

# AGENDA

## Potter Park Zoo Advisory Board

1301 S. Pennsylvania Avenue ~ Lansing, MI 48912

Telephone: 517.342.2776; Fax: 517.316.3894

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*The Board information packet is available on-line by going to [www.potterparkzoo.org](http://www.potterparkzoo.org), selecting "About," clicking on "Zoo Advisory Board" and clicking "May 11, 2022".*

### POTTER PARK ZOO ADVISORY BOARD MEETING

Wednesday, May 11, 2022

6:00 PM

1. **Call to Order**
2. **Approval of the March 09 & April 13, 2022 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
6. **New Business**
  - a. Resolution – Feline Primate Roof
  - b. Zoo Passes as a Marketing Strategy – Discussion
7. **Old Business**
  - a. Capital Campaign Update – Amy Morris
  - b. Strategy Subcommittee – Mary Leys
  - c. External Relations Subcommittee – Cheryl Bergman
8. **Board Comments**
9. **Limited Public Comment** - *Limited to 3 minutes with no discussion*
10. **Upcoming Meeting**
  - a. Zoo Advisory Board Meeting **June 08, 2022 at 6:00 PM**
11. **Adjournment**

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

**1301 S. Pennsylvania Avenue,  
Lansing, MI, March 09, 2022**

**BOARD MEMBERS**

**PRESENT:** Commissioner Trubac, Commissioner Tennis, Chair Cheryl Bergman, Vice Chair Kyle Binkley, Julie Pingston, Dr. Richard Snider, Molly Korn and Mary Leys

**ALSO PRESENT:** Cynthia Wagner, Zoo Director and Amy Morris, Zoological Society Executive Director

**ABSENT:** Mary Hauser

**CALL TO ORDER:** Meeting called to order at 6:00 p.m.

**MINUTES:** Moved by Commissioner Trubac and supported by Julie Pingston to approve the minutes of the February 09, 2022 meeting as written, **Yes-7; No-0; MOTION CARRIED.**

**LIMITED PUBLIC COMMENT**

None

**LATE ITEMS/DELETIONS/CONSENT ITEMS**

None

**FINANCIAL REPORTS**

**Zoo Financial Report**

Director Wagner reported 2021 is not closed out yet. The preliminary 2021 year end shows the fund balance at \$1,051,009 of which \$880,602 is unrestricted. She stated after remaining minimal expenses are accounted for she expects to end the year with approximately \$850,000 in unrestricted fund balance.

The year to date report for 2022 shows the unallocated portion of taxes in the fund balance and Director Wagner stated she would review that with Ingham County accountant Stephanie George to see if it could be removed. There have not been any unexpected expenses yet in 2022.

Commissioner Tennis arrived at 6:11 PM

**Admission Report**

Director Wagner reported paid admission finished down for February 2022 compared to 2021. Reasons for the decrease were discussed including weather and changes in COVID guidelines from 2021 to 2022. Dr. Snider stated he thought it would be hard to determine exactly why with so many factors.

## **ZOO DIRECTOR REPORT**

Major Elements Reported by Director Wagner:

Conferences are primarily in person in 2022 so far. Pat Fountain will be attending AZA Mid-Year in April

Emergency Response Team protocols are being revised

Party for the Planet is April 23, Zoo Nights is May 12

Group volunteers are needed for grounds works and also there are adopt-a-garden areas that need an adoptee

Mary Leys stated she had an email for area garden clubs that she would send to Kelly for recruiting

The Zoo will have 3 CATA buses with a large rhino on them for the month of May and also billboards will go up in the area in May

Zookambi registration just opened and is already a third full

Potter Park Zoo is now a support organization for the Association of Minority Zoo and Aquarium Professionals

The Zoo is completing the annual required training for KultureCity certification.

The black rhino reproductive research study led by Dr. Monica Stoops has started and ultrasounds are being done several times a week on Doppsee as part of the study

The animal management team is in discussions about the future of the wolf exhibit and it is likely wolves will be phased out and replaced with a new North American species.

Dr. Ronan has developed an avian influenza protocol to implement safety measures protecting PPZ's birds as much as possible

The gypsy moth has had a name change to spongy moth to eliminate the use of the ethnic slur

The capital campaign for the hospital funds is going well with \$471,450 in funds received, \$637,500 in hard commitments and \$725,500 in soft commitments

## **NEW BUSINESS**

### **Resolution Zoo Incentive Days**

Director Wagner stated the resolution is requesting that the Zoo Board have the ability to approve visitor incentives after review by the Zoo Director.

