

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 "December 08, 2021".

POTTER PARK ZOO ADVISORY BOARD MEETING

**Wednesday, December 08, 2021
6:00 PM**

- 1. Call to Order**
- 2. Approval of the November 10, 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 – Honoring John Groen
 - b. AZA Accreditation Standards – Cynthia Wagner
- 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 **January 12, 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, November 10, 2021

BOARD MEMBERS

PRESENT: Chair John Groen, Commissioner Tennis, Cheryl Bergman, Vice Chair Kyle Binkley, Julie Pingston, and Mary Leys

ALSO PRESENT: Cynthia Wagner, Zoo Director

ABSENT: Commissioner Trubac, Molly Korn, Dr. Richard Snider, and Mary Hauser

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

MINUTES: Julie Pingston noted an error on page 3, the words business community were added to the fourth sentence. Moved by Commissioner Tennis and supported by Mary Leys to approve the minutes of the September 08 and October 13, 2021 meetings as amended, **Yes-6; No-0; MOTION CARRIED.**

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

Director Wagner requested the addition of a Maintenance Reorganization Resolution.

FINANCIAL REPORTS

Zoo Financial Report

Director Wagner reported revenue has exceeded budget by \$557,939 and expenses are also exceeding budget. A budget adjustment request was submitted to the budget office to transfer \$420,000 of revenue to expense line items. The remaining revenue for the year will come primarily from the gift shop.

Admission Report

Paid admission is up for October 2021 compared to both 2020 and 2019 as well as for the year. Unpaid admissions is down by 2,000 from 2019 which is less than the difference in Fall Zootacular. October is the final month for parking in 2021. Parking finished the year down in revenue by \$20,000. `

ZOO DIRECTOR REPORT

Major Elements Reported:

The City hired a contractor to remove log jams on the Red Cedar including the section through Potter Park.

AZA issued a statement due to Expedia's new policy that they will not sell tickets to facilities that exhibit cetaceans

for any purpose other than swimming.

Employee injury reports are down for 2021 YTD compared to 2019 and 2020.

The Maintenance Deputy Director position is posted until Friday, November 12. Interviews will be scheduled the week of November 29 with the goal of having someone starting in the position the first of the year.

Winter rates and hours are in effect.

The last zoo nights will be December 15.

Jaali's shipment to California was successful thanks to a tremendous amount of planning.

The MSU Biosystems Engineering class has started the work on their senior design project.

NEW BUSINESS

Resolution to Extend Camel Ride Vendor Agreement

Moved by Commissioner Tennis, Supported by Julie Pingston to approve the Resolution as written, **Yes-6; No-0; MOTION CARRIED**

2022 Zoo Board Meeting Dates

The Board supported keeping the Zoo Advisory Board meeting date as the second Wednesday of the month at 6:00 p.m.

Resolution Authorizing Reorganization of the Zoo Maintenance Position

Moved by Cheryl Bergman, Supported by Mary Leys to approve the Resolution as written, **Yes-6; No-0; MOTION CARRIED**

OLD BUSINESS

Strategy Subcommittee

Mary Leys reported a meeting was held October 27 and that the committee discussed goals for 2022. The committee also discussed adding board members to the committee.

External Relations Subcommittee

Cheryl Bergman reported a meeting was held November 3 and that Amy Morris reported on the capital campaign. Thirty feasibility study interviews have been completed with over \$700,000 in commitments. A capital campaign chair has been identified and will be meeting the Society board at the next meeting.

BOARD COMMENTS

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Meeting ended at 6:46 p.m.

POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING November 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	0	0	0	0	0	0	20,277	13,199	0	(13,199)
CHILD RESIDENT	0	0	262	7	269	269	0	0	13,365	13,365
CHILD NON-RESIDENT	0	0	241	105	346	346	0	0	18,440	18,440
CHILDREN OFF SEASON	244	784	0	0	0	(784)	2,345	2,074	0	(2,074)
CHILDREN - UNDER 3	108	284	225	27	252	(32)	11,295	4,160	16,110	11,950
ADULT RESIDENT	0	1,223	794	15	809	(414)	21,638	14,977	24,151	9,174
ADULT NON-RESIDENT	0	495	660	197	857	362	17,473	11,847	28,400	16,553
ADULT OFF SEASON	945	0	0	0	0	0	4,864	3,131	0	(3,131)
ADULT ONLINE	0	2,391	0	0	0	(2,391)	0	16,619	0	(16,619)
SENIOR/MILITARY RESIDENT	0	3	6	0	6	3	2,571	1,379	2,900	1,521
SENIOR/MILITARY NON-RESIDENT	0	2	3	6	9	7	3,409	1,216	4,765	3,549
GROUPS	2	0	300	0	300	300	11,475	67	4,478	4,411
SUBTOTAL	1,299	5,182	2,491	357	2,848	(2,334)	95,347	68,669	112,609	43,940
MEMBERSHIPS/PROGRAMS										
PPZ MEMBERS	388	952	608	30	638	(314)	17,924	12,518	18,567	6,049
SOCIETY PROGRAMMING/EVENTS	1,394	2,176	2,824	0	2,824	648	35,302	9,077	22,946	13,869
RECIPROCAL ZOO MEMBERS	42	0	0	0	0	0	6,409	195	0	(195)
RECIPROCAL ZOO MEMBERS (100%)	33	0	0	0	0	0	2,641	192	0	(192)
MONDAY PROGRAM	54	102	110	4	114	12	8,129	2,552	3,328	776
ZIYN	0	74	71	0	71	(3)	0	373	2,701	2,328
OTHER (non-paying)	7	15	23	0	23	8	5,953	2,772	2,116	(656)
SUBTOTAL	1,918	3,319	3,636	34	3,670	351	76,358	27,679	49,658	21,979
GRAND TOTAL	3,217	8,501	6,127	391	6,518	(1,983)	171,705	96,348	162,267	65,919

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
YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY
FOR 11 MONTHS ENDED NOVEMBER 30, 2021

