

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 "December 09, 2020".

POTTER PARK ZOO ADVISORY BOARD MEETING

Wednesday, December 09, 2020
6:00 PM

Join Zoom Meeting

<https://zoom.us/j/93265305143?pwd=Nm1MdnRWnNfjbTNoM0ZtZ1R4T3NzZz09>

Meeting ID: 932 6530 5143

Passcode: 845213

- 1. Call to Order**
- 2. Approval of November 18, 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. November 2020 Finance Report – Delphine Breeze
 - b. Director's Report – Cynthia Wagner/Amy Morris
- 6. New Business**
 - a. Fund Development Presentation – Erin O'Rourke
- 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 **January 13, 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, November 18, 2020**

The Ingham County Potter Park Zoo Advisory Board held a regularly scheduled meeting via Zoom

BOARD MEMBERS

PRESENT: Commissioner Trubac, Chair John Groen, Vice Chair Kyle Binkley, Cindy Kangas, Julie Pingston, Cheryl Bergman, Molly Korn, and Mary Leys

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

ABSENT: Commissioner Tennis, Dr. Richard Snider, Mary Hauser and Yanice Jackson Long

CALL TO ORDER: Chair John Groen called the regular meeting of the Ingham County Zoo Advisory Board to order at 6:01 p.m.

MINUTES: Moved by Julie Pingston and supported by Kyle Binkley to approve the minutes of the Oct. 14, 2020 meeting as written, **Yes-8; No-0; MOTION CARRIED.**

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

None

FINANCIAL REPORTS

Zoo Financial Report

Director Wagner reported that expenditures are moving along as expected. October financials reflect \$856,780 in fund balance with approximately \$800,000 as unrestricted. Parking fees are done for the year. The remaining revenue will come from interest, admissions, and the gift shop. The majority of 2020 revenue has been collected. There have not been any large unexpected expenditures. Director Wagner asked if there were any questions and there were none.

Director Morris-Hall reported the Society October financials show a loss in revenue of \$99,000 from 2019. She stated that funds resulting from the transfer of membership money that was collected through the point of sale will be reflected in November. She stated that the PPP loan of \$104,000 had not yet been forgiven and when that happened there would be an additional \$104,000 in revenue. Ms. Morris stated that Wonderland of Lights would be helpful and that overall the Society is stable due to increased donations and the layoffs that were done mid-summer.

Director Morris-Hall stated she is working to complete the 2021 budget anticipating a loss of revenue from education programs and events due to continued restrictions. Chair Groen asked if there were any scenarios being considered if there was not a good Wonderland of Lights event. Director Morris replied that they are only planning for half the revenue of last year and that they had taken steps to cut expenses with light set up and staffing during the event. Chair Groen asked Ms. Pingston if she had anything to add from the Society Board and she stated that did not as the financials looked better than expected and they were pleased to be considering bringing back education staff.

ZOO DIRECTOR REPORT

Major Elements Reported:

- Overall the October admission numbers look good, but capacity limits did negatively impact Fall Zootacular numbers. Collection of parking fees is done for the year.
- Based on current health and safety regulations the plan is to keep the zoo open and continue to keep buildings closed. The only buildings open to the public are bathrooms and the gift shop. Jon Lawrence arranged the gift shop to allow for one-way traffic and it has gone very well. There are still back orders on hand sanitizer and dispensers, but they should come in soon. Dr. Ronan is watching glove usage as he is starting to see back orders on disposable gloves again.
- The six-week Davenport Management Class is done Thursday the 15th and Director Wagner has completed several Fred Pryor communications courses. All trainings have had very helpful content.
- We are continuing to work through the DEI assessment being done by the Nonprofit Network with funds awarded through a Community Foundation grant. The assessment was completed by 62 staff members.
- Incident reports were down compared to the same time last year. Rick Parker makes sure to tell staff and thank them when this happens to promote a safer work place.
- Staff engagement activities are starting again.
- No new concerns have been brought forward regarding the previous personnel issues. Director Wagner is still available and working to resolve any issues communicated to her.
- Melissa Sano accepted a job offer and resigned effective December 7, 2020. The zookeeper 400 position will be posted Friday, Nov. 20, 2020 for two weeks.
- Seventeen guests received free admission for Veteran's Day.
- The Michigan Council for Arts and Cultural Affairs awarded the Society \$18,000 for operating support.
- The Dart Foundation grant funds were used to replace the doors at the VEZU building.
- The Society anticipates an additional \$62,000 in donations by the end of the year that can be used for operations which will help with cash flow in 2021.
- The Fall Zootacular went well with 6,000 guests attending.
- FALCONERS and Zoo in your Neighborhood continue and are appreciated by the community members using them.
- Communications is doing great including reaching 60,000 Facebook followers.

