

AGENDA

Potter Park Zoo Advisory Board
1301 S. Pennsylvania Avenue ~ Lansing, MI 48912
Telephone: 517.342.2776; Fax: 517.316.3894

The Board information packet is available on-line by going to www.potterparkzoo.org, selecting "About," clicking on "Zoo Board Meetings" and clicking "September 8, 2021".

POTTER PARK ZOO ADVISORY BOARD MEETING

**Wednesday, September 8, 2021
6:00 PM**

- 1. Call to Order**
- 2. Approval of May 12, 2021 and July 14, 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. 2022 CIP Projects (preliminary) – Cynthia Wagner
 - b. DEAI Presentation – Mariah Martinez
- 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 **October 13, 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, May 12, 2021**

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.

**MINUTES – INGHAM COUNTY
POTTER PARK ZOO ADVISORY BOARD**

**1301 S. Pennsylvania Avenue,
Lansing, MI, July 14, 2021**

BOARD MEMBERS

PRESENT: Chair John Groen, Commissioner Tennis, Cheryl Bergman, and Dr. Richard Snider, Mary Leys

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

ABSENT: Commissioner Trubac, Vice Chair Kyle Binkley, Molly Korn, Cindy Kangas, Julie Pingston, Mary Hauser, and Yanice Jackson Long

CALL TO ORDER: Meeting called to order at 6:04 p.m.

MINUTES: Quorum not present. Minutes will be approved at the August meeting.

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

FINANCIAL REPORTS

Zoo Financial Report

Director Wagner reported that overall revenue was doing well especially at the gift shop. Parking revenue is low and will likely not meet budget this year. Camel rides are exceeding budget for all interactive areas. The June financials show \$170,727 was put back into fund balance leaving the fund balance with \$733,331 unrestricted. Director Wagner stated she did not anticipate the zoo returning any funds to fund balance by the end of 2021.

Chair Groen asked whether the zoo was receiving any of the COVID relief funds. Director Wagner stated that she believes the zoo will receive reimbursement for revenue lost in 2020 and possibly 2021, but that they funds may not be received until 2022.

Director Morris-Hall reported the Society's May financials show a cash amount of \$413,452 which is the highest it has been in many years.

Admission Report

June 2021 was down from 2019, but a significant percentage of the decrease was from groups and unpaid admissions such as events and members.

Dr. Snider stated the zoo and parks should partner to have programming on site at the various Ingham County Parks. Director Wagner responded that she would explore options with the parks director.

ZOO DIRECTOR REPORT

Major Elements Reported:

The only COVID safety measures still place are masks in the Discovery Building when students are present and in animal areas designated by veterinary staff.

Maintenance is installing solar floodlights along the perimeter fence in areas that are dark to help deter trespassers.

Tyler Evans will be starting Friday, July 17, 2021 as a Zookeeper 400 in the hoofstock area and interviews started for the second position that is open in the bird and reptile area.

Next week is National Zookeeper Week and the zoo will post on social to highlight the wonderful work the keepers do every day to provide excellent animal welfare. Zookeepers are working very short staffed and working a lot of overtime.

When the Ingham County Commissioners lift the ban on travel the zoo will begin exploring in person professional development opportunities for staff once again.

Step and Wash units have been installed in all bathrooms except for the restaurant. These were recommended by a member of the public during the pandemic so that children could more easily wash their hands. The Society was able to get a \$5,000 grant for the steps and the PPZ maintenance team installed them.

Zoo Nights has been going great and 483 guests attended the second event. The zoo partnered with the bat association to hold a bat walk in the park following the event and to educate guests on local bat species.

Zoo Days went smoothly July 6 and July 7 with just under 3,000 attendees over the two days.

Zookambi is sold out with a wait list and is going well.

New education stations are coming soon.

Jaali's pre-shipment physical and Doppsee's physical went well. Several staff members from The Living Desert Zoo attended.

The binturongs have been spending more time on exhibit.

Two red panda cubs were born July 4, 2021.

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

NEW BUSINESS

None

OLD BUSINESS

2022 Budget

The Controller recommended budget will be out soon. At this time the zoo is anticipated to have the funding to complete many CIP projects.

County/Society Agreement

The agreement is finalized.

Capital Campaign

Director Wagner, Executive Director Morris-Hall and Erin O'Rourke have completed the capital campaign training and are beginning implementation of the plan resulting from the training. A case for support has been drafted and is being circulated to various parties for input, feasibility study questions have been finalized and Executive Director Morris-Hall will begin scheduling opportunities to talk to a list of around 40 individuals to discuss the questions, a position has been posting for a temporary individual to assist with the capital campaign effort and a gift chart has been completed. Executive Director Morris-Hall is also seeking leadership and members of a capital campaign committee.

Strategy Subcommittee

No report – will schedule a meeting in June.

External Relations Subcommittee

Cheryl Bergman reported a meeting was held June 21. Amy Morris-Hall is working on finishing the Case for Support that will go out with the feasibility study packet. The packet will go out to approximately 40 individuals and Amy will conduct the interviews. Amy is in the process of identifying a Committee Chair and welcomes suggestions of committee members from the board. Board members should let Cheryl or Amy know if they have individuals they feel would be an asset on the Committee so that a tour can get scheduled.

BOARD COMMENTS

Dr. Snider asked if there had been any further developments with the San Diego Zoo Global Academy hospital partnership. Directors Morris-Hall and Wagner replied that there had not been anything new since the project with Beaumont hospital and that the videos produced were available for PPZ to use.

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Meeting ended at 7:22 p.m.

POTTER PARK ZOO
YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY
FOR 8 MONTHS ENDED AUGUST 31, 2021

	2021 BUDGET	AUGUST 2021 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	AUGUST 2020 YTD ACTUAL
REVENUES					
PROPERTY TAX	\$ 3,262,137	\$ 3,231,537	\$ 30,600	99.06%	\$ 3,122,955
UNALLOCATED PORTION OF TAXES (4 MONTHS)		\$ (1,077,178)			\$ (1,040,984)
ADMISSIONS	\$ 585,000	\$ 639,056	\$ (54,056)	109.24%	\$ 225,704
CONCESSIONS, GIFT SHOP, VENDING	\$ 475,000	\$ 612,796	\$ (137,796)	129.01%	\$ 160,142
PARKING FEES	\$ 175,000	\$ 121,779	\$ 53,221	69.59%	\$ 51,182
INTERACTIVE SITES	\$ 50,000	\$ 120,509	\$ (70,509)	241.02%	\$ 35,201
INTEREST INCOME	\$ 50,000	\$ 667	\$ 49,333	1.33%	\$ 21,319
OTHER REVENUES	\$ 71,215	\$ 74,193	\$ (2,978)	104.18%	\$ 60,345
TOTAL REVENUES	\$ 4,668,352	\$ 3,723,359	\$ 944,993	79.76%	\$ 2,635,864
EXPENDITURES					
PERSONNEL SERVICES					
Salaries & Wages - Full Time	\$ 1,626,615	\$ 998,645	\$ 627,970	61.39%	\$ 1,011,106
Salaries & Wages - Seasonal	\$ 503,284	\$ 422,297	\$ 80,987	83.91%	\$ 271,003
Benefits	\$ 894,938	\$ 571,166	\$ 323,772	63.82%	\$ 580,692
Total Personnel Services	\$ 3,024,837	\$ 1,992,108	\$ 1,032,729	65.86%	\$ 1,862,802
CONTROLLABLE EXPENDITURES					
Supplies	\$ 308,000	\$ 290,737	\$ 17,263	94.40%	\$ 161,201
Animal Care	\$ 293,000	\$ 165,760	\$ 127,240	56.57%	\$ 174,955
Purchased Services	\$ 399,078	\$ 412,797	\$ (13,719)	103.44%	\$ 309,723
Utilities - Telephone	\$ 21,125	\$ 11,789	\$ 9,336	55.80%	\$ 9,552
Rentals & Leases	\$ 2,000	\$ 2,609	\$ (609)	130.47%	\$ 1,072
Other Expenses	\$ 134,175	\$ 54,484	\$ 79,691	40.61%	\$ 54,306
Total Controllable Expenditures	\$ 1,157,378	\$ 938,175	\$ 219,203	81.06%	\$ 710,809
NON-CONTROLLABLE EXPENDITURES					
Utilities	\$ 225,000	\$ 93,780	\$ 131,220	41.68%	\$ 148,321
Insurance	\$ 85,000	\$ 64,309	\$ 20,691	75.66%	\$ 60,448
IT Support Expense	\$ 72,891	\$ 49,327	\$ 23,564	67.67%	\$ 66,424
Other Expenses	\$ 426	\$ -	\$ 426	0.00%	\$ 320
Total Non-Controllable Expenditures	\$ 383,317	\$ 207,415	\$ 175,902	54.11%	\$ 275,512
CAPITAL OUTLAY					
Capital Improvements	\$ (20,000)	\$ -	\$ (20,000)		\$ -
TOTAL EXPENDITURES	\$ 4,545,532	\$ 3,137,699	\$ 1,407,833	69.03%	\$ 2,849,123
TOTAL CHANGE IN FUND BALANCE	\$ 122,820	\$ 585,661			\$ (213,259)
FUND BALANCE AS OF 1/1/21					
NON-SPENDABLE		\$ 170,406			
UNRESTRICTED		\$ 562,925			
		<u>\$ 733,331</u>			
FUND BALANCE AS OF 8/31/21		\$ 1,318,992			
FUND BALANCE AS OF 8/31/21					
UNSPENDABLE		\$ 170,406			
UNRESTRICTED		\$ 1,148,586			
		<u>\$ 1,318,992</u>			

