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
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 Ralphy 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 measurable 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.
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.
## ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
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<td>CASH</td>
<td>$1,673,099</td>
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<tr>
<td>DEPOSITORY CASH</td>
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<tr>
<td>IMPREST CASH</td>
<td>8,000</td>
</tr>
<tr>
<td>TAXES REC - CURRENT LEVY</td>
<td>(18,378)</td>
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<td>TAXES REC - DELINQUENT</td>
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<tr>
<td>ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES</td>
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<td>IFT TAX RECEIVABLE</td>
<td>(15,013)</td>
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<td>PROPERTY TAX RECEIVABLE</td>
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<tr>
<td>INTEREST RECEIVABLE</td>
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<tr>
<td>DUE FROM STATE</td>
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<td>INVENTORY</td>
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<td><strong>TOTAL ASSETS</strong></td>
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## LIABILITIES

<table>
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<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>VOUCHERS PAYABLE</td>
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</tr>
<tr>
<td>DUE TO ZOOLOGICAL SOCIETY</td>
<td>75,943</td>
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<tr>
<td>TAX LEVY LIABILITY</td>
<td>25,000</td>
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<tr>
<td>SALES TAX PAYABLE</td>
<td>2</td>
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<tr>
<td>REFUND NOW</td>
<td>(61)</td>
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<tr>
<td>REFUND APPLY</td>
<td>(120)</td>
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<tr>
<td>ACCRUED PAYROLL</td>
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<td>ACCOUNTS PAYABLE</td>
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<td>DEFERRED REVENUE - PROPERTY TAXES</td>
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<td>DEFERRED REVENUE - DELINQUENT TAXES</td>
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## FUND BALANCE

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<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNSPENDABLE</td>
<td>170,406</td>
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<tr>
<td>UNRESTRICTED FUND BALANCE</td>
<td>774,410</td>
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<tr>
<td><strong>TOTAL LIABILITIES AND FUND BALANCE</strong></td>
<td>$1,867,027</td>
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</table>
### REVENUES

<table>
<thead>
<tr>
<th>Description</th>
<th>2021 Budget</th>
<th>YTD Actual</th>
<th>Budget Remaining</th>
<th>% of Budget</th>
<th>October 2020 YTD Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Tax</td>
<td>$ 3,262,137</td>
<td>$ 3,230,862</td>
<td>$ 31,275</td>
<td>99.04%</td>
<td>$ 3,121,760</td>
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<tr>
<td>Unallocated Portion of Taxes (3 Months)</td>
<td>$ 585,000</td>
<td>$ 752,211</td>
<td>(167,211)</td>
<td>128.58%</td>
<td>$ 295,998</td>
</tr>
<tr>
<td>Admissions</td>
<td>$ 475,000</td>
<td>$ 748,926</td>
<td>(273,926)</td>
<td>157.67%</td>
<td>$ 263,523</td>
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<tr>
<td>Parking Fees</td>
<td>$ 175,000</td>
<td>$ 154,215</td>
<td>20,785</td>
<td>88.12%</td>
<td>$ 79,944</td>
</tr>
<tr>
<td>Interactive Sites</td>
<td>$ 50,000</td>
<td>$ 131,863</td>
<td>(81,863)</td>
<td>263.73%</td>
<td>$ 44,817</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$ 50,000</td>
<td>$ 2,208</td>
<td>47,792</td>
<td>4.42%</td>
<td>$ 22,314</td>
</tr>
<tr>
<td>Other Revenues</td>
<td>(51,605)</td>
<td>83,184</td>
<td>(134,789)</td>
<td>-161.19%</td>
<td>65,908</td>
</tr>
</tbody>
</table>

**Total Revenues**

$ 4,545,532 | $ 4,295,755 | $ 249,777 | 94.50% | $ 3,113,824

### EXPENDITURES

#### PERSONNEL SERVICES

<table>
<thead>
<tr>
<th>Description</th>
<th>2021 Budget</th>
<th>YTD Actual</th>
<th>Budget Remaining</th>
<th>% of Budget</th>
<th>October 2020 YTD Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries &amp; Wages - Full Time</td>
<td>$ 1,626,615</td>
<td>$ 1,296,445</td>
<td>330,170</td>
<td>79.70%</td>
<td>$ 1,322,693</td>
</tr>
<tr>
<td>Salaries &amp; Wages - Seasonal</td>
<td>$ 503,284</td>
<td>$ 566,601</td>
<td>(63,317)</td>
<td>112.58%</td>
<td>$ 401,199</td>
</tr>
<tr>
<td>Benefits</td>
<td>$ 894,938</td>
<td>$ 727,277</td>
<td>167,661</td>
<td>81.27%</td>
<td>$ 736,986</td>
</tr>
</tbody>
</table>