	2021 BUDGET	NOVEMBER 2021 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	NOVEMBER 2020 YTD ACTUAL
REVENUES					
PROPERTY TAX	\$ 3,262,137	\$ 3,229,622	\$ 32,515	99.00%	\$ 3,121,760
UNALLOCATED PORTION OF TAXES (1 MONTHS)		\$ (269,135)			\$ (780,440)
ADMISSIONS	\$ 585,000	\$ 763,863	\$ (178,863)	130.57%	\$ 295,998
CONCESSIONS, GIFT SHOP, VENDING	\$ 475,000	\$ 764,073	\$ (289,073)	160.86%	\$ 263,523
PARKING FEES	\$ 175,000	\$ 154,968	\$ 20,032	88.55%	\$ 79,944
INTERACTIVE SITES	\$ 50,000	\$ 131,863	\$ (81,863)	263.73%	\$ 44,817
INTEREST INCOME	\$ 50,000	\$ 2,581	\$ 47,419	5.16%	\$ 22,314
OTHER REVENUES	\$ (51,605)	\$ 86,636	\$ (138,241)	-167.88%	\$ 65,908
TOTAL REVENUES	\$ 4,545,532	\$ 4,864,471	\$ (318,939)	107.02%	\$ 3,113,824
EXPENDITURES					
PERSONNEL SERVICES					
Salaries & Wages - Full Time	\$ 1,626,615	\$ 1,414,396	\$ 212,219	86.95%	\$ 1,322,693
Salaries & Wages - Seasonal	\$ 503,284	\$ 609,265	\$ (105,981)	121.06%	\$ 401,199
Benefits	\$ 894,938	\$ 794,112	\$ 100,826	88.73%	\$ 736,986
Total Personnel Services	\$ 3,024,837	\$ 2,817,772	\$ 207,065	93.15%	\$ 2,460,878
CONTROLLABLE EXPENDITURES					
Supplies	\$ 308,000	\$ 386,355	\$ (78,355)	125.44%	\$ 206,133
Animal Care	\$ 293,000	\$ 248,102	\$ 44,898	84.68%	\$ 203,233
Purchased Services	\$ 419,078	\$ 538,074	\$ (118,996)	128.39%	\$ 372,120
Utilities - Telephone	\$ 21,125	\$ 16,256	\$ 4,869	76.95%	\$ 12,490
Rentals & Leases	\$ 2,000	\$ 3,746	\$ (1,746)	187.30%	\$ 1,230
Other Expenses	\$ 114,175	\$ 66,019	\$ 48,156	57.82%	\$ 62,282
Total Controllable Expenditures	\$ 1,157,378	\$ 1,258,552	\$ (101,174)	108.74%	\$ 857,487
NON-CONTROLLABLE EXPENDITURES					
Utilities	\$ 225,000	\$ 147,753	\$ 77,247	65.67%	\$ 179,690
Insurance	\$ 85,000	\$ 89,540	\$ (4,540)	105.34%	\$ 66,294
IT Support Expense	\$ 72,891	\$ 62,395	\$ 10,496	85.60%	\$ 68,015
Other Expenses	\$ 426	\$ 428	\$ (2)	100.55%	\$ 320
Total Non-Controllable Expenditures	\$ 383,317	\$ 300,116	\$ 83,201	78.29%	\$ 314,318
CAPITAL OUTLAY					
Capital Improvements	\$ (20,000)	\$ -	\$ (20,000)		\$ 27,709
TOTAL EXPENDITURES	\$ 4,545,532	\$ 4,376,440	\$ 169,092	96.28%	\$ 3,660,392
TOTAL CHANGE IN FUND BALANCE	\$ -	\$ 488,031			\$ (546,568)
FUND BALANCE AS OF 1/1/21					
NON-SPENDABLE		\$ 170,406			
UNRESTRICTED		\$ 562,924			
		<u>\$ 733,330</u>			
CALCULATED FUNDBALANCE		\$ 1,221,361			
FUND BALANCE AS OF 11/30/21		\$ 1,221,361			
FUND BALANCE AS OF 11/30/21					
UNSPENDABLE		\$ 170,406			
UNRESTRICTED		\$ 1,050,955			
		<u>\$ 1,221,361</u>			

POTTER PARK ZOO
BALANCE SHEET - PRELIMINARY
November 30, 2021

ASSETS

CASH	\$ 1,406,000
DEPOSITORY CASH	3,103
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	68,544
TOTAL ASSETS	\$ 1,539,641

LIABILITIES

VOUCHERS PAYABLE	
DUE TO ZOOLOGICAL SOCIETY	6,646
TAX LEVY LIABILITY	25,000
SALES TAX PAYABLE	2
REFUND NOW	(61)
REFUND APPLY	(120)
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	6,850
DEFERRED REVENUE - PROPERTY TAXES	269,135
DEFERRED REVENUE - DELINQUENT TAXES	10,828
TOTAL LIABILITIES	318,280

FUND BALANCE

UNSPENDABLE	170,406
UNRESTRICTED FUND BALANCE	1,050,955
	1,221,361
TOTAL LIABILITIES AND FUND BALANCE	\$ 1,539,641



Director's Report December 08, 2021

Conservation



Paul Buzzard came to the zoo Tuesday, Nov. 30 and presented information to zoo staff about Pallas' cat and snow leopard conservation work in Armenia.

This in situ conservation project is supported by Potter Park Zoo both financially and through the collection of urine from our Pallas' cat and snow leopard for the purpose of baiting camera traps in Armenia.

2022 Potter Park Zoo calendars are now available in the gift shop with a donation to conservation.

Staff

Brian Fisher has accepted the position of Maintenance Manager Deputy Director. Brian is currently the Ingham County Project Manager and will transition to his new role at Potter Park Zoo starting Jan. 1, 2022.

Guest Services



We have started offering some animal experiences for guests once again including outdoor keeper chats with animal training or scheduled enrichment.

Thank you to the keeper staff that make these educational and memorable for the guests.

The next scheduled Big Zoo Lesson is for the week of February 14, 2022. There have been many cancellations leaving December and January without any classes.

Due to this break in programming and loss of revenue the Society made the difficult decision to furlough some education staff. Dennis Laidler was furloughed starting Dec. 1 and Megan Weidman will be furloughed starting Jan. 1, 2022.

Events



A Kid Again hosted an event at the zoo Wednesday, Dec. 1. This was a fantastic event with 348 attendees. A Kid Again is a national non-profit organization that provides services to children with life threatening health issues and their families. The event was a fun evening out for families to enjoy a relaxing stroll through the zoo lights as well as hot cocoa, s'mores, and a toy of their choosing.

Wonderland of Lights

Potter Park Zoo's 27th annual Wonderland of Lights is happening from 5 - 8 p.m. Thursdays through Sundays until Dec. 26. (The event will not occur Christmas Eve and Christmas Day.)

Toys for Tots is Saturday, Dec. 4 from 5 – 8 p.m. Each guest who brings a new unwrapped toy to the zoo will be admitted to Wonderland of Lights for free.

The next FALCONERS event is Tuesday, Dec. 7 and this is a special Wonderland of Nights evening just for FALCONERS families.

