

# 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](http://www.potterparkzoo.org), selecting "About," clicking on "Zoo Board Meetings" and clicking "October 13, 2021".*

### POTTER PARK ZOO ADVISORY BOARD MEETING

**Wednesday, October 13, 2021**

**6:00 PM**

- 1. Call to Order**
- 2. Approval of September 08, 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. SSP Programs & Animal Welfare Process – Sarah Foote
  - b. Maintenance Reorganization Discussion – Cynthia Wagner
- 7. Old Business**
  - a. Capital Campaign Preparation Update – Amy Morris
  - b. Strategy Subcommittee – Mary Leys
  - c. 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 **November 10, 2021 at 6:00 PM**
- 11. Adjournment**

**MINUTES – INGHAM COUNTY**  
**POTTER PARK ZOO ADVISORY BOARD**  
**1301 S. Pennsylvania Avenue,**  
**Lansing, MI, September 08, 2021**

**BOARD MEMBERS**

**PRESENT:** Chair John Groen, Commissioner Tennis, Commissioner Trubac, Julie Pingston, Molly Korn, Dr. Richard Snider, Mary Hauser, Mary Leys

**ALSO PRESENT:** Cynthia Wagner, Zoo Director,

**ABSENT:** Cheryl Bergman, Vice Chair Kyle Binkley, and Yanice Jackson Long

**CALL TO ORDER:** Meeting called to order at 6:01 p.m.

**MINUTES:** Moved by Commissioner Trubac and supported by Mary Leys to approve the minutes of the May 12, 2021 and July 14, 2021 meetings, **Yes-8; No-0; MOTION CARRIED.**

**LIMITED PUBLIC COMMENT**

None

**LATE ITEMS/DELETIONS/CONSENT ITEMS**

None

**FINANCIAL REPORTS**

**Zoo Financial Report**

Director Wagner reported there were several things to take note of including revenue has exceeded budget for the year by \$132,000. This is in large part to admissions, gift shop, and camel ride revenue increases. Controllable expenses are also up due to the retaining wall emergency replacement, equipment repairs, camel ride expenses, gift shop merchandise and increased cost of wood. As more gift shop merchandise is sold more must be purchased and the more camel ride revenue brought in the more that is paid out to the vendor. There will be an \$8,400 expense to purchase two new portable radios due to the 911 transition to the new State of Michigan system.

Currently the fund balance has an unrestricted amount of \$1,148,586. The expectation based on revenue and expenses for the remainder of the year will be to end the year with \$700,000 in unrestricted funds in fund balance. The zoo should receive lost revenue reimbursement for 2020 in the year 2022 from Ingham County.

**Admission Report**

Paid admission is up for August 2021 compared to both 2020 and 2019 as well as for the year. Total admission including unpaid is down in large part due to lower events and education numbers.

Parking is down for the month and the year even though admission is up. Need to investigate the reasons for this more. Mary Leys asked if some of it could be due to more deluxe and premium memberships being sold. Director Wagner said she would include that in her analysis.

## **ZOO DIRECTOR REPORT**

### Major Elements Reported:

Yanice Jackson-Long will be stepping down from the Zoo Advisory Board and there will be a new City appointed member soon. An additional member is needed to replace Cindy Kangas. Dr. Snider suggested someone contact the Chamber of Commerce to see if anyone was interested in joining the board. Julie Pingston noted that through her role at the Greater Lansing Convention and Visitors Bureau that she is able to represent the Mary Leys suggested we contact the gentleman who attended several Board meetings and seemed to have an interest in the zoo. This is a general open position without any specific requirements.

Annie Marcum coordinated the donation of firehose with GM to make furniture for the animals. This project won the Michigan Award from the nonprofit organization, Keep Michigan Beautiful.

Jon Lawrence has struggled to keep bug spray in the gift shop as the mosquitos have been quite bad this year.

We are continuing to look into safe options for mosquito prevention next year.

Tyler Evans started as a Zookeeper 400 Friday, July 17 and Carly Brouwers will start September 17.