POTTER PARK ZOO
BALANCE SHEET - PRELIMINARY
August 31, 2021

ASSETS

CASH	\$ 2,284,308
DEPOSITORY CASH	205,757
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	(18,378)
TAXES REC - DELINQUENT	25,236
ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES	(17,317)
IFT TAX RECEIVABLE	(15,013)
PROPERTY TAX RECEIVABLE	-
INTEREST RECEIVABLE	1,421
DUE FROM STATE	-
INVENTORY	81,930
PREPAID EXPENSES	-
TOTAL ASSETS	<u><u>\$ 2,555,943</u></u>

LIABILITIES

VOUCHERS PAYABLE	
DUE TO ZOOLOGICAL SOCIETY	72,196
TAX LEVY LIABILITY	25,000
SALES TAX PAYABLE	2
REFUND NOW	(61)
REFUND APPLY	(120)
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	51,929
DEFERRED REVENUE - PROPERTY TAXES	1,077,178
DEFERRED REVENUE - DELINQUENT TAXES	10,828
TOTAL LIABILITIES	<u>1,236,951</u>

FUND BALANCE

UNSPENDABLE	170,406
UNRESTRICTED FUND BALANCE	<u>1,148,586</u>
	1,318,992
TOTAL LIABILITIES AND FUND BALANCE	<u><u>\$ 2,555,943</u></u>

POTTER PARK ZOO
MONTHLY PARKING REPORT
FOR MONTH AND YTD ENDING August 31, 2021

ADMISSION TYPE	CURRENT MONTH				YEAR-TO-DATE			
	2019 COUNT	2020 COUNT	2021 COUNT	BETTER (WORSE) THAN PY	2019 COUNT	2020 COUNT	2021 COUNT	BETTER (WORSE) THAN PY
ANNUAL RESIDENT PASS	3	2	2	0	278	4	91	87
ANNUAL NON-RESIDENT PASS	0	0	2	2	31	0	10	10
PPZ MEMBER DELUXE/PREMIUM	468	261	388	127	1,856	1,082	2,141	1,059
DAILY RESIDENT PARKING	3,254	2,707	2,642	(65)	14,943	7,422	12,912	5,490
DAILY NON-RESIDENT PARKING	3,947	2,363	2,846	483	18,174	6,200	15,121	8,921
EVENTS	755	0	0	0	4,921	0	989	989
OTHER (non-paying)	1,884	498	280	(218)	8,949	1,063	1,675	612
TOTAL	10,331	5,831	6,160	329	49,152	15,771	32,939	17,168
ONLINE PAID PARKING	0	1,557	1,054	(503)	0	1,557	4,122	2,565
GRAND TOTAL	10,331	7,388	7,214	(-174)	49,152	17,328	37,061	19,733

ADMISSION TYPE	AMOUNT
ANNUAL RESIDENT PASS	\$32.00
ANNUAL NON-RESIDENT PASS	\$42.00
RESIDENT DAILY PASS	\$3.00
NON-RESIDENT DAILY PASS	\$5.00

POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING August 31, 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	5,262	3,293	0	0	0	(3,293)	18,422	10,441	0	(10,441)
CHILD RESIDENT	0	0	1,694	147	1,841	1,841	0	0	10,465	10,465
CHILD NON-RESIDENT	0	0	2,166	970	3,136	3,136	0	0	16,202	16,202
CHILDREN OFF SEASON	0	0	0	0	0	0	2,101	1,290	0	(1,290)
CHILDREN - UNDER 3	2,276	975	6,080	284	6,364	5,389	9,778	2,905	14,208	11,303
ADULT RESIDENT	4,254	3,240	3,267	276	3,543	303	18,976	10,546	19,823	9,277
ADULT NON-RESIDENT	4,121	2,594	2,795	1,435	4,230	1,636	15,469	9,224	24,170	14,946
ADULT OFF SEASON	0	0	0	0	0	0	3,919	3,131	0	(3,131)
ADULT ONLINE	0	7,421	0	0	0	(7,421)	0	7,421	0	(7,421)
SENIOR/MILITARY RESIDENT	655	322	438	32	470	148	2,147	887	2,241	1,354
SENIOR/MILITARY NON-RESIDENT	1,052	341	642	208	850	509	2,937	828	3,903	3,075
GROUPS	683	28	629	0	629	601	11,044	67	3,912	3,845
SUBTOTAL	18,303	18,214	17,711	3,352	21,063	2,849	84,793	46,740	94,924	48,184
MEMBERSHIPS/PROGRAMS										
PPZ MEMBERS	3,116	3,673	2,045	172	2,217	(1,456)	15,362	12,226	14,921	2,695
SOCIETY PROGRAMMING/EVENTS	3,840	0	1,201	412	1,613	1,613	21,496	780	9,809	9,029
RECIPROCAL ZOO MEMBERS	1,179	0	0	0	0	0	5,972	195	0	(195)
RECIPROCAL ZOO MEMBERS (100%)	594	0	0	0	0	0	2,300	192	0	(192)
MONDAY PROGRAM	1,366	593	911	28	939	346	7,240	2,124	2,834	710
ZIYN		0	472	0	472	472	0	0	2,191	2,191
OTHER (non-paying)	139	1,238	621	0	621	(617)	2,835	2,097	1,451	(646)
SUBTOTAL	10,234	5,504	5,250	612	5,862	358	55,205	17,614	31,206	13,592
GRAND TOTAL	28,537	23,718	22,961	3,964	26,925	3,207	139,998	64,354	126,130	61,776

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 September 08, 2021

Awards

The Zoological Society won the “Michigan Award” from the nonprofit organization, Keep Michigan Beautiful. This award is in recognition of the repurposing of fire hose from GM for the purpose of making animal furniture and enrichment. An award ceremony and luncheon will be held October 9 at the Crown Plaza Hotel.

Safety

We continue to provide ThermaCell and mosquito netting jackets to staff as well as bug spray to help combat the mosquitos. Rick Parker oversees the distribution of mosquito dunks each month for the drains and areas of standing water in the zoo. Jon Lawrence has struggled to keep the gift shop stocked in bug spray since July as it is in high demand with our guests.

A code blue drill, human injury, was conducted July 27.

There have been fewer bee sting incidents this year. Staff have been diligent in informing public safety when the nests are found so they can be dealt with in a timely manner.

Staff

Tyler Evans started Friday, July 17 as a Zookeeper 400 in the hoofstock area. We conducted interviews for the remaining open zookeeper 400 position and selected Carly Brouwers for the bird and reptile position.

Dr. Peter Carrington led a toxic plant walk July 20. Over 30 employees and interns participated in the walk and learned to identify plants that are toxic to the animals. This was a fun and practical professional development opportunity at no cost.

Potter Park Zoo in coordination with the Potter Park Zoo AAZK Chapter celebrated National Zookeeper Week July 18 – July 24. We highlighted the work our zookeepers do every day on social media and signs throughout the zoo with quotes from the keepers. Thank you to Ashleigh Winkelmann the great idea and for coordinating the signs for AAZK.