**Total Personnel Services**

$ 3,024,837 | $ 2,590,323 | $ 434,514 | 85.64% | $ 2,460,878

#### CONTROLLABLE EXPENDITURES

<table>
<thead>
<tr>
<th>Description</th>
<th>2021 Budget</th>
<th>YTD Actual</th>
<th>Budget Remaining</th>
<th>% of Budget</th>
<th>October 2020 YTD Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supplies</td>
<td>$ 308,000</td>
<td>$ 374,485</td>
<td>(66,485)</td>
<td>121.59%</td>
<td>$ 206,133</td>
</tr>
<tr>
<td>Animal Care</td>
<td>$ 293,000</td>
<td>$ 226,990</td>
<td>66,010</td>
<td>77.47%</td>
<td>$ 203,233</td>
</tr>
<tr>
<td>Purchased Services</td>
<td>$ 419,078</td>
<td>$ 521,639</td>
<td>(102,561)</td>
<td>124.47%</td>
<td>$ 372,120</td>
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<tr>
<td>Utilities - Telephone</td>
<td>$ 21,125</td>
<td>$ 15,614</td>
<td>5,511</td>
<td>73.91%</td>
<td>$ 12,490</td>
</tr>
<tr>
<td>Rentals &amp; Leases</td>
<td>$ 2,000</td>
<td>$ 3,746</td>
<td>(1,746)</td>
<td>187.30%</td>
<td>$ 1,230</td>
</tr>
<tr>
<td>Other Expenses</td>
<td>$ 114,175</td>
<td>$ 62,843</td>
<td>51,332</td>
<td>55.04%</td>
<td>$ 62,282</td>
</tr>
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</table>

**Total Controllable Expenditures**

$ 1,157,378 | $ 1,205,317 | (47,939) | 104.14% | $ 857,487

#### NON-CONTROLLABLE EXPENDITURES

<table>
<thead>
<tr>
<th>Description</th>
<th>2021 Budget</th>
<th>YTD Actual</th>
<th>Budget Remaining</th>
<th>% of Budget</th>
<th>October 2020 YTD Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utilities</td>
<td>$ 225,000</td>
<td>$ 146,546</td>
<td>78,454</td>
<td>65.13%</td>
<td>$ 179,690</td>
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<tr>
<td>Insurance</td>
<td>$ 85,000</td>
<td>$ 83,309</td>
<td>1,691</td>
<td>98.01%</td>
<td>$ 66,294</td>
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<tr>
<td>IT Support Expense</td>
<td>$ 72,891</td>
<td>$ 58,345</td>
<td>14,546</td>
<td>80.04%</td>
<td>$ 68,015</td>
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<tr>
<td>Other Expenses</td>
<td>$ 426</td>
<td>$ 428</td>
<td>(2)</td>
<td>100.55%</td>
<td>$ 320</td>
</tr>
</tbody>
</table>

**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

**Total:** $ 733,330

### FUND BALANCE AS OF 10/31/21

- Non-Spendable: $ 170,406
- Unrestricted: $ 774,410

**Total:** $ 944,816

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POTTER PARK ZOO
YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY
FOR 10 MONTHS ENDED OCTOBER 31, 2021

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## POTTER PARK ZOO
### MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING October 31, 2021