The Potter Park Zoo AAZK chapter created signs with educational and fun content to post around the zoo for National Zookeeper Week to educate guests about the profession.

The new education conservation stations are done. There are three stations available for staff and volunteers to utilize to educate guests that visit the zoo.

The AniMall has had a difficult time keeping merchandise in stock as deliveries have been delayed by months and vendors have had very little stock available to order. The positive side is that sales are good.

Encounters are wrapping up for the year, camel rides are closed for the season and the contact area and wings of wonder will be open weekends only.

Member's Night was a success. Staff and volunteers did a great job with stations and behind the scenes activities.

Riddle Elementary has named Ralph the Rhino as their new mascot inspired by Jaali.

Zoo Nights was so successful that the events team has decided to add an event in October and December.

The Red Panda Day celebration this year will include an event with Paint Your Poison and a day of educational activities at the zoo. All donations and proceeds from the painting event will go to The Red Panda Network.

The Eaton RESA high school class started and Big Zoo Lesson will start October 4 with two classes each week.

Saida the female lion is continuing to recover from her surgery.

The red panda cubs continue to do well and will start going outside once they receive their vaccines.

Two elk calves have been born and are doing well. We will be contracepting to prevent future calves.

The Jaali farewell party will take place the first weekend of October.

Rhino introductions went well. If she is pregnant she would give birth around Christmas 2022, but pregnancy will not be confirmed for several months.

A penguin passed away and we are waiting for histology. Commissioner Trubac asked if Director Wagner could send an update when the cause of death is known.

Dr. Ronan and Director Wagner are working with the County attorneys to complete the agreement with Zoetis so the

zoo can received the COVID vaccination for several of the animals at the zoo.

The Able Eyes accessibility videos are done and posted. The rest of the zoo will be done in the future once paths are done.

Zoo in Your Neighborhood hit the 10,000 mark for number of passes used by guests.

The Snow Leopard Trust is a Non Profit Conservation organization that PPZ supports through the sale of their merchandise in the gift shop. Their conservation update is included in the packet.

## **NEW BUSINESS**

### **2022 CIP Projects (preliminary)**

The CIP projects that were approved as part of the Controller recommended budget total \$807,500 and include pathway replacement, Discovery Center HVAC controls, Feline Primate roof replacement, penguin sand filter, new pickup truck, new utility gator, tree maintenance, snow brooms, and birdhouse electrical improvements.

### **DEAI Presentation**

Mariah Martinez presented information about the DEAI initiatives at Potter Park Zoo and her role as Community Engagement and Inclusion Specialist.

Major Elements of Presentation:

AZA has new DEAI standards including the requirement to have a DEAI program that is proactive and transparent, with measureable goals for assessing progress, and must have a paid staff member or committee for oversight.

Potter Park Zoo has many initiatives and is meeting many parts of this requirement already including Mariah Martinez as the paid staff person that oversees the program.

Potter Park Zoo will strive to continue to be an inclusive organization and embrace the surrounding community.

A short demographic survey was completed by staff to show areas represented and where the zoo needs to grow in diversity among staff.

The next step will be to build a committee of 10 or less members led by Ms. Martinez to help carry out the DEAI program for Potter Park Zoo.

One of the committee's roles will be to identify additional community partnerships.

Commissioner Tennis suggested that Ms. Martinez contact the Refugee Center to learn more about the populations in the Lansing Area.

Director Wagner stated that a current employee had told them that they reason they applied to Potter Park Zoo/Ingham County was because they felt they would be supported by the organization because both Ingham County and Potter Park Zoo embraced diversity.

## **OLD BUSINESS**

### **Strategy Subcommittee**

No report. Chair Groen requested Mary Leys coordinate a meeting.

### **External Relations Subcommittee**

Director Wagner reported there was a meeting August 11, 2021. The primary focus was the capital campaign and

that will continue to be the focus for the foreseeable future.