Secrets of a Zookeeper



"Zookeepers are the eyes and ears for the veterinary team. They can often tell when something is wrong with an animal even before symptoms fully appear."



Potter Park Zookeeper

#KEEPCALMZOOKEEPON #ITTAKESAZOO #NZKW2021



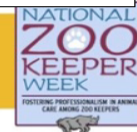
American Association of Zoo Keepers



@aazkinc



@aazkinc

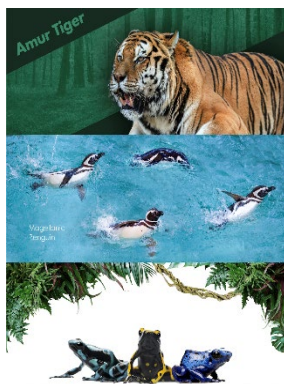


Guest Services



Left: Keeper talks went well this summer and will continue weekends until Fall Zootacular.

Right: A Discovery Center sign was installed to help more easily direct guests to where memberships and education programming can be found.



The AniMall gift shop has some great new items flying off the shelves, Ollee Bee color changing mugs. These PPZ logo mugs transform when filled with your favorite hot beverage. There are three separate mugs, designed in-house and featuring some of our favorite PPZ animals.

Zoo hours will change Tuesday, September 7 to 9 a.m. - 4 p.m. weekdays and 9 a.m. - 5 p.m. weekends through the end of October.

The last day camel rides will be open this season is Labor Day. We plan to request approval to extend the agreement with Shane's camels for an additional two years. The contact area has been closed occasionally due to low staffing. It will be open weekends until Fall Zootacular. It cannot be open during the event due to the danger with goats eating parts of costumes.

Memberships

Total Individual Members (not including children) as of 9/1/21 - 6,728

Total Member Households as of 9/1/21 - 3,105



Right: Check out this glowing review from a member's night attendee! Thank you to Jake, Adrianna, Annie, Amanda and to all of our staff for organizing activities and animal enrichment, and giving our fans a night to remember.

Hello my family just went to our first members night. We had had a membership for a few years but didnt think it was a big deal. We were wrong. The animal enrichments got many of the animals we usually see sleeping to get up and run around. The 5 to 8 time frame is perfect (wish you would open for those hours more frequently) and while in the reptile house we ran into zookeeper jake. Again it was another amazing experience. My youngest asked when the scorpions would be here. He not only explained the challenges youve had with the habitats he went and got one so she could see it. Having a zookeeper as excited about their job as jake helps make our kids excited about the work you do! Thank you for a great evening.



Riddle Elementary Mascot

Riddle Elementary named a new mascot, Ralphy the Rhino, at the beginning of July. This was a Jaali inspired mascot and we are exploring opportunities for partnership.

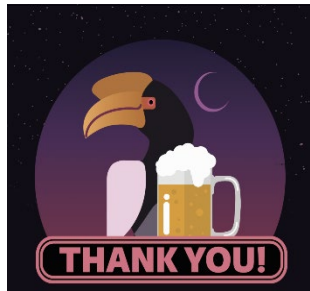
Volunteers

Total volunteers contributing hours in August - 92

Total number of volunteer hours for August - 1,293

Conservation Education Station volunteers engaged 7,285 guests during the month of August. Each Conservation Station volunteer tracks the number of individuals they interact with during their shift.

Events



The third and fourth installments of Zoo Nights were another success! Thanks again to our staff and 22 volunteers who dedicated a total of 110 hours for the August event. Due to the success of the events we have decided to hold an October and December Zoo Night event.

Total participants per event:	May: 400
	June: 468
	July: 555
	August: 456

Fall Zoo-tacular will take place October 9, 10, 16, 17, 23, and 24.

Panda Day Celebration



The Potter Park Zoological Society is once again partnering with Paint Your Poison in celebration of Red Panda Day Sept. 18. The painting event takes place Friday, Sept. 17 from 5 - 8 p.m. Painting begins at 6 p.m. Come and celebrate red pandas - in-person or with your kit at home. The proceeds raised by the Society will be donated to the Red Panda Network.

Prices for this project are \$35 for a kit or \$50 to come to the zoo and paint in person (kit included). For the in-person event, space is limited to 50 participants and masks will be required while indoors. Guests will have the opportunity to walk the zoo before and after the event.

No experience is necessary to participate in this fundraiser. We encourage you to be creative with your puzzle! Learn more about Red Panda Day at Potter Park Zoo [here](#). Please join us!

Education

The ERESA high school class started August 23.

Zoo Teens are finishing up their summer shifts, but those that trained on Conservation Education Stations will be invited to continue to sign-up for them through the fall. Teens will also be invited to volunteer at Fall Zoo-tacular and Wonderland of Lights. This year we had a smaller group of 16 teens who donated 477 hours as of August 31.

Education summer interns completed their internships August 13. With a record number of applicants, we accepted a record number of interns (11), and they were one of the best groups we have had the pleasure of working with.



LEFT: Shout out to Adrian and Jennifer for their hard work getting the new conservation carts on zoo grounds. They look great and will help us continue to educate all who visit the zoo on the importance of conservation!

Zookambi summer camp ran this summer with lower capacity due to COVID precautions, and sold out by early summer. Campers and parents both had positive things to say. We had a wonderful staff, and for the first time, we offered the Zookambi Assistant position as a paid internship.



Due to expected flooding, Sundown Safari was rescheduled for the weekend of August 21 and 22. Because the event sold out completely, a second date will be held September 11 and 12.

BIG Zoo Lesson is making a return for this school year, with some adjustments. We are offering a couple of new programs for teachers to choose from and are modifying existing programs. We will also have a maximum of two classes per week rather than the three or four classes in previous years.

Animal Care



LEFT: Saida, one of our 16 year old female lions, had surgery for a herniated disc in her back. She is recovering and starting to utilize more of the exhibit. She can be seen at times upstairs in her indoor exhibit. As part of her recovery she is now using stairs and building her mobility.

Ophelia, our 21-year-old female tufted deer, was humanely euthanized due to age related conditions. The male and female breeding pair are still on exhibit.



The two red panda cubs are doing well. We are monitoring the cameras and doing regular weight checks.

An elk calf was born recently. She is doing well and can be seen on exhibit.



Emmett the male elk has shed the velvet on his antlers and is coming into rut. He will be separated until the females are contracepted, but can be seen in the bullpen when not on exhibit.

The female prehensile-tailed skink recently had a large mass removed from her abdomen and is recovering off exhibit. She appears to be doing well and animal care staff are keeping a close eye on her.

The new male tiger is acclimating to his exhibit and can be seen when he chooses to spend time outside.

We are beginning to plan the Jaali farewell party, which will likely take place in early October.

Rhino introductions went well in August and the rhinos were observed breeding. If successful, we would be looking at December 2022 as a potential birth date.

Unfortunately, we had a penguin pass away this week. We do not know the cause and tests are pending results.

Diversity

Able Eyes completed the new digital tours of four zoo buildings. The videos can now be found on our website on the Accessibility Page or on the Able Eyes website.

Accessibility Page: <https://potterparkzoo.org/accessibility/>

Able Eyes: <https://www.ableeyes.org/virtual-tours/potter-park-zoo-lansing-mi/>

FALCONERS

For the July FALCONERS we began making crafts on-site again. The participants made sensory bags and activities that encouraged use of their motor skills. We had 92 participants in attendance. In past years we would only see around 40-50 people at summer events. It is exciting to see the growth.

Comments from the July survey:

"Thank you! My daughter actually participated in all stations for the first time! She's really enjoying the zoo, and this was the best one yet for her."

"My daughter looks forward to this event every month!! It is fantastic how the activities are spaced out, how friendly and accommodating the volunteer staff are!! The social narratives you provide are very helpful prior to the event as well!!"

The FALCONERS dinner event was Thursday, August 12! Over 100 meals were given to families thanks to catering by Outback Steakhouse and beverages sponsored by AAA. The

families were grateful to have the zoo to themselves. The next event is Friday, September 10 from 5 - 8 p.m.

The next FALCONERS is September 10th from 5-8 PM. The theme will be "Meet Your Neighbor" and activities will focus on animals you can find in Michigan and the United States.

Zoo in Your Neighborhood

In July over 500 people visited the zoo with a pass. With 141 passes being used, the average was 3.6 people per pass. There were only two days in the month of July that a zoo pass wasn't used for admission.

