



## Potter Park Zoological Society Board of Directors Meeting

*Feb. 22, 2021 – 3 to 4 p.m. via Zoom*

### MINUTES

#### Present

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

#### Absent

Aaron Davis  
Drew Milam

#### General Items

1. Meeting was called to order at 3:05 p.m.
2. Approval of Jan. 25, 2020 minutes – approved.
3. No members of public
4. Late Items/Deletion/Consent Items – None

#### Board Items

5. Financial Report YTD (preliminary) through Jan. 31, 2021
6. Revenue: Year to date revenue at \$14,548.13 is below prior year by \$42,479.21.  
Expenses: Year to date expenses at \$44,660.44 are below prior year by \$20,199.60.  
Net Surplus: Year to date net deficit is at \$30,112.31 compared to prior year at \$7,832.70.  
Cash, cash equivalents and other assets stand at \$348,888.80 which is \$74,597.18 higher than prior year. This is due to the second PPP loan of \$106,500.
7. Transaction of Business
  - a. Old Business – None
  - b. New Business
    - a. Executive Director Review  
Several executive director review examples were discussed. Erin Schor asked who should provide input in addition to board members. Staff providing input was discussed. Amy thought this was a positive idea. A review pulling from the examples will be compiled. Julie will send the review electronically, compile the

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results and review them with Amy. The goal is to complete this by March 15

b. Society/County Agreement

It is the fourth year of the agreement and it needs to be reviewed to accommodate the changes in providing conservation education to all zoo guests. This was discussed at the advisory board meeting and the chair of that board, John Groen, feels very strongly that several things in the agreement should not change. Cindy Wagner will be drafting a new version of the agreement for review. A meeting will be held including John, Julie, Amy and Cindy to discuss this draft. The goal is to ensure the partnership between the Society and the Zoo is working and that it will continue.

### Discussion Items

1. Board President Update

Julie Pingston announced that Drew Milam of Jackson National Life stepped down from the board for professional and personal reasons. The hope is that another representative of Jackson National Life will be offered for our board.

2. Executive Director's report

a. Staff Update

Much of the Society staff continues to work remotely.

The events team will return to full-time employment March 1.

Mariah Martinez, the Society's community engagement coordinator, will be shifting away from the education department to focus on leading the zoo's diversity, equity, access and inclusion efforts.

b. Events

Ice Safari was held Feb. 20 and 21, 2021 and was very successful with more than 2,000 in attendance.

Education

The education team is focused on organizing a new format for programming that allows all zoo guests to experience conservation education.

c. Communications

Peter Scullipe is doing an excellent job managing the zoo's communication efforts.

d. Fund Development Update

- i. Erin O'Rourke, the Society's fund development assistant is doing an excellent job and has put together a review of Society

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fundraising for the past five years. The changes are significant and she continues to raise the bar on fundraising.

- ii. The donations report for 2020 was completed and shows the Society contributed more than \$19,000 to the zoo in addition to funding the communications position that supports the zoo.

- e. Animal update

- i. The zoo's Bactrian camel will be transferred to a new facility this month. The kangaroo will be moving to the habitat previously occupied by the camel. The animal management team is discussing potential species to occupy the habitat the kangaroo will be leaving.
- ii. Three otter pups were born early in February and are doing well so far.

- 3. Advisory Board Committee Updates

- a. Strategic Planning – The Strategic Planning Subcommittee will be working on goals to assist the zoo in achieving the goal of outstanding conservation.
- b. External Relations – The external relations subcommittee is organizing a schedule for fundraising following a long gap in meetings due to the pandemic.

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

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

### **Adjournment**

The meeting adjourned at 4:15 p.m.

*2021 Meeting Schedule – Potter Park Zoo – Zoom – 3 – 4:30 p.m.*

*March 29, 2021*

*April 26, 2021*

*May 24, 2021*

*June 28, 2021*

*July 26, 2021*

*Aug. 30, 2021*

*Sept. 27, 2021*

*Oct. 25, 2021*

*Nov. 15, 2021*

*Dec. 13, 2021*