**BOARD COMMENTS**

Julie Pingston commented that the Zoological Society Board added to new members, RoxAnne Trune and Karlene Belyea.

**LIMITED PUBLIC COMMENT**

None

**ADJOURNMENT**

Meeting ended at 7:19 p.m.

DRAFT

**POTTER PARK ZOO**  
**YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY**  
**FOR 9 MONTHS ENDED SEPTEMBER 30, 2021**

	2021 BUDGET	SEPTEMBER 2021 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	SEPTEMBER 2020 YTD ACTUAL
<b>REVENUES</b>					
PROPERTY TAX	\$ 3,262,137	\$ 3,230,899	\$ 31,238	99.04%	\$ 3,122,129
UNALLOCATED PORTION OF TAXES (3 MONTHS)		\$ (807,725)			\$ (780,532)
ADMISSIONS	\$ 585,000	\$ 724,973	\$ (139,973)	123.93%	\$ 273,997
CONCESSIONS, GIFT SHOP, VENDING	\$ 475,000	\$ 699,115	\$ (224,115)	147.18%	\$ 214,266
PARKING FEES	\$ 175,000	\$ 139,564	\$ 35,436	79.75%	\$ 65,518
INTERACTIVE SITES	\$ 50,000	\$ 131,582	\$ (81,582)	263.16%	\$ 44,817
INTEREST INCOME	\$ 50,000	\$ 1,139	\$ 48,861	2.28%	\$ 21,923
OTHER REVENUES	\$ 71,215	\$ 80,337	\$ (9,122)	112.81%	\$ 65,736
<b>TOTAL REVENUES</b>	<b>\$ 4,668,352</b>	<b>\$ 4,199,886</b>	<b>\$ 468,466</b>	<b>89.97%</b>	<b>\$ 3,027,855</b>
<b>EXPENDITURES</b>					
<b>PERSONNEL SERVICES</b>					
Salaries & Wages - Full Time	\$ 1,626,615	\$ 1,201,744	\$ 424,871	73.88%	\$ 1,217,103
Salaries & Wages - Seasonal	\$ 503,284	\$ 523,270	\$ (19,986)	103.97%	\$ 360,594
Benefits	\$ 894,938	\$ 660,253	\$ 234,685	73.78%	\$ 669,090
Total Personnel Services	\$ 3,024,837	\$ 2,385,268	\$ 639,569	78.86%	\$ 2,246,787
<b>CONTROLLABLE EXPENDITURES</b>					
Supplies	\$ 308,000	\$ 349,788	\$ (41,788)	113.57%	\$ 189,716
Animal Care	\$ 293,000	\$ 219,254	\$ 73,746	74.83%	\$ 194,240
Purchased Services	\$ 399,078	\$ 477,176	\$ (78,098)	119.57%	\$ 356,997
Utilities - Telephone	\$ 21,125	\$ 14,720	\$ 6,405	69.68%	\$ 11,765
Rentals & Leases	\$ 2,000	\$ 3,746	\$ (1,746)	187.30%	\$ 1,230
Other Expenses	\$ 134,175	\$ 60,679	\$ 73,496	45.22%	\$ 64,310
Total Controllable Expenditures	\$ 1,157,378	\$ 1,125,363	\$ 32,015	97.23%	\$ 818,259
<b>NON-CONTROLLABLE EXPENDITURES</b>					
Utilities	\$ 225,000	\$ 142,146	\$ 82,854	63.18%	\$ 165,550
Insurance	\$ 85,000	\$ 64,309	\$ 20,691	75.66%	\$ 60,448
IT Support Expense	\$ 72,891	\$ 58,345	\$ 14,546	80.04%	\$ 68,015
Other Expenses	\$ 426	\$ -	\$ 426	0.00%	\$ 320
Total Non-Controllable Expenditures	\$ 383,317	\$ 264,800	\$ 118,517	69.08%	\$ 294,332
<b>CAPITAL OUTLAY</b>					
Capital Improvements	\$ (20,000)	\$ -	\$ (20,000)		\$ -
<b>TOTAL EXPENDITURES</b>	<b>\$ 4,545,532</b>	<b>\$ 3,775,431</b>	<b>\$ 770,101</b>	<b>83.06%</b>	<b>\$ 3,359,379</b>
<b>TOTAL CHANGE IN FUND BALANCE</b>	<b>\$ 122,820</b>	<b>\$ 424,455</b>			<b>\$ (331,524)</b>
<b>FUND BALANCE AS OF 1/1/21</b>					
NON-SPENDABLE		\$ 170,406			
UNRESTRICTED		\$ 562,925			
		<u>\$ 733,331</u>			
<b>FUND BALANCE AS OF 9/30/21</b>		\$ 1,157,786			
<b>FUND BALANCE AS OF 9/30/21</b>					
UNSPENDABLE		\$ 170,406			
UNRESTRICTED		\$ 987,380			
		<u>\$ 1,157,786</u>			

