AGENDA

The Board information packet is available on-line by going to www.potterparkzoo.org, selecting “About,” clicking on “Zoo Board Meetings” and clicking “July 14, 2021.”

POTTER PARK ZOO ADVISORY BOARD MEETING
Wednesday, July 14, 2021
6:00 PM

1. Call to Order
2. Approval of May 12, 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 Report – Cynthia Wagner/Amy Morris
6. New Business
7. Old Business
   a. 2022 Budget
   b. County/Society Agreement
   c. Capital Campaign
   d. Strategy Subcommittee – Mary Leys
   e. 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 August 11, 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.
The Ingham County Potter Park Zoo Advisory Board held a regularly scheduled meeting via Zoom.

BOARD MEMBERS
PRESENT: Chair John Groen, Commissioner Tennis, Commissioner Trubac, Vice Chair Kyle Binkley, Molly Korn, Cheryl Bergman, and Dr. Richard Snider, Mary Leys

ALSO PRESENT: Cynthia Wagner, Zoo Director, Amy L. Morris-Hall, Zoological Society Executive Director

ABSENT: Cindy Kangas, Julie Pingston, Mary Hauser, and Yanice Jackson Long

CALL TO ORDER: Meeting called to order at 6:02 p.m.

MINUTES: Moved by Kyle Binkley and supported by Molly Korn to approve the minutes of the March 10, 2021 and April 14, 2021 meetings, Yes-8; No-0; MOTION CARRIED.

LIMITED PUBLIC COMMENT
None

LATE ITEMS/DELETIONS/CONSENT ITEMS
Request to cancel the June Zoo Advisory Board meeting added as 5a.

FINANCIAL REPORTS
Zoo Financial Report
Director Wagner reported that $13,788 was added to fund balance in April with a total of $576,713 in unrestricted funds. Admissions and gift shop revenue are up significantly from 2019 likely due in part to the great weather. The County will be reimbursing the revenue lost in 2020 and 2021. This reimbursement will help replenish the fund balance to the desired $1,000,000 level and allow for funds in 2022 to be dedicated to CIP’s. Director Wagner stated the Total Change in Fund Balance Budgeted amount would be less $50,000 in June due to a transfer to pay for the collapsed retaining wall.

Chair Groen stated he had told Director Wagner about new guidelines released for the federal funds which included reimbursement for non-profits and that the Society should look into that. Director Morris thanked Chair Groen for the information and stated she would inquire.

Commissioner Tennis stated that a portion of the federal dollars received should be going directly to replace lost revenue and that includes the zoo.

Director Morris reported the Society February financials were in the April Board packet, but that cash flow is good and that with the PPP loan they have been able to keep staff employed during this time of low revenue.

Admission Report
Director Wagner reported April was up from 2019 by 2,284 paying visitors and up for the year compared to 2019 by 7,096 visitors. Parking numbers show that 2021 is up slightly for paid vehicles.
ZOO DIRECTOR REPORT

Major Elements Reported:

Several more seasonals are needed to be fully staffed this summer. We are in the process of hiring a Zookeeper 400 to fill a position that will be vacant May 26, 2021.

Camel rides started and over 300 rides were given the first weekend.

Dippin Dots opened with great success and the Savannah Grill is now open every day.

The replacement of the retaining wall will start Thursday, May 13 and be completed within two weeks.

The birdhouse exhibit ceiling will be replaced by May 21. The plan is to open the birdhouse to the public by Memorial weekend.

Several windows were shattered on the large zoo van. This was caused by rocks thrown by kids on the railroad tracks. We are moving all vehicles from along the back drive in the evenings. A police report was filed and insurance was handled through Tori Meyer, Director of Finance.

Zoo Nights is May 13 and the zoo will be closing at 2 p.m.

Community volunteer day is Saturday, May 15.

The Society was awarded a Lansing Neighborhood Grant in the amount of $1,600 to add a communication board in the park. This will help non-verbal guests communicate more easily and will also serve as communication board educational tool for all park visitors.

The education department participated in the 2021 Virtual MSU Science Festival via Zoom. The video has gotten some traction after the event also.

Zookambi is over 90 percent full with a capacity of 12 youth per session.

Jaali will be leaving in the fall for a new home.

A prehensile tailed porcupine will be on exhibit in the bird and reptile house and is a new species for the zoo.

Emperor scorpions will be on exhibit in the birdhouse for the first time.

Kangaroo, tufted deer, emu, and tortoises have all been moved to their new yards and are doing well.

The otter pups will be going on exhibit soon and the male otter continues with physical therapy at MSU.

The Society is partnering with Able Eyes to create virtual tours of the Discovery Center, Gift Shop, Bird House, and Feline/Primate Building. These will be posted on the website to allow visitors to view accessibility in advance. The goal is to do the path through the zoo in 2022.

NEW BUSINESS

2022 Zoo Budget

Director Wagner shared the projected 2022 budget numbers. She stated the budget is due May 24, but that she did not yet have numbers from the budget office so the numbers presented are estimates. She stated once she receives the tax revenue and personnel costs that she can make adjustments where needed. The goal is to apply all CIP funds to asphalt replacement in 2022. Director Wagner stated she would have a Controller budget meeting June 18. The
board voted to approve the draft budget.

