

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 "November 10, 2021".

POTTER PARK ZOO ADVISORY BOARD MEETING

**Wednesday, November 10, 2021
6:00 PM**

- 1. Call to Order**
- 2. Approval of September 08 and October 13, 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. Resolution – Camel Ride Vendor
 - b. 2022 Zoo Board Meeting Dates
- 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 **December 08, 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, 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

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

**1301 S. Pennsylvania Avenue,
Lansing, MI, October 13, 2021**

BOARD MEMBERS

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

ALSO PRESENT: Cynthia Wagner, Zoo Director, Amy Morris, Zoological Society Director, and Sarah Foote

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

CALL TO ORDER: Meeting called to order at 6:03 p.m.

MINUTES: Quorum not present, September minutes not approved.

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

None

FINANCIAL REPORTS

Zoo Financial Report

Director Wagner reported at the end of September the year was 75 percent complete and that even though expenses were high, revenue was exceeding budget. Controllable expenses are high due to camel ride expenses, bank fees, and building repairs (retaining wall). The zoo is budgeted to add \$122,280 into fund balance at year end.

Admission/Parking Report

September was up from 2019, but down from 2020. Admission year to date is down from 2019 due primarily to limited events and education programming.

The parking numbers are down compared to admissions. The admission's supervisor noted that pavilion rentals are down in 2021 which is likely contributing to the low parking numbers. Pavilion rental attendees do not all enter the zoo, but would pay parking. Also, school groups were almost nonexistent in 2021 and while the buses don't pay parking, each of the chaperones do. These two factors contributed to the decrease in parking passes sold in 2021.

ZOO DIRECTOR REPORT

Major Elements Reported:

The first Fall Zootacular weekend had 2,200 visitors.

Tickets are on sale for the October 21, 2021 Zoo Nights event.

Ingham County Free Day had 317 guests visit for free.

The Red Panda Day painting event raised funds for The Red Panda Network's conservation efforts.

College Day was October 3, 2021 and 59 college students visited for free. Next year there will be a coordinated marketing outreach to get the word out to more students.

The Eaton RESA high school class has 20 AM and 18 PM students for the 2021-2022 school year.

The education department and volunteers have had over 30,000 guest interactions at the conservation stations.

Big Zoo Lesson has begun. There have been many school cancellations, but the zoo is continuing with the program.

Thank you to Mary Leys for coordinating the free milk weed seeds that education staff added to seed packets with seeds from the pollinator garden to sell in the gift shop.

Jon Lawrence will be traveling to the Smoky Mountain Gift Show to place orders for gift shop merchandise.

Doppsee and Phineus have been breeding and Jaali will be leaving for California next week.

The elk calves are doing well on exhibit. We will be naming them and doing a media release.

The red panda cubs are being given access to their small pen outside, but have not started choosing to go outside yet.

Two grey kangaroo females have joeys in their pouches.

NEW BUSINESS

AZA SSP Presentation

Sarah Foote presented information about the upcoming change in the SSP programs. The AZA is moving to a different model that will take the SSP programs from more than 500 to 100.

Maintenance Reorganization Discussion

There are two open maintenance positions. The position will be restructured prior to being posted. The new position is proposed to allow employees to move up in classification once they meet the qualifications rather than waiting for an open position.

OLD BUSINESS

Strategy Subcommittee

Meeting scheduled for October 27, 2021.

External Relations Subcommittee – Capital Campaign Preparation Update

Amy Morris has completed 15 feasibility interviews and has received a significant number of commitments.

Establishing a campaign chair is the next step in the process.

BOARD COMMENTS

None

LIMITED PUBLIC COMMENT

None

Meeting ended at 7:19 p.m.

DRAFT

POTTER PARK ZOO
BALANCE SHEET - PRELIMINARY
October 31, 2021

ASSETS

CASH	\$ 1,673,099
DEPOSITORY CASH	131,934
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	(18,378)
TAXES REC - DELINQUENT	21,352
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>\$ 1,867,027</u></u>
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LIABILITIES

VOUCHERS PAYABLE	
DUE TO ZOOLOGICAL SOCIETY	75,943
TAX LEVY LIABILITY	25,000
SALES TAX PAYABLE	2
REFUND NOW	(61)
REFUND APPLY	(120)
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	2,903
DEFERRED REVENUE - PROPERTY TAXES	807,716
DEFERRED REVENUE - DELINQUENT TAXES	10,828