In August over 470 people visited the zoo using a zoo pass.

According to our survey data (Jan-July 2021):

20% of those using a zoo pass would not come again if the passes weren't available.

16% of those using zoo passes make less than \$25,000 a year/household.

New partnerships: Grand Ledge Area District Library and Dewitt District Library.



Communication Board Installed

Funded by the Lansing Neighborhood Grant, our new communication board was installed in the park next to the playground. This board not only spreads awareness, but allows those that are nonverbal to communicate on the playground to others. It is in both English and Spanish.

NATURAL PARTNERSHIPS PROGRAM

ZOOS PARTNERED IN CONSERVATION



Shan Shui/Snow Leopard Trust/Panthera

WILD SUCCESS STORIES

Snow Leopard Conservation Made Possible by You

You, together with a global community of over 100 zoo partners, continue to make snow leopard protection a priority, allowing us to reach new conservation milestones.

We want you to be able to tell the stories of your conservation impact. From community-based conservation initiatives, biological and social research, conservation education for children, college students, and community members, to government engagement and national and international policy decisions - you have helped us involve communities of people at every level to make conservation for snow leopards both strategic and systemic.

The impact of your zoo community, joined with this larger global community for snow leopards, is both powerful and critical. We strive even harder because you are with us. Thank you!

WHAT'S INSIDE

CONSERVATION PROJECTS

- How Many Are There?
- Staying Connected
- Boots & Wheels on the Ground
- Partnering with Communities

In The Zoos

Ways To Get Involved

Conservation Handicrafts

Strides for Snow Leopards



HOW MANY ARE THERE?

Working Toward Better Estimates of the World's Snow Leopard Population

Visitors to Zoos want to know, "How many snow leopards are in the wild?" The answer has always been a guess, captured within a very broad range between 3600 - 7000. In 2018, we decided to work toward a more robust estimate. With your support, our teams are conducting a global assessment of snow leopards in order to not only have a better idea of how many there are, but to assess the effectiveness of future conservation efforts. This crucial count is called PAWS.

PAWS stands for *Population Assessment of the World's Snow Leopards*. In collaboration with all 12 snow leopard range countries' governments, the Global Snow Leopard Ecosystem Protection Program (GLSEP) Secretariat, and numerous organizations and institutions, we have embarked on this global effort to better understand how many snow leopards there are in each country, different regions, and ultimately, over the entire range.

TO DATE:

With your support, we have been able to complete the fieldwork for the first scientifically robust national population estimate of snow leopards in Mongolia.

By the end of the year, we will have new estimates for Mongolia's snow leopard population.

With your partnership, we are supporting conservationists in all 12 snow leopard range countries; we have developed tools, methods and resources for rigorous population assessments. PAWS compliant surveys are currently being implemented in most snow leopard range countries.

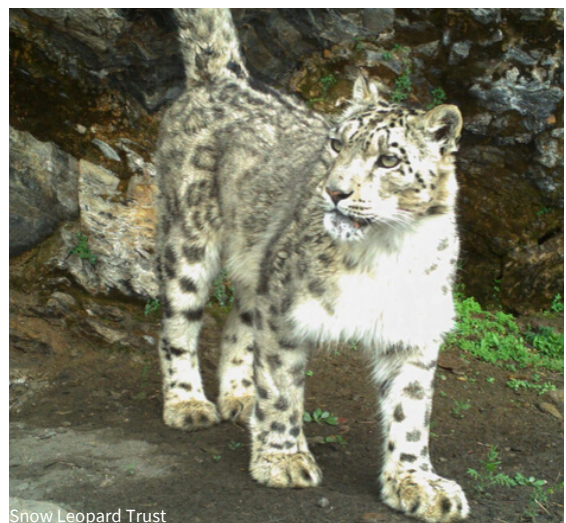
This population estimate will be valuable as a standalone achievement, and will also serve as a marker for assessing the effectiveness of future conservation efforts. It also gets us closer to being able to share better estimates with visitors when they ask, "How many snow leopards are there?"



SLP-Kyrgyzstan/SCEC/Snow Leopard Trust

YOUR IMPACT

Our team now offers training and real-time support to conservationists in all range countries in study design, camera trap planning and methods, and data organization and analyses.



Snow Leopard Trust



SLCF-Mongolia/Snow Leopard Trust



Snow Leopard Trust

BOOTS & WHEELS ON THE GROUND

Empowering Community Rangers in the Effort to Protect Snow Leopards

Each year, volunteer rangers assist in an important annual prey survey, counting ibex and argali in a 1400 km² region of the Tost Nature Reserve. South Gobi, Mongolia.

In 2020, Pujii Lkhagvajav, Research and Monitoring Manager at our Mongolia partner organization, Snow Leopard Conservation Foundation, was delighted to equip the seven hard-working community rangers from the Tost region with brand new boots and motorcycles!

"Their footwear was falling apart walking in this rugged, rocky landscape. I was delighted to provide them with new boots before we started this year's survey and later, with a new motorcycle for each ranger to cover the seven major regions" recalled Pujii.

Last year the rangers **walked over 650 kilometers (more than 400 miles)** surveying the wild ungulates across Tost.

They also covered more than 5,247 kilometers in 92 days (that's over 3,250 miles) by motorcycle, patrolling the Tost Nature Reserve, preventing poaching and recording observations on snow leopards, prey, and rare plants.

We have been working on our long-term snow leopard ecological study in this region since 2008 and partnering with the community on conservation initiatives since 1998. The community rangers are integral to increasing our capacity and presence in this region. They not only work tirelessly, but are important conservation partners.

The rangers, who represent their communities, are learning more about the area and sharing it within their communities. Their work has empowered them to make decisions for the land which contributes to long-term conservation.

"I have seen the 7 community rangers grow into strong advocates of the Tost National Reserve and become partners with us. I remember Buuren, one of the rangers and also a herder, saying, "this is my first time having an official title and job in my life. The more I learn about my land the more I am proud of it".

STAYING CONNECTED

Continuing Conservation Education with Remote Learning

Cell Phones Enable Student Learning

Our field teams made amazing adaptations to our conservation education programs in response to the pandemic. As schools closed and eco-camps were no longer safe, our teams in India, Mongolia and Kyrgyzstan engaged children through phone-based communication apps that encouraged them to explore and document wildlife in their own backyards.

"With the help of teachers and school principals, we made a simple activity program that didn't require gathering in groups," says Kubanych Jumabai, Director of Snow Leopard Trust in Kyrgyzstan. "Instead, it directed children to do individual work in the nature/garden around their homes with content focused on the biodiversity of Kyrgyzstan, like vultures, wild cats, and mountain ungulates."

Workbooks and Newsletters

In Mongolia, beautiful education workbooks, normally used in eco camp, were delivered to students' homes in the remote Gobi Desert, enabling them to journal, learn, record wildlife sightings and reflect on solutions to environmental problems and then share with our team remotely.

"We sent the workbooks to bridge the environmental education gap during the pandemic," says Nadia Mijiddorj, Education Manager for Snow Leopard Trust Mongolia. "The workbooks had 21 lessons on nature with a focus on snow leopard conservation, recycling, and conserving water."

Photos

Top Right: Young girl engaged in education program in India, photo credit NCF-India/SLT

Bottom Left: Drawing depicting the snow leopard and its ecosystem by student in India, NCF-India/SLT

Bottom Right: Young boy in Mongolia engaged in conservation education, SLCF-Mongolia/SLT



YOUR IMPACT

Our teams in India, Kyrgyzstan, & Mongolia were able to work with more than 700 children living in snow leopard habitats through remotely delivered conservation education efforts, including innovative exercises like 'nature in your backyard.'





NCF-India/Snow Leopard Trust

PARTNERING WITH COMMUNITIES

Reaching Beyond the Goals toward Long-Term Conservation

Local people living in snow leopard habitats can be the strongest allies for snow leopard conservation and their critical role has been especially evident during the pandemic.

Household members, rangers, citizen scientists and field staff from our partner communities remained on the frontlines of snow leopard conservation this past year and through the lockdowns.

With your support, more than 15,000 herder families in India, Kyrgyzstan, Mongolia and Pakistan participated in our livestock insurance and livestock vaccination programs alone.