**County/Society Agreement**

Director Wagner reviewed the proposed changes line by line. Mary Leys asked for further explanation regarding the education programming reimbursement. Director Wagner stated this would be done to reimburse group revenue that would have previously gone to the Society for education programming during the school group season.

Kyle Binkley asked why Ice Safari was mentioned specifically and asked if it should be more general.

Commissioner Tennis asked if the Termination clause had been moved, Director Wagner confirmed it was now number one in the agreement.

No further questions. The board voted to approve the draft agreement with the recommended amendments.

**OLD BUSINESS**

**Strategy Subcommittee**

No report – will schedule a meeting in June.

**External Relations Subcommittee**

Cheryl Bergman reported a meeting was held March 15, 2021. The primary result from the meeting was that it was decided the one large event previously planned would become several small events. This decision was as a result of the recommendations of Sharon Castle from the Non-Profit Network. Each board member should invite potential donors or potential capital campaign committee members for a tour on their chosen date and time.

These tours are to develop relationships with potential donors and capital campaign committee members.

**BOARD COMMENTS**

Dr. Snider stated the MSU College of Agriculture and Natural Resources has a new Dean, Dr. Kelly Millenbah.

**LIMITED PUBLIC COMMENT**

None

**ADJOURNMENT**

Meeting ended at 7:10 p.m.
## POTTER PARK ZOO

**YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY**  
**FOR 6 MONTHS ENDED JUNE 30, 2021**

### REVENUES

<table>
<thead>
<tr>
<th>Description</th>
<th>2021 Budget</th>
<th>June 2021 YTD</th>
<th>Budget</th>
<th>% of Budget</th>
<th>June 2020 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Tax</td>
<td>$3,262,137</td>
<td>$3,181,195</td>
<td>$80,942</td>
<td>97.52%</td>
<td>$3,074,179</td>
</tr>
<tr>
<td>Unallocated Portion of Taxes (6 months)</td>
<td>$1,590,598</td>
<td>$1,537,090</td>
<td>$5,508</td>
<td>97.52%</td>
<td>$1,537,090</td>
</tr>
<tr>
<td>Admissions</td>
<td>$585,000</td>
<td>$366,313</td>
<td>$218,687</td>
<td>62.62%</td>
<td>$24,643</td>
</tr>
<tr>
<td>Concessions, Gift Shop, Vending</td>
<td>$475,000</td>
<td>$332,590</td>
<td>$142,410</td>
<td>70.02%</td>
<td>$14,568</td>
</tr>
<tr>
<td>Parking Fees</td>
<td>$175,000</td>
<td>$65,781</td>
<td>$109,219</td>
<td>37.59%</td>
<td>$5,820</td>
</tr>
<tr>
<td>Interactive Sites</td>
<td>$50,000</td>
<td>$50,573</td>
<td>(573)</td>
<td>101.15%</td>
<td>-</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$50,000</td>
<td>$9,578</td>
<td>$40,422</td>
<td>19.16%</td>
<td>$18,205</td>
</tr>
<tr>
<td>Other Revenues</td>
<td>$71,215</td>
<td>$64,754</td>
<td>$6,461</td>
<td>90.93%</td>
<td>$53,947</td>
</tr>
</tbody>
</table>

**TOTAL REVENUES**  
$4,668,352  
$2,480,186  
$2,188,166  
53.13%  
$1,654,272

### EXPENDITURES

**PERSONNEL SERVICES**

<table>
<thead>
<tr>
<th>Description</th>
<th>2021 Budget</th>
<th>June 2021 YTD</th>
<th>Budget</th>
<th>% of Budget</th>
<th>June 2020 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries &amp; Wages - Full Time</td>
<td>$1,626,615</td>
<td>$761,411</td>
<td>$865,204</td>
<td>46.81%</td>
<td>$767,357</td>
</tr>
<tr>
<td>Salaries &amp; Wages - Seasonal</td>
<td>$503,284</td>
<td>$266,536</td>
<td>$236,748</td>
<td>52.96%</td>
<td>$147,980</td>
</tr>
<tr>
<td>Benefits</td>
<td>$894,938</td>
<td>$431,318</td>
<td>$463,620</td>
<td>48.20%</td>
<td>$434,899</td>
</tr>
</tbody>
</table>

Total Personnel Services:  
$3,024,837  
$1,459,265  
$1,565,572  
48.24%  
$1,350,236

**CONTROLLABLE EXPENDITURES**

<table>
<thead>
<tr>
<th>Description</th>
<th>2021 Budget</th>
<th>June 2021 YTD</th>
<th>Budget</th>
<th>% of Budget</th>
<th>June 2020 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supplies</td>
<td>$308,000</td>
<td>$124,124</td>
<td>$125,876</td>
<td>59.13%</td>
<td>$98,942</td>
</tr>
<tr>
<td>Animal Care</td>
<td>$293,000</td>
<td>$118,794</td>
<td>$174,206</td>
<td>40.54%</td>
<td>$131,397</td>
</tr>
<tr>
<td>Purchased Services</td>
<td>$399,078</td>
<td>$299,123</td>
<td>$99,955</td>
<td>74.95%</td>
<td>$244,936</td>
</tr>
<tr>
<td>Utilities - Telephone</td>
<td>$21,125</td>
<td>$12,988</td>
<td>$12,687</td>
<td>39.94%</td>
<td>$6,280</td>
</tr>
<tr>
<td>Rentals &amp; Leases</td>
<td>$2,000</td>
<td>$2,609</td>
<td>(609)</td>
<td>130.45%</td>
<td>-</td>
</tr>
<tr>
<td>Other Expenses</td>
<td>$134,175</td>
<td>$46,789</td>
<td>$87,386</td>
<td>34.87%</td>
<td>$54,944</td>
</tr>
</tbody>
</table>