Moved by Julie Pingston, Supported by Dr. Snider to approve the Resolution as written, **Yes-8; No-0; MOTION CARRIED**

### **Resolution to Authorize Agreement with Binder Park Zoo**

Director Wagner explained Binder Park Zoo has a veterinary fellowship and they asked Potter Park Zoo to partner on the position. The fellow would be a Binder Park Zoo employee and work 8 hours a week at Potter Park Zoo. This would be very beneficial for the Potter Park Zoo Veterinary Department.

Moved by Dr. Snider, Supported by Molly Korn to approve the Resolution as written, **Yes-8; No-0; MOTION CARRIED**

### **Ingham County Employee Free Day Discussion**

Director Wagner stated the Zoo would like to have a weekend day and a week day free for Ingham County employees each year. The Parks Department has a Resolution for employee free day activities and when they

amend that Resolution the Zoo would like to be added.

### **OLD BUSINESS**

#### **Strategy Subcommittee**

Mary Leys reported there had not been a meeting, but the meeting is scheduled for March 23 at Noon via Zoom.

#### **External Relations Subcommittee**

Chair Bergman reported the committee had not met.

#### **AZA Accreditation Standards**

Director Wagner stated the public safety section of accreditation standards is included this month. The requirements were reviewed and Director Wagner advised the majority of the requirements are being met or exceeded. One area that is being revised and enhanced is the Zoo Emergency Response Team and firearms training. The Zoo is getting blue replica shot guns to use during drills so that real shot guns are not carried through the Zoo. The same scope is being added to each shotgun for consistency. A paint gun is being purchased for in house target practice since the team only goes to the range to practice shooting firearms three times a year. Protocols are being revised as well as the training plan.

### **BOARD COMMENTS**

Mary Leys mentioned there is a new invasive species the zoo should monitor for, the Asian jumping worm. She reported the worms eat everything on the forest floor and have been found in Williamston and East Lansing. Ms. Leys stated she would send an email to the Board with information about how to identify and report if they are found.

### **LIMITED PUBLIC COMMENT**

None

### **ADJOURNMENT**

Meeting ended at 7:10 p.m.

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

**1301 S. Pennsylvania Avenue,  
Lansing, MI, April 13, 2022**

**BOARD MEMBERS PRESENT:** Commissioner Trubac, Chair Cheryl Bergman, Julie Pingston, Jack Kottwitz, and Mary Leys

**ALSO PRESENT:** Cynthia Wagner, Zoo Director and Amy Morris, Zoological Society Executive Director

**ABSENT:** Commissioner Tennis, Mary Hauser, Dr. Richard Snider, Molly Korn, and Vice Chair Kyle Binkley

**CALL TO ORDER:** Meeting called to order at 6:00 p.m.

**MINUTES:** Quorum not present, no vote held for approval of March minutes.

**LIMITED PUBLIC COMMENT**

None

**LATE ITEMS/DELETIONS/CONSENT ITEMS**

Chair Bergman read the advisory board attendance policy.

**FINANCIAL REPORTS**

**Zoo Financial Report**

Director Wagner reported the 2021 year end fund balance unrestricted amount of \$880,602 is the final unaudited updated amount provided by Financial Services. The unrestricted fund balance at the end of March is \$990,852.

**Admission Report**

Director Wagner reported the parking report would begin in May. Admission was down for the month of March compared to 2021, but up compared to 2019. Director Wagner stated she would begin listing the 2019 numbers in future attendance reports in addition to 2021.

**ZOO DIRECTOR REPORT**

Major Elements Reported by Director Wagner:

Zookeeper full time staff positions are filled and all seem to be doing well.

The new Conservation Engagement and Learning Lead position was offered to and accepted by Grace Connelly. She plans to start May 1, 2022.

The first job fair held by the zoo was fairly successful with 32 applicants. A second job fair is planned.

The zoo maintenance team went to John Ball Zoo and met with their facilities department.

Employee injuries are down 50% compared to the same time period in 2021.

The supply chain and receiving merchandise for the gift shop is still a challenge as shipments are unpredictable.

