

# AGENDA

## Potter Park Zoo Advisory Board

1301 S. Pennsylvania Avenue ~ Lansing, MI 48912

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The Board information packet is available on-line by going to [www.potterparkzoo.org](http://www.potterparkzoo.org), selecting "About," clicking on "Zoo Board Meetings" and clicking "March 10, 2021".

### POTTER PARK ZOO ADVISORY BOARD MEETING

Wednesday, March 10, 2021

6:00 PM

Join Zoom Meeting

<https://zoom.us/j/93265305143?pwd=eDk0VmNIUmxxNINQaG1GMTMwaFNSQT09>

Meeting ID: 932 6530 5143

Passcode: 254786

1. **Call to Order**
2. **Approval of February 10, 2021 Meeting Minutes.**
3. **Limited Public Comment** – *Limited to 3 minutes with no discussion*
4. **Late Items/Deletions/Consent Items**
5. **Director's Report**
  - a. Finance Report – Cynthia Wagner
  - b. Admission Report- Cynthia Wagner
  - c. Director's Report – Cynthia Wagner/Amy Morris
6. **New Business**
  - a. Non-Profit Network Training - Discussion
  - b. AZA Diversity, Equity, Accessibility, and Inclusion (DEAI) Standards - Discussion
7. **Old Business**
  - a. Strategy Subcommittee – Mary Leys
  - b. 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 **April 14, 2021 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, February 10, 2021**

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

**BOARD MEMBERS PRESENT:** Chair John Groen, Commissioner Trubac, Cheryl Bergman, Julie Pingston, Dr. Richard Snider, Mary Hauser, and Molly Korn

**ALSO PRESENT:** Cynthia Wagner, Zoo Director, Amy L. Morris-Hall, Zoological Society Executive Director, Delphine Brezee, and Jon Lawrence

**ABSENT:** Commissioner Tennis, Vice Chair Kyle Binkley, Cindy Kangas, and Yanice Jackson Long

**CALL TO ORDER:** Chair Groen called the regular meeting of the Ingham County Zoo Advisory Board to order at 6:04 p.m.

**MINUTES:** Moved by Julie Pingston and supported by Molly Korn to approve the minutes of the January 13, 2021 meeting as written, **Yes-6; No-0; MOTION CARRIED.**

**LIMITED PUBLIC COMMENT**

None

**LATE ITEMS/DELETIONS/CONSENT ITEMS**

None

**FINANCIAL REPORTS**

**Zoo Financial Report**

Delphine Brezee presented the 2020 year end financials. The fund balance at the end of 2020 had \$651,279 in unrestricted funds with \$148,456 restricted for a total of \$799,735. She stated total assets were \$4,245,502. Chair Groen asked what the reason was for having more in fund balance than had been anticipated. Director Wagner stated there was a \$100,000 administrative fee that the zoo did not have to pay and Ms. Brezee stated that Director Wagner had done a good job controlling expenses where possible. Director Wagner stated revenues for admissions also came in higher than expected when estimates were done earlier in the year. Director Wagner stated that inventory was higher than typical at the end of 2020 due to not selling as much gift shop merchandise as past years. There were no further questions or comments.

**Admission Report**

Director Wagner explained the changes to the report which include past numbers for both 2019 and 2020 as well as online and gate numbers listed separately for 2021. She stated the comparison showing better or worse is still using prior year numbers. She stated the numbers for January were up from prior year likely due to warmer weather and not a lot of activities open in the area yet. She expects February to be lower due to cold temperatures with the exception of the Ice Safari day. She stated all of the reservations were filled for Ice Safari. Julie Pingston suggested considering a second day the following Sunday to accommodate more guests.

Julie Pingston asked if the zoo would be continuing online tickets in the future. Director Wagner responded that it is

working well to get guests through admissions faster and also helps spread people out throughout the day. Dr. Snider said that he hopes the zoo will not start treating guests that walk up to purchase tickets like they have done something wrong. Director Wagner and Director Morris-Hall stated that would never happen and staff will continue to be trained to be welcoming to all.

Commissioner Trubac asked if there was a plan to open the exhibit buildings. Director Wagner answered that the bird and reptile building is in a state of repair currently and would open in the spring and that Feline Primate is not open, but that we could consider it with additional staffing for sanitizing and monitoring visitors.