Total Controllable Expenditures:  
$1,157,378  
$657,877  
$499,501  
56.84%  
$536,499

**NON-CONTROLLABLE EXPENDITURES**

<table>
<thead>
<tr>
<th>Description</th>
<th>2021 Budget</th>
<th>June 2021 YTD</th>
<th>Budget</th>
<th>% of Budget</th>
<th>June 2020 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utilities</td>
<td>$225,000</td>
<td>$87,609</td>
<td>$137,391</td>
<td>38.94%</td>
<td>$101,522</td>
</tr>
<tr>
<td>Insurance</td>
<td>$85,000</td>
<td>$64,309</td>
<td>$20,691</td>
<td>75.66%</td>
<td>$60,448</td>
</tr>
<tr>
<td>IT Support Expense</td>
<td>$72,891</td>
<td>$40,399</td>
<td>$32,492</td>
<td>55.42%</td>
<td>$45,138</td>
</tr>
<tr>
<td>Other Expenses</td>
<td>$426</td>
<td>-</td>
<td>$426</td>
<td>0.00%</td>
<td>$213</td>
</tr>
</tbody>
</table>

Total Non-Controllable Expenditures:  
$383,317  
$192,317  
$191,000  
50.17%  
$207,321

**CAPITAL OUTLAY**

<table>
<thead>
<tr>
<th>Description</th>
<th>2021 Budget</th>
<th>June 2021 YTD</th>
<th>Budget</th>
<th>% of Budget</th>
<th>June 2020 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Improvements</td>
<td>(20,000)</td>
<td>-</td>
<td>(20,000)</td>
<td>0.00%</td>
<td>-</td>
</tr>
</tbody>
</table>

**TOTAL EXPENDITURES**  
$4,545,532  
$2,309,459  
$2,236,073  
50.81%  
$2,094,056

**TOTAL CHANGE IN FUND BALANCE**  
$122,820  
$170,727  
$ (439,784)  

**FUND BALANCE AS OF 1/1/21**

<table>
<thead>
<tr>
<th>Description</th>
<th>2021 Budget</th>
<th>June 2021 YTD</th>
<th>Budget</th>
<th>% of Budget</th>
<th>June 2020 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Spendable</td>
<td>$170,406</td>
<td>$170,406</td>
<td>$562,925</td>
<td>$733,331</td>
<td></td>
</tr>
</tbody>
</table>

**FUND BALANCE AS OF 6/30/21**  
$904,058

**FUND BALANCE AS OF 6/30/21**

<table>
<thead>
<tr>
<th>Description</th>
<th>2021 Budget</th>
<th>June 2021 YTD</th>
<th>Budget</th>
<th>% of Budget</th>
<th>June 2020 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>$170,406</td>
<td>$170,406</td>
<td>$733,652</td>
<td>$904,058</td>
<td></td>
</tr>
</tbody>
</table>

5
# POTTER PARK ZOO
## BALANCE SHEET - PRELIMINARY
### June 30, 2021

<table>
<thead>
<tr>
<th>ASSETS</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CASH</td>
<td>$2,257,447</td>
<td></td>
</tr>
<tr>
<td>DEPOSITORY CASH</td>
<td>258,175</td>
<td></td>
</tr>
<tr>
<td>IMPREST CASH</td>
<td>8,000</td>
<td></td>
</tr>
<tr>
<td>TAXES REC - CURRENT LEVY</td>
<td>-17,866</td>
<td></td>
</tr>
<tr>
<td>TAXES REC - DELINQUENT</td>
<td>27,986</td>
<td></td>
</tr>
<tr>
<td>ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES</td>
<td>-17,317</td>
<td></td>
</tr>
<tr>
<td>IFT TAX RECEIVABLE</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>PROPERTY TAX RECEIVABLE</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>INTEREST RECEIVABLE</td>
<td>1,421</td>
<td></td>
</tr>
<tr>
<td>DUE FROM STATE</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>INVENTORY</td>
<td>81,930</td>
<td></td>
</tr>
<tr>
<td>PREPAID EXPENSES</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$2,599,775</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>VOUCHERS PAYABLE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DUE TO ZOOLOGICAL SOCIETY</td>
<td>30,005</td>
<td></td>
</tr>
<tr>
<td>TAX LEVY LIABILITY</td>
<td>25,000</td>
<td></td>
</tr>
<tr>
<td>SALES TAX PAYABLE</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>REFUND NOW</td>
<td>-61</td>
<td></td>
</tr>
<tr>
<td>REFUND APPLY</td>
<td>-5</td>
<td></td>
</tr>
<tr>
<td>ACCRUED PAYROLL</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>ACCOUNTS PAYABLE</td>
<td>39,350</td>
<td></td>
</tr>
<tr>
<td>DEFERRED REVENUE - PROPERTY TAXES</td>
<td>1,590,598</td>
<td></td>
</tr>
<tr>
<td>DEFERRED REVENUE - DELINQUENT TAXES</td>
<td>10,828</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>$1,695,717</td>
<td></td>
</tr>
</tbody>
</table>

| FUND BALANCE                  |     |        |
| UNSPENDABLE                   | 170,406 |
| UNRESTRICTED FUND BALANCE     | 733,652 |
| **TOTAL LIABILITIES AND FUND BALANCE** | $2,599,775 |
# Potter Park Zoo
## Monthly Attendance Report
### For Month and YTD Ending May 31, 2021

