



Potter Park Zoological Society Board of Directors Meeting

May 18, 2020 – 11:30 p.m. to 1 p.m. via Zoom

MINUTES

Present

Julie Pingston
Erin Schor
Justin King
Drew Milam
George Berghorn
Amy L. Morris-Hall, Society Executive Director

Absent

Bethany Wicksall
Aaron Davis

General Items

1. Meeting was called to order at 11:34 a.m.
2. Approval of April 27, 2020 minutes – approved.
3. No members of public
4. Late Items/Deletion/Consent Items – None

Board Items

5. Financial Report YTD (preliminary) through April 30, 2020

Revenue

Due to the zoo closure and program cancellations due to COVID-19, revenue at \$87,817.90 is under budget by \$119,327.10.

Expenses

Advertising and promotion are overbudget due to the cost of the 2020 summer billboards that were paid for in March. This line item is reimbursed by the zoo. Conferences, conventions and meetings, which include employee education, is over budget due to an early payment made in January. The category is expected to end the year within the approved budget. Professional fees are overbudget due to the January-June payment for Big Zoo Lesson and an increase in accounting services.

Total expenses at \$279,417.05 are \$38,568 under budget.

Statement of Financial Position

There was 121 days of cash available as of April 30, 2020, up from 52 days as of March 31, 2020 due to the receipt of the PPP Loan proceeds.

The net deficit as of April 30, 2020 is \$91,599.

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6. Transaction of Business
 - a. Old Business
 - a. None
 - b. New Business
 - a. Confirmation of e-mail vote on Capitalization Policy (required for audit). Bethany moved, Erin seconded. Motion carried.
 - b. Confirmation of e-mail vote on Capital National Bank paycheck protection program loan approval. Bethany moved, Erin seconded. Motion carried.

Discussion Items

1. Executive Director's report
 - a. Covid-19 Action Update

Receipt of the Paycheck Protection Program funds has allowed all staff to be paid through June 19. At that time the Potter Park Zoological Society will be laying off all employees in the education department with the exception of the high school teacher whose wages are funded by a grant from Eaton RESA. The Society Executive Director will be taking a 50 percent reduction in pay.
 - b. Education and Events

All public, private and education events including Zookambi summer camp have been canceled through the summer. Many refunds are expected to be issued for prepaid summer camp registrations.
 - c. Communications – The zoo's social media following has been tremendous with the birth of several animals and with so many people at home due to COVID-19.
 - d. Organizational Assessment
 - i. No update.
 - e. Fundraising plan update
 - i. A naming contest will be held for the baby elk.
 - f. Update on work with Sharon Castle of the Nonprofit Network
 - i. Amy has submitted a proposal to the Capital Regional Community Foundation to continue working with the NonProfit Network.
 - g. Fund development update
 - i. Grants: The Society applied for the Michigan Council for Arts and Cultural Affairs grant.
 - ii.
2. Advisory Board Committee Updates – None
3. Suggestions for future agenda items, discussion and/or board comments
 - a. None
4. Public comment – No members of the public attended the meeting.

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Adjournment

The meeting adjourned at 12:44 p.m.

Potter Park Zoo - Zoom – 11:30 a.m. – 1 p.m.

June 22, 2020

July 27, 2020

August 24, 2020

September 21, 2020

October 26, 2020

November 16, 2020

December 14, 2020