### **ZOO DIRECTOR REPORT**

Major Elements Reported:

- Director Morris-Hall reported that the Society ended the year with more cash on hand than in 2019 with \$204,438. The Society received notice that the \$104,500 PPP loan was forgiven. Director Morris-Hall was notified that the second PPP loan was approved for \$106,000.
- All education staff have returned to work full time with the exception of one that had to be brought back on a part-time basis.
- The Society is applying for a grant that can be used to buy equipment to reduce touch points throughout the zoo.
- Zoo In Your Neighborhood and FALCONERS were successful in January and FALCONERS provided 199 meals to families in partnership with Outback Steakhouse of Okemos.
- The Jaali painting event raised \$1,850 with 121 participants.
- There are six sponsors for the Ice Safari event including a thank you sponsorship for Outback Steakhouse of Okemos for their generosity to the FALCONERS program.
- Wine and Stein in 2021 is becoming 4 smaller events called Zoo Nights. Each event will have approximately four drink and four food vendors and this will allow the zoo to manage smaller groups of people.
- The new Zookeeper 400 started last week.
- Several animal shipments have taken place including cotton-top tamarins, the male red panda, and the two otter pups from last year, all left for new zoos. A new male red panda was brought in for breeding and the cotton-top tamarins will continue breeding.
- The bird and reptile house is planned to open this spring to the public.

### **NEW BUSINESS**

#### **Guest Services Presentation**

Jon Lawrence presented information about the merchandise and food operations at the zoo. He shared that the point of sale system is working well now for online ticketing. He will be working to set up kiosks again this year. Dippin Dots was extremely successful last year and during colder weather it will be pretzels. He said sales were up in January 2021 compared to 2020, in large part due to the sale of Jaali t-shirts that were done in partnership with Lansing Lugnuts. He stated there is still a need for seasonal employees and that it has been hard to keep enough employees through the winter. Gift cards went live in December and they are made of sustainable birch wood. The point of sale system made the gift cards possible.

Director Wagner complimented Jon stating that he is the main reason the point of sale system has been implemented successfully and that he has invested tremendous time and effort to make it successful. She thanked him for his hard work and attention to detail.

Dr. Snider asked if there have been any initiatives in the gift shop to have a small amount of proceed from a particular item go toward conservation. Mr. Lawrence explained when guests tell the zoo to keep the change that

those monies are used for conservation efforts that the zoo supports and that many of the suppliers he purchases from have a portion of their sales go toward conservation. Director Wagner stated the zoo supports the Potter Park Zoo AAZK chapter and their contributions to conservation by selling their animal prints in the gift shop and that the zoo sells merchandise from Snow Leopard Trust, Red Panda Network, and Action for Cheetahs.

Director Wagner shared that Jon's efforts with training seasonal staff have made a substantial positive impact on customer service and guest experience. Director Morris-Hall shared that Jon has done a great job at collaborating with Society staff and that it is very appreciated.

Mary Leys thanked Jon for all of his hard work.

Mary Hauser joined the meeting

#### **Resolution for Zoo Visitation Hours**

Director Wagner explained the only change was early closures for the Zoo Nights events to allow for safe set up of tents and vendors.

Moved by Julie Pingston and supported by Dr. Snider to approve the Resolution as written,

**Yes-7; No-0; MOTION CARRIED.**

#### **Resolution for Visitor Incentives**

Director Wagner stated the only change was free admission for registered participants in the Hippy Hop 5K. She asked what the Board thought about doing an Ingham County employee free day. Chair Groen suggested a day for Frontline workers, discussion ensued. It was decided to do a separate Resolution for Ingham County employees and to discuss the best way to incorporate a frontline work incentive next meeting.

Moved by Dr. Snider and supported by Julie Pingston to approve the Resolution as written,

**Yes-7; No-0; MOTION CARRIED.**

#### **Society Agreement with Ingham County – Discussion**

Director Wagner stated that it was time to start discussion about the agreement as it ends in March 2022 and that it would be helpful to get it done sooner since circumstances are no longer the same as when the agreement was written. She stated she did not feel it was necessary to leave in that 15 percent payment of membership dues is required if revenue sharing isn't agreed upon each year.

Chair Groen stated he disagreed with taking that protection away from the County. He stated this was not based on current management, but rather protection for any future situations.

Dr. Snider stated he felt education and other components of the Society should be recognized for what they do to benefit the zoo.

Director Wagner stated she would put together some draft language to discuss with the board at the next meeting.

#### **OLD BUSINESS**

##### **Strategy Subcommittee**

Mary Leys stated a meeting was held January 22, 2021. The decision was made to combine the finance and strategic planning subcommittees since many of the things the strategic planning subcommittee were prioritizing and planning involved finances. She stated the committee would be exploring future conservation plans including global conservation and that Director Wagner would be looking for a reporting structure that was not as time consuming as the past report.

**External Relations Subcommittee**

Cheryl Bergman stated a meeting was held January 21, 2021. The committee discussed sponsorships for Ice Safari and asking 3-5 businesses or individuals to sponsor the event. Centennial events that couldn't be held in 2020 will be held on weekends in 2021 and the donor event will be in September.