<table>
<thead>
<tr>
<th>ADMISSION TYPE</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>BETTER (WORSE) THAN PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17,859</td>
<td>0</td>
<td>9,964</td>
<td>692</td>
<td>10,656</td>
</tr>
<tr>
<td>SUBTOTAL</td>
<td>17,859</td>
<td>0</td>
<td>9,964</td>
<td>692</td>
</tr>
<tr>
<td>Mitgliedschaften/Programs</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PPZ Mitglieder</td>
<td>2,568</td>
<td>0</td>
<td>2,336</td>
<td>25</td>
</tr>
<tr>
<td>2,361</td>
<td>0</td>
<td>2,336</td>
<td></td>
<td>(207)</td>
</tr>
<tr>
<td>Gesamtbetrag</td>
<td>6,208</td>
<td>1,688</td>
<td>6,854</td>
<td>2,805</td>
</tr>
<tr>
<td>Abkommen/Veranstaltungen</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PPZ Mitglieder</td>
<td>2,568</td>
<td>0</td>
<td>2,336</td>
<td>25</td>
</tr>
<tr>
<td>2,361</td>
<td>0</td>
<td>2,336</td>
<td></td>
<td>(207)</td>
</tr>
<tr>
<td>Gesamtbetrag</td>
<td>6,208</td>
<td>1,688</td>
<td>6,854</td>
<td>2,805</td>
</tr>
<tr>
<td>Sonstige Abgaben</td>
<td>78</td>
<td>0</td>
<td>505</td>
<td>505</td>
</tr>
<tr>
<td>427</td>
<td>0</td>
<td>505</td>
<td></td>
<td>(3,034)</td>
</tr>
<tr>
<td>Gesamtbetrag</td>
<td>1,181</td>
<td>520</td>
<td>1,700</td>
<td>540</td>
</tr>
<tr>
<td>GRAND TOTAL</td>
<td>24,824</td>
<td>0</td>
<td>13,525</td>
<td>1,062</td>
</tr>
<tr>
<td>14,587</td>
<td>0</td>
<td>13,525</td>
<td></td>
<td>(10,237)</td>
</tr>
<tr>
<td>Gesamtbetrag</td>
<td>49,363</td>
<td>9,149</td>
<td>46,131</td>
<td>36,982</td>
</tr>
</tbody>
</table>

### Description
- **Children, Ingham County ages 3-16 ($5 April - October; $3 November-March)**
- **Children, Out of Ingham County ages 3-16 ($5 April - October; $3 November-March)**
- **All Children, any county under age 3 (Free)**
- **Adult of Ingham County (2) April 1 - Oct. 31, $4 November-March)**
- **Adult Out of Ingham County ($13 April 1 - Oct. 31, $4 November-March)**
- **Seniors/Military of Ingham County (5) April 1 - Oct. 31, $4 November-March)**
- **Seniors/Military of Ingham County ($11 April 1 - Oct. 31, $4 November-March)**
- **Visitors holding membership at PPZ - one time payment**
- **Admission included in event fee**
- **Admission included in event fee**
- **Reciprocal Zoo memberships (Discount varies)**
- **Reciprocal Zoo Members (Free admission)**
- **20 or more guests paying together ($1 off per person)**
- **Ingham County and City of Lansing Residents free 9-12 PM on non-holiday Mondays**
- **Any coupon related attendee**
# POTTER PARK ZOO
## MONTHLY PARKING REPORT
### FOR MONTH AND YTD ENDING May 31, 2021

<table>
<thead>
<tr>
<th>ADMISSION TYPE</th>
<th>CURRENT MONTH</th>
<th>YEAR-TO-DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2019 COUNT</td>
<td>2020 COUNT</td>
</tr>
<tr>
<td>ANNUAL RESIDENT PASS</td>
<td>85</td>
<td>0</td>
</tr>
<tr>
<td>ANNUAL NON-RESIDENT PASS</td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>PPZ MEMBER DELUXE/PREMIUM</td>
<td>296</td>
<td>0</td>
</tr>
<tr>
<td>DAILY RESIDENT PARKING</td>
<td>3,173</td>
<td>0</td>
</tr>
<tr>
<td>DAILY NON-RESIDENT PARKING</td>
<td>4,800</td>
<td>0</td>
</tr>
<tr>
<td>EVENTS</td>
<td>175</td>
<td>0</td>
</tr>
<tr>
<td>OTHER (non-paying)</td>
<td>2,401</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>10,942</td>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ADMISSION TYPE</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANNUAL RESIDENT PASS</td>
<td>$32.00</td>
</tr>
<tr>
<td>ANNUAL NON-RESIDENT PASS</td>
<td>$42.00</td>
</tr>
<tr>
<td>RESIDENT DAILY PASS</td>
<td>$3.00</td>
</tr>
<tr>
<td>NON-RESIDENT DAILY PASS</td>
<td>$5.00</td>
</tr>
</tbody>
</table>
# POTTER PARK ZOO  
**MONTHLY ATTENDANCE REPORT**  
FOR MONTH AND YTD ENDING June 30, 2021