Participating communities are not only taking leadership to manage these community-funded compensation programs and wildlife friendly

animal husbandry efforts, but are also taking steps, beyond initial programmatic goals and expectations, to protect snow leopards and the landscape where they live. Village reserves are just one example:

Village Reserves Increase Prey Species

10 communities in India who participate in the Livestock Insurance Program also set aside areas called 'village reserves.' To restore habitat for snow leopard prey species and help increase the diversity of flora and fauna, they refrain from grazing livestock in the reserves. Local community members monitor the increased diversity and ensure that livestock don't enter the area. We have already seen an increase in blue sheep and song bird species in these reserves.

YOUR IMPACT

Thanks to your support over 19,000 households from more than 150 communities engaged with us in snow leopard conservation, protecting 10% of the global snow leopard habitat.



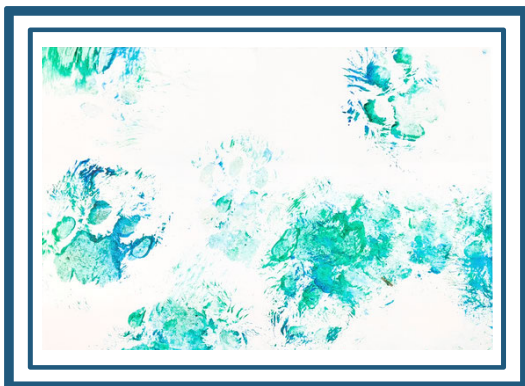
Above: Omaha's Henry Doorly Zoo and Aquarium and Miller Park Zoo come together to help snow leopard cubs. The two cubs, born August 4, 2020, were sent to Omaha where they received treatment for "swimmer's syndrome." The cubs are doing well and are heading back to Miller Park Zoo in Illinois.

IN THE ZOOS

Assiniboine Park Zoo

Despite scaling down 2020 activities from previous years due to Covid-19, Assiniboine Park Zoo was able to engage its guests in safe learning activities and donation opportunities for the Snow Leopard Trust. During International Snow Leopard Day, guests could:

- complete a digital self-guided scavenger hunt through the Zoo with visits to each feline exhibit
- learn about Assiniboine Park Zoo Snow leopard family tree
- learn how to make changes in their daily lives to help protect snow leopards and other wild cats at our interpretive center



Original artwork by Assiniboine Park Zoo cat

Korkeasaari Zoo

Korkeasaari Zoo held several campaigns during the winter of 2020 to support snow leopard conservation, including:

- *Calendar Sales* - Local radio station pushed the sale of Zoo holiday calendars - 1/2 of all revenue generated from calendar sales donated to snow leopard conservation
- *LUX Light Festival Event* - 1 euro of each ticket sold for the event was donated to snow leopard conservation via the Snow Leopard Trust
- Asking for donations for Snow Leopard Trust on their website

"Paintings by snow leopards and other large cats are always popular. This year we auctioned four original pieces - raising over \$2000 dollars!" ~ Laura Burns, Assiniboine Park Zoo

With your commitment to snow leopard and ecosystem conservation, Snow Leopard Trust raised over \$230,000 in 2020 through the NPP program.

IN THE ZOOS

International Snow Leopard Day - October 23

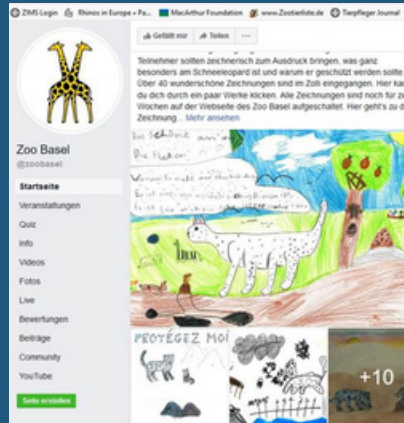
Many zoos celebrated International Snow Leopard Day, bringing awareness, joy and conservation action opportunities to their visitors.

Trivia & Drawing Contest

Zoo Basel created an International Snow Leopard Day quiz on their Facebook account, saying, "Today we would like to draw attention to these majestic animals. What do you know about the snow leopard? Here you can test your knowledge!" See how well you do:

<https://qz.app.do/internationale-tag-des-schneeleoparden>

"We also invited children to paint a picture dealing with the subject: Why we need Snow leopards in the world. We received a lot of nice pictures and each child received one of the toys from Snow Leopard Trust." Dr. Friederike von Houwald, Curator Zoo Basel.



Photos

Top Right:

Snow Leopard Cub Alma Leaper at Big Cat Sanctuary in England

Top Center:

Drawings by Zoo Basel supporters for Snow Leopard Day posted on their Facebook page.

Bottom Left:

Memphis Zoo 'Take the pledge for snow leopards' activity during International Snow Leopard Day

Bottom Right:

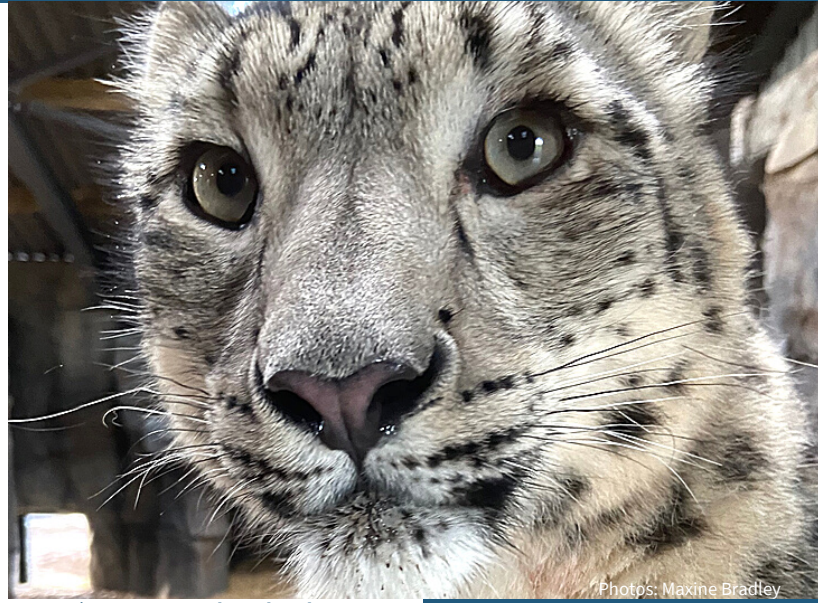
Northumberland Zoo Snow Leopard Weekend



The Big Cat Sanctuary held a naming campaign for their snow leopard cubs in 2020, donating 15% of all funding raised to support snow leopard conservation through our NPP partnership.

See The Big Cat Sanctuary cubs for their first day outside.





Photos: Maxine Bradley

Above: Northumberland Zoo branded their reopening last December as a special **Snow Leopard Weekend** to highlight their new snow leopard exhibit and introduce the public to snow leopard ambassadors, Karli and Neiva. This conservation-focused event enabled the Zoo to donate a percentage of their proceeds to Snow Leopard Trust.

IN THE ZOOS

How One Person Truly Can Make A Difference

Story by Stephanie Huettnner - Assistant General Curator at Omaha's Henry Doorly Zoo

I met Jennifer Snell Rullman from the Snow Leopard Trust at a Snow Leopard Species Survival Plan (SSP) meeting in the mid-2000s. She introduced me to the beautiful wool merchandise handmade by women in snow leopard range countries. I fell in love with the program and thought more people needed to see these felted goods and learn about Snow Leopard Trust's great conservation work.

I decided to start a conservation boutique at my zoo. I had no space, no money, nothing at all. But the incredible SLT partnership model was an example I could present to other conservation organizations with similar programs. Just over a decade later, I now support 18 organizations using this same model and send 100% of the proceeds back to them. I secured a dedicated space in a conference room at work where I've set up a permanent shop for zoo employees, volunteers, and docents to shop conservation goods year-round.

I also obtained permission to share the important work of the conservation groups from my boutique at public zoo events, even though the zoo does not keep any portion of the sales. Luckily, I have a handful of amazing volunteers who help me staff some of these events because I'm now busy year round. I am proud to say that since the boutique started in 2007 I have sent over \$90,000 to an amazing group of conservation champions!

The organization nearest and dearest to my heart will always be Snow Leopard Trust.

They and Jennifer are the reason any of this even happened at my zoo.