**Financial Sustainability Subcommittee**

No update.

**BOARD COMMENTS**

None

**LIMITED PUBLIC COMMENT**

None

**ADJOURNMENT**

Being no further business, the meeting was adjourned at 7:29 p.m. by Chair Groen.

**POTTER PARK ZOO**  
**BALANCE SHEET - PRELIMINARY**  
**February 28, 2021**

**ASSETS**

CASH	\$ 2,575,269
DEPOSITORY CASH	20,289
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	795,905
TAXES REC - DELINQUENT	28,487
ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES	(15,359)
IFT TAX RECEIVABLE	-
PROPERTY TAX RECEIVABLE	-
INTEREST RECEIVABLE	1,421
DUE FROM STATE	-
INVENTORY	81,930
PREPAID EXPENSES	-
<b>TOTAL ASSETS</b>	<u><u>\$ 3,495,942</u></u>

**LIABILITIES**

VOUCHERS PAYABLE	
DUE TO ZOOLOGICAL SOCIETY	19,398
TAX LEVY LIABILITY	19,021
SALES TAX PAYABLE	2
REFUND NOW	(61)
REFUND APPLY	(170)
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	1
DEFERRED REVENUE - PROPERTY TAXES	2,651,797
DEFERRED REVENUE - DELINQUENT TAXES	7,663
<b>TOTAL LIABILITIES</b>	<u><u>2,697,651</u></u>

**FUND BALANCE**

UNSPENDABLE	170,406
UNRESTRICTED FUND BALANCE	627,885
	<u>798,291</u>
<b>TOTAL LIABILITIES AND FUND BALANCE</b>	<u><u>\$ 3,495,942</u></u>

**POTTER PARK ZOO**  
**YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY**  
**FOR 2 MONTHS ENDED FEBRUARY 28, 2021**

	2021 BUDGET	FEBRUARY 2021 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	FEBRUARY 2020 YTD ACTUAL
<b>REVENUES</b>					
PROPERTY TAX	\$ 3,134,484	\$ 3,182,158	\$ (47,674)	101.52%	\$ 3,074,823
UNALLOCATED PORTION OF TAXES (10 MONTHS)		\$ (2,651,797)			\$ (2,562,351)
ADMISSIONS	\$ 610,000	\$ 14,037	\$ 595,963	2.30%	\$ 8,752
CONCESSIONS, GIFT SHOP, VENDING	\$ 500,500	\$ 16,351	\$ 484,149	3.27%	\$ 7,263
PARKING FEES	\$ 190,000	\$ 64	\$ 189,936	0.03%	\$ -
INTERACTIVE SITES	\$ 64,455	\$ -	\$ 64,455	0.00%	\$ -
INTEREST INCOME	\$ 28,000	\$ 550	\$ 27,450	1.96%	\$ 4,675
OTHER REVENUES	\$ 133,265	\$ -	\$ 133,265	0.00%	\$ 10,913
<b>TOTAL REVENUES</b>	<b>\$ 4,660,704</b>	<b>\$ 561,363</b>	<b>\$ 4,099,341</b>	<b>12.04%</b>	<b>\$ 544,075</b>
<b>EXPENDITURES</b>					
<b>PERSONNEL SERVICES</b>					
Salaries & Wages - Full Time	\$ 1,563,127	\$ 189,517	\$ 1,373,610	12.12%	\$ 206,541
Salaries & Wages - Seasonal	\$ 453,284	\$ 40,493	\$ 412,791	8.93%	\$ 37,274
Benefits	\$ 1,003,708	\$ 126,462	\$ 877,246	12.60%	\$ 132,754
Total Personnel Services	\$ 3,020,119	\$ 356,472	\$ 2,663,647	11.80%	\$ 376,569
<b>CONTROLLABLE EXPENDITURES</b>					
Supplies	\$ 330,000	\$ 8,888	\$ 321,112	2.69%	\$ 36,969
Animal Care	\$ 278,000	\$ 31,179	\$ 246,821	11.22%	\$ 36,602
Purchased Services	\$ 384,078	\$ 24,430	\$ 359,648	6.36%	\$ 61,809
Utilities - Telephone	\$ 24,125	\$ 2,897	\$ 21,228	12.01%	\$ 3,115
Rentals & Leases	\$ 2,000	\$ -	\$ 2,000	0.00%	\$ -
Other Expenses	\$ 118,600	\$ 27,738	\$ 90,862	23.39%	\$ 42,136
Total Controllable Expenditures	\$ 1,136,803	\$ 95,132	\$ 1,041,671	8.37%	\$ 180,631
<b>NON-CONTROLLABLE EXPENDITURES</b>					
Utilities	\$ 210,000	\$ 21,851	\$ 188,149	10.41%	\$ 44,072
Insurance	\$ 80,000	\$ 64,309	\$ 15,691	80.39%	\$ 60,448
IT Support Expense	\$ 79,928	\$ 2,779	\$ 77,149	3.48%	\$ 10,074
Other Expenses	\$ 401	\$ -	\$ 401	0.00%	\$ 106
Total Non-Controllable Expenditures	\$ 370,329	\$ 88,939	\$ 281,390	24.02%	\$ 114,700
<b>CAPITAL OUTLAY</b>					
Capital Improvements	\$ -	\$ -	\$ -		\$ -
<b>TOTAL EXPENDITURES</b>	<b>\$ 4,527,251</b>	<b>\$ 540,543</b>	<b>\$ 3,986,708</b>	<b>11.94%</b>	<b>\$ 671,900</b>
<b>TOTAL CHANGE IN FUND BALANCE</b>	<b>\$ 133,453</b>	<b>\$ 20,820</b>			<b>\$ (127,825)</b>
<b>FUND BALANCE AS OF 1/1/21</b>					
NON-SPENDABLE		\$ 170,406			
UNRESTRICTED		\$ 607,065			
		<u>\$ 777,471</u>			
<b>FUND BALANCE AS OF 2/28/21</b>		\$ 798,291			
<b>FUND BALANCE AS OF 2/28/21</b>					
UNSPENDABLE		\$ 170,406			
UNRESTRICTED		\$ 627,885			
		<u>\$ 798,291</u>			