<table>
<thead>
<tr>
<th>ADMISSION TYPE</th>
<th>2019</th>
<th>2020</th>
<th>2021 Gate</th>
<th>2021 Online</th>
<th>2021 Total</th>
<th>BETTER (WORSE) THAN PY</th>
<th>2019 COUNT</th>
<th>2020 COUNT</th>
<th>2021 COUNT</th>
<th>BETTER (WORSE) THAN PY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GENERAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHILDREN</td>
<td>4,489</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>6,749</td>
<td>1,290</td>
<td>0</td>
<td>1,290</td>
<td>(1,290)</td>
</tr>
<tr>
<td>CHILD RESIDENT</td>
<td>0</td>
<td>1,888</td>
<td>1,635</td>
<td>248</td>
<td>1,883</td>
<td>(5)</td>
<td>0</td>
<td>1,888</td>
<td>5,960</td>
<td>4,072</td>
</tr>
<tr>
<td>CHILD NON-RESIDENT</td>
<td>0</td>
<td>313</td>
<td>1,703</td>
<td>1,474</td>
<td>3,177</td>
<td>2,864</td>
<td>0</td>
<td>313</td>
<td>9,058</td>
<td>8,745</td>
</tr>
<tr>
<td>CHILDREN - UNDER 3</td>
<td>2,535</td>
<td>981</td>
<td>1,201</td>
<td>476</td>
<td>1,677</td>
<td>696</td>
<td>6,292</td>
<td>1,390</td>
<td>5,869</td>
<td>4,479</td>
</tr>
<tr>
<td>ADULT RESIDENT</td>
<td>4,392</td>
<td>2,371</td>
<td>2,922</td>
<td>474</td>
<td>3,396</td>
<td>1,025</td>
<td>11,680</td>
<td>2,371</td>
<td>11,721</td>
<td>9,350</td>
</tr>
<tr>
<td>ADULT NON-RESIDENT</td>
<td>3,762</td>
<td>1,817</td>
<td>2,367</td>
<td>2,330</td>
<td>4,697</td>
<td>2,880</td>
<td>7,974</td>
<td>1,817</td>
<td>14,021</td>
<td>12,204</td>
</tr>
<tr>
<td>ADULT</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3,919</td>
<td>3,131</td>
<td>0</td>
<td>3,131</td>
<td>(3,131)</td>
</tr>
<tr>
<td>SENIOR/MILITARY RESIDENT</td>
<td>506</td>
<td>239</td>
<td>397</td>
<td>66</td>
<td>463</td>
<td>224</td>
<td>1,116</td>
<td>239</td>
<td>1,023</td>
<td>784</td>
</tr>
<tr>
<td>SENIOR/MILITARY NON-RESIDENT</td>
<td>694</td>
<td>163</td>
<td>421</td>
<td>332</td>
<td>753</td>
<td>590</td>
<td>1,376</td>
<td>163</td>
<td>1,926</td>
<td>1,763</td>
</tr>
<tr>
<td>GROUPS</td>
<td>2,716</td>
<td>0</td>
<td>752</td>
<td>0</td>
<td>752</td>
<td>752</td>
<td>7,455</td>
<td>791</td>
<td>1,575</td>
<td>784</td>
</tr>
<tr>
<td><strong>SUBTOTAL</strong></td>
<td>19,094</td>
<td>7,772</td>
<td>11,398</td>
<td>5,400</td>
<td>16,798</td>
<td><strong>9,026</strong></td>
<td>46,561</td>
<td>13,393</td>
<td>51,153</td>
<td><strong>37,760</strong></td>
</tr>
<tr>
<td><strong>MEMBERSHIPS/PROGRAMS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PPZ MEMBERS</td>
<td>3,309</td>
<td>5,059</td>
<td>2,352</td>
<td>338</td>
<td>2,690</td>
<td><strong>(2,369)</strong></td>
<td>9,517</td>
<td>6,747</td>
<td>9,544</td>
<td>2,797</td>
</tr>
<tr>
<td>SOCIETY PROGRAMMING/EVENTS</td>
<td>8,016</td>
<td>0</td>
<td>1,443</td>
<td>0</td>
<td>1,443</td>
<td>1,443</td>
<td>12,474</td>
<td>1,479</td>
<td>4,222</td>
<td>2,743</td>
</tr>
<tr>
<td>RECIPROCAL ZOO MEMBERS</td>
<td>996</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3,579</td>
<td>194</td>
<td>0</td>
<td><strong>(194)</strong></td>
</tr>
<tr>
<td>RECIPROCAL ZOO MEMBERS (100%)</td>
<td>443</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1,016</td>
<td>177</td>
<td>0</td>
<td><strong>(177)</strong></td>
</tr>
<tr>
<td>MONDAY PROGRAM</td>
<td>1,778</td>
<td>484</td>
<td>678</td>
<td>47</td>
<td>725</td>
<td>241</td>
<td>4,182</td>
<td>659</td>
<td>1,268</td>
<td>609</td>
</tr>
<tr>
<td>ZIYN</td>
<td>0</td>
<td>32</td>
<td>431</td>
<td>0</td>
<td>431</td>
<td>399</td>
<td>0</td>
<td>79</td>
<td>1,201</td>
<td>1,122</td>
</tr>
<tr>
<td>OTHER (non-paying)</td>
<td>75</td>
<td>92</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>(92)</td>
<td>1,256</td>
<td>612</td>
<td>830</td>
<td>218</td>
</tr>
<tr>
<td><strong>SUBTOTAL</strong></td>
<td>14,617</td>
<td>5,667</td>
<td>4,904</td>
<td>385</td>
<td>5,289</td>
<td><strong>(378)</strong></td>
<td>32,024</td>
<td>9,947</td>
<td>17,065</td>
<td><strong>7,118</strong></td>
</tr>
<tr>
<td><strong>GRAND TOTAL</strong></td>
<td>33,711</td>
<td>13,439</td>
<td>16,032</td>
<td>5,785</td>
<td>22,087</td>
<td><strong>8,648</strong></td>
<td>78,585</td>
<td>23,340</td>
<td>68,218</td>
<td><strong>44,878</strong></td>
</tr>
</tbody>
</table>