Wonderland of Lights Attendees – 6 Nights To Date:

Total Guests: 2,762

Goodie bags given out: 1,027



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

Diversity, Equity, Access and Inclusion

The Diversity, Equity, Access and Inclusion (DEAI) Committee has been created at Potter Park Zoo and will be led by Mariah Martinez. The committee will begin meeting in February 2022. Many topics will be discussed but the major topic will be ensuring the zoo is following a DEAI Program Plan.

The current committee members are:

- Mariah Martinez
- Ashleigh Winkelmann
- Laura Gauna
- Sean Haggard
- Ruby Bellosillo
- Celaina Boylan-Castilla

Safe Space Advocate

Our Community Engagement & Inclusion Specialist, Mariah Martinez, is certified through Ingham County as a Safe Space Advocate. Mariah's office (located in the Discovery Center) is a 'Safe Space' where employees at the zoo (County and Society) can have uncomfortable conversations regarding diversity, equity and inclusion issues. The goal for the Zoo and the County in having Safe Space Advocates is to build understanding and achieve acceptance.

Animals



Jaali and Nia are exploring their new exhibit following its grand opening last week! Read the full news story below:

[The Rhinos are Here! Meeting Nia and Jaali at the Living Desert \(nbcpalmsprings.com\)](https://www.nbcpalmsprings.com/news/the-rhinos-are-here-meeting-nia-and-jaali-at-the-living-desert)

The female cotton-top tamarin is expecting babies in mid-December.

The animal care team is doing weekly ultrasounds on Doppsee, but there is no sign of pregnancy yet.

Keepers have begun introducing the new male lemur to the female lemurs. These introductions begin with the lemurs just being able to see each other without any contact.

Appendix G

Population Viability Analysis Summary Report

Eastern Black Rhinoceros (*Diceros bicornis michaeli*)

September 2014



Photo courtesy of Graham Jones / The Columbus Zoo

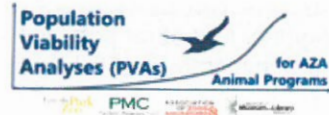
Population Biologists: Lauren Mechak, lmechak@lpzoo.org
Nicole Clausen

AZA Studbook Keeper: Gina Ferrie, gina.m.ferrie@disney.com

SSP Coordinator: Harry Peachey, harry.peachey@columbuszoo.org

AZA Rhinoceros TAG Chair: Stephen Shurter, sshurter@wogilman.com

AZA Rhinoceros TAG Vice-Chair: Randy Rieches, rrieches@sandiegozoo.org



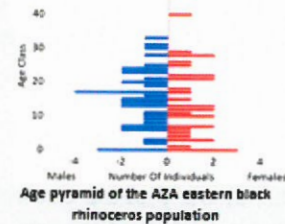
Projected zoo & aquarium population status in 100 years

WITHOUT potential changes: Low Risk **Vulnerable** Endangered Critical

WITH potential changes: Low Risk Vulnerable Endangered Critical

Current Population

- 68 rhinos (37 males, 31 females) are housed at 25 AZA institutions
- The population has increased at 0.2% annual growth over the last decade, with an average of 2.9 births/year, 0.4 imports, and 0.4 exports per year
- 96% of the founding gene diversity (GD) has been retained
- The population's average inbreeding value (F) is 0.0013
- IUCN status: Critically Endangered



Program Challenges

- Reproduction has been low in recent decades

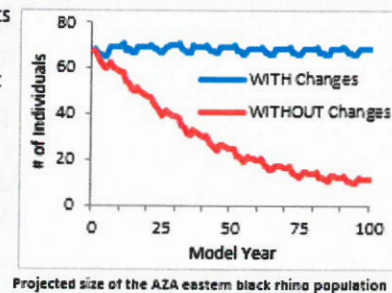
Model Results

Projected Status **WITHOUT** Potential Changes

- If the population continues breeding, importing, and exporting at current rates, it has a 0.2% chance of extinction in the next 100 years but is projected to be very small (11 ± 5 individuals) if it persists over that same time
- Status: **Vulnerable** in zoos in the 100 years due to its reduced gene diversity (GD: $81\% \pm 12\%$)
- For additional details, see page 7 in the main report

Projected Status **WITH** Potential Changes

- The population could maintain its current size if the breeding rate is increased to 4.6 births/year
- High gene diversity ($95\% \pm 1\%$) and low inbreeding ($F: 0.0389 \pm 0.0127$) would remain in 100 years
- Status: **Low Risk** in zoos in 100 years
- For additional details, see pages 8-9 (scenario C) in the main report



Essential Management Actions

- Increase breeding to produce at least 4.6 births/year to maintain the current population size
- Increase holding capacity to grow the population beyond its current size

How Institutions Can Help

- Pursue breeding recommendations given to your institution
- Report breeding challenges and successes to the Program Leader

Eastern Black Rhinoceros (*Diceros bicornis michaeli*) Yellow SSP 2021 Final

This Animal Program is currently a Yellow SSP and recommendations proposed are non-binding – participation is voluntary. Transfers to non-AZA facilities must comply with each facility's acquisition/transfer policy, in accordance with the AZA Policy on Responsible Population Management. APM Committee-approved Sustainability Partners are expected to agree and abide by AZA's Code of Professional Ethics, SSP Full Participation Policy, Policy on Responsible Population Management, and Accreditation Standards related to animal care and welfare.

EXECUTIVE SUMMARY

Population Viability Analyses (PVA) are being conducted by Lincoln Park Zoo and Population Management Center researchers through funding from the Institute of Museum and Library Services (IMLS). The project team uses ZooRisk 3.80 (Earnhardt et al. 2008), a PVA modeling software, to examine what would happen to AZA populations if current conditions remain the same (the baseline scenario), and then assess the impact of changes in reproductive rates, space availability, imports/exports, and other potential management actions (alternate scenarios). Model scenarios for this population were developed with members of the Association of Zoos and Aquarium (AZA) Rhinoceros Taxon Advisory Group (TAG) during spring of 2014.

POPULATION HISTORY/CURRENT STATUS

Eastern black rhinos (*Diceros bicornis michaeli*) have been consistently held in AZA institutions since 1930. The population grew initially through the importation of wild-born individuals until the 1960s when AZA institutions began to regularly breed eastern black rhinos. An importation of 11 individuals in 1973 followed by consistent breeding allowed the population to grow to a peak size of 71 individuals by 1977. By 1980 the population had fallen to 53 due to individuals being exported from the AZA population to international institutions, but has since grown to its current size of 68 individuals. Over the last decade the population has been stable with almost no growth, and has had an average of 2.9 births, 0.4 imports, and 0.4 exports each year. Recent imports and exports are exchanges between AZA institutions and private holders in North America. The population currently has high gene diversity (96.4%) and low inbreeding (average inbreeding coefficient of 0.0013).