**POTTER PARK ZOO**  
**MONTHLY ATTENDANCE REPORT**  
**FOR MONTH AND YTD ENDING February 28, 2021**

ADMISSION TYPE	CURRENT MONTH						YEAR-TO-DATE			
	2019	2020	2021 Gate	2021 Online	2021 Total	BETTER (WORSE) THAN PY	2019 COUNT	2020 COUNT	2021 COUNT	BETTER (WORSE) THAN PY
GENERAL										
CHILDREN	135	358	0	0	0	(358)	226	528	0	(528)
CHILD RESIDENT	0	0	112	26	138	138	0	0	281	281
CHILD NON-RESIDENT	0	0	87	267	354	354	0	0	706	706
CHILDREN - UNDER 3	50	173	95	357	452	279	140	236	583	347
ADULT RESIDENT	0	0	277	68	345	345	0	0	656	656
ADULT NON-RESIDENT	0	0	227	581	808	808	0	0	1,271	1,271
ADULT	495	1,242	0	0	0	(1,242)	1,163	1,812	0	(1,812)
SENIOR/MILITARY RESIDENT	0	0	0	0	0	0	0	0	45	45
SENIOR/MILITARY NON-RESIDENT	0	0	0	22	22	22	0	0	416	416
GROUPS	0	2	0	0	0	(2)	0	37	0	(37)
SUBTOTAL	680	1,775	798	1,321	2,119	344	1,529	2,613	3,958	1,345
MEMBERSHIPS/PROGRAMS										
PPZ MEMBERS	265	568	399	102	501	(67)	637	878	1,153	275
EVENTS	78	967	2,191	0	2,191	1,224	323	1,410	2,191	781
RECIPROCAL ZOO MEMBERS	32	59	0	0	0	(59)	120	110	0	(110)
RECIPROCAL ZOO MEMBERS (100%)	6	62	0	0	0	(62)	47	98	0	(98)
MONDAY PROGRAM	25	86	10	4	14	(72)	30	106	21	(85)
ZIYN	0	47	28	0	28	(19)	0	47	74	27
OTHER (non-paying)	198	261	0	0	0	(261)	200	265	76	(189)
SUBTOTAL	604	2,050	2,628	106	2,734	684	1,357	2,914	3,515	601
<b>GRAND TOTAL</b>	<b>1,284</b>	<b>3,825</b>	<b>3,426</b>	<b>1,427</b>	<b>4,853</b>	<b>1,028</b>	<b>2,886</b>	<b>5,527</b>	<b>7,473</b>	<b>1,946</b>

ADMISSION TYPE	DESCRIPTION
CHILDREN RESIDENT	Children, Ingham County ages 3-16 (\$5 April - October, \$3 November-March)
CHILDREN NON-RESIDENT	Children, Out of Ingham County ages 3-16 (\$5 April - October, \$3 November-March)
CHILDREN - UNDER 3	All Children, any county under age 3 (Free)
ADULT RESIDENT	Adult of Ingham County ( \$7 April 1 - Oct. 31, \$4 November-March)
ADULT NON-RESIDENT	Adult Out of Ingham County ( \$13 April 1 - Oct. 31, \$4 November-March)
SENIOR/MILITARY RESIDENT	Seniors/Military of Ingham County ( \$5 April 1 - Oct. 31, \$4 November-March)
SENIOR/MILITARY NON-RESIDENT	Seniors/Military of Ingham County ( \$11 April 1 - Oct. 31, \$4 November-March)
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 County and City of Lansing Residents free 9-12 PM on non-holiday Mondays
OTHER (non-paying)	Any coupon related attendee





## **Director's Report March 10, 2021**

### **USDA**

USDA inspected the zoo Thursday, March 4, 2021. We had no non-compliant items.