**ADMISSION TYPE**  
- **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
<table>
<thead>
<tr>
<th>ADMISSION TYPE</th>
<th>CURRENT MONTH</th>
<th>YEAR-TO-DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2019 COUNT</td>
<td>2020 COUNT</td>
</tr>
<tr>
<td>ANNUAL RESIDENT PASS</td>
<td>53</td>
<td>0</td>
</tr>
<tr>
<td>ANNUAL NON-RESIDENT PASS</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>PPZ MEMBER DELUXE/PREMIUM</td>
<td>455</td>
<td>472</td>
</tr>
<tr>
<td>DAILY RESIDENT PARKING</td>
<td>3,527</td>
<td>1,934</td>
</tr>
<tr>
<td>DAILY NON-RESIDENT PARKING</td>
<td>4,442</td>
<td>1,420</td>
</tr>
<tr>
<td>EVENTS</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>OTHER (non-paying)</td>
<td>3,608</td>
<td>204</td>
</tr>
<tr>
<td>TOTAL</td>
<td>12,093</td>
<td>4,030</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ADMISSION TYPE</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANNUAL RESIDENT PASS</td>
<td>$32.00</td>
</tr>
<tr>
<td>ANNUAL NON-RESIDENT PASS</td>
<td>$42.00</td>
</tr>
<tr>
<td>RESIDENT DAILY PASS</td>
<td>$3.00</td>
</tr>
<tr>
<td>NON-RESIDENT DAILY PASS</td>
<td>$5.00</td>
</tr>
</tbody>
</table>
Safety

Most COVID restrictions were lifted for visitors and staff. Masks are still required in several animal areas for the safety of the animals and also in the Discover Center when campers are present. We are continuing with a suggested one-way path, but have removed all barriers. The birdhouse is open, feline primate will stay closed until temperatures begin to drop after Labor Day. We will resume job shadows this fall and Big Zoo Lesson will take place this fall with a limit of two classes per week.

The public safety night shift has been noting the locations in the zoo that need additional lighting. Brent is working to install more lights including solar lights in areas that do not have accessible power. Signs have also been added to the perimeter fence alerting trespassers they are on camera.

Staff and a few guests used the tornado shelters during the tornado warnings June 26, 2021. The animal care team, guest services and public safety did a great job securing animals and guests and taking shelter until the warning was cleared.

Rick led LFD on tours of the zoo June 16, 17, and 18 to show them access points, hydrants and walkways to increase their familiarity with the zoo.

The Health Department provided TB tests for staff June 8 and June 10.

In partnership with the Ingham County Health Department, Potter Park Zoo hosted a walk-in vaccination clinic Saturday, May 29 from 9 a.m. - 3 p.m. Individuals 12 and up were eligible for the free vaccination.

Staff

Tyler Evans will be starting Friday, July 17, 2021 as a Zookeeper 400 in the hoofstock area.

National Zookeeper Week will be celebrated July 18 – July 24. We will highlight the work that the zookeepers do each and every day to provide excellent animal welfare.
Pat Fountain completed the spring session of the Davenport University Certificate of Management Program.

**Guest Services**  
**Daily keeper talks started May 29**

- Otters - 10:30 a.m.
- North American Bird (Raven, Broad Wing Hawk, Bald Eagles) - 10:45 a.m.
- Rhino – 12:00 p.m.
- Kangaroo – 1:00 p.m.
- Primates (Lemur, Spider Monkey) - 2:30 p.m.
- Penguin - 3:45 p.m.

The first Step N Wash unit has been installed. The Zoo Society was awarded a $5,000 grant from the Lansing Rotary Club for the purchase of 12 units. Our facilities team will install one in each of the public restrooms for guests to more easily access the sink to wash their hands. During the pandemic a guest commented through Zoo Contact that it would be helpful to have a way for children to reach the sink since hand washing is so important. Thank you to Erin O’Rourke for securing the resources to provide these steps. The addition of this equipment is one more step towards being accessible for all.

