



Potter Park Zoological Society Board of Directors Meeting

Feb. 24, 2020 – 11:30 p.m. to 1 p.m. at Potter Park Zoo

MINUTES

Present

Julie Pingston
Erin Schor
Justin King
Bethany Wicksall
Drew Milam (by phone)
Amy L. Morris-Hall, Society Executive Director

Absent

George Berghorn
Aaron Davis

General Items

1. Meeting was called to order at 11:39 a.m.
2. Approval of Jan. 27, 2019 minutes – approved.
3. No members of public.
4. Late Items/Deletion/Consent Items – None

Board Items

5. Financial Report YTD (preliminary) through Jan. 31, 2020 – No report until next month.
6. Transaction of Business
 - a. Old Business
 - a. None
 - b. New Business
None

Discussion Items

1. Communications
 - a. Board President Update
 - i. A substantial increase in admissions was reported at the advisory board meeting with 2018 admissions at 157,777 and 2019 admissions at 173,338. December was a particularly busy month with 2018 admissions at 1,498 and 2019 admissions at 3,181. This was likely weather related.

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- ii. An animal escape drill was conducted in February
 - iii. A new stove, microwave, refrigerator and freezer were installed in the Discovery Center kitchen.
 - iv. The FALCONERS event in February was a dinner for families and in spite of terrible weather, had 109 attendees.
 - v. The bats are off exhibit while their exhibit is being repaired.
 - vi. Fontina, the Dexter cow, is pregnant.
 - vii. The mudpuppy exhibit has moved to the Discovery Center.
 - viii. The zoo has new Madagascar giant day geckos on exhibit.
 - ix. Millage talking points are available and will be provided to the board.
2. Executive Director's report
- a. Staff Update – No update.
 - b. Events – 2020 schedule is now on website.
 - c. Education
 - i. BZL doing well and with no snow days so far it has remained on schedule.
 - ii. Zookambi registration is on the website now up, but not using the new point of sale system because there have been a number of glitches.
 - d. Communications – Things continue to go very well with far reaching media coverage due to efforts around the birth of Jaali the black rhino and the new otter pups.
 - e. 2020 Millage and Public Speaking Update – Dennis and Amy continue to travel the county talking about the zoo and mentioning the upcoming millage.
 - f. Organizational Assessment
 - i. The employee manual is not yet complete. There are several other policies that will be completed in 2020.
 - g. Upcoming events
 - i. The centennial donor event will be held May 21.
 - h. Fundraising plan update
 - i. The spring appeal has been drafted and will go out in April.
 - i. Update on work with Sharon Castle of the Nonprofit Network
 - i. Sharon Castle will be back to work on fundraising efforts in mid-March.
 - j. Fund development update
 - i. Grants: The board discussed how they would like to receive reports on grants. A grant report will be gathered by topic and updated regularly for the board.
 - ii. Sponsorship – the 2020 event sponsorship packet is being prepared – we will also be pursuing sponsorships for Centennial weekends.

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iii. Legacy Society

1. Amy is working with Sharon Castle on the development of a brochure and website copy for a Legacy Society. Outreach to those who manage planned giving (estate planning attorneys and financial planners) will be completed as materials allow.

3. Advisory Board Committee Updates – None

4. Suggestions for future agenda items, discussion and/or board comments
 - a. None

5. Public comment – No members of the public attended the meeting.

Adjournment

The meeting adjourned at 12:24 p.m.

Potter Park Zoo - Welcome Center Conference Room – 11:30 a.m. – 1 p.m.

March 23, 2020

April 27, 2020

May 18, 2020

June 22, 2020

July 27, 2020

August 24, 2020

September 21, 2020

October 26, 2020

November 16, 2020

December 14, 2020