### **AZA**

AZA has organized a fundraiser for all AZA institutions and their members. You must be a zoo member or staff member to purchase a ticket. The event is the All Together for Animals virtual, live concert March 31, 8 p.m. EST with big name Country Music artists, Brad Paisley, Wynona Judd, Old Dominion and others. Potter Park Zoo receives \$15 of the \$30 ticket fee for all tickets purchased by our members. This event is not permitted to be shared via social media so we have directly emailed members and staff. If you would like to purchase a ticket and support Potter Park Zoo and AZA this is a great time to become a zoo member.



**ALL TOGETHER  
FOR ANIMALS**

Aid. Relief. Recover.

### **AZA Mid-Year Annual Conference**

All AZA conferences are virtual this year with Mid-Year from April 5-9, 2021.

There is a week of various AZA committee, Taxon Advisory Group (TAGs), Species Survival Plan (SSPs), Scientific Advisory Groups (SAGs) and Saving Animals From Extinction (SAFE) meetings that are free for AZA members to attend the week of March 22-26, 2021. This is a great opportunity to have staff participate and experience the planning meetings AZA holds each year.

### **Safety**

Pepper spray training was held Tuesday, March 2, 2021 for all staff that are required to carry pepper spray (animal care and public safety). The Ingham County Sherriff's department led the training. The high school class provided animal shaped cut outs for staff to practice spraying. We use a special practice spray that is non-toxic.

We are in the process of updating all the zoo specific risk management documents.

The emergency information flipbooks for employees will be in place for this season.

Sarah Foote is completing the required eight hour refresher course for her HAZWOPER certification as a 24-hour Emergency Response Technician.

### **Volunteer Information**

January – 50 volunteers, 250 hours (includes continuing education and interns)

February – 45 volunteers, 221 hours (includes continuing education and interns)

Continuing education can entail virtual trainings held on San Diego Zoo Global Academy, virtual volunteer meetings, and completing projects on Zooniverse. Zooniverse is the world's largest and most popular platform for people-powered research.

We are developing a virtual volunteer appreciation event to take place in April.

### **Memberships:**

- February 1, 2021 we had 5,277 Adult Members (not including children) in 2,441 Member Households.
- March 1, 2021 we had 5,416 Adult Members (not including children) in 2,505 Member Households.

### **Zoo in Your Neighborhood**

In the month of February, 47 individuals entered the zoo using a zoo pass. Many of those that used a pass visited during the Ice Safari event. With the month of March looking relatively warm we should see a large spike in numbers!

Even amidst the pandemic, over 100 zoo pass surveys were completed in 2020. Here are some of the results from last year's surveys:

- 8% of the families using zoo passes had never visited the zoo before
- 52% said this was their first time using a zoo pass
- 23% said they would not come again if zoo passes weren't available
- 45% said money prevented them from visiting Potter Park Zoo
- 64% of the family's annual household income \$10,000 - \$24,999

If you want to learn more about ZIYN and who the community partners are, check out the PPZ website - [Zoo in Your Neighborhood | Potter Park Zoo](#).

### **Winterfest at Impression 5**

Mariah Martinez, Kelly Gibson and Jon Lawrence attended the Winterfest Event at Impression 5 Feb. 27, 2021. There were 500 people that attended the event and over 100 craft bags were given out to the children who visited the booth. Around \$700 in membership and merchandise sales were made at the event. It was the first time the zoo used the new point of sale system to sell items off zoo grounds and it was a success!

### **FALCONERS**

The next FALCONERS will be held March 20 from 10 a.m. to 1 p.m. and the theme will be Spring has Sprung! Every family will go home with a spring themed craft.

### **Zookambi Summer Camp**

We are anticipating an exciting return of our fun and educational summer camp. While COVID restrictions may reduce capacity, we plan on a full slate of camp offerings. We will be hiring two new

lead instructors (positions are posted) and we are currently working on a class schedule. We hope to have registration open by April 1.