6:27 Mary Leys left the meeting.

- Dr. Ronan got preventative physicals up to date for all animals which is helpful now that procedures are limited again to only those that are essential to make sure staff can keep appropriate social distance.
- The female camel was euthanized over the past weekend due to arthritis which is a common medical problem in Bactrian camels. This type of situation can be difficult for staff, but all staff agreed it was the only option.

- Keepers put the new the new male bongo with the two females with hope they would breed, but they did not. The next time we will try is early summer.
- There will be no spring semester animal care interns, but applications are being accepted for summer.
- Bird and Reptile house exhibits continue to be worked on so they can be ready for spring when the building can hopefully be opened again to the public.
- Many compliments have been received about guest services in recent weeks.
- Supervisors are working to show appreciation more and this will be a focus moving forward.
- The AZA Diversity statement shows that it will be a requirement for accredited facilities to have a DEI statement and inclusion program.

NEW BUSINESS

Zoo Board Meeting Dates 2021

Director Wagner stated all dates are on the 2nd Wednesday of the month. Chair Groen asked if there were any comments on the proposed dates – there were none.

Kyle Binkley moved and it was supported by Molly Korn to accept the meeting dates as presented, **Yes-8; No-0; MOTION CARRIED.**

2021 Incentives

Director Wagner stated this is the time of year that incentives are evaluated. She asked if anyone felt any incentives should be added. Julie Pingston stated that the amount we have is a nice balance without having too many. Cindy Kangas added that an incentive should only be added if there is a gap somewhere in the calendar or with a specific demographic. Chair Groen suggested creating other incentives that are not ticket based.

Director Morris-Hall shared that the Society is considering a new event in February from which they would receive the revenue. This would be an event during zoo hours and there would 10ish animal ice sculptures throughout the zoo that are sponsored. Chair Groen said he thought it sounded like a fun event. Kyle Binkley and Cheryl Bergman agreed.

OLD BUSINESS

Strategy Subcommittee

No report

External Relations Subcommittee

No report

Financial Sustainability Subcommittee

No report

Director Wagner will schedule subcommittee meetings in January 2021.

BOARD COMMENTS

None

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Being no further business, the meeting was adjourned at 6:46 p.m.