It is so rewarding to know that with a few words to a visitor, or by making a small sale, I am helping make an impact for so many threatened species worldwide. I'm so grateful to manage the boutique here at the Omaha Zoo for all these years.

YOUR IMPACT

"In the last 10 years I have been able to send over \$25,000 to Snow Leopard Trust. It warms my heart to know that even my small contributions can make a considerable impact."

~ Stephanie Huettnner



Conference room conservation boutique at Omaha's Henry Doorly Zoo



Paul Sangeorzan

WAYS TO GET INVOLVED

- Host **International Snow Leopard Day** - on October 23rd or any day of the year!
- Sell conservation handicrafts in your Zoo gift shop or at an event.
- Collaborate with us for our annual **#Strides4SnowLeopards** event - run, walk, skip, roll, slide, jump rope, bike - do what moves you for snow leopards and planetary health. Invite your supporters to join the event.
- Bring SLT to your Zoo - virtual or in-person - schedule one of our staff to present, talk, or host a workshop.
- Tell the stories of conservation impact - Signs, graphics, videos, conservation carts, presentations - call on SLT to provide photos, stories and other resources to engage your supporters and let them know all that you do to support wild snow leopards.
- Snow Leopard activities - we have collected so many great activities from you. See a list and send us more, from face painting, puppet shows and mock research stations - there are so many ways to celebrate snow leopards with your visitors on Snow Leopard Day or every day!

"Our visitors loved snapping selfies at a decorated photo station on International Snow Leopard Day."

Laura Burns, Assiniboine Park, in Winnipeg, Canada. Photo on right shows photo booth.

"Community engagement is at the core of our conservation principles."

*~Jennifer Snell Rullman
Snow Leopard Trust*





CONSERVATION HANDICRAFTS

Three "Zoo-exclusive" Offers through September to Help with Reopening

We appreciate our partnership with you and understand how the previous year has been full of challenges. **We would like to extend three special "Zoo-exclusive" offers through the end of September 2021.**

1 Stock up on Snow Leopard Trust Apparel!

Now through September we're offering our popular SLT-branded apparel (T-shirts & Hoodies) to you AT COST + a nominal shipping fee dependent on order quantity!

2 Jumbo Deal for our Jumbo Plush!

Our exclusive new jumbo plush snow leopard is the most huggable one ever. We've seen a lot of snow leopard plush in our time, and trust us, this is the best yet. These adorable big cats are made of 100% recyclable material and measure 24" from nose to tail. We are offering these at a discounted Zoo-wholesale price of \$30/unit through the end of summer!

YOUR IMPACT

Zoos are selling SLT products in gift stores, giving products away at board meetings and events as prizes, including them as annual gifts to Zoo supporters, and more.

Let us know how these products help you raise Zoo funds and spread conservation awareness!

Email john@snowleopard.org to place an order.



NCF-India/Snow Leopard Trust

CONSERVATION HANDICRAFTS

A Tangible Way to Make a Difference for Snow Leopards

As you prepare to reopen to larger crowds and welcome old and new friends to your exhibits, what better way to "get back in the saddle" than with giveaways from SLT?

Snow Leopard Enterprise products, made by the very communities who are protecting snow leopards as part of the program, are great tangible representations of the impact you and your supporters are making for snow leopards in the wild. Contact us about innovative ideas you might have for using these products at your zoo. **When purchased in bulk, zoos only pay cost!**



3 Get back in the saddle

Our adorable Snow Leopard Enterprises "Wild Horse Ornaments" from Mongolia are a favorite among kids and a perfect gift or giveaway for your patrons.

- 40 horse ornaments for \$40 + shipping!
- 80 horse ornaments for \$65 + shipping!
- 120 horse ornaments for \$90 + shipping!

Think you could use a few more? Just ask!

Email john@snowleopard.org to place an order.

YOUR IMPACT

370 women from communities in India, Kyrgyzstan, Mongolia and Pakistan participated in Snow Leopard Enterprises - protecting snow leopards and their prey, and strengthening their livelihoods by making over 22,400 wool products.

STRIDES FOR SNOW LEOPARDS

A Global Endurance Event for Snow Leopard Conservation & Ecosystem Health



WHAT MOVES YOU?

Getting Active for Snow Leopard Conservation

On June 13th, 2021, to raise awareness and funding for snow leopard conservation, we invited supporters from around the world to join us in all manner of fun physical activities for our second annual [#Strides4SnowLeopards](#) global event.

In 2020, people from 33 countries participated in our inaugural event – united in the name of conservation and global health. This year, we had participants from 52 countries and **six zoos** also joined in the fun to highlight our partnerships and engage our many collective snow leopard supporters for conservation. From promoting on social media to creating teams and organizing in-person socially distanced events at your zoos, you helped boost participation and raised awareness for snow leopard conservation. Over 700 participants from six continents walked, ran, biked, skipped, skated and hula-hooped to support the important work we ALL are doing together to protect snow leopards.

Thank you so much. Here's to making great strides for snow leopard conservation and global ecosystem health TOGETHER again in 2022!

YOUR IMPACT

*#Strides4SnowLeopards
had a social media reach of
18.1 million*

*More than 23K unique
interactions (up almost 800%
from last year!)*

*Supporters from 52 countries
and six continents joined
the fight to protect
snow leopards*

You helped us raise over \$50K



ZOO PARTNERS

We are extremely grateful to our 2018-2020 Partners!

Akron Zoological Park
 Association Zoologique d'Assoon
 Banham Zoo
 Billabong Zoo
 Binder Park Zoo
 Binghamton Zoo at Ross Park
 Bramble Park Zoo
 Buffalo Zoo
 Calgary Zoo
 Cape May County Zoo
 Carolina Tiger Rescue
 Catoctin Wildlife Preserve
 Como Park Zoo & Conservatory
 Der Grune Zoo Wuppertal
 Dudley Zoological Gardens
 Great Plains Zoo
 Houston Zoo
 John Ball Zoo
 Jungle Cat World
 Kansas City Zoo
 Knoxville Zoo
 Lakeland Wildlife Oasis
 Lake Superior Zoological Society
 Lee Richardson Zoo
 Louisville Zoological Garden

Memphis Zoo
 Mesker park Zoo & Botanic Garden
 Midnight Sun AAZK Chapter
 Mill Mountain Zoo
 Miller Park Zoo
 Milwaukee County Zoo
 National Zoo & Aquarium Conservation Team
 Northeastern Wisconsin Zoo - Green Bay AAZK
 Northumberland Country Zoo
 Oakland Zoo
 Oglebay Good Zoo
 Orsa Rovdjurpark
 Paradise Wildlife Park & Zoological Society of
 Hertfordshire
 Parc Zoo du Reynou
 Parco Faunistico Le Cornelle
 Parco Natura Viva s.r.l. Garda Zoological Park - ARCA
 Foundation
 Philadelphia Zoo
 Philadelphia Zoo AAZK Chapter
 Phoenix Zoo
 Pittsburgh Zoo
 Plock Zoo
 Potawatomi Zoo
 Potter Park Zoological Society
 Pueblo Zoo

Punta Verde in Situ onlus
 Roanoke Valley AAZK Chapter
 Roger Williams Park Zoo
 Rolling Hills Zoo
 Roosevelt Park Zoo - Minot Zoo Crew
 Rosamond Gifford Zoo AAZK Chapter
 Sacramento Zoo
 Safari de Peaugres
 Santa Barbara Zoo
 Scovill Zoo AAZK Chapter
 SECAS - Menagerie du Jardin Des Plantes
 Sequoia Park Zoo
 Service Systems and Associates
 Stone Zoo
 Toledo Zoo
 Toronto Zoo
 Welsh Mountain Zoo
 Wildlife World Zoo AAZK Chapter
 Zoo de Granby
 Zoo de la Boissiere du Dore & Natur' Zoo de
 Mervent
 Zoo Liberec
 ZooLife
 ZooParc de Tregomeur
 Zoo Wroclaw

Annual Contribution \$3000+



ZOOS PARTNERING IN SNOW LEOPARD CONSERVATION OVER THE LAST 3 YEARS



Global information serving conservation.