**POTTER PARK ZOO**  
**BALANCE SHEET - PRELIMINARY**  
**September 30, 2021**

**ASSETS**

CASH	\$ 2,016,516
DEPOSITORY CASH	142,283
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	-
<b>TOTAL ASSETS</b>	<u><u>\$ 2,224,677</u></u>

**LIABILITIES**

VOUCHERS PAYABLE	
DUE TO ZOOLOGICAL SOCIETY	234
TAX LEVY LIABILITY	25,000
SALES TAX PAYABLE	2
REFUND NOW	(61)
REFUND APPLY	(120)
ACCRUED PAYROLL	140,063
ACCOUNTS PAYABLE	83,221
DEFERRED REVENUE - PROPERTY TAXES	807,725
DEFERRED REVENUE - DELINQUENT TAXES	10,828
<b>TOTAL LIABILITIES</b>	<u>1,066,891</u>

**FUND BALANCE**

UNSPENDABLE	170,406
UNRESTRICTED FUND BALANCE	987,380
	<u>1,157,786</u>
<b>TOTAL LIABILITIES AND FUND BALANCE</b>	<u><u>\$ 2,224,677</u></u>

**POTTER PARK ZOO**  
**MONTHLY ATTENDANCE REPORT**  
**FOR MONTH AND YTD ENDING September 30, 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	1,471	2,130	0	0	0	(2,130)	19,893	12,571	0	(12,571)
CHILD RESIDENT	0	0	1,149	1,068	2,217	2,217	0	0	12,682	12,682
CHILD NON-RESIDENT	0	0	1,303	99	1,402	1,402	0	0	17,604	17,604
CHILDREN OFF SEASON	0	0	0	0	0	0	2,101	1,290	0	(1,290)
CHILDREN - UNDER 3	1,109	732	524	918	1,198	466	10,887	3,637	15,406	11,769
ADULT RESIDENT	2,020	2,466	2,448	0	2,448	(18)	20,996	13,012	22,271	9,259
ADULT NON-RESIDENT	1,643	1,673	2,195	204	2,399	726	17,112	10,897	26,569	15,672
ADULT OFF SEASON	0	0	0	0	0	0	3,919	3,131	0	(3,131)
ADULT ONLINE	0	5,440	0	0	0	(5,440)	0	12,861	0	(12,861)
SENIOR/MILITARY RESIDENT	303	375	437	14	451	76	2,450	1,262	2,692	1,430
SENIOR/MILITARY NON-RESIDENT	331	297	432	179	611	314	3,268	1,125	4,514	3,389
GROUPS	192	0	221	0	221	221	11,236	67	4,133	4,066
SUBTOTAL	7,069	13,113	8,709	2,482	10,947	(2,166)	91,860	59,853	105,871	46,018
MEMBERSHIPS/PROGRAMS										
PPZ MEMBERS	1,623	2,597	1,787	195	1,982	(615)	16,985	14,823	16,903	2,080
SOCIETY PROGRAMMING/EVENTS	259	0	635	0	635	635	21,755	780	10,444	9,664
RECIPROCAL ZOO MEMBERS	312	0	0	0	0	0	6,284	195	0	(195)
RECIPROCAL ZOO MEMBERS (100%)	239	0	0	0	0	0	2,539	192	0	(192)
MONDAY PROGRAM	369	173	237	11	248	75	7,609	2,297	3,082	785
ZIYN	0	175	268	0	268	93	0	175	2,459	2,284
OTHER (non-paying)	3083	513	490	0	490	(23)	5,918	2,610	1,941	(669)
SUBTOTAL	5,885	3,458	3,417	206	3,623	165	61,090	21,072	34,829	13,757
<b>GRAND TOTAL</b>	<b>12,954</b>	<b>16,571</b>	<b>12,126</b>	<b>2,688</b>	<b>14,814</b>	<b>(2,001)</b>	<b>152,950</b>	<b>80,925</b>	<b>140,700</b>	<b>59,775</b>