The MSU team completed their energy audits April 8. A report of their finding and recommendations should be received within 60 days.

Volunteer groups have been signing up and helping complete the grounds work.

April will be busy with several conservation events held by the education team.

The bongo calf and cotton top tamarin babies are doing well.

The resolution for the fellowship with Binder Park Zoo and for donation of radios to the City of Lansing are approved.

### **NEW BUSINESS**

#### **Resolution Employee Free Day**

Quorum not present, no vote held for approval of resolution.

#### **Zoo Maintenance Discussion**

Director Wagner introduced Brian Fisher, Maintenance Manager Deputy Director. Mr. Fisher provided an update on several CIP projects including the HVAC controls for the Discovery, Feline Primate roof replacement, tree remediation, pathway replacement engineering services, and vehicle purchases.

### **OLD BUSINESS**

#### **Strategy Subcommittee**

Mary Leys reported the committee met to discuss goals and that Director Wagner would update the action plan, current conservation list and goals for the committee by the end of April.

#### **External Relations Subcommittee**

Chair Bergman reported the committee had not met.

#### **Capital Campaign Update**

Executive Director Amy Morris reported that no additional funds had been received, but she had done several presentations with Dr. Ronan and Dennis Laidler for various foundations.

### **BOARD COMMENTS**

None

### **LIMITED PUBLIC COMMENT**

None

### **ADJOURNMENT**

Meeting ended at 7:15 p.m.

**POTTER PARK ZOO  
BALANCE SHEET AS OF  
DECEMBER 31ST, 2021**

**ASSETS**

CASH	\$ 1,525,888
DEPOSITORY CASH	16,801
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	4,404,297
TAXES REC - DELINQUENT	13,079
ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES	(18,889)
IFT TAX RECEIVABLE	-
PROPERTY TAX RECEIVABLE	-
INTEREST RECEIVABLE	2,931
DUE FROM STATE	29,658
INVENTORY	68,592
PREPAID EXPENSES	68,544

<b>TOTAL ASSETS</b>	<u><u>\$ 6,118,901</u></u>
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**LIABILITIES**

VOUCHERS PAYABLE	1,553
DUE TO ZOOLOGICAL SOCIETY	(10,529)
TAX LEVY LIABILITY	23,500
SALES TAX PAYABLE	2
REFUND NOW	(61)
REFUND APPLY	(374)
ACCRUED PAYROLL	96,268
ACCOUNTS PAYABLE	238,153
DEFERRED REVENUE - PROPERTY TAXES	4,031,824
DEFERRED REVENUE - DELINQUENT TAXES	7,568

<b>TOTAL LIABILITIES</b>	<u>4,387,903</u>
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**FUND BALANCE**

UNSPENDABLE	137,136
UNRESTRICTED FUND BALANCE	1,593,862
	<u>1,730,998</u>

<b>TOTAL LIABILITIES AND FUND BALANCE</b>	<u><u>\$ 6,118,901</u></u>
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**POTTER PARK ZOO**  
**YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY**  
**FOR 3 MONTHS ENDING DECEMBER 31ST, 2022**