DRAFT

POTTER PARK ZOO
YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY
FOR 11 MONTHS ENDED NOVEMBER 30, 2020

	2020 BUDGET	NOVEMBER 2020 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	NOVEMBER 2019 YTD ACTUAL
REVENUES					
PROPERTY TAX	\$ 3,134,484	\$ 3,121,719	\$ 12,765	99.59%	\$ 3,028,217
UNALLOCATED PORTION OF TAXES (1 MONTHS)		\$ (260,142)			\$ (252,350)
ADMISSIONS	\$ 610,000	\$ 430,003	\$ 179,997	70.49%	\$ 606,787
CONCESSIONS, GIFT SHOP, VENDING	\$ 500,500	\$ 281,847	\$ 218,653	56.31%	\$ 550,575
PARKING FEES	\$ 190,000	\$ 92,653	\$ 97,347	48.76%	\$ 179,709
INTERACTIVE SITES	\$ 64,455	\$ 44,817	\$ 19,638	69.53%	\$ 168,331
INTEREST INCOME	\$ 28,000	\$ 22,314	\$ 5,686	79.69%	\$ 50,311
OTHER REVENUES	\$ 142,179	\$ 69,908	\$ 72,271	49.17%	\$ 157,114
TOTAL REVENUES	\$ 4,669,618	\$ 3,803,119	\$ 866,499	81.44%	\$ 4,488,694
EXPENDITURES					
PERSONNEL SERVICES					
Salaries & Wages - Full Time	\$ 1,563,127	\$ 1,450,046	\$ 113,081	92.77%	\$ 1,246,439
Salaries & Wages - Seasonal	\$ 453,284	\$ 440,395	\$ 12,889	97.16%	\$ 517,786
Benefits	\$ 1,003,708	\$ 806,833	\$ 196,875	80.39%	\$ 670,389
Total Personnel Services	\$ 3,020,119	\$ 2,697,274	\$ 322,845	89.31%	\$ 2,434,614
CONTROLLABLE EXPENDITURES					
Supplies	\$ 344,020	\$ 214,917	\$ 129,103	62.47%	\$ 335,620
Animal Care	\$ 278,000	\$ 233,460	\$ 44,540	83.98%	\$ 261,226
Purchased Services	\$ 512,425	\$ 384,440	\$ 127,985	75.02%	\$ 478,519
Utilities - Telephone	\$ 22,125	\$ 13,148	\$ 8,977	59.43%	\$ 16,654
Rentals & Leases	\$ 2,000	\$ 1,230	\$ 770	61.50%	\$ 1,650
Other Expenses	\$ 120,600	\$ 65,019	\$ 55,581	53.91%	\$ 95,379
Total Controllable Expenditures	\$ 1,279,170	\$ 912,214	\$ 366,956	71.31%	\$ 1,189,048
NON-CONTROLLABLE EXPENDITURES					
Utilities	\$ 210,000	\$ 196,595	\$ 13,405	93.62%	\$ 193,370
Insurance	\$ 80,000	\$ 66,294	\$ 13,706	82.87%	\$ 81,518
IT Support Expense	\$ 79,928	\$ 72,166	\$ 7,762	90.29%	\$ 74,462
Other Expenses	\$ 401	\$ 320	\$ 81	79.80%	\$ 365
Total Non-Controllable Expenditures	\$ 370,329	\$ 335,375	\$ 34,954	90.56%	\$ 349,715
CAPITAL OUTLAY					
Capital Improvements	\$ -	\$ 27,709	\$ (27,709)		\$ -
TOTAL EXPENDITURES	\$ 4,669,618	\$ 3,972,572	\$ 697,046	85.07%	\$ 3,973,377
TOTAL CHANGE IN FUND BALANCE	\$ -	\$ (169,453)			\$ 515,317
FUND BALANCE AS OF 1/1/20					
NON-SPENDABLE		\$ 148,457			
UNRESTRICTED		\$ 954,547			
		<u>\$ 1,103,004</u>			
FUND BALANCE AS OF 11/30/20		\$ 933,551			
FUND BALANCE AS OF 11/30/20					
UNSPENDABLE		\$ 57,580			
UNRESTRICTED		\$ 875,971			
		<u>\$ 933,551</u>			

POTTER PARK ZOO
BALANCE SHEET - PRELIMINARY
November 30, 2020

ASSETS

CASH	\$ 951,965
DEPOSITORY CASH	169,808
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>\$ 1,288,933</u></u>
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LIABILITIES

VOUCHERS PAYABLE	
DUE TO ZOOLOGICAL SOCIETY	18,816
TAX LEVY LIABILITY	22,000
SALES TAX PAYABLE	2
REFUND NOW	(44)
REFUND APPLY	(95)
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	46,898
DEFERRED REVENUE - PROPERTY TAXES	260,142
DEFERRED REVENUE - DELINQUENT TAXES	7,663

TOTAL LIABILITIES	<u>355,382</u>
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FUND BALANCE

UNSPENDABLE	57,580
UNRESTRICTED FUND BALANCE	875,971
	<u>933,551</u>

TOTAL LIABILITIES AND FUND BALANCE	<u><u>\$ 1,288,933</u></u>
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POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING November 30, 2020