TOTAL LIABILITIES	<u>922,211</u>
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FUND BALANCE

UNSPENDABLE	170,406
UNRESTRICTED FUND BALANCE	774,410
	<u>944,816</u>

TOTAL LIABILITIES AND FUND BALANCE	<u><u>\$ 1,867,027</u></u>
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POTTER PARK ZOO
YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY
FOR 10 MONTHS ENDED OCTOBER 31, 2021

	2021 BUDGET	OCTOBER 2021 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	OCTOBER 2020 YTD ACTUAL
REVENUES					
PROPERTY TAX	\$ 3,262,137	\$ 3,230,862	\$ 31,275	99.04%	\$ 3,121,760
UNALLOCATED PORTION OF TAXES (3 MONTHS)		\$ (807,716)			\$ (780,440)
ADMISSIONS	\$ 585,000	\$ 752,211	\$ (167,211)	128.58%	\$ 295,998
CONCESSIONS, GIFT SHOP, VENDING	\$ 475,000	\$ 748,926	\$ (273,926)	157.67%	\$ 263,523
PARKING FEES	\$ 175,000	\$ 154,215	\$ 20,785	88.12%	\$ 79,944
INTERACTIVE SITES	\$ 50,000	\$ 131,863	\$ (81,863)	263.73%	\$ 44,817
INTEREST INCOME	\$ 50,000	\$ 2,208	\$ 47,792	4.42%	\$ 22,314
OTHER REVENUES	\$ (51,605)	\$ 83,184	\$ (134,789)	-161.19%	\$ 65,908
TOTAL REVENUES	\$ 4,545,532	\$ 4,295,755	\$ 249,777	94.50%	\$ 3,113,824
EXPENDITURES					
PERSONNEL SERVICES					
Salaries & Wages - Full Time	\$ 1,626,615	\$ 1,296,445	\$ 330,170	79.70%	\$ 1,322,693
Salaries & Wages - Seasonal	\$ 503,284	\$ 566,601	\$ (63,317)	112.58%	\$ 401,199
Benefits	\$ 894,938	\$ 727,277	\$ 167,661	81.27%	\$ 736,986
Total Personnel Services	\$ 3,024,837	\$ 2,590,323	\$ 434,514	85.64%	\$ 2,460,878
CONTROLLABLE EXPENDITURES					
Supplies	\$ 308,000	\$ 374,485	\$ (66,485)	121.59%	\$ 206,133
Animal Care	\$ 293,000	\$ 226,990	\$ 66,010	77.47%	\$ 203,233
Purchased Services	\$ 419,078	\$ 521,639	\$ (102,561)	124.47%	\$ 372,120
Utilities - Telephone	\$ 21,125	\$ 15,614	\$ 5,511	73.91%	\$ 12,490
Rentals & Leases	\$ 2,000	\$ 3,746	\$ (1,746)	187.30%	\$ 1,230
Other Expenses	\$ 114,175	\$ 62,843	\$ 51,332	55.04%	\$ 62,282
Total Controllable Expenditures	\$ 1,157,378	\$ 1,205,317	\$ (47,939)	104.14%	\$ 857,487
NON-CONTROLLABLE EXPENDITURES					
Utilities	\$ 225,000	\$ 146,546	\$ 78,454	65.13%	\$ 179,690
Insurance	\$ 85,000	\$ 83,309	\$ 1,691	98.01%	\$ 66,294
IT Support Expense	\$ 72,891	\$ 58,345	\$ 14,546	80.04%	\$ 68,015
Other Expenses	\$ 426	\$ 428	\$ (2)	100.55%	\$ 320
Total Non-Controllable Expenditures	\$ 383,317	\$ 288,629	\$ 94,688	75.30%	\$ 314,318
CAPITAL OUTLAY					
Capital Improvements	\$ (20,000)	\$ -	\$ (20,000)		\$ 27,709
TOTAL EXPENDITURES	\$ 4,545,532	\$ 4,084,269	\$ 461,263	89.85%	\$ 3,660,392
TOTAL CHANGE IN FUND BALANCE	\$ -	\$ 211,486			\$ (546,568)
FUND BALANCE AS OF 1/1/21					
NON-SPENDABLE		\$ 170,406			
UNRESTRICTED		\$ 562,924			
		<u>\$ 733,330</u>			
FUND BALANCE AS OF 10/31/21		\$ 944,816			
FUND BALANCE AS OF 10/31/21					
UNSPENDABLE		\$ 170,406			
UNRESTRICTED		\$ 774,410			
		<u>\$ 944,816</u>			

POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING October 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	384	628	0	0	0	(628)	20,277	13,199	0	(13,199)
CHILD RESIDENT	0	0	373	41	414	414	0	0	13,096	13,096
CHILD NON-RESIDENT	0	0	291	199	490	490	0	0	18,094	18,094
CHILDREN OFF SEASON	0	0	0	0	0	0	2,101	1,290	0	(1,290)
CHILDREN - UNDER 3	300	239	366	86	452	213	11,187	3,876	15,858	11,982
ADULT RESIDENT	642	742	995	76	1,071	329	21,638	13,754	23,342	9,588
ADULT NON-RESIDENT	361	455	598	376	974	519	17,473	11,352	27,543	16,191
ADULT OFF SEASON	0	0	0	0	0	0	3,919	3,131	0	(3,131)
ADULT ONLINE	0	1,367	0	0	0	(1,367)	0	14,228	0	(14,228)
SENIOR/MILITARY RESIDENT	121	114	186	16	202	88	2,571	1,376	2,894	1,518
SENIOR/MILITARY NON-RESIDENT	141	89	172	70	242	153	3,409	1,214	4,756	3,542
GROUPS	237	0	45	0	45	45	11,473	67	4,178	4,111
SUBTOTAL	2,186	3,634	3,026	864	3,890	256	94,048	63,487	109,761	46,274
MEMBERSHIPS/PROGRAMS										
PPZ MEMBERS	551	1,043	950	76	1,026	(17)	17,536	11,566	17,929	6,363
SOCIETY PROGRAMMING/EVENTS	12,153	6,121	9,420	258	9,678	3,557	33,908	6,901	20,122	13,221
RECIPROCAL ZOO MEMBERS	83	0	0	0	0	0	6,367	195	0	(195)
RECIPROCAL ZOO MEMBERS (100%)	69	0	0	0	0	0	2,608	192	0	(192)
MONDAY PROGRAM	466	153	121	11	132	(21)	8,075	2,450	3,214	764
ZIYN	0	124	171	0	171	47	0	299	2,630	2,331
OTHER (non-paying)	28	147	152	0	152	5	5,946	2,757	2,093	(664)
SUBTOTAL	13,350	7,588	10,814	345	11,159	3,571	74,440	24,360	45,988	21,628
GRAND TOTAL	15,536	11,222	13,840	1,209	15,049	3,827	168,488	87,847	155,749	67,902

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 October 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	0	0	1	1	279	5	92	87
ANNUAL NON-RESIDENT PASS	0	0	0	0	31	0	10	10
PPZ MEMBER DELUXE/PREMIUM	398	357	525	168	2,097	1,285	3,004	1,719
DAILY RESIDENT PARKING	2,875	1,743	2,138	395	17,064	9,496	17,038	7,542
DAILY NON-RESIDENT PARKING	1,845	1,262	1,440	178	20,127	7,969	18,410	10,441
SOCIETY	0	0	0	0	5,169	0	1,061	1,061
OTHER (non-paying)	863	271	322	51	9,779	1,402	2,306	904
TOTAL	5,981	3,633	4,426	793	54,546	20,157	41,921	21,764
ONLINE PAID PARKING	0	170	283	113	0	2,417	5,207	2,790
GRAND TOTAL	5,981	3,803	4,709	906	54,546	22,574	47,128	24,554

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 November 10, 2021

Safety

Employee injury reports are down in 2021 compared to 2019 and 2020 from January 1 through October 31.

- 2019 - 57
- 2020 - 43
- 2021 - 35

Firearms training will be led by the Ingham County Sheriff's Department at the MSU shooting range Tuesday, Nov. 16 for members of the PPZ Emergency Response Team.

Guest Services

Winter Hours and Rates went into effect Monday, November 1.

Hours:

Daily 10 a.m. – 4 p.m.

Rates:

All Adults - \$4.00

Children 3-12 - \$3.00

Children under 3 - FREE

Savanna Grill Hours:

Saturday and Sunday November 1 through December 19, 10:30 a.m. – 4 p.m.

Wonderland of Lights event nights through Saturday, Dec. 26, 5-8 p.m.