PVA RESULTS

Model results indicate that the eastern black rhinoceros population will decline if current breeding rates are not improved (with or without imports and exports, average 2.9 births/year over the past 10 years). However, **increasing breeding is predicted to allow the AZA eastern black rhinoceros population to remain stable in the next 100 years**. If the population could produce 4.6 births per year, it could maintain its size (~68 individuals) over the next 100 years. Increased breeding would also allow the population to maintain gene diversity over 90%. If more space becomes available, the population is projected to grow to ~93 individuals in the next century with 4.7 births/year in the first 10 years and 5.6 births/year for the remainder of the projection.

MANAGEMENT ACTIONS

The AZA Eastern Black Rhinoceros Animal Program should consider the following changes to management:

- **Increase breeding:** In order for the population to sustain itself (with or without current rates of importation and exportation) the Animal Program will need to increase breeding rates from ~3 births/year to ~5 births/year. Under this management strategy, the population is predicted to remain demographically stable and maintain high gene diversity (90% to 95%) over the next century.
- **Increase Space:** In order for the population to grow (with current rates of importation and exportation) the Animal Program needs to acquire more space and increase breeding rates to ~5 births/year in the first 10 years and to ~6 births/year in the remaining 90 years of the projection. If this management strategy could be achieved, the population is predicted to grow to 93 individuals and maintain high gene diversity (96%) over the next century.

Eastern Black Rhinoceros (Diceros bicornis michaeli) Yellow SSP 2021 Final

This Animal Program is currently a Yellow SSP and recommendations proposed are non-binding – participation is voluntary. Transfers to non-AZA facilities must comply with each facility's acquisition/transfer policy, in accordance with the AZA Policy on Responsible Population Management. APM Committee-approved Sustainability Partners are expected to agree and abide by AZA's Code of Professional Ethics, SSP Full Participation Policy, Policy on Responsible Population Management, and Accreditation Standards related to animal care and welfare.

POTTER PARK ZOO ADVISORY BOARD

RESOLUTION HONORING JOHN GROEN

WHEREAS, John Groen has served the community for many years as a member of the Potter Park Zoo Advisory Board; and

WHEREAS, Mr. Groen was appointed to the Potter Park Zoo Advisory Board October 23, 2013 by the Ingham County Board of Commissioners; and

WHEREAS, Mr. Groen served as the Zoo Board Chair from January 2014 until December 2021; and

WHEREAS, Mr. Groen successfully oversaw the creation of a mutually beneficial agreement between Ingham County and the Potter Park Zoological Society; and

WHEREAS, Mr. Groen was able to bring relevant insights and methods from his professional experience to the Zoo Board; and

WHEREAS, Mr. Groen established subcommittees to further the work of the Zoo in strategic planning, external relations, and financial sustainability; and

WHEREAS, during his tenure on the Board Mr. Groen worked to ensure the future of the zoo was secure through sustainable and consistent sources of funding; and

WHEREAS, Mr. Groen's efforts have contributed to Potter Park Zoo's ability to provide exceptional service to the citizens of Ingham County; and

WHEREAS, Mr. Groen's extraordinary work will have a lasting impact at Potter Park Zoo.

THEREFORE BE IT RESOLVED, that the Potter Park Zoo Advisory Board takes this opportunity to acknowledge and extend its sincere gratitude for the contributions John Groen has made to Potter Park Zoo throughout his years of service on the Zoo Advisory Board.

BE IT FURTHER RESOLVED, that the Potter Park Zoo Advisory Board wishes John Groen great success and happiness in his future endeavors.

Accreditation Standards

PREAMBLE

AZA Accreditation – PURPOSE

AZA accredited zoos and aquariums are complicated operations with important goals. The highest goals of AZA accreditation include exemplary animal care and welfare, and inspiring guest engagement through effective education and conservation. AZA accreditation standards and requirements represent decades of modernization utilizing science, experience, and an unrelenting resolve to create a positive and lasting impact on guests, and to conserve our world's wild animals and wild places.

The AZA Accreditation Program provides all zoos and aquariums the opportunity to examine, meet, or exceed the highest standards in the profession. The accreditation process combines internal (stakeholder) and external (peer-review) top to bottom assessment, resulting in the most scrutinized, specialized and dynamic organizations in the world dedicated to animal care, welfare and well-being, public engagement, education, and conservation and science.

Institutions successfully accredited by AZA must continuously demonstrate excellence in all areas of operations and regularly adapt to new and evolving standards.

AZA Accreditation – PROCESS

To achieve AZA accreditation, an institution requires extraordinary vision and leadership, and a comprehensive team effort to attain excellence in all areas of operations and management. The accreditation process begins when institutional stakeholders study and commit to the gold-level standards available under the accreditation tab at AZA.org. AZA accreditation requires full adherence to all standards on a daily basis. The core areas of self and peer evaluation include:

- **Animal Care, Welfare, & Well-Being** (Excellence in Animal Care and Welfare)
- **Veterinary Care** (Excellence in Animal Health Care)
- **Education & Interpretation** (Innovation in Science and Conservation Education)
- **Conservation & Scientific Advancement** (Measurable Impact in Science)
- **Vision, Mission & Master Plan** (Values, Goals, Plans, and Outcomes)
- **Governance** (Oversight, Ethics, and Community Leadership)
- **Finance** (Business Management and Accountability)
- **Staff** (Professional Team Development and Management)
- **Guest Services** (Quality Visitor Amenities and Attraction Services)
- **Safety & Security** (Public and Animal Safety, Staff Training, and Preparedness)
- **Physical Facilities** (Quality Construction, Maintenance, and Design of all Facilities)
- **Support Organizations** (Internal Support and Partnerships)

(continued next page)

Understanding, engaging, and committing to the advancement of standards, practices, related policies and philosophies in all areas assessed by AZA through accreditation constitutes “modern zoological practices and philosophies.” These accepted best practices and philosophies define excellence in our profession, and are what distinguish AZA-accredited institutions from other institutions that have animals for guests to see and appreciate. The word “practices” represents the tangible while “philosophies” refers to an overall perspective.

Because of the many variations among institutions, the majority of AZA standards are carefully designed to be *performance* standards (i.e., assessing the level of achievement considered acceptable to fulfill a performance characteristic, and choice in method for meeting the goal). This differs from *engineering* standards, where exact and precisely prescribed steps are required to fulfill an engineering characteristic, with little or no variation in method for meeting the goal. AZA institutions may achieve performance standards in a variety of ways, but *all* standards *must* be met.