ADMISSION TYPE	CURRENT MONTH			YEAR-TO-DATE		
	2019 COUNT	2020 COUNT	BETTER (WORSE) THAN PY	2019 COUNT	2020 COUNT	BETTER (WORSE) THAN PY
GENERAL						
CHILDREN	0	784	784	21,030	9,036	(11,994)
CHILDREN - UNDER 3	108	284	176	12,107	3,274	(8,833)
CHILDREN - OFF SEASON	244	0	(244)	1,675	1,290	(385)
ADULT RESIDENT	0	1,223	1,223	22,339	10,042	(12,297)
ADULT NON-RESIDENT	0	495	495	17,751	7,034	(10,717)
ADULT - OFF SEASON	945	0	(945)	3,919	2,186	(1,733)
SENIOR/MILITARY RESIDENT	0	3	3	2,671	1,044	(1,627)
SENIOR/MILITARY NON-RESIDENT	0	2	2	3,590	884	(2,706)
GROUPS	2	0	(2)	9,731	67	(9,664)
SUBTOTAL	1,299	2,791	1,492	88,743	34,857	(53,886)
ONLINE PAID ADMISSIONS		2,391	2,391	0	11,179	11,179
PAID TOTAL	1,299	5,182	3,883	88,743	46,036	(42,707)
MEMBERSHIPS/PROGRAMS						
PPZ MEMBERS	388	952	564	17,924	10,712	(7,212)
EVENTS	1,394	2,176	782	35,302	9,077	(26,225)
RECIPROCAL ZOO MEMBERS	42	0	(42)	6,409	194	(6,215)
RECIPROCAL ZOO MEMBERS (100%)	33	0	(33)	2,641	177	(2,464)
MONDAY PROGRAM	54	102	48	8,129	1,680	(6,449)
ZIYN	0	74	74	0	198	198
OTHER (non-paying)	7	15	8	5,953	2,684	(3,269)
SUBTOTAL	1,918	3,319	1,401	76,358	24,722	(51,636)
ONLINE MEMBER TICKETS	0	0	0	0	4,300	4,300
MEMBERSHIP/PROGRAMS TOTAL	0	0	0	76,358	29,022	(47,336)
GRAND TOTAL	3,217	8,501	5,284	165,101	75,058	(90,043)

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



Director's Report December 9, 2020

Staff

The zookeeper 400 posting is done and we received 116 applicants. Zoo managers will be trained by Ingham County Human Resources to use the new neo.gov site to review applications.

We are entering our third year of being certified Sensory Inclusive by KultureCity! All staff are required to complete an annual online refresher training.

Sarah has been working on the first ever Blanding's Turtle SSP Breeding and Transfer plan and it has been approved.

Dr. Ronan gave a guest zoom lecture for MSU College of Veterinary Medicine theriogenology course.

COVID safety guidelines are being closely followed by all staff. At this time everyone that enters the zoo is required to wear a mask even outdoors.

Communications



Storyful contacted Kaiti Chritz about our cotton top tamarin birth press release. Storyful is a site that provides stories for other social platforms. From Storyful, the story was picked up by a great environment conservation page called Pattnr. They have 144K followers on twitter! This is how our stories get picked up by big new agencies around the country.

This month we saw different trends on the website. There were almost 8,000 hits to the animal internship page. The WOL page is doing well. Many of the hits are directly to that page (rather than to the event page, then WOL).

Mariah Martinez did an interview for the Mid-Michigan Pet Expert Talk Show, 1320 WILS about the zoo's community programs.

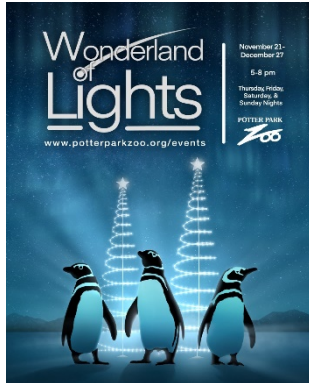
Annie Marcum is doing an interview for WKAR about animal enrichment and COVID safety protocols for the animals.

PPZ is featured in the free Lansing coloring book created by Lansing 5:01, see picture at the end of the report. <https://lansing501.com/color>

Society



The November FALCONERS event was in collaboration with the MSU Museum. This was our first virtual event and eight families were in attendance. They learned about animal migration with the museums Science on a Sphere program and everyone loved it! This was a fun way for us to help a partner get the word out about their virtual programming as well as do something new for our families.



Wonderland of Lights is open Thursdays through Sundays from 5 p.m. – 8 p.m. Nov. 21 through Dec. 27, 2020.

The event will not be held Thursday, Dec. 24 and Friday, Dec. 25. The regular schedule will continue the next day.

Toys for Tots donation nights are Dec. 4, 5, and 6!

The 2021 wildlife calendars featuring PPZ animals are now for sale in the gift shop.



Animal Care

- We welcomed ring tailed lemurs back to the zoo. We currently have two females and you will be able to see them in the spring when they are out on exhibit! We are preparing to receive a male ring tailed lemur from Denver for breeding.
- OJ, our male tree shrew, was shipped to his new home for a breeding recommendation per the SSP breeding and transfer plan. He arrived safely and is doing well.
- Fat and blood was harvested from McKenzie, the female camel that had to be euthanized, to create stem cell cultures. If they grow, these stem cells will be available for other zoo veterinarians to use to treat arthritis in other Bactrian camels.
- The physicals on the cotton top tamarin babies went well and they are both boys.
- Jenna, our female binturong, left for a different zoo per the SSP breeding and transfer plan. The new female binturong, Thistle, arrived and is in quarantine.
- We received 4 red kangaroos from Cleveland Zoo to increase our population.
- Wellie, the new grey kangaroo, is out of quarantine and on exhibit.