**Memberships**  
Our membership support continues to do well. Here is a snapshot of our membership numbers as of July 1!

- Total Members – 6,899
- Total Membership Households – 3,164

Friday, June 25, we held a “Member Morning Wild Walkabout”, giving a limited number of members early entry to enjoy the zoo before other guests arrived. This was the first of many "pop-up" membership perks to add some surprise value for our members.
Volunteers:

110 Volunteers gave 334 hours for the month of June (not including Society Intern hours).

There were volunteers from WLNS at the zoo from 8 a.m. to 12 p.m. and 12 to 4 p.m. Thursday, June 17. The morning group scraped and painted fences and the afternoon group worked with the events team to prepare for Zoo Nights.

We held our first Family/Community Volunteer Day Saturday, May 15. We had 22 community volunteers and one PPZ volunteer in the morning shift, with Cindy Wagner, Tom Davidek, Dennis Laidler and Megan Weidman serving as staff leaders. Together, they spread lots of mulch throughout the zoo and removed many thistles along the elk habitat pathway. In the afternoon, we had 15 enthusiastic volunteers continue the efforts of the morning group by weeding and spreading more mulch in the Lion's Club Sensory Garden area, and the area near the lions and Savanna grill. This group was led again by Cindy Wagner and Dennis Laidler.

Events

There were 252 fathers that visited the zoo for free on Father’s Day.

Zoo Nights #2 June 17, 2021

The second installment of Zoo Nights was a success thanks to our staff and 18 volunteers who dedicated a total of 83 hours to the effort. The event was attended by 468 guests. It was a fantastic event!

A bat walk led by the Bat Association occurred outside of the zoo gates after Zoo Nights concluded. There were around 30 participants and a lot of bat activity. The group was able to identify at least three species of bat, including big brown, hoary, and eastern reds foraging around the zoo, and everyone was able to save bat recordings to their phones. There will be a bat walk after each of the next two Zoo Night events.
Tuesday, July 6, 2021 – 1362 attendees  
Wednesday, July 7, 2021 – 1577 attendees  

The event went very smoothly. The only incidents involved guests experiencing heat stress. Public safety and other zoo staff responded quickly to assist guests.

Zoo in Your Neighborhood

In the month of June we had 431 guests come in with a zoo pass. We are now back to pre-covid numbers in visits per month! We are adding a new partner in July, Grand Ledge Area District Library and Mariah Martinez will be traveling to a few partner sites to give presentations for the program in July as well.

FALCONERS

The next FALCONERS is July 17 from 8 - 11 a.m. The theme is Water, Water Everywhere.

The June event had 95 attendees even during a storm with substantial rainfall.

Education

The High School class participated in the Michigan United Conservation Club's "On the Ground Jr." program. They spent the day at the Lake Interstate State Game Area completing habitat restoration and guest access projects. Projects included planting 500 crabapple trees, cleaning litter, and trimming back vegetation from guest paths.

Zookambi is going great! We are sold out with waitlists for every class. The teachers have really creative plans, campers seem to be enjoying themselves, and we are getting great feedback from parents.

We are also providing programming for the Lansing School District Summer SOAR program. We provide activities 4 days a week at Forest View Elementary for a total of 6 weeks. Every 2 weeks we get a new group of kids in a different grade level. We are staffing this effort with conservation education interns.

We are continuing to train current volunteers as well as new Zoo Teen volunteers on the new Conservation Stations. In May, volunteers at stations (includes greeter for re-opened Reptile House) engaged with 3561 guests and they engaged with 7117 guests in June.
World Migratory Bird Day

Thanks to the education team for a fantastic effort in teaching guests about conservation on World Migratory Bird Day Saturday! Over 600 guests shared in the fun while learning about importance of birds at this great event.

Conservation

In response to the growing threat of illegal turtle trade, The Association of Zoos and Aquariums (AZA) recently approved the formation of a Saving Animals From Extinction (SAFE) program focused specifically on America's native turtle species. The demand for these animals is most concentrated in Asia, where they are bought either as pets or to be used in food or traditional medicine. This illegal trade has threatened 60 percent of all species, and brought some to the brink of extinction.

Animal Care

Jaali and Doppsee had physicals done July 6 and 7. Five staff from The Living Desert Zoo visited to participate in the procedures and to meet Jaali. Many MSU veterinarians participated as well as several reproductive specialists from across the Country.

Come visit Sophie, our new prehensile tailed porcupine! She can be seen in the Bird & Reptile house in the golden lion tamarin enclosure.

The male Trumpeter hornbill is outside for the summer in the corncrib exhibit next to Vinny. This was the only species from the feline primate building that could not be seen while the inside of the building is closed.

We introduced our new male bongo to females Uzuri and Bella – they can be seen together on exhibit daily. Both the bongo and alpaca yards have been expanded.

Thistle our female binturong has slowly been spending more time on exhibit and Barry has been joining her on occasion. It has taken some work by the keeper staff to help them acclimate to the outdoor exhibit and many new resting places were added by the maintenance team.

Mahlia, female red panda, gave birth to two cubs early in the morning July 4th, 2021.