WWW.SNOWLEOPARD.ORG

POTTER PARK ZOO

June/July 2021 Weekly Analytics

Dates: June 28 - July 4			
Platforms	Facebook	Instagram	Twitter
Reach	33,391	8,126	X
Impressions	169,738	28,320	10,755
Engagements/Interactions	6,362	2,106	408
Followers (sunday)	62,707	27,119	8,508
Dates: July 5 - July 11			
Platforms	Facebook	Instagram	Twitter
Reach	73,359	19,114	X
Impressions	247,065	59,195	18,726
Engagements/Interactions	13,300	4,494	664
Followers (sunday)	62,815	27,163	8,524
Dates: July 12 - July 18			
Platforms	Facebook	Instagram	Twitter
Reach	98,933	27,848	X
Impressions	289,522	83,746	40,040
Engagements/Interactions	20,714	7,650	2,090
Followers (sunday)	62,977	27,250	8,540
Dates: July 19 - July 25			
Platforms	Facebook	Instagram	Twitter
Reach	49,954	12,516	X
Impressions	223,735	53,656	31,154
Engagements/Interactions	9,261	3,183	1,203
Followers (sunday)	63,028	27,278	8,551

POTTER PARK ZOO

Monthly Analytics, July 2021

Facebook	Total Impressions: 1,112,473			
	Engagements: 31,331			
	Est. Reach: 241,351			
	Donations through facebook: N/A			
	Followers: 62,667 to 63,093	Increase in followers: 426		
Instagram	Total Impressions: 267,312			
	Engagements: 18,759			
	Est. Reach: 49,954			
	Followers: 27,111 to 27,301	Increase in followers: 190		
Twitter	Total Impressions: 118,537			
	Engagements: 5,843			
	Followers: 8,504 to 8573	Increase in followers: 69		
Google Analytics	Page Views: 101,444			
	Sessions: 48,236			
	Users: 36,545			
	Top pages visited			
	Home	33,392	<div>Users</div> <div>70.87%</div> <div>36,545 vs 21,387</div> <div></div>	
	Ticket Sales	19,997	<div>New Users</div> <div>78.39%</div> <div>34,987 vs 19,613</div> <div></div>	
	Membership	6,681	<div>Sessions</div> <div>56.54%</div> <div>48,236 vs 30,813</div> <div></div>	
	Today's Attractions	5,988	<div>Number of Sessions per User</div> <div>-8.39%</div> <div>1.32 vs 1.44</div> <div></div>	
	Animals	4,326	<div>Pageviews</div> <div>44.31%</div> <div>101,444 vs 70,298</div> <div></div>	
	Top cities by visits			<div>Pages / Session</div> <div>-7.82%</div> <div>2.10 vs 2.28</div> <div></div>
	Lansing	7,022	<div>Avg. Session Duration</div> <div>-23.60%</div> <div>00:01:42 vs 00:02:13</div> <div></div>	
	Detroit	2,570	<div>Bounce Rate</div> <div>21.80%</div> <div>50.04% vs 41.09%</div> <div></div>	
	Grand Rapids	1,713	<div>Unique Pageviews</div> <div>45.92%</div> <div>86,306 vs 59,148</div> <div></div>	
	Meridian Charter Township	1,179	<div>Avg. Time on Page</div> <div>-10.93%</div> <div>00:01:32 vs 00:01:43</div> <div></div>	
	East Lansing	1,011	<div>% Exit</div> <div>8.74%</div> <div>47.47% vs 43.66%</div> <div></div>	
	Acquisitions			<div>Bounce Rate</div> <div>21.80%</div> <div>50.04% vs 41.09%</div> <div></div>
	Organic Search	20,563		
	Direct	13,183		
	Refferal	1,550		
	Social	2,096		

POTTER PARK ZOO

Notable Media Stories - June 2021

LOCAL NEWS

Potter Park Zoo welcomes two red panda cubs



Courtesy: Potter Park Zoo

by: [Izzy Martin](#)

Posted: Jul 12, 2021 / 03:14 PM EDT / Updated: Jul 12, 2021 / 03:14 PM EDT

<https://www.wlns.com/news/local-news/potter-park-zoo-welcomes-two-red-panda-cubs/>

POTTER PARK ZOO

July/August 2021 Weekly Analytics

Dates: July 26 - Aug 1			
Platforms	Facebook	Instagram	Twitter
Reach	129,460	28,408	X
Impressions	368,410	73,338	38,238
Engagements/Interactions	19,658	5,293	3,161
Followers (sunday)	63,095	27,301	8,573
Dates: Aug 2 - Aug 8			
Platforms	Facebook	Instagram	Twitter
Reach	47,096	13,542	X
Impressions	214,091	34,395	19,079
Engagements/Interactions	13,347	2,151	1,121
Followers (sunday)	63,140	27,326	8,577
Dates: Aug 9 - Aug 15			
Platforms	Facebook	Instagram	Twitter
Reach	2,659,632	26,588	X
Impressions	3,134,066	73,174	16,293
Engagements/Interactions	227,867	5,354	759
Followers (sunday)	63,908	27,396	8,583
Dates: Aug 16 - Aug 22			
Platforms	Facebook	Instagram	Twitter
Reach	3,856,386	20,926	X
Impressions	4,195,479	52,654	13,617
Engagements/Interactions	278,044	3,178	549
Followers (sunday)	64,538	27,414	8,590

POTTER PARK ZOO

Monthly Analytics, August 2021

Facebook	Total Impressions: 8,678,683			
	Engagements: 583,228			
	Est. Reach: 7,205,919			
	Donations through facebook: N/A			
	Followers: 63,093 to 64,885	Increase in followers: 1,792		
Instagram	Total Impressions: 242,012			
	Engagements: 16,083			
	Est. Reach: 53,889			
	Followers: 27,301 to 27,464	Increase in followers: 163		
Twitter	Total Impressions: 91,858			
	Engagements: 5,956			
	Followers: 8,573 to 8,610	Increase in followers: 37		
Google Analytics	Page Views: 75,259			
	Sessions: 39,018			
	Users: 31,375			
	<div><div>Users</div><div>39.20%</div><div>31,375 vs 22,540</div><div></div></div> <div><div>New Users</div><div>43.60%</div><div>29,954 vs 20,860</div><div></div></div>			
	Top pages visited			
	Home	23,175	<div><div>Sessions</div><div>18.26%</div><div>39,018 vs 32,994</div><div></div></div> <div><div>Number of Sessions per User</div><div>-15.04%</div><div>1.24 vs 1.46</div><div></div></div>	
	Ticket Sales	12,765	<div><div>Pageviews</div><div>-2.73%</div><div>75,259 vs 77,370</div><div></div></div> <div><div>Pages / Session</div><div>-17.75%</div><div>1.93 vs 2.34</div><div></div></div>	
	Membership	9,405	<div><div>Avg. Session Duration</div><div>-42.14%</div><div>00:01:28 vs 00:02:31</div><div></div></div> <div><div>Bounce Rate</div><div>62.61%</div><div>56.91% vs 35.00%</div><div></div></div>	
	Todays Attractions	3,814	<div><div>Pageviews</div><div>-2.73%</div><div>75,259 vs 77,370</div><div></div></div> <div><div>Unique Pageviews</div><div>0.94%</div><div>64,899 vs 64,292</div><div></div></div> <div><div>Avg. Time on Page</div><div>-15.41%</div><div>00:01:34 vs 00:01:51</div><div></div></div>	
	Animals	2,971	<div><div>Bounce Rate</div><div>62.61%</div><div>56.91% vs 35.00%</div><div></div></div> <div><div>% Exit</div><div>22.10%</div><div>51.77% vs 42.40%</div><div></div></div>	
	Top cities by visits			
	Lansing	9,868		
	Detroit	1,920		
	Grand Rapids	1,259		
	East Lansing	823		
	Meridian Charter Twnshp.	796		
	Acquisitions			
	Organic Search	14,635		
	Direct	14,935		
	Refferal	894		
Social	1,169			

POTTER PARK ZOO

Notable Media Stories - August 2021

MICHIGAN

Potter Park Zoo reinstates mask mandate inside buildings



by: Izzy Martin, Samana Sheikh

Posted: Aug 5, 2021 / 02:48 PM EDT / Updated: Aug 5, 2021 / 04:07 PM EDT

<https://www.wlns.com/news/michigan/potter-park-zoo-rein-states-mask-mandate-inside-buildings/>

Zoos begin vaccinating animals



By Kaylie Crowe

Published: Aug. 31, 2021 at 6:00 PM EDT



LANSING, Mich. (WILX) - Tuesday, experts in veterinary medicine announced that zoos will begin testing COVID-19 vaccines on animals. This includes the San Antonio Zoo, as well as the Detroit Zoo. Across the US, they've started vaccinating their most at-risk animals for COVID-19 with a special dose.