	2021 BUDGET	DECEMBER 2021 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	DECEMBER 2020 YTD ACTUAL
<b>REVENUES</b>					
PROPERTY TAX	\$ 3,262,137	\$ 3,950,763	\$ (688,626)	121.11%	\$ 3,080,445
UNALLOCATED PORTION OF TAXES	\$ -	\$ -	\$ -	0.00%	\$ -
ADMISSIONS	\$ 754,959	\$ 782,110	\$ (27,151)	103.60%	\$ 434,888
CONCESSIONS, GIFT SHOP, VENDING	\$ 694,900	\$ 798,004	\$ (103,104)	114.84%	\$ 306,194
PARKING FEES	\$ 195,000	\$ 156,011	\$ 38,989	80.01%	\$ 92,685
INTERACTIVE SITES	\$ 164,999	\$ 131,580	\$ 33,419	79.75%	\$ 44,817
INTEREST INCOME	\$ 50,000	\$ 4,709	\$ 45,291	9.42%	\$ 19,226
OTHER REVENUES	\$ (51,605)	\$ 132,066	\$ (183,671)	-255.92%	\$ 116,531
<b>TOTAL REVENUES</b>	<b>\$ 5,070,390</b>	<b>\$ 5,955,244</b>	<b>\$ (884,854)</b>	<b>117.45%</b>	<b>\$ 4,094,786</b>
<b>EXPENDITURES</b>					
<b>PERSONNEL SERVICES</b>					
Salaries & Wages - Full Time	\$ 1,626,615	\$ 1,602,252	\$ 24,363	98.50%	\$ 1,643,766
Salaries & Wages - Seasonal	\$ 634,684	\$ 665,607	\$ (30,923)	104.87%	\$ 488,603
Benefits	\$ 894,938	\$ 890,688	\$ 4,250	99.53%	\$ 909,382
Total Personnel Services	\$ 3,156,237	\$ 3,158,547	\$ (2,310)	100.07%	\$ 3,041,752
<b>CONTROLLABLE EXPENDITURES</b>					
Supplies	\$ 470,900	\$ 432,488	\$ 38,412	91.84%	\$ 222,609
Animal Care	\$ 293,000	\$ 294,038	\$ (1,038)	100.35%	\$ 259,620
Purchased Services	\$ 629,636	\$ 602,478	\$ 27,158	95.69%	\$ 419,568
Utilities - Telephone	\$ 21,125	\$ 18,591	\$ 2,535	88.00%	\$ 14,978
Rentals & Leases	\$ 2,000	\$ 4,177	\$ (2,177)	208.87%	\$ 1,230
Other Expenses	\$ 114,175	\$ 77,424	\$ 36,751	67.81%	\$ 72,030
Total Controllable Expenditures	\$ 1,530,836	\$ 1,429,196	\$ 101,640	93.36%	\$ 990,034
<b>NON-CONTROLLABLE EXPENDITURES</b>					
Utilities	\$ 225,000	\$ 206,643	\$ 18,357	91.84%	\$ 236,012
Insurance	\$ 85,000	\$ 89,540	\$ (4,540)	105.34%	\$ 85,294
IT Support Expense	\$ 72,891	\$ 73,221	\$ (330)	100.45%	\$ 83,233
Other Expenses	\$ 426	\$ 428	\$ (2)	100.55%	\$ 426
Total Non-Controllable Expenditures	\$ 383,317	\$ 369,833	\$ 13,484	96.48%	\$ 404,965
<b>CAPITAL OUTLAY</b>					
Capital Improvements	\$ -	\$ -	\$ -	#DIV/0!	\$ 27,709
<b>TOTAL EXPENDITURES</b>	<b>\$ 5,070,390</b>	<b>\$ 4,957,576</b>	<b>\$ 112,814</b>	<b>97.78%</b>	<b>\$ 4,464,459</b>
<b>TOTAL CHANGE IN FUND BALANCE</b>	<b>\$ -</b>	<b>\$ 997,668</b>			<b>\$ (369,674)</b>
<b>FUND BALANCE AS OF 1/1/21</b>					
NON-SPENDABLE		\$ 170,406			
UNRESTRICTED		\$ 562,924			
		<u>\$ 733,330</u>			
<b>FUND BALANCE AS OF 12/31/2021</b>		<b>\$ 1,730,998</b>			
<b>FUND BALANCE AS OF 12/31/2021</b>					
UNSPENDABLE		\$ 137,136			
UNRESTRICTED		\$ 1,593,862			
		<u>\$ 1,730,998</u>			



**POTTER PARK ZOO**  
**BALANCE SHEET - PRELIMINARY**  
**AS OF APRIL 30<sup>TH</sup>, 2022**

**ASSETS**

CASH	\$ 2,981,753
DEPOSITORY CASH	149,244
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	1,202,182
TAXES REC - DELINQUENT	12,766
ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES	(18,889)
IFT TAX RECEIVABLE	-
PROPERTY TAX RECEIVABLE	-
INTEREST RECEIVABLE	2,931
DUE FROM STATE	29,658
INVENTORY	68,592
PREPAID EXPENSES	0
<b>TOTAL ASSETS</b>	<u><u>\$ 4,436,237</u></u>

**LIABILITIES**

VOUCHERS PAYABLE	-
DUE TO ZOOLOGICAL SOCIETY	43,309
TAX LEVY LIABILITY	23,500
SALES TAX PAYABLE	2
REFUND NOW	(61)
REFUND APPLY	(811)
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	3,635
DEFERRED REVENUE - PROPERTY TAXES	-
DEFERRED REVENUE - DELINQUENT TAXES	7,568
<b>TOTAL LIABILITIES</b>	<u><u>77,142</u></u>