Google Reviews

In the past month, we had many great reviews from guests. Thank you to all of our zoo employees for their hard work every day! Here are a couple of the reviews:

11 reviews · 10 photos
★★★★★ 4 weeks ago

Potter Park Zoo is great for kids and adults. The animals are happy and well taken care of. There always seems to be some sort of educational and engaging event and the staff is friendly. The park is clean and tidy. It is nice to have a zoo like this so close to home!



Veterans and their families will receive free admission on Veteran's Day, Thursday, November 11.

Fall Zootacular

Over three weekends, 8800 visitors experienced Fall Zootacular. The event was even mentioned in Pure Michigan Fall Color Update.



ZooOOoo Nights

Though weather was brisk, many guests came out and enjoyed fall games, food, and drinks at our October 21 ZooOOoo Nights event. We had 232 attendants, and 19 volunteers who donated 71 hours in total



Zoo Nights (with Lights!)

Our last Zoo Nights of the year is holiday themed, and will be held Dec. 15.

Vendors will include:

- Burgdorf Winery
- Rose Cider
- Saugatuck Brewing
- Red Cedar Spirits
- Texas Roadhouse
- Outback Steakhouse



Wonderland of Lights

Potter Park Zoo's 27th annual Wonderland of Lights will occur from 5 - 8 p.m. Thursdays through Sundays starting Nov. 20 and ending Dec. 26. (The event will not occur Thanksgiving, Nov. 25, Christmas Eve, and Christmas Day.)

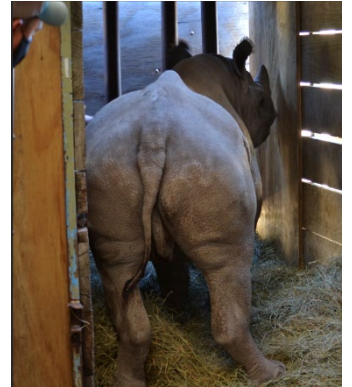
The next FALCONERS event is Saturday, Nov. 13 from 10 a.m. - 1 p.m.

World Rhino Day activities raised \$625.91 in conservation donations. Potter Park Zoo was happy to donate these funds to our partner, The International Rhino Foundation. Thank you to the keepers, education staff, and volunteers for making this awareness day happen.



Jaali's shipment to California took a tremendous amount of coordination. He left Monday, October 18 and arrived Wednesday, October 20. The transporter picked up the female in Cleveland first and then picked up Jaali before starting the very long, 36-40 hour, drive to The Living Desert Zoo.

Jaali's keepers report he is doing well and adjusting. They also report that they "Just LOVE him".



Our two elk calves have been given their names by the Area 60 keepers: Clare and Kent.

Many of the zoo's mammals, including the big cats, have been given COVID vaccinations.

The MSU Biosystems Engineering class has started their senior design project. The project is to develop potential methods for managing Potter Park Zoo waste.

Research

Potter Park offers bookmarks at admissions and the gift shop for a \$1.00 conservation donation. The conservation funds raised are used in part to contribute to conservation field work. Below is an update from The Center for Wildlife Studies, one project the zoo has been able to support with these funds.

We wanted to once again thank you for your participation in the *Forensic Application of Elemental Analyses in Determining Turtle Origin* research project, and provide a brief update on our progress.

With your assistance we have obtained:

~128 unique Wood Turtle samples from 7 wild and 14 captive states/locations

~145 unique Spotted Turtle samples from 7 wild and 10 captive states/locations

42 unique Blanding's Turtle samples from 2 wild and 4 captive states/locations

We formed collaborations with 31 other people and institutions to make this possible (we're still awaiting samples from 5 of those).

So far we have focused on trace element data comparing wild versus captive wood turtles. The good news is that we are seeing significant differences for a number of elements, but we must still ensure that this holds up under various validation tests. The methods for examination are one aspect of the work, the results themselves another. Our first paper is likely to be primarily a proof-of-concept paper that is relatively simple and straightforward, and will use most (but not all) of the wood turtle samples we received. Even though we're able to include just a subset of samples in this initial paper, we greatly appreciate all the samples we have (and will soon) receive. There is still much work to be done on our end before development of this conservation tool is complete.

Unfortunately, the pandemic greatly slowed our progress as the lab we worked with had to repeatedly close or experience staffing shortages that caused a backlog and delayed sample runs on this project among others. Despite this, we are hoping to have a manuscript ready to submit this winter, and may be reaching out to some of you with questions. If we are successful in getting this accepted we will of course share this with all study participants, as well as acknowledging the contributions of institutions/individuals that provided the samples specifically used in this first paper.