ADMISSION TYPE	DESCRIPTION
CHILDREN RESIDENT	Children, Ingham County ages 3-16 (\$5 April - October, \$3 November-March)
CHILDREN NON-RESIDENT	Children, Out of Ingham County ages 3-16 (\$5 April - October, \$3 November-March)
CHILDREN - UNDER 3	All Children, any county under age 3 (Free)
ADULT RESIDENT	Adult of Ingham County ( \$7 April 1 - Oct. 31, \$4 November-March)
ADULT NON-RESIDENT	Adult Out of Ingham County ( \$13 April 1 - Oct. 31, \$4 November-March)
SENIOR/MILITARY RESIDENT	Seniors/Military of Ingham County ( \$5 April 1 - Oct. 31, \$4 November-March)
SENIOR/MILITARY NON-RESIDENT	Seniors/Military of Ingham County ( \$11 April 1 - Oct. 31, \$4 November-March)
PPZ MEMBERS	Visitors holding membership at PPZ - one time payment
SPECIAL EVENTS - PPZ	Admission included in event fee
SPECIAL EVENTS - COUNTY	Admission included in event fee
RECIPROCAL ZOO MEMBERS	Reciprocal Zoo memberships (Discount varies)
RECIPROCAL ZOO MEMBERS (100%)	Reciprocal Zoo Members (Free admission)
GROUPS	20 or more guests paying together (\$1 off per person)
MONDAY PROGRAM	Ingham County and City of Lansing Residents free 9-12 PM on non-holiday Mondays
OTHER (non-paying)	Any coupon related attendee

**POTTER PARK ZOO**  
**MONTHLY PARKING REPORT**  
**FOR MONTH AND YTD ENDING September 30, 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	1	1	0	(1)	279	5	91	86
ANNUAL NON-RESIDENT PASS	0	0	0	0	31	0	10	10
PPZ MEMBER DELUXE/PREMIUM	241	203	338	135	2,097	1,285	2,479	1,194
DAILY RESIDENT PARKING	2,121	2,074	1,988	(86)	17,064	9,496	14,900	5,404
DAILY NON-RESIDENT PARKING	1,953	1,769	1,849	80	20,127	7,969	16,970	9,001
EVENTS	248	0	72	72	5,169	0	1,061	1,061
OTHER (non-paying)	830	339	309	(30)	9,779	1,402	1,984	582
TOTAL	5,394	4,386	4,556	170	54,546	20,155	32,939	12,784
ONLINE PAID PARKING	0	860	802	(58)	0	2,417	4,924	2,507
GRAND TOTAL	5,394	5,246	5,358	112	54,546	22,572	37,061	14,489

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



## Director's Report October 13, 2021

### Safety

A fire drill was completed September 17, 2021.

We completed a venomous bite drill September 30, 2021. With the completion of the venomous bite drill all required AZA drills have been completed for this year.

The annual flu clinic will be held Tuesday, Oct. 12 from 9:30 - 11 a.m. in the high school classroom.

### Staff

Carly Brouwers, new Zookeeper 400, started September 17, 2021.