**FUND BALANCE**

UNSPENDABLE	137,136
UNRESTRICTED FUND BALANCE	4,221,959
	<u>4,359,095</u>

<b>TOTAL LIABILITIES AND FUND BALANCE</b>	<u><u>\$ 4,436,237</u></u>
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**POTTER PARK ZOO**  
**YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY**  
**FOR 4 MONTHS ENDING APRIL 30TH, 2022**

	2022 BUDGET	APRIL 2022 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	APRIL 2021 YTD ACTUAL
<b>REVENUES</b>					
PROPERTY TAX	\$ 4,150,873	\$ 4,031,490	\$ 119,383	97.12%	\$ 3,182,133
UNALLOCATED PORTION OF TAXES (8 MONTHS)	\$ -	\$ (2,687,660)	\$ -	0.00%	\$ (2,121,422)
ADMISSIONS	\$ 625,000	\$ 80,215	\$ 544,785	12.83%	\$ 148,554
CONCESSIONS, GIFT SHOP, VENDING	\$ 510,000	\$ 89,085	\$ 420,915	17.47%	\$ 126,622
PARKING FEES	\$ 185,000	\$ 14,227	\$ 170,773	7.69%	\$ 18,153
INTERACTIVE SITES	\$ 70,000	\$ (892)	\$ 70,892	-1.27%	\$ -
INTEREST INCOME	\$ 40,000	\$ 2,662	\$ 37,338	6.65%	\$ (990)
OTHER REVENUES	\$ (640,586)	\$ 38,815	\$ (679,401)	-6.06%	\$ 396
<b>TOTAL REVENUES</b>	<b>\$ 4,940,287</b>	<b>\$ 1,567,942</b>	<b>\$ 684,685</b>	<b>31.74%</b>	<b>\$ 1,353,446</b>
<b>EXPENDITURES</b>					
<b>PERSONNEL SERVICES</b>					
Salaries & Wages - Full Time	\$ 1,704,351	\$ 512,034	\$ 1,192,317	30.04%	\$ 506,372
Salaries & Wages - Seasonal	\$ 565,284	\$ 150,268	\$ 415,016	26.58%	\$ 125,633
Benefits	\$ 885,155	\$ 285,317	\$ 599,838	32.23%	\$ 285,060
<b>Total Personnel Services</b>	<b>\$ 3,154,790</b>	<b>\$ 947,619</b>	<b>\$ 2,207,171</b>	<b>30.04%</b>	<b>\$ 917,065</b>
<b>CONTROLLABLE EXPENDITURES</b>					
Supplies	\$ 323,000	\$ 87,144	\$ 235,856	26.98%	\$ 66,884
Animal Care	\$ 302,000	\$ 86,095	\$ 215,905	28.51%	\$ 74,923
Purchased Services	\$ 1,150,767	\$ 164,477	\$ 986,290	14.29%	\$ 77,523
Utilities - Telephone	\$ 20,125	\$ 5,661	\$ 14,464	28.13%	\$ 6,074
Rentals & Leases	\$ 2,000	\$ 165	\$ 1,835	8.24%	\$ 341
Other Expenses	\$ 136,650	\$ 38,495	\$ 98,155	28.17%	\$ 34,782
<b>Total Controllable Expenditures</b>	<b>\$ 1,934,542</b>	<b>\$ 382,038</b>	<b>\$ 1,552,504</b>	<b>19.75%</b>	<b>\$ 260,528</b>
<b>NON-CONTROLLABLE EXPENDITURES</b>					
Utilities	\$ 235,000	\$ 159,218	\$ 75,782	67.75%	\$ 63,073
Insurance	\$ 85,000	\$ 68,544	\$ 16,456	80.64%	\$ 64,309
IT Support Expense	\$ 188,148	\$ 49,052	\$ 139,096	26.07%	\$ 35,713
Other Expenses	\$ 496	\$ 248	\$ 248	50.03%	\$ -
<b>Total Non-Controllable Expenditures</b>	<b>\$ 508,644</b>	<b>\$ 277,061</b>	<b>\$ 231,583</b>	<b>54.47%</b>	<b>\$ 163,095</b>
<b>CAPITAL OUTLAY</b>					
Capital Improvements	\$ (657,689)	\$ 20,787	\$ (678,476)	-3.16%	\$ -
<b>TOTAL EXPENDITURES</b>	<b>\$ 4,940,287</b>	<b>\$ 1,627,505</b>	<b>\$ 3,312,782</b>	<b>32.94%</b>	<b>\$ 1,340,688</b>
<b>TOTAL CHANGE IN FUND BALANCE</b>	<b>\$ -</b>	<b>\$ (59,562)</b>			<b>\$ 12,758</b>
<b>FUND BALANCE AS OF 1/1/22</b>					
NON-SPENDABLE		\$ 137,136			
UNRESTRICTED		\$ 1,593,862			
		<u>\$ 1,730,998</u>			
<b>FUND BALANCE AS OF 4/30/2022</b>		<b>\$ 1,671,435</b>			
<b>FUND BALANCE AS OF 4/30/2022</b>					
UNSPENDABLE		\$ 137,136			
UNRESTRICTED		\$ 1,534,300			
		<u>\$ 1,671,435</u>			