AZA Accreditation – PRODUCT

AZA accredited institutions are differentiated as exemplary facilities through the vigorous and voluntary commitment to shared high standards, achieving measurable goals, and continually pursuing outcomes that benefit animals, guests and communities. These standards include assuring excellence in animal care and welfare, conservation, education, and research. Accredited institutions house, display, and interpret all animals in their care in a manner that is respectful to the animal and that inspires appreciation for wildlife and nature, while prioritizing animal and human health and safety. Animals are housed and cared for in a manner that meets their social, physical, behavioral, and nutritional needs, with considerations for lifelong care. Meaningful conservation messages are integral components of exhibits and interpretation.

Distinguishing characteristics of an AZA-accredited institution include:

- Extraordinary focus on animal care, welfare, and well-being*
- Modern facilities and practices for comprehensive veterinary care
- Scientific advancement in animal care and conservation
- Focus and participation to support sustainable animal populations
- Exhibit aesthetics and habitat studies, planning, and design
- Innovative and inspirational educational programs and experiences
- Excellence in guest engagement and effective guest services
- Economic development and community partnerships
- Professional staff development and training
- Comprehensive preparedness in public and animal safety
- Sound business planning and financial management
- Dynamic and mission-driven strategic and master planning
- “Raising the bar” and regularly advancing operational standards

*AZA zoo and aquarium standards support the premise of five opportunities to thrive. These tenets propose that animals: (1) Nutrition - receive nutritionally complete diets that bring out the natural feeding response and behavior; (2) Environment - are afforded comfortable living experiences with choice and control to promote mentally and physically healthy behaviors; (3) Physical Health - experience good physical health; (4) Behavior - are provided quality spaces to live in with appropriate social groupings that promote natural, species-appropriate and motivated behavior; and (5) Psychological Wellbeing - develop natural coping skills and avoid chronic stress; and comfort, interest, and tranquility are commonly experienced.

IMPORTANT NOTE: All AZA accredited institutions and certified related facilities must follow all local, state, and federal laws and/or regulations. Some AZA standards may be more stringent than existing laws and/or regulations. In such cases, the AZA standard(s) must be met.

1. ANIMAL WELFARE, CARE, & MANAGEMENT

General Considerations:

Animal welfare, care, and sustainable population management are among the most critical and complex tasks performed by AZA zoos and aquariums. Administration and management must be guided by modern professional principles establishing plans and procedures to execute those functions.

Providing excellent animal care and public education about wildlife results in direct and indirect contact between animals and humans, whether staff, volunteers, or visitors. Benefits of such contact are multifold. They include maximizing quality in healthcare, behavior management, and sanitation, along with the educational value of connecting an increasingly urban public to animals and nature. In doing this there are significant risks to consider as well, such as injury to animals and people, psychological stress, and potential transmission of infectious disease. It is important for all zoos and aquariums to strategically assess the benefits and risks of animal contact throughout their institutions, and to implement the best, most productive and safe human-animal interactions possible. (See standard 11.4.1 for further information.)

Welfare Considerations:

AZA-accredited zoos and aquariums operate based on three core principles: animal welfare, safety, and visitor engagement. Excellence in animal welfare is the underlying foundation on which all standards and practices are premised and developed. All reasonable concerns regarding the welfare of individual animals or groups must be thoroughly assessed and corrected. Institutions are required to incorporate commonly accepted welfare guidelines and follow a documented process for assessing animal welfare and wellness. Failure to comply with all welfare-based standards present in all sections of this document will result in the loss of AZA accreditation.

1.1 Local, State, Provincial, and Federal Laws

- 1.1.1. The institution must comply with all relevant local, state/provincial, and federal laws and/or regulations, including those specific to wildlife. It is understood that, in some cases, AZA accreditation standards are more stringent than existing laws and/or regulations. In these cases the AZA standard must be met.

1.2. Animal Care Manuals

- 1.2.1. As available, the institution must review and provide access for all paid and unpaid animal care staff, to all AZA Animal Care Manuals (ACMs) that have been approved and that apply to species at the institution.

Explanation: A listing of approved ACMs is available on AZA's website at: Institutions should check regularly for updates.

- 1.2.2. Guidelines outlined in the Animal Care Manuals (ACMs) should be followed.

Explanation: Institutions should review the guidelines and suggestions within the ACMs as needed, and tailor their animal care programs, protocols, and exhibits accordingly.

1.3. Documents and Policies

- 1.3.1. The institution must follow an Institutional Collection Plan (ICP). The ICP must be re-evaluated and updated at minimum every five years.

Explanation: The purpose of an ICP is to thoughtfully assess, on a regular basis, the reason for having each taxon in the collection. The ICP must include a statement of justification for all species and number of individuals or groups in the institution's planned collection. The ICP must consider some, but not necessarily all, of the following criteria, in addition to others that may be relevant: • special welfare considerations, • status in the wild, • status in zoos and aquariums, • recommendations stated in AZA TAGs' Regional Collection Plans, • existence and priorities of cooperative management programs, • ability to maintain the species in a physically, psychologically, and socially healthy environment, • exhibit value, • exhibit suitability (may include climatic considerations), • need for husbandry and other behavioral research, and • any other issues specific to the institution's mission and vision.

- 1.3.2. The institution must follow a written policy on responsible population management that incorporates all requirements contained in AZA's Policy On Responsible Population Management [AZA's "RPM Policy"]. (See pages 95 – 104 of these standards for further information).

Explanation: Policies on animal acquisition, transfer, euthanasia and reintroduction (including breeding loans) should be continually reviewed to keep them current with all applicable laws and/or regulations. Such policies must also incorporate all policies and/or resolutions adopted by AZA regarding hunting ranches, animal auctions, research, pets, participation in SSPs, and TAGs, and other issues involving the acquisition, transfer, euthanasia or reintroduction of wildlife.

Records must be maintained for all transactions involving acquisition, transfer, euthanasia or reintroduction of animals to and from the institution and must include the terms of the transaction. In making the decision to transfer an animal(s) to a non-AZA accredited facility the AZA institution must document that the receiving institution is willing and able to provide proper care and welfare for the animal(s) and that the transfer is done in accordance with AZA's RPM Policy.

Copies of all relevant permits, importation papers, declaration forms, titles, and other appropriate documents establishing a paper trail of legal acquisition must be maintained (as detailed in AZA's RPM Policy). When such information does not exist (the institution's maintenance of confiscated wildlife) an explanation must be provided regarding such animals.