Potter Park Zoo, where Ronan Eustace is Director of Animal Health, is hoping to get approval to do the same.

<https://www.wilx.com/2021/08/31/zoos-begin-vaccinating-animals/>



AZA Diversity, Equity, Access, & Inclusion Action Plan

2020-2023

AZA STRATEGIC PLAN 2018-2023

Vision

The Association of Zoos and Aquariums envisions a world where all people respect, value and conserve wildlife and wild places.

Mission

The Association of Zoos and Aquariums helps its members and the animals in their care thrive by providing services advancing animal welfare, public engagement and the conservation of wildlife.

Our Promise

We will promote AZA accreditation as the standard of excellence in the zoo and aquarium profession.

We will increase the collective impact of AZA members in animal care, welfare, sustainable population management and the conservation of wildlife.

We will tell powerful stories about the work of AZA-accredited zoos and aquariums. We will empower zoo and aquarium professionals to be leaders in their field.

We will advance diversity, equity, access and inclusion practices in the profession and integrate these as values into our organizational cultures.

INTRODUCTION

We are in the midst of a great global change, including significant social and cultural shifts related to social justice issues. This includes the zoological, conservation, and environmental education communities in which AZA and our members work. Our intersecting role within these communities, combined with our extraordinary audience reach, positions AZA and our members as unique thought leaders and actors on the issues of diversity, equity, access, and inclusion. This changing landscape also highlights how our mission to conserve wildlife and the work required to achieve it are inextricably linked to issues of social and environmental justice.

AZA is committed to providing the highest quality member services to advance the zoo and aquarium field. AZA is also committed to being a global leader in promoting species conservation and animal welfare by leveraging the size, scope, expertise, and public trust of its member institutions. Our conservation, engagement, and business operations must reflect a commitment to diversity, equity, access, and inclusion if we hope to achieve our vision of “a world where all people respect, value and conserve wildlife and wild places.”

This Action Plan serves as a guiding document for the Association’s efforts to model a strong, integrated commitment to diversity, equity, access, and inclusion. It is important to note that the goals and strategies outlined below are not exhaustive or conclusive, but rather individual steps in an evolution. As we move forward as an organization and as a community, we will continue to build upon this foundation, and push for greater diversity, equity, access, and inclusion in our practices and organizational culture.

5-YEAR GOALS

These are overarching goals our organization is working toward in our DEAI efforts.

- » AZA members and staff have a shared understanding of how and why DEAI is critical to achieving the mission of AZA zoos and aquariums
- » AZA staff, leadership, and committees are more diverse and reflective of the communities we serve
- » AZA staff, leadership, and committees have demonstrated knowledge of and commitment to DEAI practices and values
- » AZA’s operations reflect our DEAI values
- » AZA members (individual & organizational) and partners are more diverse and demonstrate a commitment to DEAI

GOALS & STRATEGIES BY DEPARTMENT

The following outlines more focused goals and strategies each department will undertake to advance the 5-year goals. In the sections below, “dimensions of diversity” is intended to include but not limited to considerations of gender, gender identity or expression, age, sexual orientation, disability, physical appearance, race, ethnicity, national origin, and background.

Accreditation

We will work to enhance diversity, equity, access, and inclusion in both our accreditation standards and process.

By . . . strengthening language in written materials (Standards, Application, and Inspection Report) to reflect DEAI program expectations, providing accreditation inspectors with comprehensive guidelines and training for evaluating these programs, and continuously looking to add under-represented perspectives to the Commission and inspector pool.

Communications

We will work to highlight diverse voices and thoughtful work being done within the AZA community.

By . . . increasing the diversity of writers and featured voices in Connect and digital Connect pieces; using social media platforms to share and promote the work being done by a variety of individuals within the AZA community, and give a platform to those who have left the zoological community an opportunity to comment on the current state of zoos, aquariums, and inclusion.

We will work to create an environment where regular, productive discussions of DEAI issues can occur.

By . . . engaging with the community on social media in discussion of DEAI issues

Conservation, Management, & Welfare Sciences

We will work to engage more diverse participants and organizations with the Conservation, Management, & Welfare Sciences departmental programs.

By . . . understanding, monitoring, and increasing the demographic, member, and organizational diversity of participants in Animal and SAFE Programs.

We will work to increase the diversity of leaders in Conservation, Management, & Welfare Sciences departmental programs.

By . . . decreasing barriers and increasing incentives to participate in leadership opportunities including expanding access to professional development opportunities and reviewing program leadership roles to encourage and celebrate more diverse voices, skill sets, strengths, and accomplishments.

We will work to increase the diversity of voices and perspectives involved in program planning and conservation solutions.

By . . . building capacity for collaborative and inclusive goal-setting including promoting, facilitating, and providing training on interdisciplinary and inclusive processes for decision-making with related committees and programs.

Finance & Administration

We will work to recruit, hire, and maintain a diverse staff and interns at AZA to allow for the impact of various viewpoints on decision-making and operations.

By . . . evaluating and identifying gaps, recruiting, and offering competitive pay to increase representation across dimensions of diversity.

We will work to treat all employees equitably.

By . . . providing appropriate resources, including professional development opportunities and experiences to promote personal growth and an equal opportunity to succeed.

We will work to build and maintain an environment where different cultures, views and opinions are respected and acknowledged, without ridicule or disparagement.

By . . . establishing a professional culture that supports positive exchange of diverse opinions and ideas.

We will work to be a model for our member organizations to follow.

By . . . communicating tactics used by AZA to promote diversity, equity, access, and inclusion to membership as examples of actions that have impact.

Government Affairs

We will work to create an environment where regular productive discussions of DEAI issues can occur.

By . . . facilitating conversations on improving DEAI outreach.

We will work to support diverse membership of the AZA Government Affairs Committee.

By . . . continuing to encourage participation by more AZA members in AZA's advocacy efforts.

We will work foster recognition by policymakers about AZA-accredited facilities as places where diverse audiences are included in programming and policies.

By . . . developing background materials and providing opportunities for members to communicate their efforts with policymakers.

We will work to organize and strengthen relationships.

By . . . strengthening relationships with House and Senate caucuses representing diverse communities and joining with other organizations and coalitions to support DEAI-related federal policies and legislation.

Member Services

Conferences, Events, & Professional Development

We will work to create an inclusive environment where all are welcome, included, valued, and have the tools needed to participate equitably.

By . . . designing accessible event experiences including physical and virtual spaces, promoting accommodation resources and modeling inclusive practices and language, and building awareness of the Code of Conduct and modeling adherence through all events and PD offerings.

We will work to engage a diverse group of speakers, hosts, participants across learning platforms, programs and events.

By . . . developing strategies to identify and recruit more diverse speakers and participants and developing tools to support event hosts, speakers, and vendors in adopting practices and messaging in alignment with AZA's DEAI efforts.

We will work to support members, including AZA service volunteers, in advancing their DEAI practices and competency.

By . . . improving accessibility of and increasing DEAI resources and content across courses, conferences, and web-based offerings.

Education

We will work to improve members' ability to deliver high-quality relevant education programs to diverse audiences.

By . . . providing professional development opportunities focused on community engagement and co-design approaches and partnering on research and evaluation efforts to build an evidence-based understanding of effective approaches and methods for education programming for under-resourced and diverse audiences.

Integrated Marketing

We will work to engage and recruit more diverse partners and partner organizations.

By . . . designing partnership programs and marketing benefits/outlets that organically offer platforms and campaigns through which our partners can effectively and genuinely communicate to their own diverse and unique market segments and communities.

Membership & Database

We will work to generate a benchmark of current diversity within the AZA community.

By . . . collecting demographic information of our more than 6,000+ individual members and 700+ organizational members.

We will work to support AZA's fifth strategic promise to advance DEAI practices within the zoo and aquarium field.

By . . . tracking, benchmarking and evaluating DEAI practices by our organizational members (Accredited Institutions, Certified Related Facilities, Conservation Partner, Society Partner and Commercial.)

We will work to build racial, ethnic, and gender diversity within AZA's individual membership categories.

By . . . coordinated outreach and strategic recruitment and retention efforts.