POTTER PARK ZOO  
MONTHLY PARKING REPORT  
FOR MONTH AND YTD ENDING APRIL 30, 2022

ADMISSION TYPE	CURRENT MONTH				YEAR-TO-DATE			
	2019 COUNT	2021 COUNT	2022 COUNT	BETTER (WORSE) THAN PY	2019 COUNT	2021 COUNT	2022 COUNT	BETTER (WORSE) THAN PY
ANNUAL RESIDENT PASS	121	0	67	67	121	0	67	67
ANNUAL NON-RESIDENT PASS	10	0	6	6	10	0	6	6
PPZ MEMBER DELUXE/PREMIUM	280	323	350	27	280	323	350	27
DAILY RESIDENT PARKING	1,895	1,880	1,707	(173)	1,895	1,880	1,707	(173)
DAILY NON-RESIDENT PARKING	1,620	2,227	1,321	(906)	1,620	2,227	1,321	(906)
EVENTS	175	0	89	89	175	0	89	89
OTHER (non-paying)	1,619	149	464	315	1,619	149	464	315
TOTAL	5,720	4,579	4,004	(575)	5,720	4,579	4,004	(575)

ADMISSION TYPE	AMOUNT
ANNUAL RESIDENT PASS	\$32.00
ANNUAL NON-RESIDENT PASS	\$42.00
RESIDENT DAILY PASS	\$3.00
NON-RESIDENT DAILY PASS	\$5.00

**POTTER PARK ZOO**  
**MONTHLY ATTENDANCE REPORT**  
**FOR MONTH AND YTD ENDING April 30, 2022**

ADMISSION TYPE	CURRENT MONTH						YEAR-TO-DATE			
	2019	2021	2022 Gate	2022 Online	2022 Total	BETTER (WORSE) THAN PY	2019 COUNT	2021 COUNT	2022 COUNT	BETTER (WORSE) THAN PY
<b>GENERAL</b>										
CHILD RESIDENT	2025	1,553	924	20	944	(609)	3,565	2,650	1,624	(1,026)
CHILD NON-RESIDENT	0	1,690	746	152	898	(792)	0	4,368	1,873	(2,495)
CHILDREN - UNDER 3	1,058	1,241	456	74	530	(711)	1,624	2,999	965	(2,034)
ADULT RESIDENT	2,691	2,593	2,373	74	2,447	(146)	6,610	5,061	4,196	(865)
ADULT NON-RESIDENT	1,224	2,531	1,695	334	2,029	(502)	1,224	7,148	4,222	(2,926)
SENIOR/MILITARY RESIDENT	188	189	228	6	234	45	188	255	243	(12)
SENIOR/MILITARY NON-RESIDENT	204	262	167	26	193	(69)	204	862	211	(651)
GROUPS	566	181	324	0	324	143	591	356	581	225
SUBTOTAL	7,956	10,240	6,913	686	7,599	(2,641)	14,006	23,699	13,915	(9,784)
<b>MEMBERSHIPS/PROGRAMS</b>										
PPZ MEMBERS/RECIPROCAL	2,859	1,897	1,484	96	1,580	(317)	4,732	4,493	3,973	(520)
SOCIETY PROGRAMMING/EVENTS	2,973	0	572	0	572	572	3,624	2,191	3,535	1,344
MONDAY PROGRAM	674	178	85	19	104	(74)	983	359	452	93
ZIYN	0	220	291	0	291	71	0	477	627	150
OTHER (non-paying)	210	97	437	0	437	340	1,103	325	454	129
SUBTOTAL	6,716	2,392	2,869	115	2,984	592	10,442	7,845	9,041	1,196
<b>GRAND TOTAL</b>	<b>14,672</b>	<b>12,632</b>	<b>9,782</b>	<b>801</b>	<b>10,583</b>	<b>(2,049)</b>	<b>24,448</b>	<b>31,544</b>	<b>22,956</b>	<b>(8,588)</b>