### Volunteers

Volunteer Program Numbers for the Month of September:

Total Volunteer Hours - **615 hours**

Total Volunteers with Hours - **76 volunteers**

Tiger Watch Volunteers - **37 volunteers**

Tiger Watch Hours - **250 hours**



We are in need of volunteers for the three weekends of Fall Zootacular. One time volunteers are welcome. The Zoo Society needs over **500** volunteer hours covered per weekend to operate all candy and activity stations.

We are collecting candy donations for Fall Zootacular. All contributions are appreciated.

### Membership

Membership Program Numbers for September:

Total Members (not including children in household) - **6,322**

Total Member Households - **2,921**

## Events



World Rhino Day and Ingham County Free Day both took place Saturday, September 25, 2021 and 317 guests visited for free. A shout out to our keepers for providing quality care and enrichment to our rhinos every day. There were education stations, barn tours, and scheduled enrichments for guests to enjoy.

### Red Panda Day Celebration

The Potter Park Zoological Society once again partnered with Paint Your Poison in celebration of Red Panda Day September 18. The painting event took place Friday, September 17 from 5 - 8 p.m. in the safari room. Kits could also be purchased to paint at home. The Society raised \$1,000.00 that will be donated to The Red Panda Network.



### College Day

There were 59 college students that visited the zoo for free October 3, 2021.

## Education

In late August and mid-September we held two Sundown Safari overnight campout events. They included a guided after hours tour of the zoo, s'mores at the campfire, conservation-themed movie with popcorn, a night under the stars at the zoo (with lots of wolf howling, lions roaring and peacocks as alarm clocks), and a continental breakfast and admission to the zoo the next morning. Combined attendance for the two events was 87 guests.

### ERESA

Class is in full swing with 38 students between the two sections (20 AM, 18 PM). There are students from 13 Schools, five counties (five schools/six students from Ingham County). Salmon for the Salmon in the Classroom DNR program will arrive November 17.

Conservation Education Station Engagement in September:

Number of individuals who engaged with Conservation Education Stations - **4,501**

The new conservation station carts have proven to be a big hit with both guests and the zoo's volunteer educators. Since piloting the conservation station format in mid-May through the end of September, we have recorded more than 29,000 live interactions of zoo guests with education volunteers/staff.

## Big Zoo Lesson

September 30, for the first time in two years, we conducted a teacher training for first time BIG Zoo Lesson teachers (BZL). Ten new teachers participated and will be among those bringing their students to the zoo for a week of BZL programming.

The first BZL classes of the 2021-22 school year began this week (October 4-8), with two classes of third graders from St Mary School in Westphalia. It is taking a great deal of effort from the zoo's education team, along with the school's staff to make the BZL program happen this year. The effects of the Covid-19 pandemic has, and continues to have, greatly impacted schools. This has led to rescheduling and cancellations by multiple classes representing several tri-county school districts. It has also meant several modifications to the overall program and major adjustments to the format and content of the lessons provided. The Society even purchased new tables for the classrooms to allow for better spacing of BZL students. The animal care staff have been extremely supportive and flexible in helping make the necessary modifications.

## Zoo in Your Neighborhood

In the month of September 258 guests entered using a zoo pass. Over 80 passes were used, averaging three people per pass. Many comments were left on the surveys including:

*"Great option for low-income households."*

*"Thank you for having this zoo pass available! It is a blessing for our community to use." This comment came from a family in St. Johns.*

Coordinator, Mariah Martinez, has begun planning and scheduling programs for next year with the ZIYN community partners.

## FALCONERS

FALCONERS was held September 10 from 5-8 p.m. The event theme was 'Meet Your Neighbor' and the families learned about the animals we have here at the zoo that live in Michigan. The total attendance was 82 participants. The next FALCONERS event is Fall Zootacular Friday, October, 15 from 5-8 p.m.