### ADMISSION TYPE

<table>
<thead>
<tr>
<th>Description</th>
<th>2019 Count</th>
<th>2020 Count</th>
<th>2021 Count</th>
<th>BETTER (WORSE) THAN PY</th>
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<tbody>
<tr>
<td><strong>GENERAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHILDREN</td>
<td>384</td>
<td>628</td>
<td>0</td>
<td>0</td>
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<tr>
<td>CHILD RESIDENT</td>
<td>0</td>
<td>0</td>
<td>373</td>
<td>41</td>
</tr>
<tr>
<td>CHILD NON-RESIDENT</td>
<td>0</td>
<td>0</td>
<td>291</td>
<td>199</td>
</tr>
<tr>
<td>CHILDREN OFF SEASON</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CHILDREN - UNDER 3</td>
<td>300</td>
<td>239</td>
<td>366</td>
<td>86</td>
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<tr>
<td>ADULT RESIDENT</td>
<td>642</td>
<td>742</td>
<td>995</td>
<td>76</td>
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<tr>
<td>ADULT NON-RESIDENT</td>
<td>361</td>
<td>455</td>
<td>598</td>
<td>376</td>
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<tr>
<td>ADULT OFF SEASON</td>
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<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>ADULT ONLINE</td>
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<td>1,367</td>
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</tr>
<tr>
<td>SENIOR/MILITARY RESIDENT</td>
<td>121</td>
<td>114</td>
<td>186</td>
<td>16</td>
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<tr>
<td>SENIOR/MILITARY NON-RESIDENT</td>
<td>141</td>
<td>89</td>
<td>172</td>
<td>70</td>
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<tr>
<td>GROUPS</td>
<td>237</td>
<td>0</td>
<td>45</td>
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<table>
<thead>
<tr>
<th><strong>MEMBERSHIPS/PROGRAMS</strong></th>
<th>2019 Count</th>
<th>2020 Count</th>
<th>2021 Count</th>
<th>BETTER (WORSE) THAN PY</th>
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<tbody>
<tr>
<td>PPZ MEMBERS</td>
<td>551</td>
<td>1,043</td>
<td>950</td>
<td>76</td>
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<tr>
<td>SOCIETY PROGRAMMING/EVENTS</td>
<td>12,153</td>
<td>6,121</td>
<td>9,420</td>
<td>258</td>
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<tr>
<td>RECIPROCAL ZOO MEMBERS</td>
<td>83</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>RECIPROCAL ZOO MEMBERS (100%)</td>
<td>69</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>MONDAY PROGRAM</td>
<td>466</td>
<td>153</td>
<td>121</td>
<td>11</td>
</tr>
<tr>
<td>ZIYN</td>
<td>0</td>
<td>124</td>
<td>171</td>
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<tr>
<td>OTHER (non-paying)</td>
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<td>147</td>
<td>152</td>
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</tbody>
</table>

| **GRAND TOTAL** | 15,536 | 11,222 | 13,840 | 15,049 | 3,827 |

### 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

<table>
<thead>
<tr>
<th>ADMISSION TYPE</th>
<th>2019 COUNT</th>
<th>2020 COUNT</th>
<th>2021 COUNT</th>
<th>BETTER (WORSE) THAN PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANNUAL RESIDENT PASS</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>ANNUAL NON-RESIDENT PASS</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>PPZ MEMBER DELUXE/PREMIUM</td>
<td>398</td>
<td>357</td>
<td>525</td>
<td>168</td>
</tr>
<tr>
<td>DAILY RESIDENT PARKING</td>
<td>2,875</td>
<td>1,743</td>
<td>2,138</td>
<td>395</td>
</tr>
<tr>
<td>DAILY NON-RESIDENT PARKING</td>
<td>1,845</td>
<td>1,262</td>
<td>1,440</td>
<td>178</td>
</tr>
<tr>
<td>SOCIETY</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>OTHER (non-paying)</td>
<td>863</td>
<td>271</td>
<td>322</td>
<td>51</td>
</tr>
<tr>
<td>TOTAL</td>
<td>5,981</td>
<td>3,633</td>
<td>4,426</td>
<td>793</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ADMISSION TYPE</th>
<th>CURRENT MONTH</th>
<th>YEAR-TO-DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANNUAL RESIDENT PASS</td>
<td>$32.00</td>
<td></td>
</tr>
<tr>
<td>ANNUAL NON-RESIDENT PASS</td>
<td>$42.00</td>
<td></td>
</tr>
<tr>
<td>RESIDENT DAILY PASS</td>
<td>$3.00</td>
<td></td>
</tr>
<tr>
<td>NON-RESIDENT DAILY PASS</td>
<td>$5.00</td>
<td></td>
</tr>
</tbody>
</table>

| 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 |

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

**ONLINE PAID PARKING**

- CURRENT MONTH: 0, 170, 283, 113
- YEAR-TO-DATE: 0, 2,417, 5,207, 2,790

**GRAND TOTAL**

- CURRENT MONTH: 5,981, 3,803, 4,709, 906
- YEAR-TO-DATE: 54,546, 22,574, 47,128, 24,554
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:
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