We are monitoring our female elk closely and preparing for the possibility of calves. Though it has not been confirmed, the keepers have noticed changes that suggest a pregnancy.
Miles has been introduced to the three pups and Nkeke. They interact positively for several hours before we separate to give Miles a break from the active pups.

Baldwin, our male ring-tailed lemur, is out of quarantine and was successfully introduced to our two females. We have a breeding recommendation for them and they can be seen on exhibit daily.

A male tiger arrived and is currently being quarantined at the lion house.

Dr. Ronan is running another MSU CVM final year three week veterinary clerkship.

Research

An article Dr. Ronan authored was published in the Journal of Zoo and Wildlife Medicine. *PRESUMPTIVE CONGENITAL HYPOTHYROIDISM IN RED PANDAS (AILURUS FULGENS FULGENS) FROM FOUR SUCCESSIVE LITTERS*  
Authors: Eustace, Ronan, Agnew, Dalen, Fitzgerald, Scott D., Fyfe, John C., Duncan, Ann E., et al. Source: Journal of Zoo and Wildlife Medicine, 52(2) : 795-805  
Published By: American Association of Zoo Veterinarian

An article Dr. Ronan co-authored was published in the Journal of Veterinary Diagnostic Investigation. *LEFT DISPLACEMENT OF THE ABOMASUM IN A RETICULATED GIRAFFE BULL IN MANAGED CARE*

Diversity

Able Eyes videos are complete and will be on the website soon! We are excited to provide these videos for guests that would like to preview the accessibility of the Potter Park Zoo buildings.

Reptile/Small Mammal:  
https://tour.pivo.app/view/A6764BC9-3BBF-4125-BA7A-91AC775B0D1D?mobile

Education Building:  
https://tour.pivo.app/view/616D0BE6-1175-4E86-8032-01E7A0FA1CD2?mobile

Volunteer Lounge:  

High School Room:  
https://tour.pivo.app/view/62763E79-6241-4A6B-8DB8-4328C7789404?mobile

Feline/Primate House:  
https://tour.pivo.app/view/7768B2C0-95B0-4F84-9E3A-AC4D3C0A71A6?mobile

Gift Shop:  
We now have an accessibility page on our website, https://potterparkzoo.org/accessibility/.

Mariah Martinez received a certificate in Diversity, Equity and Inclusion in the Workplace through the University of South Florida. She learned the essential practices and tools designed to increase employee diversity and ways for our organization to create not only a diverse workplace, but address equity issues and foster inclusivity.
### Facebook

- Total Impressions: 827,622
- Engagements: 34,987
- Est. Reach: 92,992
- Donations through facebook: $95
- Followers: 62,536 to 62,667 (Increase in followers: 131)

### Instagram

- Total Impressions: 263,409
- Engagements: 16,315
- Est. Reach: 43,919
- Followers: 26,877 to 27,111 (Increase in followers: 234)

### Twitter

- Total Impressions: 70,554
- Engagements: 2,632
- Followers: 8,456 to 8,504 (Increase in followers: 39)

### Google Analytics

- Page Views: 85,623
- Sessions: 41,565
- Users: 31,847

**Top pages visited**

- Home: 29,433
- Ticket Sales: 16,453
- Membership: 7,458
- Todays Attractions: 4,702
- Animals: 3,609

**Top cities by visits**

- Lansing: 7,368
- Detroit: 2,356
- Grand Rapids: 1,439
- Meridian Charter Township: 991
- East Lansing: 943

**Acquisitions**

- Organic Search: 18,703
- Direct: 11,852
- Referral: 1,321
- Social: 849
“Maliha” the red panda at Potter Park Zoo is pregnant


Michigan’s Potter Park Zoo welcomes prehensile-tailed porcupine for first time

## POTTER PARK ZOO
### Monthly Analytics, May 2021 (April 26 - May 23)

### Facebook
- **Total Impressions:** 746,634
- **Engagements:** 33,652
- **Est. Reach:** 122,330
- **Donations through Facebook:**
  - **Followers:** 61,632 to 63,364 (Increase in followers: 1,732)

### Instagram
- **Total Impressions:** missing
- **Engagements:** missing
- **Est. Reach:** 26,877
- **Followers:** 26,164 to 27,834 (Increase in followers: 1,670)

### Twitter
- **Total Impressions:** 68,941
- **Engagements:** 2,728
- **Followers:** 8,460 to 8,471 (Increase in followers: 11)

### Google Analytics
- **Page Views:** 72,994
- **Sessions:** 35,399
- **Users:** 26,222

### Top pages visited
- **Home:** 25,195
- **Ticket Sales:** 15,343
- **Membership:** 4,460
- **Todays Attractions:** 3,727
- **Animals:** 2,914

### Top cities by visits
- **Lansing:** 4,689
- **Detroit:** 2,135
- **Grand Rapids:** 1,425
- **Meridian Charter Township:** 1,028
- **East Lansing:** 970

### Acquisitions
- **Organic Search:** 16,654
- **Direct:** 8,020
- **Social:** 1,412
- **Refferal:** 1,033
Jaali, Potter Park Zoo's Black Rhino calf heads to a new home this fall


Coming soon: Meet the rhinos headed to Living Desert Zoo and Gardens


Free zoo admission for family when you vaccinated at Saturday event