



Potter Park Zoological Society Board of Directors Meeting

Jan. 27, 2020 – 11:30 p.m. to 1 p.m. at Potter Park Zoo

MINUTES

Present

Julie Pingston
Erin Schor
Justin King
Aaron Davis
Bethany Wicksall
Drew Milam
Amy L. Morris-Hall, Society Executive Director

Absent

George Berghorn

General Items

1. Meeting was called to order at 11:37 a.m.
2. Approval of Dec. 9, 2019 minutes – approved.
3. No members of public.
4. Late Items/Deletion/Consent Items – None

Board Items

5. Financial Report YTD (preliminary) through Dec. 31, 2019
Erin moved to acknowledge receipt, Drew seconded.
 - a. Deviations from budget
 - i. Revenue – 2019 revenue is \$1,255,865.97 which is \$154,435.97 ahead of budget. All revenue areas have exceeded budget other than member fees, which is \$6,248.04 short of budget. Private events are over budget by \$18,710 and Zookambi is over budget by \$9,620. Actual membership fees received have increased \$22,528 over prior year. Donations are over budget \$53,215 and grant revenue is over budget \$62,646. Special events revenue ended the year \$16,853 under budget.
 - ii. Expenses – 2019 expenses are \$1,225,095.95 which is \$154,370.95 over budget. Deviations are explained below.
 1. Salary and wages expense is \$13,450 over budget and \$15,515 less than last year.
 2. Benefits and payroll taxes ended the year \$5,144 over budget.

POTTER PARK



3. The Society provided \$45,433 more support to the zoo this year than in 2018.
 4. Advertising and promotion is over budget by \$12,392.
 5. Dues and subscriptions is over budget \$3,634 because of investments in cloud-based programs to track volunteers and donors. Software subscriptions for 2020 will be less due to the cancellation of the old Raiser's Edge financial software.
 6. Occupancy is over budget \$1,997 in building supplies and \$1,207 in utilities.
 7. Other areas that are over budget are office supplies (due to direct mail solicitation costs), and professional fees (due to new volunteer background checks and accounting fees that were incurred because Maner Costerisan was retained longer than anticipated).
- iii. There is more cash as of Dec. 31, 2019 when compared to last year. As of Dec. 31, 2019 there was 58 days of cash in the bank compared to 52 days of cash at the end of 2018.
 - iv. The net surplus as of December 31, 2019 is \$30,770 exceeding the budgeted surplus by \$65.

6. Transaction of Business

- a. Old Business
 - a. None
- b. New Business
 - a. Election of officers –
Julie Pingston – chair, Justin King – vice chair, George Berghorn – treasurer, and Erin Schor – secretary.
Aaron moved to approve the officers, Bethany seconded – motion carried.
 - b. 2020 Budget Proposal –
The proposed 2020 Society budget includes total income of \$1,231,525 and total expenses of \$1,193,310 with a net surplus of \$38,215.
Justin moved to approve the proposed budget, Bethany seconded – motion carried.
 - c. Verification of the e-mail vote to add Bethany Wicksall to the Society board – Erin moved, Drew seconded – motion carried.
- c. Other board recruitment ideas
 - a. Justin and George mentioned working toward more diversity on the board and both agreed to follow up at the next meeting.
 - b. George mentioned diversity at Michigan State University and he is meeting with a leader there and maybe he can help.

POTTER PARK



Justin and George will follow up.

Discussion Items

1. Communications
 - a. Board recruitment discussion – Justin and George discussed working toward more diversity on the board and both agreed to follow up at the next meeting. George mentioned diversity at Michigan State University and he is meeting with a leader there that may be able to help.
 - b. Executive Director Update
 - i. Staff
 1. At a future meeting, an evaluation of the executive director will be discussed.
 - ii. Events – Planning for the 2020 event schedule is underway.
 - iii. Education
 1. Big Zoo Lesson is filled to capacity again in the 2019-2020 school year.
 2. Zookambi summer camp registration will be up soon.
 3. Zoo In Your Neighborhood and FALCONERS has experienced better attendance than ever before.
 - iv. Fund development update
 1. Grant Review – staff is working on the 2020 grant schedule.
 2. Sponsorship – the 2020 event sponsorship packet is being prepared – we will also be pursuing sponsorships for Centennial weekends.
 3. Legacy Society
 - a. 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.
2. Suggestions for future agenda items, discussion and/or board comments
 - a. None
3. Public comment – No members of the public attended the meeting.

Adjournment

The meeting adjourned at 1:30 p.m.

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

POTTER PARK



February 24, 2020

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