1.4. Records [NOTE: Section 1.4 Replaced In Its Entirety]

- 1.4.0. The institution must show evidence of having a zoological records management system for managing animal records, veterinary records, and other relevant information.

Explanation: The institution's zoological records management system includes the overall philosophy and operational framework by which animal records, veterinary records and other relevant information are created and managed. The scope of records management should include all stages of the information life cycle from the time of creation, use,

preservation, and disposition. Key elements include guidelines for documentation of transactions for animals or parts thereof, government/legal compliance (e.g. import/export permits, licenses), record keeping procedures (e.g. role that staff members play in creating and managing records, data flow, timeliness of records entry, data quality control, validation, extraction, analysis, reference and use, managing public requests for information), recordkeeping hardware and software specifications, records retention and archives management for long-term retention of vital records.

- 1.4.1. An animal inventory must be compiled at least once a year and include data regarding animals added and removed from the institution's collection whether by birth, transfer, death, or introduction to the wild.
- 1.4.2. The inventory must include all species owned by the institution and those on loan to and from the institution.
- 1.4.3. Animals must be identifiable, whenever practical, and have corresponding ID numbers. For animals maintained in colonies/groups or other animals not considered readily identifiable, the institution must provide a statement explaining how record keeping is maintained.
- 1.4.4. Animal records and veterinary records, whether in electronic or paper form, must be duplicated and stored in a separate location. Animal and veterinary records are defined as data, regardless of physical form or medium, providing information about individual animals, or samples or parts thereof, or groups of animals. Digital systems are preferable. A disaster preparedness and business continuity plan should be in place for vital animal and veterinary records, and those that have long-term or permanent retention requirements.

Explanation: The institution must prevent animal and veterinary records from being lost or destroyed in a catastrophe. A complete and up-to-date set of these records must be duplicated and stored in separate locations (e.g., not in the same building, if kept on site). Consideration should be given to physical distance, natural hazards, and assessment of records storage vendors to assure they provide appropriate storage conditions and adhere to federal requirements when selecting the separate location.

For electronic systems, backups should be performed weekly, at a minimum. The integrity of the backup system should be periodically assessed to assure that data can be reliably restored from the backup location.

The institution must have a copy of the software vendor's business continuity plan if animal and veterinary records are cloud hosted, and internal business continuity plans for all record systems hosted by the institution. For records maintained in paper-based systems, the institution must be able to demonstrate its process for business continuity including duplication, dispersal/remote storage, and backup/recovery procedures.

Vital animal and veterinary records are those required to reestablish animal care in the event of a disaster.

- 1.4.5. At least one set of the institution's historical animal and veterinary records must be stored and protected. The institution should be able to demonstrate how it provides security, protection, and long-term access for vital animal and veterinary records that have enduring legal, research, or reference value, including, but not limited to permits, titles, declaration forms, and other pertinent information.
- 1.4.6. The institution should develop a records retention schedule and policy for its animal and veterinary records to make certain they are created, managed, and appropriately preserved or otherwise disposed of according to minimum legal, administrative, and historical values. [See 2.0.4 for veterinary records.]

- 1.4.7. A paid staff member must be designated as being responsible for the institution's zoological records management system. That person must be charged with establishing and managing the institution's animal records, as well as with keeping all paid and unpaid animal care staff members apprised of relevant laws and regulations regarding the institution's animals.
- 1.4.8. At least one member of an institution's paid staff responsible for animal record keeping must have the proper training required to properly manage the system.
- Explanation: AZA's Institutional Records Keeping (IRK) course and the Zoological Registrars Association (ZRA) Training Certificate Program are examples of options to obtain appropriate training.
- 1.4.9. Training should be provided for all staff who record data directly into the institution's zoological data records system (registrars, animal care specialists, veterinarians, etc.) to assure consistent data entry and data management.
- 1.4.10. Animal records must be kept current.
- Explanation: For animal care specialists and other paid line staff, animal events, identification, and husbandry information should be recorded in animal care specialist reports or via direct entry into the zoological records management system on the same day whenever possible, but no later than the day following. Acquisition, transfer, death, and reintroduction data should be entered into the zoological records management system within two weeks and retained for at least five years after the animal's death or transfer.
- 1.4.11. The institution must have a zoological records management system that provides sufficient detail to enhance husbandry, welfare, breeding, conservation, and medical health advancements to move forward the critical knowledge of the species through permanent and retrievable information and analysis.
- 1.4.12. When a specimen is transferred to another institution, all data for that animal within the zoological records management system, including any historical data from previous holding institutions, must be transferred with the animal to assure the receiving institution can provide the best possible animal care.
- Explanation: The zoological records management system is the application in use by the transferring institution – i.e., Species360, Tracks, Oerca and other digital record keeping systems. Animal care records include, but are not limited to husbandry, medical, lab, welfare and documentation for imported animals such as cleared permits, customs clearance, wildlife agency clearance, etc.
- For the sake of ease, efficiency and enhanced analytical capabilities, digital systems are preferable with records transferred in a computer readable format. If the institution does not use a digital animal management system and/or additional records are stored outside of the system, copies of all paper records for the animal must be transferred to the receiving institution.
- 1.4.13. For AZA studbook-managed species, all data that is required to manage these programs effectively must be submitted to Species360 for use in ZIMS for Studbooks.

1.5. Animal Welfare, Care, and Well-Being

- 1.5.0. The institution must have a process for assessing animal welfare and wellness.

Explanation: This process should be both proactive and reactive, transparent to stakeholders, and include staff or consultants knowledgeable in assessing quality of life for animals showing signs of physical or mental distress or decline. The process should also include a mechanism to identify and evaluate the welfare/wellness impacts of significant life events or changes in the animal's environment as identified by the individual institution. Examples of life events/changes could include construction events, unusual weather events, noise intrusion, change in housing, or changes in animals exhibited with or nearby, etc. Animal welfare/wellness refers to an animal's collective physical and mental states over a period of time, and is measured on a continuum from good to poor. Further information on the establishment of an animal welfare assessment process is available from AZA, and online at <https://www.aza.org/accred-resource-center> (you will be requested to log in using your individual membership user name and password).