Visit the AniMall and see the latest collaboration between the zoo's conservation and commerce efforts. This effort will help raise both awareness and additional funding for the AZA's SAFE Monarch Network. Seeds harvested from the pollinator garden will be added to supplement a donation of milkweed seeds to help our guests grow native wildflowers ideal for monarch butterfly habitat. The proceeds of this project will be donated back to AZA SAFE's Monarch program.

Thanks to Zoo Board member Mary Leys for coordinating the donation of milkweed seeds.

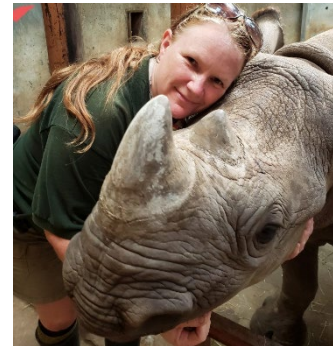
Jon Lawrence will be traveling to the Smoky Mountain Gift Show and the International Gift Expo in November. The shows provide opportunity to find new vendors (over 1,200 vendors attend) and place orders at reduced costs.

## Animal Care

Zookeeper Kim Hernandez was featured in the “Meet A Mom” segment for Greater Lansing Area Moms. They also published a mock interview with Doppsee.

### ***Doppsee* - the black rhino** **Quick This or That**

**Steak or Salad?** Salad. I am an herbivore (vegetarian) so I never eat meat. **Watermelon or Apples?** Watermelon. The juicer the fruit the better. **Carrots or Alfalfa cubes?** Hmm, that is a toss-up. I love them both. **Winter or summer?** Summer – 50 degrees or warmer. **Mud or no mud?** Mud!!! I love to dig holes in the ground and make mud to roll in. Coating my skin with mud protects from the sun and insect bites. **Long horn or short horn?** I keep my horn pretty long, but I do like to file it down especially when it is wet. **Solitary or groups?** I like to live by myself with my son. **People or no people?** Every time people are around, I get a snack. So definitely, people. I also really enjoy when my keepers give me a back rub. **Sunscreen or no sunscreen?** Protecting my skin is important, so mud is my sunscreen of choice all day, every day! **Day or night?** I prefer to be up all day and sleep at night, but Jaali (my son) sometimes wakes me up in the middle of the night. **Fast or slow?** I can run up to 35 mph if I need to, but really I just like to mosey around most of the time. **I have more to share**  
– read more This or That questions and answers on the GLAMoms



Timmy the tiger is continuing to get used to his exhibit and has been doing well. He can be seen out on exhibit all day.

The rhinos have bred three times in the last three months. If Doppsee is pregnant then we can expect a calf in early 2023, but we will not be able to confirm for several months.

Saida, our female lion who had back surgery, has been reintroduced with her sister and our male Kota. They are spending some time together inside while Saida continues to recovery from surgery.

A western tufted deer fawn was born on exhibit, but unfortunately it passed away a few days later.



The elk calves are on exhibit doing well and growing. They have been seen trying to eat grain recently.

The red panda cubs will be on exhibit in the next few weeks as they begin to leave the nest box on their own to explore. Once they are comfortable outside we will make the announcement.

The grey kangaroo females appear to have joeys in their pouches. The keepers have observed their pouches moving quite a bit.

## Diversity

### Accessibility Tip

How often do we see 'click here' and think nothing of it when looking for a link and trying to access a new webpage or document?

Probably often! When writing link text, we may be forgetting about those that use screen readers or who are color blind. Next time you send out a link or use a link for an event, please consider these helpful tips:

1. Avoid link text link "Click Here," "More," and "Read More." These words/links can be confusing when a screen reads them out of context.
2. Use unique link text where possible. Speech recognition software users may have a bad experience with duplicated link text.
3. It is OK to link a full sentence but avoid longer. Example: [Click here to sign up for Fall Zootacular](#). By having the entire sentence linked to the webpage, it will help screen readers get to where they need to go AND understand what they are being read.
4. Underlining and not changing the text color (keeping it black for example) helps those who are color blind. The person now knows that it is something they should click AND can see it by it being underlined.