POTTER PARK ZOO

Weekly Analytics, Sept./Oct. 2021

Dates: Sept. 20 - 26			
Platforms	Facebook	Instagram	Twitter
Reach	272,107	10,164	X
Impressions	398,430	39,354	9,206
Engagements/Interactions	29,105	2,915	593
Followers (sunday)	65,434	27,586	8,627
Dates: Sept. 27 - Oct. 3			
Platforms	Facebook	Instagram	Twitter
Reach	554,623	17,309	X
Impressions	685,647	60,946	15,332
Engagements/Interactions	58,489	5,276	990
Followers (sunday)	65,742	27,612	8,642
Dates: Oct. 4 - Oct. 10			
Platforms	Facebook	Instagram	Twitter
Reach	352,251	10,308	X
Impressions	458,852	35,586	11,082
Engagements/Interactions	39,089	2,342	707
Followers (sunday)	65,840	27,631	8,642
Dates: Oct.11 - Oct.17			
Platforms	Facebook	Instagram	Twitter
Reach	89,735	13,843	X
Impressions	236,098	35,546	15,854
Engagements/Interactions	16,912	2,393	1,091
Followers (sunday)	65,896	27,649	8,650

POTTER PARK ZOO

Monthly Analytics, October 2021

Facebook	Total Impressions: 2,198,808 Engagements: 165,716 Est. Reach: 1,617,414 Donations through facebook: \$25	
	Followers: 65,672 to 66,460	Increase in followers: 788
Instagram	Total Impressions: 137,627,128 Engagements: 3,103 Est. Reach: 23,405	
	Followers: 27,612 to 27,673	Increase in followers: 61
Twitter	Total Impressions: 64,687 Engagements: 3,704	
	Followers: 8,641 to 8,663	Increase in followers: 22
Google Analytics	Page Views: 60,763 Sessions: 34,594 Users: 27,754 Top pages visited Home: 16,830 Memberships: 8,948 Ticket Sales: 6,276 Events: 5,516 Events/fall-zoo-tacular/: 3,396 Top cities by visits Lansing: 9,918 East Lansing: 1,261 Detroit: 1,207 Grand Rapids: 1,192 Ann Arbor : 1,051 Acquisitions Organic Search: 13,019 Direct: 12,535 Social: 1,484 Referral: 837	
	<div> <div> <div>Users</div> <div>57.81%</div> <div>27,754 vs 17,587</div> </div> <div> <div>New Users</div> <div>65.40%</div> <div>26,522 vs 16,035</div> </div> </div> <div> <div> <div>Sessions</div> <div>41.11%</div> <div>34,594 vs 24,515</div> </div> <div> <div>Number of Sessions per User</div> <div>-10.58%</div> <div>1.25 vs 1.39</div> </div> </div> <div> <div> <div>Pageviews</div> <div>10.50%</div> <div>60,763 vs 54,988</div> </div> <div> <div>Pages / Session</div> <div>-21.69%</div> <div>1.76 vs 2.24</div> </div> </div> <div> <div> <div>Avg. Session Duration</div> <div>-35.14%</div> <div>00:01:15 vs 00:01:56</div> </div> <div> <div>Bounce Rate</div> <div>48.22%</div> <div>63.08% vs 42.56%</div> </div> </div> <div> <div> <div>Pageviews</div> <div>10.50%</div> <div>60,763 vs 54,988</div> </div> <div> <div>Unique Pageviews</div> <div>13.47%</div> <div>53,116 vs 46,810</div> </div> <div> <div>Avg. Time on Page</div> <div>6.92%</div> <div>00:01:39 vs 00:01:32</div> </div> </div> <div> <div> <div>Bounce Rate</div> <div>48.22%</div> <div>63.08% vs 42.56%</div> </div> <div> <div>% Exit</div> <div>27.88%</div> <div>56.87% vs 44.47%</div> </div> </div>	

POTTER PARK ZOO

Notable Media Stories - October 2021

NEWS

Last chance to see Jaali as Potter Park Zoo holds going-away party for black rhino

Jared Weber and Ken Palmer Lansing State Journal

Published 3:26 p.m. ET Oct. 1, 2021 | Updated 5:37 p.m. ET Oct. 1, 2021

[View Comments](#)



Jaali, Potter Park Zoo's black rhino calf, is moving to a new zoo in fall 2021. Courtesy Of Potter Park Zoo