### **Summer Internship Program**

The traditional conservation education intern position will be offered as well as Zookambi summer camp internships. These interns will serve as assistant teachers for our summer camp. It will allow those interns much more in-depth experiences in education.

Animal care internships will also be offered with preference given to applicants that had been accepted in 2020, but weren't able to complete the internship due to COVID restrictions. We will not be offering job shadow experiences at this time.

### **Lansing Public Schools (LPS) Summer Programs**

LPS has reached out to the zoo to see if we will be able to participate in some form of their summer education programming. We have for the past several years and we will do everything we can to participate, once they decide on their program elements.

### **Programming**

We are continuing to work on a complete overhaul of all of our conservation education programming. We will be sharing more details in the upcoming months, but some of the key goals are to increase zoo guests' quality of experiences during zoo visits, enhanced interactions with staff and volunteers, and a much greater response of guests committing to positive conservation actions.

### **Point of Sale (POS) System**

The POS system performed well in our first attempt to use it beyond the Zoo and in the community at the Impression 5 Science Center event Saturday, Feb. 27. The day's efforts brought in \$689.71 of income, a \$400 stipend to the Society for participating, and a road test of our mobile POS capabilities.

A POS software update now allows staff to have access to entry-level user training videos through a RecTrac Lab which will assist with onboarding new team members.

POS implementation bugs continue to be addressed and smoothed out to obtain our desired results.

Old credit card terminals are being reprogrammed from seven accounts down to one. Each device takes about 30-45 minutes on the phone with FiServe tech support to complete. We have nine machines being reprogrammed. The desired end result is a cost savings in fees and an improved back up to business operations in times the POS is not able to function due to loss of internet or power.

### **Mobility Assistance**

The Zoo has contracted with Scooterbug in 2020 to provide and maintain a quality commercial rental fleet for our guests who have mobility needs or simply prefer the convenience. Rentals in 2020 included:

- 467 Total Rentals
- 134 Strollers
- 132 Battery Operated ECV's
- 117 Wagons
- 84 Wheelchairs

### Staffing

Recruitment and hiring of our seasonal workforce is in full swing. We increased wages for the customer service attendants and animal care attendants from \$9.65 to \$11 per hour. This wage is comparable to the Parks department entry level positions.

A positive effect of the pandemic is a host of organizations are offering online trainings and certifications. Many are designed to assist educators in designing, implementing and delivering quality programming. All of the education staff have been taking advantage of these at reduced or no cost.

### Communications

Peter Sculli has accepted a full-time position as Potter Park's communications specialist. Peter joined the zoo as an intern in the summer of 2019, and has been helping with communications part time for the past year.

People magazine featured Nkeke's otter triplets in an article on their website! You can take a look at the story [here](#).

### Ice Safari, Feb. 20 & 21

A sold-out crowd enjoyed 14 ice sculptures around the zoo, with 1,073 guests Saturday and 1,108 guests Sunday. The weather was fantastic, and we are already looking forward to next year.



### Animal Care

- The otter pups are growing and doing well. There is still one pup that is much smaller and growing at a slower rate than her siblings.
- Staff are monitoring the cotton-top tamarin female for birth.
- Ernest the camel left to breed at a new zoo. We will be completing some changes in the exhibit and then moving the kangaroos to that exhibit.
- Red panda introductions are going well and breeding was observed.
- Binturong introductions are progressing, but no breeding has been observed.

## **Veterinary Research Summary 2020**

**Dr. Ronan Eustace**

The Covid-19 2020 pandemic highlighted the catastrophic consequences of ignoring the interconnectedness of the health in animals and humans. Widespread wildlife habitat destruction coupled with rapid urbanization and unfettered human population growth are driving spillover of zoonotic events by stressing the health of wild animal populations and increasing the contact between people and animals. With continuing habitat destruction, globally species are being pushed to the brink of extinction. As wild populations decrease in size, the resiliency of these populations to deal with infectious diseases decreases (due to loss of genetic diversity).

As species are pushed to extinction, now more than ever, the importance of zoos captive assurance populations is increasing. Captive assurance populations are groups of zoo animals that may function in the future to help re-establish animal populations that have gone extinct in the wild. However, almost all current AZA SSP animal populations are unsustainable and thus few are able to function as captive assurance populations. Only by improving the health and reproductive success of zoo animals can zoos animal populations become sustainable.

As a conservation organization, Potter Park Zoo plays an integral part in promoting research to improve the health and sustainability of all zoo animals. Research is the foundation that drives improvements in the husbandry and care of zoo animals. Only by doing research and sharing the information can the zoo community hope to improve the health and reproductive success of zoo animals to create sustainable assurance populations. In addition, research on captive zoo animals often can help provide critical information to improve the health of wild populations.