- Liya, our female tiger, will be heading to the Detroit Zoo soon for a breeding recommendation per the SSP breeding and transfer plan. We will do a press release prior to her transfer.
- We will be swapping male red pandas with the Knoxville zoo per the SSP breeding and transfer plan which will allow us to breed red pandas again.
- Tucker the parrot and our two education rabbits have been retired and placed out with keeper Jake.



POTTER PARK ZOO

November 2020

Facebook	Total reach: (daily total) 427,412 Total Impressions: 748,264 Donations through facebook: \$790	
	Followers: 60,027 to 60,086	Increase in followers: 59
Instagram	Total Reach: 210,514 Total impressions: 509,846	
	Followers: 24,124 to 24,496	Increase in followers: 372
Twitter	Total Impressions: 100,800 Engaged Users: 5,114	
	Followers: 8,338 to 8,351	Increase in followers: 13
Google Analytics	Page Views: 58,271 Sessions: 31,869 Users: 25,348	
	Top pages visited Home 15,276 Wonderland 2020 page 8,507 Animal Care internship 7,452 Ticket Sales 6,408 Events 2,610	
	(State MI: 14,000 vs. Texas 2,500) Top cities by visits San Antonio 1,909 Lansing 1,450 Cheyenne 930 Des Moines 895	
	*Non-Michigan Cities visited the internship page	
	Acquisitions Direct 11,724 Organic Search 11,581 Social 1,664 Referral 809	
	<div> <div>Users 83.02% 25,348 vs 13,850</div> <div>New Users 87.82% 23,996 vs 12,776</div> <div>Sessions 78.99% 31,869 vs 17,805</div> <div>Number of Sessions per User -2.20% 1.26 vs 1.29</div> <div>Pageviews 61.43% 58,271 vs 36,096</div> <div>Pages / Session -9.81% 1.83 vs 2.03</div> <div>Avg. Session Duration -1.71% 00:01:26 vs 00:01:27</div> <div>Bounce Rate 2.69% 58.17% vs 56.65%</div> </div>	
	<div> <div>Pageviews 61.43% 58,271 vs 36,096</div> <div>Unique Pageviews 65.64% 50,838 vs 30,691</div> <div>Avg. Time on Page 21.15% 00:01:43 vs 00:01:25</div> <div>Bounce Rate 2.69% 58.17% vs 56.65%</div> <div>% Exit 10.61% 54.56% vs 49.32%</div> </div>	
Increase sessions (comp. to 2019) 18%		Unique users: 14%

POTTER PARK ZOO

Notable Media Stories - November 2020



<https://www.wlns.com/news/cute-video-alert-baby-black-rino-at-potter-park-zoo-caught-on-camera-playing-around/>

Posted: Nov 12, 2020 / 11:15 PM EST / Updated: Nov 12, 2020 / 11:15 PM EST

LANSING, Mich (WLN) — Jaal, the baby black rhino at Potter Park Zoo seems to be having a great time



https://news.yahoo.com/two-critically-endangered-cotton-top-224012827.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAACLA9nvvGM4yzNPSm2xzMx_HLt-7J6PWQ_G0cXShAQGM6yoVb7-rP5Ppt0L2HLsC-gHMP5JKzsgxoGVlHghZMTwuvb2q6DHspgfsGqVa-ItysM5Ix_poYTMJEB-UKyoV5FOo5OX0dY8lbbEb-Pv994uZENewBPJQUQv1Dbp2Q1uEOyE



<https://environmentamerica.org/news/ame/good-news-positive-environmental-stories-you-may-have-missed-week-15>



Potter Pack Zoo Mourns the Loss of Mackenzie the Camel

<https://www.theanimalfacts.com/potter-pack-zoo-mourns-the-loss-of-mackenzie-the-camel/>



<https://www.wlns.com/news/potter-park-zoo-zoo-announces-passing-of-mackenzie-the-22-year-old-bactrian-camel/>



https://www.mlive.com/news/2020/11/michigan-zoo-mourning-death-of-beloved-22-year-old-camel-mackenzie.html?utm_campaign=mlivedotcom_sf&utm_source=facebook&utm_medium=social&fbclid=IwAR1-aSq4ilc7TRAhFp-BDB4qQz9kKbCtkLj-cAW-R4wtOMxr6n7PqsQeBuII