- 1.5.1. All animals must be well cared for and presented in a manner reflecting modern zoological practices and philosophies, exhibit design, and balancing animals' welfare requirements with aesthetic and educational considerations.
- 1.5.2. All animals must be housed in enclosures which are safe for the animals and meet their physical and psychological needs.
- 1.5.2.1. All animals must be kept in appropriate groupings which meet their social and welfare needs.
- 1.5.2.2. All animals should be provided the opportunity to choose among a variety of conditions within their environment.
- 1.5.3. If animal demonstrations are part of the institution's programs, an educational/conservation message must be an integral component.
- 1.5.4. If ambassador animals are used, a written policy on the use of live animals in programs must be followed and incorporate the elements contained in AZA's "Recommendations For Developing an Institutional Ambassador Animal Policy" (see pages 84 – 89). An education, conservation, and welfare message must be an integral component of all programs. Animals in education programs must be maintained and cared for by paid and/or unpaid trained staff, and housing conditions must meet standards required for the remainder of the animals in the institution. While outside their primary enclosure, although the conditions may be different, animal safety and welfare need to be assured at all times.

Explanation: As stated in the AZA Ambassador Animal Policy, the management of ambassador animals requires special consideration. Although the housing conditions for ambassador animals may look different at times to those provided to exhibit animals, institutions must provide similar social, physical, behavioral and nutritional opportunities to ambassador animals. Regular holding enclosures (this does not include short-term holding for programs or transport) for any given ambassador animal species must provide sufficient space for comfort, exercise, shelter, and have sufficient complexity. Ambassador animals should be housed socially when appropriate for the species. Also, providing ambassador animals with choices and control over their environment (e.g., whether they want to participate in a program on any given day) and incorporating time limitations (including animal rotation and rest periods), where and when appropriate, is essential to ensuring effective care and management. Activities associated with programs may provide some of these needs from time to time.

- 1.5.5. For animals used in offsite programs and for educational purposes, the institution must have adequate written protocols in place to protect the rest of the animals at the institution from exposure to infectious agents.

Explanation: To protect the health of the animals at the institution, written protocols required above, and their implementation, must include a veterinary risk assessment and veterinary approval.

- 1.5.6. Institutions that include elephants in their collection must follow the AZA Standards For Elephant Management & Care.

- 1.5.6.1. Institutions that include cetaceans in their collection must follow the AZA Standards For Cetacean Care & Welfare.

- 1.5.7. The animals must be protected or provided accommodation from weather or other conditions clearly known to be detrimental to their health or welfare.

Explanation: Animals must be provided with an environment in which they can acclimate sufficiently to remain healthy and support their well-being. For example, animals not normally exposed to cold weather in their natural habitats should be provided heated enclosures. Likewise, protection from excessive heat should be provided to animals normally living in cold climates. Protection from predation by wild or feral animals should also be considered as well as other non-environmental factors.

- 1.5.8. The institution must develop and implement a clear and transparent process for identifying, communicating, and addressing animal welfare concerns from paid or unpaid staff within the institution in a timely manner, and without retribution.

Explanation: A committee or some other process must be identified and communicated to all paid and unpaid staff to address any concerns for animal welfare within the institution. This committee or process is intended to supplement the normal chain-of-command to assure that any personal conflicts do not have undue influence over the process or its outcomes, or if the complainant believes that the welfare concern has not been adequately addressed through normal channels.

The committee or process should include the following elements:

- Clear communication of the process to paid and unpaid staff.
- Ready access to the committee or process by all paid and unpaid staff.
- Paid staff with the experience and authority necessary to evaluate submitted observations and implement any necessary changes.
- Timely feedback to the person submitting the observation. Examples of Institutional Animal Welfare Processes can be obtained at <https://www.aza.org/accred-resource-center> (you will be requested to log in using your individual membership user name and password).

- 1.5.9. The institution must have a regular program of monitoring water quality for fish, marine mammals, and other aquatic animals. A written record must be maintained to document long-term water quality results and chemical additions.

Explanation: Monitoring of selected water quality parameters will provide confirmation of the correct operation of filtration and disinfection of the water supply available for the animals. Additionally, high quality water enhances animal health programs instituted for aquatic animals.

- 1.5.10. Temporary, seasonal and traveling live animal exhibits, programs, or presentations (regardless of ownership or contractual arrangements) must be presented and maintained at the same level of care as the institution's permanent resident animals, with foremost attention to animal welfare considerations, both onsite and at the location where the animals are permanently housed.
- Explanation: Institutions must perform due diligence demonstrating that the contracted vendor has the expertise, resources, and facilities to provide for the animals' physical, psychological, and social needs. Contracted vendors should be monitored periodically to assure that proper care of the animals is being maintained.
- 1.5.11. Animal transportation must be conducted in a manner that is safe, well-planned and coordinated, and minimizes risk to the animal(s), employees, and general public. All applicable laws and/or regulations must be adhered to.
- Explanation: Planning and coordination for animal transport requires good communication among all involved parties, plans for a variety of emergencies and contingencies that may arise, and timely execution of the transport. Safe animal transport requires the use of appropriate conveyance and equipment that is in good working order. The equipment must provide for the adequate containment, life support, comfort, temperature control, food/water, and safety of the animal(s). Safe transport also requires the assignment of an adequate number of appropriately trained personnel (by institution or contractor) who are equipped and prepared to handle contingencies and/or emergencies that may occur in the course of transport. At no time should the animal(s) or people be subjected to unnecessary risk or danger.
- 1.5.12. Paid and/or unpaid staff assigned to handle animals during demonstrations or educational programs must be trained in accordance with the institution's written animal handling protocols. Such training must take place before handling may occur.
- 1.5.13. When in operation, animal contact areas (petting zoos, touch tanks, etc.) must be supervised by trained, paid and/or unpaid staff.
- 1.5.14. If animals are housed either long-term or permanently in indoor facilities, the appropriate UV spectrum for the species (based on the knowledge available to date) should be provided in these enclosures. [Formerly 10.3.1]
- Explanation: Published scientific studies demonstrate that animals housed indoors without directly contacting sunlight, including certain invertebrates, fishes, amphibians, reptiles, birds and mammals, benefit from access to very specific ultraviolet wavelengths of light to promote mineral and vitamin metabolism, reproduction, natural behaviors and healthy immune systems. Animal care staff and exhibit designers should regularly review published scientific studies and AZA Animal Care Manuals as well as consult with AZA Scientific Advisory Groups when determining light quality needs of animals housed indoors.
- 1.5.15. All animal exhibit and holding area air and water inflows and outflows must be securely protected to prevent animal injury or egress.
- 1.5.16. When sunlight is likely to cause overheating of or discomfort to the animals, sufficient shade (in addition to shelter structures) must be provided by natural or artificial means to allow all animals kept outdoors to protect themselves from direct sunlight. [Formerly 10.3.4]

1.6. Enrichment and Husbandry Training

- 1.6.1. The institution must follow a formal written enrichment program that promotes species-appropriate behavioral opportunities.