Despite the challenges of the pandemic, the veterinary team with assistance from the animal care staff participated in multiple multi-institutional research projects, ranging from work trying to help mitigate the high neonatal mortality rate in red panda cubs (which threatens the sustainability of the SSP red panda population) to black rhino reproductive research, including:

Black rhino:

- While performing a routine exam on Phineus, veterinary staff worked with Dr. Monica Stoops to collect semen for sex sorting and cryopreservation, as part of a larger project working to refine reproductive assisted techniques in hopes of making the captive black rhino population sustainable.
- Submitted milk from Doppsee to Smithsonian milk laboratory to increase knowledge of how milk changes during the lactation process in black rhinos.
- Collected blood and feces from Doppsee, Phineus, and Jaali as part of a larger SSP study to determine the genetic make-up of the captive SSP population.

Bactrian camel:

- Collected fat and blood from MacKenzie camel to help grow stem cells that can be given to treat other camels suffering from inflammatory conditions (especially osteoarthritis).

Pallas cat:

- Collected urine from Olaf, which will be used to help bait sites to allow cameras to help determine the population of wild pallas cats.

Red pandas:

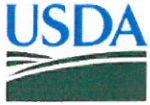
- With collaboration from MSU VDL endocrinology lab, we validated the canine thyroid stimulating assay in red pandas. Published study in Journal of Zoo and Wildlife Medicine. <https://pubmed.ncbi.nlm.nih.gov/33480585/>
- With collaboration from MSU VDL endocrinology lab, as part of study on congenital hypothyroidism in red panda cubs, we validated the canine total thyroxine assay in red pandas. The case series has been accepted for publication in an upcoming issue of the Journal of Zoo and Wildlife Medicine.

Magellanic penguin:

- Collaborated with MSU VDL endocrinology lab and John Ball Zoo, we investigated the effect of housing penguins indoor vs outdoor on their vitamin D metabolism.







## Inspection Report

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INGHAM COUNTY  
1301 S PENNSYLVANIA AVE  
LANSING, MI 48912

Customer ID: 40531

Certificate: 34-C-0280

Site: 001

INGHAM COUNTY

Type: ROUTINE INSPECTION

Date: 04-MAR-2021

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No non-compliant items identified during this inspection.

This inspection and exit interview were conducted with a facility representative.

Additional Inspectors:

JESSICA WATSON, Supervisory Animal Care Specialist

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Prepared By: CARRIE BONGARD

USDA, APHIS, Animal Care

Title: ANIMAL CARE INSPECTOR

Date:

05-MAR-2021

Received by Title: Facility Representative

Date:

05-MAR-2021



### Species Inspected

Cust No	Cert No	Site	Site Name	Inspection
40531	34-C-0280	001	INGHAM COUNTY	04-MAR-2021
<b>Count</b>	<b>Scientific Name</b>	<b>Common Name</b>		
000002	<i>Leontopithecus rosalia</i>	GOLDEN LION TAMARIN		
000006	<i>Saguinus oedipus</i>	COTTON-TOP TAMARIN		
000005	<i>Ateles fusciceps</i>	BROWN-HEADED SPIDER MONKEY		
000007	<i>Capra hircus</i>	DOMESTIC GOAT		
000005	<i>Sus scrofa domestica</i>	DOMESTIC PIG / POTBELLY PIG / MICRO PIG		
000002	<i>Oryctolagus cuniculus</i>	DOMESTIC RABBIT / EUROPEAN RABBIT		
000002	<i>Vulpes lagopus</i>	ARCTIC FOX		
000001	<i>Otocyon megalotis</i>	BAT-EARED FOX		
000003	<i>Canis lupus</i>	GRAY WOLF / GREY WOLF / TIMBER WOLF		
000003	<i>Panthera leo</i>	LION		
000001	<i>Otocolobus manul</i>	PALLAS'S CAT		
000001	<i>Panthera tigris</i>	TIGER		
000003	<i>Dolichotis patagonum</i>	PATAGONIAN CAVY / MARA		
000002	<i>Hystrix africaeaustralis</i>	CAPE PORCUPINE		
000003	<i>Tragelaphus eurycerus</i>	BONGO		
000003	<i>Elaphodus cephalophus</i>	TUFTED DEER		
000006	<i>Lama pacos</i>	ALPACA		
000001	<i>Myrmecophaga tridactyla</i>	GIANT ANTEATER		
000001	<i>Tolypeutes matacus</i>	SOUTHERN THREE-BANDED ARMADILLO		
000043	<i>Carollia perspicillata</i>	SEBA'S SHORT-TAILED BAT		
000002	<i>Arctictis binturong</i>	BINTURONG		
000006	<i>Macropus fuliginosus</i>	WESTERN GREY KANGAROO		
000006	<i>Osphranter rufus</i>	RED KANGAROO		
000003	<i>Suricata suricatta</i>	SLENDER-TAILED MEERKAT		
000007	<i>Mungos mungo</i>	BANDED MONGOOSE		
000005	<i>Lontra canadensis</i>	NORTH AMERICAN RIVER OTTER		
000002	<i>Ailurus fulgens</i>	RED PANDA		
000002	<i>Mustela putorius</i>	EUROPEAN POLECAT		
000003	<i>Diceros bicornis</i>	BLACK RHINOCEROS		
000001	<i>Tupaia belangeri</i>	NORTHERN TREE SHREW		
000005	<i>Echinops telfairi</i>	LESSER MADAGASCAR HEDGEHOG TENREC		
000003	<i>Chinchilla lanigera</i>	CHINCHILLA (DOMESTICATED)		
000002	<i>Lemur catta</i>	RING-TAILED LEMUR		
000002	<i>Bos taurus</i>	CATTLE / COW / OX / WATUSI		
000002	<i>Didelphis virginiana</i>	VIRGINIA OPOSSUM		
000001	<i>Uncia uncia</i>	SNOW LEOPARD		
000005	<i>Cervus elaphus canadensis</i>	ELK		
000157	<b>Total</b>			