There is an entire article written on this topic and if you would like to learn more the link is included. [Click here to find out more about link accessibility](#).

# POTTER PARK ZOO

## Monthly Analytics, Sept. 2021

Facebook	Total Impressions: 4,240,649 Engagements: 213,053 Est. Reach: 1,220, 831 Donations through facebook: 240	
	Followers: 64,885 to	Increase in followers: 1,792
Instagram	Total Impressions: 186,128 Engagements: 14,299 Est. Reach: 25,020	
	Followers: 27,464 to 27,612	Increase in followers: 148
Twitter	Total Impressions: 46,250 Engagements: 2,926	
	Followers: 8,610 to 8,641	Increase in followers: 31
Google Analytics	Page Views: 63,744 Sessions: 34,830 Users: 28,169  Top pages visited Home: 18,029 Ticket Sales: 9,244 Membership: 8,898 Events: 3,013 Today's Attractions: 2,881  Top cities by visits Lansing: 9,368 Ashburn: 1,649 Detroit: 1,259 East Lansing: 1,024 Grand Rapids: 1,017  Acquisitions Organic Search: 12,314 Direct: 14,341 Refferal: 974 Social: 937	
	<div> <div>Users 42.63% 28,169 vs 19,750</div> <div>New Users 48.24% 27,381 vs 18,471</div> <div>Sessions 21.37% 34,830 vs 28,698</div> <div>Number of Sessions per User -14.91% 1.24 vs 1.45</div> <div>Pageviews -2.29% 63,744 vs 65,236</div> <div>Pages / Session -19.49% 1.83 vs 2.27</div> <div>Avg. Session Duration -43.03% 00:01:16 vs 00:02:13</div> <div>Bounce Rate 61.19% 60.80% vs 37.72%</div> </div> <div> <div>Pageviews -2.29% 63,744 vs 65,236</div> <div>Unique Pageviews 1.90% 55,895 vs 54,853</div> <div>Avg. Time on Page -12.51% 00:01:31 vs 00:01:44</div> <div>Bounce Rate 61.19% 60.80% vs 37.72%</div> <div>% Exit 24.50% 54.57% vs 43.83%</div> </div>	

# POTTER PARK ZOO

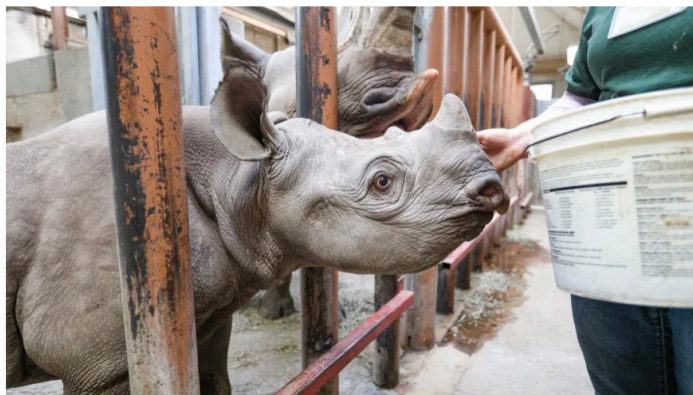
## Notable Media Stories - Sept. 2021



<https://nbc25news.com/news/local/new-tiger-debuts-to-potter-park-zoo>

### LOCAL NEWS

## First black rhino ever born at Potter Park Zoo is being relocated to California



by: Autumn Pitchure  
Posted: Sep 29, 2021 / 01:17 PM EDT / Updated: Sep 29, 2021 / 01:17 PM EDT

<https://www.wlns.com/news/local-news/first-black-rhino-ever-born-at-potter-park-zoo-is-being-relocated-to-california/>

### Other Stories:

<https://www.lansingstatejournal.com/story/news/2021/10/01/potter-park-zoo-holds-going-away-party-beloved-black-rhino-jaali/5947466001/>

<https://www.fox47news.com/neighborhoods/downtown-old-town-reo-town/potter-park-zoo-saying-goodbye-to-jaali-the-black-rhino>