



Potter Park Zoological Society Board of Directors Meeting

March 29, 2021 – 3 to 4 p.m. via Zoom

MINUTES

Present

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

Absent

General Items

1. Meeting was called to order at 3:02 p.m.
2. Approval of Feb. 22, 2020 minutes – approved.
3. No members of public
4. Late Items/Deletion/Consent Items – None

Board Items

5. Financial Report YTD (preliminary) through Feb. 28, 2021
6. Revenue: Year to date revenue at \$\$100,596.32 is over budget by \$16,197.32.
Expenses: Year to date expenses at \$\$108,861.69 are below budget by \$23,989.
Net Surplus: Year to date net deficit is at \$8,265.37 compared to budget which is a deficit of \$48,361.
Cash and cash equivalents stand at \$382,294.24 which is around 207 days of cash. This is due in large part to the second PPP loan of \$106,500.
7. Transaction of Business
 - a. Old Business
 - a. Executive Director Review – This should be sent to board members by sometime next week.
 - b. County/Society Agreement – The agreement will be expiring this year. A meeting was held where all came to an agreement on expanding the relationship definitions for both the Society and the Zoo.
 - b. New Business
 - a. Liquor License Application

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The liquor license application requires a board resolution for submission. Aaron Davis moved to approve this resolution and Bethany Wicksall seconded. The motion carried unanimously.

Discussion Items

1. Board President Update
Julie Pingston did not have an update at this time.
2. Executive Director's report
 - a. Staff Update
Mariah Martinez is now the community engagement and inclusion specialist and will be spearheading the Zoo's diversity, equity, access and inclusion efforts.
Peter Sculli is doing very well as communications specialist.
 - b. Events
Zoo Nights is planned for four evenings in the summer of 2021.
 - c. Education
The education team is working on new conservation education program to take place on zoo grounds. They are also working on Zookambi plans and will have 12 children per class. They are also hoping Big Zoo Lesson will take place during the fall of 2021.
 - d. Communications
All is going well in regard to zoo communications and we are preparing for ramping up during the busier season.
 - e. Fund Development Update
 - i. Cindy, Erin and Amy are taking a capital campaign class from Sharon Castle of the Nonprofit Network
 - ii. Erin talked about the external relations subcommittee and assisting with connections to potential donors.
 - iii. Erin O'Rourke is preparing the spring appeal.
 - f. Animal update
 - i. Three otter pups are still doing extremely well.
 - ii. Ernest the camel has moved to another facility. The kangaroos will be moving to what was previously the camel yard. A new species will be selected for the previous kangaroo yard.
 - iii. Sivaki, the geriatric Amur tiger, is having health issues.
3. Advisory Board Committee Updates
 - a. Strategic Planning – The Strategic Planning Subcommittee will be working on priorities in zoo spending and on conservation goals.
 - b. External Relations – Mentioned above by Erin Schor.

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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 3:55 p.m.

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

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