United States Department of Agriculture  
Animal and Plant Health Inspection Service

Customer: 40531  
Inspection Date: 04-Mar-2021

### Species Inspected

Cust No	Cert No	Site	Site Name	Inspection
40531	34-C-0280	001	INGHAM COUNTY	04-MAR-2021

# POTTER PARK ZOO

## February 2021 Weekly Analytics

Dates: Feb. 1 - Feb. 7			
Platforms	Facebook	Instagram	Twitter
Reach	47,259	29,057	X
Impressions	60,121	62,493	19,723
Engaged Users (actions)	2,480	3,092	940
Followers (sunday)	61,302	25,963	8,434
Dates: Feb. 8 - Feb. 14			
Platforms	Facebook	Instagram	Twitter
Reach	69,100	25,383	X
Impressions	88,124	50,905	17,147
Engaged Users (actions)	3,670	1,963	792
Followers (sunday)	61,308	26,019	8,437
Dates: Feb. 15 – Feb. 21			
Platforms	Facebook	Instagram	Twitter
Reach	128,620	19,235	X
Impressions	184,468	43,282	25,592
Engaged Users (actions)	10,386	2,262	2,103
Followers (sunday)	61,406	26,073	8,442
Dates: Feb. 22 – Feb. 28			
Platforms	Facebook	Instagram	Twitter
Reach	129,064	22,397	X
Impressions	193,491	68,604	18,203
Engaged Users	9,154	5,245	1,342
Followers (sunday)	61,632	26,164	8,460

# THE ACCREDITATION STANDARDS & RELATED POLICIES

2021



- 7.8. Paid and unpaid staff must be provided access to the latest edition of the AZA accreditation standards and related policies (available at -).

Explanation: It is important that paid and unpaid staff understand the significance of accreditation and what to expect during the accreditation process and Visiting Committee inspection.

- 7.8.1. The standards and related policies should be reviewed by institutional leadership annually to maintain continued compliance between accreditation visits.

- 7.9. The institution must follow a written diversity, equity, access, and inclusion program. Programs must be proactive and transparent, with measurable goals for assessing progress, and must have a paid staff member(s) or committee responsible for oversight.

Explanation: Programs must reflect recognition of the important connection between mission and diversity, and present an on-going effort to enhance diversity, equity, access, and inclusion. Efforts must address areas including paid and unpaid staff, guests/audience, and supplier diversity. Programs must be evaluated at least annually for effectiveness and content, and refinements made as needed. Further information on the establishment of a DEAI program is available from AZA, and online at <https://www.aza.org/accred-resource-center> (you will be requested to log in using your individual membership user name and password).

- 7.10. Programs utilizing volunteers (unpaid staff) should also include provisions for recruitment, interviewing, retention, and training, and periodic evaluation. This process must be under the supervision of a paid staff member(s) charged with overseeing volunteer programs.

- 7.11. The institution's CEO/Director must hold individual membership in AZA at the Professional Fellow level.

Explanation: The CEO/Director of an institution that is not AZA-accredited at the time application is made must obtain individual membership as a Professional Fellow at such time as accreditation of the institution is granted.

- 7.12. Institutions should encourage paid staff to assume leadership roles in AZA animal programs. Institutions with paid staff in leadership roles in these programs must provide continuing support to the staff member assigned and take steps to assure that the staff member assigned manages the program efficiently, and communicates with participants in a timely manner.