



## Potter Park Zoological Society Board of Directors Meeting

*Jan. 26, 2021 – 3 to 4 p.m. via Zoom*

### MINUTES

#### Present

Julie Pingston  
George Berghorn  
Erin Schor  
Justin King  
Aaron Davis  
Amy L. Morris-Hall, Society Executive Director

#### Absent

Bethany Wicksall  
Drew Milam

#### General Items

1. Meeting was called to order at 3:07 p.m.
2. Approval of Dec. 14, 2020 minutes – approved.
3. No members of public
4. Late Items/Deletion/Consent Items – None

#### Board Items

5. Financial Report YTD (preliminary) through Dec. 31, 2020
6. Revenue: Year to date revenue at \$806,617.55 is below prior year by 449,347.55.  
Expenses: Year to date expenses at \$724,287.69 is below prior year by \$516,948.87.  
Net Surplus: Year to date net surplus at \$82,329.86 is above prior year by \$67,601.32.  
Cash, cash equivalents and other assets stand at \$310,034.67 which is \$33,480.17 higher than prior year.  
The 2020 financials were helped substantially by the forgiveness of the \$104,500 PPP loan.
7. Transaction of Business
  - a. Old Business – None
  - b. New Business
    - a. George Berghorn has agreed to represent the Society on the Strategic Planning Subcommittee



## Discussion Items

### 1. Board President Update

Julie Pingston discussed the Zoo Advisory Board meeting. She noted Potter Park Zoo annual attendance figures were down 50 percent from around 181,000 to approximately 90,000. Much of this is due to the covid-19 related closure and the absence of education programming and public events in 2020. She also mentioned Rebecca Morningstar as a featured guest at the meeting discussing her role as the high school teacher of the ERESA program that takes place at Potter Park Zoo.

### 2. Executive Director's report

#### a. Covid-19 Action/Staff Update

As previously mentioned, the Society will be fully staffed again effective Feb. 1, 2021.

#### b. Events – The next public event to be held by the Society will be the Ice Safari Feb. 20, 2021. This event will feature ice sculptures of animals placed throughout the zoo. Society staff is seeking sponsorships for each of the sculptures. The remaining 2021 events schedule is set and will include a modified version of Wine and Stein called Zoo Nights that will take place over four evenings and have fewer vendors on each evening, the Fall Zootacular and Wonderland of Lights.

#### c. Education – The first order of business for the education team will be to sort through what education programming looks like with the changes to the ambassador animal program. Much of the programming will be maintained or slightly altered. They will also be working on what education stations throughout the zoo will feature.

#### d. Communications – The communications position has not yet been posted. Peter Sculli continues to assist with communications efforts.

#### e. Fund Development Update

i. Sharon Castle will be conducting a Capital Campaign Training program for Cindy Wagner, Amy and Erin O'Rourke in 2021.

ii. The year-end appeal brought in almost \$15,000 with the total December donations coming in at nearly \$20,000.

iii. The Jaali painting fundraiser brought in \$1700.

#### f. Animal update

i. Ring-tailed lemurs are coming back to Potter Park Zoo and an announcement will be made soon.

ii. The two young male otters will be moving to another facility. The resident otter pair have been seen breeding and pups are expected this spring.

### 3. Advisory Board Committee Updates

## POTTER PARK



- a. Strategic Planning – The Strategic Planning Subcommittee has been combined with the finance subcommittee and will be working with staff to set goals to accomplish the strategic plan objectives. They will be particularly focused on achieving outstanding conservation.
  - b. External Relations – The External Relations Subcommittee met for the first time since the closure to discuss next steps on the capital campaign to build the veterinary hospital. Going forward this committee will be meeting bi-monthly.
4. Suggestions for future agenda items, discussion and/or board comments - None
  5. Public comment – No members of the public attended the meeting.

### **Adjournment**

The meeting adjourned at 3:50 p.m.

*2021 Meeting Schedule – Potter Park Zoo – Zoom – 3 – 4:30 p.m.*

*Feb. 22, 2021*

*March 29, 2021*

*April 26, 2021*

*May 24, 2021*

*June 28, 2021*

*July 26, 2021*

*Aug. 30, 2021*

*Sept. 27, 2021*

*Oct. 25, 2021*

*Nov. 15, 2021*

*Dec. 13, 2021*