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

How do you get two rhinos across the country?
The Living Desert shares details of the 10-state trek



<https://kesq.com/news/2021/10/22/how-do-you-get-two-rhinos-across-the-country-the-living-desert-shares-details-of-the-10-state-trek/>

TO: Potter Park Zoo Advisory Board
FROM: Cynthia Wagner
DATE: November 04, 2021
SUBJECT: Potter Park Zoo Camel Ride Services Contract Extension
For the meeting agenda of November 10, 2021

BACKGROUND

An agreement between the County and Potter Park Zoological Society was adopted March 14, 2017, #17-069, which placed the County responsible for the operation of Zoo encounters including the camel rides. Resolution #19-113 approved entering into an agreement with Shane's camels for camel rides at the Zoo. The agreement, effective date April 17, 2019, is for three years with an option to extend for an additional two years.

The Zoo and Shane's Camels are requesting the two-year extension for continuation of camel ride services at Potter Park Zoo.

ALTERNATIVES

A RFP could be prepared and sent out for bids.

FINANCIAL IMPACT

The contract with Shane's Camels provides an additional revenue source for Potter Park Zoo. The Zoo receives 25% of the gross revenue from camel rides. In 2021 Potter Park Zoo realized \$23,000 in camel ride revenue.

STRATEGIC PLANNING IMPACT

This resolution supports the overarching long-term objective, specifically section, A.1 (f) (Maintain and improve existing parkland facilities and features) and B.1 (a) (Promote key services through the local media) of the Ingham County Action Plan. Through amusement services such as camel rides, the Zoo is able to improve visitor experience and promote key services and opportunities at the Zoo through the local media.

OTHER CONSIDERATIONS

The County purchasing department sent out RFP #9-19 and Shane's Camels was the only vendor to submit a proposal.

Shane's Camels has operated the camel ride at Potter Park Zoo for the 2019-2021 seasons without incident.

RECOMMENDATION

Based on the information presented, I respectfully recommend approval of the attached resolution to recommended extending the agreement with Shane's Camels for two years.

POTTER PARK ZOO ADVISORY BOARD

RESOLUTION TO AUTHORIZE A CONTRACT EXTENSION WITH SHANE’S CAMELS

WHEREAS, the agreement between the County and the Zoological Society, Resolution #17-069, transfers operations of encounters including the camel ride to the County; and

WHEREAS, Resolution #19-113 approved entering into an agreement with Shane’s Camels for camel ride services at the Zoo; and

WHEREAS, the effective date of the agreement is April 17, 2019 through April 17, 2022 with an option to extend for two years; and

WHEREAS, Shane’s Camels and Potter Park Zoo have a mutual intent of exercising the two year extension option for continuation of these services; and

WHEREAS, this contract will be a revenue contract with the Zoo receiving 25% of the gross revenue from the camel ride services.

THEREFORE BE IT RESOLVED, the Potter Park Zoo Advisory Board recommends awarding a two-year contract extension to Shane’s Camels Inc. for camel ride services at Potter Park Zoo.

BE IT FURTHER RESOLVED, that Potter Park Zoo will receive 25% of the gross revenue from the camel ride services.



NOTICE REGULAR MEETINGS OF THE POTTER PARK ZOO BOARD FOR 2022

The Potter Park Zoo Board meetings commence at 6:00pm and are held at Potter Park Zoo, 1301 S. Pennsylvania Ave., Education Bldg., Lansing, Michigan

January 12, 2022
February 09, 2022
March 09, 2022
April 13, 2022
May 11, 2022
June 08, 2022
July 13, 2022
August 10, 2022
September 14, 2022
October 12, 2022
November 09, 2022
December 14, 2022

In the event of a special meeting, rescheduled meeting or cancellation of a regularly scheduled meeting, a notice of same will be posted at the office of Potter Park Zoo, 1301 S. Pennsylvania Ave., Lansing, Michigan, at least 18 hours prior to the time of the meeting or canceled meeting.

The 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, or individuals with disabilities at the meeting, upon five (5) working days' notice to the Potter Park Zoo. Individuals with disabilities requiring auxiliary aids or services should contact the Potter Park Zoo in writing or by calling the Potter Park Zoo Office, 1301 S. Pennsylvania Ave., Lansing, MI 48912~ Phone: (517)342-2715.

A QUORUM OF POTTER PARK ZOO BOARD MEMBERS MAY BE IN ATTENDANCE AT THIS MEETING