082



Pages / Session

1.33%

2.24 vs 2.21



Avg. Session Duration

21.66%

00:01:56 vs 00:01:35



Bounce Rate

-12.70%

42.56% vs 48.75%



Pageviews

19.33%

54,988 vs 46,082



Unique Pageviews

19.41%

46,810 vs 39,201



Avg. Time on Page

17.94%

00:01:32 vs 00:01:18



Bounce Rate

-12.70%

42.56% vs 48.75%



% Exit

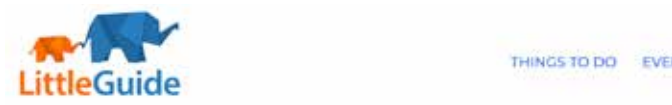
-1.57%

44.47% vs 45.18%



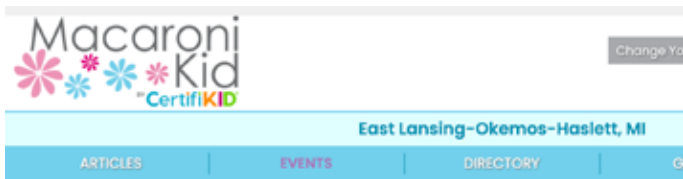
POTTER PARK ZOO

Notable Media Stories - October 2020



<https://www.littleguidedetroit.com/event/fall-zootacular/?eventDisplay=all>

ALL EVENTS FOR FALL ZOOTACULAR



<https://okemos.macaronikid.com/events/5f7f9003a080f-f3a1773426b/fall-zoo-tacular>

EVENT DETAILS

Fall Zoo-tacular!



Oct 10, 2020 9:00 AM - 5:00 PM

Description

This year Potter Park Zoo is celebrating fall in a whole new way! Put on your best Halloween costumes and celebrate with the whole family at Potter Park Zoo!



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

Potter Park Zoo provides Braille maps for visitors



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

LIFE

Greater Lansing scares up fun this October as people find new ways to host old events

Kyle Davidson Lansing State Journal

Published 11:09 a.m. ET Oct. 23, 2020



Despite the cancellation of many larger gatherings, many Greater Lansing favorites are still going on with safety measures in place to protect the public. Although the coronavirus has changed the appearance of Halloween in Greater Lansing, requiring masks and increased sanitation, event hosts have found ways to bring

<https://www.lansingstatejournal.com/story/life/2020/10/23/halloween-traditions-return-protective-measures-safe-celebration/5939780002/>

NOTICE

REGULAR MEETINGS OF THE POTTER PARK ZOO BOARD FOR 2021

The Potter Park Zoo Board meetings commence at 6:00pm and are held at Potter Park Zoo, 1301 S. Pennsylvania Ave., Education Bldg., Lansing, Michigan

January 13, 2021
February 10, 2021
March 10, 2021
April 14, 2021
May 12, 2021
June 09, 2021
July 14, 2021
August 11, 2021
September 08, 2021
October 13, 2021
November 10, 2021
December 08, 2021

In the event of a special meeting, rescheduled meeting or cancellation of a regularly scheduled meeting, a notice of same will be posted at the office of Potter Park Zoo, 1301 S. Pennsylvania Ave., Lansing, Michigan, at least 18 hours prior to the time of the meeting or canceled meeting.

The 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, or individuals with disabilities at the meeting, upon five (5) working days' notice to the Potter Park Zoo. Individuals with disabilities requiring auxiliary aids or services should contact the Potter Park Zoo in writing or by calling the Potter Park Zoo Office, 1301 S. Pennsylvania Ave., Lansing, MI 48912- Phone: (517)342-2715.

A QUORUM OF POTTER PARK ZOO BOARD MEMBERS MAY BE IN ATTENDANCE AT THIS MEETING