<table>
<thead>
<tr>
<th>Platforms</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reach</strong></td>
<td>272,107</td>
<td>10,164</td>
<td>X</td>
</tr>
<tr>
<td><strong>Impressions</strong></td>
<td>398,430</td>
<td>39,354</td>
<td>9,206</td>
</tr>
<tr>
<td><strong>Engagements/Interactions</strong></td>
<td>29,105</td>
<td>2,915</td>
<td>593</td>
</tr>
<tr>
<td><strong>Followers (sunday)</strong></td>
<td>65,434</td>
<td>27,586</td>
<td>8,627</td>
</tr>
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</table>

**Dates: Sept. 20 - 26**

<table>
<thead>
<tr>
<th>Platforms</th>
<th>Facebook</th>
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<th>Twitter</th>
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</thead>
<tbody>
<tr>
<td><strong>Reach</strong></td>
<td>554,623</td>
<td>17,309</td>
<td>X</td>
</tr>
<tr>
<td><strong>Impressions</strong></td>
<td>685,647</td>
<td>60,946</td>
<td>15,332</td>
</tr>
<tr>
<td><strong>Engagements/Interactions</strong></td>
<td>58,489</td>
<td>5,276</td>
<td>990</td>
</tr>
<tr>
<td><strong>Followers (sunday)</strong></td>
<td>65,742</td>
<td>27,612</td>
<td>8,642</td>
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</table>

**Dates: Sept. 27 - Oct. 3**

<table>
<thead>
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<th>Platforms</th>
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<th>Instagram</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reach</strong></td>
<td>352,251</td>
<td>10,308</td>
<td>X</td>
</tr>
<tr>
<td><strong>Impressions</strong></td>
<td>458,852</td>
<td>35,586</td>
<td>11,082</td>
</tr>
<tr>
<td><strong>Engagements/Interactions</strong></td>
<td>39,089</td>
<td>2,342</td>
<td>707</td>
</tr>
<tr>
<td><strong>Followers (sunday)</strong></td>
<td>65,742</td>
<td>27,612</td>
<td>8,642</td>
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</table>

**Dates: Oct. 4 – Oct. 10**

<table>
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<th>Twitter</th>
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<tbody>
<tr>
<td><strong>Reach</strong></td>
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<td>13,843</td>
<td>X</td>
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<tr>
<td><strong>Impressions</strong></td>
<td>236,098</td>
<td>35,546</td>
<td>15,854</td>
</tr>
<tr>
<td><strong>Engagements/Interactions</strong></td>
<td>16,912</td>
<td>2,393</td>
<td>1,091</td>
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<tr>
<td><strong>Followers (sunday)</strong></td>
<td>65,896</td>
<td>27,649</td>
<td>8,650</td>
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**Dates: Oct. 11 - Oct. 17**
## POTTER PARK ZOO
### Monthly Analytics, October 2021

<table>
<thead>
<tr>
<th>Platform</th>
<th>Total Impressions</th>
<th>Engagements</th>
<th>Est. Reach</th>
<th>Donations through facebook</th>
<th>Followers</th>
<th>Increase in followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2,198,808</td>
<td>165,716</td>
<td>1,617,414</td>
<td>$25</td>
<td>65,672 to 66,460</td>
<td>788</td>
</tr>
<tr>
<td>Instagram</td>
<td>137,627,128</td>
<td>3,103</td>
<td>23,405</td>
<td></td>
<td>27,612 to 27,673</td>
<td>61</td>
</tr>
<tr>
<td>Twitter</td>
<td>64,687</td>
<td>3,704</td>
<td></td>
<td></td>
<td>8,641 to 8,663</td>
<td>22</td>
</tr>
</tbody>
</table>

### 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

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POTTER PARK ZOO
Notable Media Stories - October 2021

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 3:05 p.m. ET Oct. 1, 2021 | Updated 5:07 p.m. ET Oct. 1, 2021


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.
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