<https://allevants.in/lansing%20charter%20township/wonderland-of-lights-arrival-time-reservation/10000128922114515?ref=cano-rd-params>

Potter Park Zoo Wonderland of Lights

12 PHOTOS

3:12 p.m. EST Nov. 27, 2020



<https://www.lansingstatejournal.com/picture-gallery/news/local/2020/11/22/potter-park-zoo-wonderland-lights/6381983002/>

26th Annual 'Wonderland of Lights' at Potter Park Zoo



Things to do around Greater Lansing for Thanksgiving weekend 2020

Kyle Davidson | Lansing State Journal

Published 10:34 p.m. ET Nov. 25, 2020 | Updated 10:35 p.m. ET Nov. 25, 2020



Thanksgiving is looking a little different for everyone in 2020, and plenty of Greater Lansing residents are sure to be looking for ways to safely enjoy time with their families.

Whether it's enjoying some time outside, exploring the city or curling up away from the cold, here are some things you and your family can do during your Thanksgiving weekend.

Wonderland of Lights at Potter Park Zoo

5-8 p.m. Thursdays, Fridays, Saturdays and Sundays from Nov. 21 through Dec. 27, 1301 S. Pennsylvania Avenue, Lansing

'Wonderland of Lights' sure to delight



By Chloe Gregg
Staff Writer

For over 25 years, Potter Park Zoo has illuminated itself in a joyous and magical holiday celebration for Lansing residents and others to enjoy. This year in particular, everyone seems to need a little bit more joy, and Potter Park Zoo will not.



Families check out the Wonderland of Lights at Potter Park Zoo Saturday, Nov. 21, 2020. The event will run Thursdays through Sundays from 5 p.m. to 8 p.m. until Dec. 27 with the exception of Thanksgiving, Christmas Eve and Christmas Day. Robert Kilgus | Lansing State Journal

Masks and social distancing are required due to the pandemic.

<https://www.wlns.com/top-stories/26th-annual-wonderland-of-lights-at-potter-park-zoo/>

<https://www.lansingstatejournal.com/story/life/2020/11/25/thanksgiving-2020-things-do-during-holiday-weekend/6324290002/>

<https://web.lcc.edu/lookout/2020/11/25/wonderland-of-lights-sure-to-delight/>

<https://www.lansingstatejournal.com/story/news/2020/11/29/potter-park-zoo-wonderland-lights-run-through-dec-27/6439159002/>

<https://nbc25news.com/news/local/potter-park-zoos-wonderland-of-lights-continues-to-be-a-staple-in-lansing-community>



<https://nbc25news.com/news/local/potter-park-zoos-wonderland-of-lights-continues-to-be-a-staple-in-lansing-community>

Potter Park Zoo announces birth of two cotton-top tamarins

By PHILASTIO PHARRIS - Nov 12 2020

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Potter Park Zoo announced the recent birth of two critically endangered cotton-top tamarins to parents Yael and Leo.

<https://www.michiganradio.org/post/potter-park-zoo-announces-birth-two-cotton-top-tamarins>



NowThis - picked up CTT story on twitter (they have 2.7 million followers on twitter!)



Twitter Coverage for CTT Babies



POTTER PARK ZOO

November 2020 Weekly Analytics

Dates: Nov 2-8			
Platforms	Facebook	Instagram	Twitter
Reach	93,821	53,824	X
Impressions	152,331	123,984	22,700
Engaged Users (actions)	5,810	4,031	1,051
Followers (sunday)	60,021	24,237	8,341
Dates: Nov. 9-15			
Platforms	Facebook	Instagram	Twitter
Reach	80,091	32,374	X
Impressions	142,071	86,978	22,100
Engaged Users (actions)	4,820	3,885	1,532
Followers (sunday)	60,029	24,319	8,339
Dates: Nov. 16 - 22			
Platforms	Facebook	Instagram	Twitter
Reach	101,523	53,288	X
Impressions	179,463	130,840	28,300
Engaged Users (actions)	7,253	5,643	1,153
Followers (sunday)	60,062	24,409	8,346
Dates: Nov. 23 - 19			
Platforms	Facebook	Instagram	Twitter
Reach	113,481	71,028	X
Impressions	202,993	168,044	27,700
Engaged Users	7,664	5,522	1,378
Followers (sunday)	60,087	24,496	8,351