Explanation: An enrichment program should be based on current information in biology, and should include the following elements: goal-setting, planning and approval process, implementation, documentation/record-keeping (see standard 1.6.3), evaluation, and reassessment. The enrichment program should also apply to animals in quarantine, as appropriate and possible. In some cases, the features and complexity of the exhibit may provide sufficient enrichment. Further information on the establishment of an enrichment program is available from AZA, and online at <https://www.aza.org/accred-resource-center> (you will be requested to log in using your individual membership user name and password).

- 1.6.2. The institution must have a specific paid staff member(s) or committee assigned for enrichment program oversight, implementation, assessment, and interdepartmental coordination of enrichment efforts.
- 1.6.3. Enrichment activities must be documented and evaluated, and program refinements should be made based on the results, if appropriate. Records must be kept current.
- 1.6.4. The institution should follow a formal written animal training program that facilitates husbandry, science, and veterinary procedures and enhances the overall health and well-being of the animals.

Explanation: An animal training program should be based on current animal training best practices in the zoological field and should include the following elements: • goal-setting (what behaviors to be trained, what species/individuals of priority), • planning (process for developing and approving training plans), and • documentation (record of success).

1.7. Commercial Collectors

- 1.7.1. Institutions that acquire aquatic animals from the wild must make a good faith effort to determine that collecting procedures are done in a sustainable manner.
- 1.7.2. Institutions dealing with commercial collectors must determine that the collectors are properly permitted to conduct legal collections of animals (including aquatic animals) from the wild.

Explanation: The institution must be proactive in ensuring that any commercial collectors utilized are properly permitted to conduct legal collections of animals from the wild.

2. VETERINARY CARE

Welfare Considerations:

AZA-accredited zoos and aquariums must assure the health of all animals in their care. In addition to a strong foundation of professional animal care staff, the utilization of a highly qualified veterinarian and veterinary staff, and the access to modern veterinary facilities is required. All concerns regarding the health of animals must be assessed, treated, and corrected as a priority utilizing the expertise and resources of the veterinary team and as also available through AZA and AAZV.

POTTER PARK ZOO

Monthly Analytics, November 2021

Facebook	Total Impressions: 982,960 Engagements: 69,794 Est. Reach: 404,498 Donations through facebook: \$20.00	
	Followers: 66,460 to 66,797	Increase in followers: 337
Instagram	Total Impressions: 132,154 Engagements: 10,278 Est. Reach: 22,455	
	Followers: 27,673 to 27,733	Increase in followers: 60
Twitter	Total Impressions: 86,221 Engagements: 4,437	
	Followers: 8,663 to 8,717	Increase in followers: 54
Google Analytics	<p> Page Views: 46,996 Sessions: 28,213 Users: 23,379 </p> <p> Top pages visited Home: 11,765 Memberships: 9,222 Events/fall-zoo-tacular/: 3,731 Events: 3,408 Ticket Sales: 3,365 </p> <p> Top cities by visits Lansing: 9,414 Detroit: 1,011 Grand Rapids: 844 East Lansing: 834 Ann Arbor : 580 </p> <p> Acquisitions Direct: 11,614 Organic Search: 10,139 Referral: 917 Social: 744 </p> <div> <div> <p>Users</p> <p>-7.77%</p> <p>23,379 vs 25,348</p> </div> <div> <p>Pageviews</p> <p>-19.35%</p> <p>46,996 vs 58,271</p> </div> <div> <p>New Users</p> <p>-5.99%</p> <p>22,559 vs 23,996</p> </div> <div> <p>Pages / Session</p> <p>-8.90%</p> <p>1.67 vs 1.83</p> </div> <div> <p>Sessions</p> <p>-11.47%</p> <p>28,213 vs 31,869</p> </div> <div> <p>Avg. Session Duration</p> <p>-18.96%</p> <p>00:01:10 vs 00:01:26</p> </div> <div> <p>Number of Sessions per User</p> <p>-4.02%</p> <p>1.21 vs 1.26</p> </div> <div> <p>Bounce Rate</p> <p>15.76%</p> <p>67.34% vs 58.17%</p> </div> </div> <div> <div> <p>Pageviews</p> <p>-19.35%</p> <p>46,996 vs 58,271</p> </div> <div> <p>Unique Pageviews</p> <p>-18.66%</p> <p>41,354 vs 50,838</p> </div> <div> <p>Avg. Time on Page</p> <p>1.26%</p> <p>00:01:44 vs 00:01:43</p> </div> <div> <p>Bounce Rate</p> <p>15.76%</p> <p>67.34% vs 58.17%</p> </div> <div> <p>% Exit</p> <p>9.92%</p> <p>59.98% vs 54.56%</p> </div> </div>	



POTTER PARK ZOO

Notable Media Stories - November 2021

Potter Park Zoo begins vaccinating some animals against COVID-19

WKAR Public Media | By [Rachel Duckett](#)

Published November 4, 2021 at 4:19 PM EDT



<https://www.wkar.org/wkar-news/2021-11-04/potter-park-zoo-begins-vaccinating-some-animals-against-covid-19>

News

Michigan zoo's 17-year-old African lion euthanized after battle with arthritis, spinal issues

Updated: Nov. 09, 2021, 2:18 p.m. | Published: Nov. 09, 2021, 2:18 p.m.



<https://www.mlive.com/news/2021/11/michigan-zoos-17-year-old-african-lion-euthanized-after-battle-with-arthritis-spinal-issues.html>



POTTER PARK ZOO

Weekly Analytics

Dates: Oct. 18 - 24			
Platforms	Facebook	Instagram	Twitter
Reach	995,462	8,521	X
Impressions	1,169,787	32,100	20,476
Engagements/Interactions	83,640	1,034	836
Followers (sunday)	66,356	27,662	8,664
Dates: Oct. 25 - Oct. 31			
Platforms	Facebook	Instagram	Twitter
Reach	292,887	11,019	X
Impressions	396,629	23,976	10,100
Engagements/Interactions	26,075	1,554	607
Followers (sunday)	66,460	27,673	8,663
Dates: Nov. 1 – Nov. 7			
Platforms	Facebook	Instagram	Twitter
Reach	78,879	9,038	X
Impressions	170,522	34,628	10,386
Engagements/Interactions	11,271	1,238	525
Followers (sunday)	66,495	27,681	8,667
Dates: Nov. 8 - Nov. 14			
Platforms	Facebook	Instagram	Twitter
Reach	190,912	10,463	X
Impressions	64,000	28,972	16,949
Engagements/Interactions	27,232	2,473	765
Followers (sunday)	66,586	27,716	8,684