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



**Director's Report  
May 11, 2022**



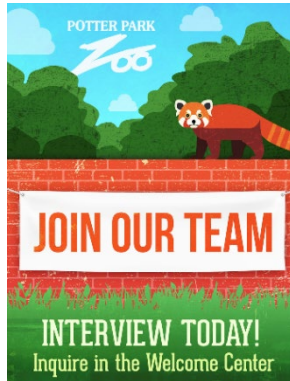
Above: Three CATA buses now have this awesome artwork on them! Buses will run commencement weekend at MSU and all summer long around Lansing.

**Staff**

The new Conservation, Engagement and Learning Lead position has been filled. Grace Connelly will start May 16.

Zoonotic disease training was held by Dr. Ronan Tuesday, April 19. This is an AZA required training for all staff that are in close contact with animals





We are holding on site interviews for anyone interested in a seasonal customer service position.

In the first week eight interviews were conducted.

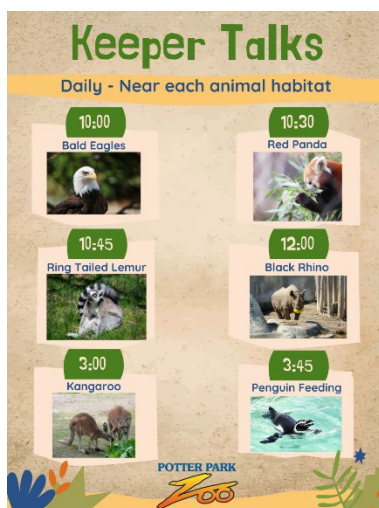
## Public Safety

Pepper spray training for staff that carry pepper spray will be May 10; staff will be provided with practice pepper spray to complete their training.

## Guest Services



Left: New souvenir cups are now available. These cups can be used to purchase refills at a discounted cost at the Savannah Grill.



Left: Keeper talks are currently running Friday through Sunday. Beginning June 1, we will transition to daily talks. There are six talks at set times each day.

## Conservation



Above: Potter Park Zoo has been assisting with a conservation project in Nepal through funding and the provision of Pallas' cat and snow leopard urine to use as camera trap lures. The researchers shared a group photo and snow leopard camera trap capture in one of their recent updates.



Potter Park Zoo is inviting Michigan residents to join FrogWatch and become volunteer citizen scientists! During the training volunteers learn about basic amphibian biology, wetland habitats, and how to identify local frog and toads by their behavior and mating calls.

Our first FrogWatch session went well and was completely filled. The second class will take place May 7 from 3 to 6 p.m.

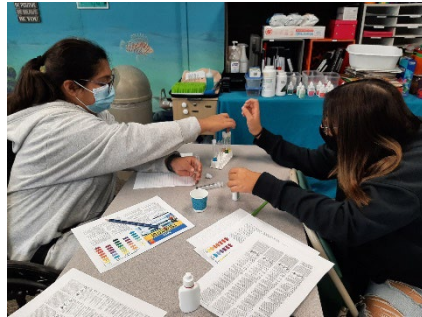
Right: The Toronto Zoo is celebrating the recent birth of 14 massasauga rattlesnakes as part of the Association of Zoos and Aquariums (AZA) Eastern massasauga rattlesnake (EMR) Species Survival Plan (SSP). The massasauga rattlesnake is a species that is notoriously challenging to breed.

Zookeeper Ginny is participating EMR field surveys and SSP meetings at the Edward Lowe Foundation facility in May.

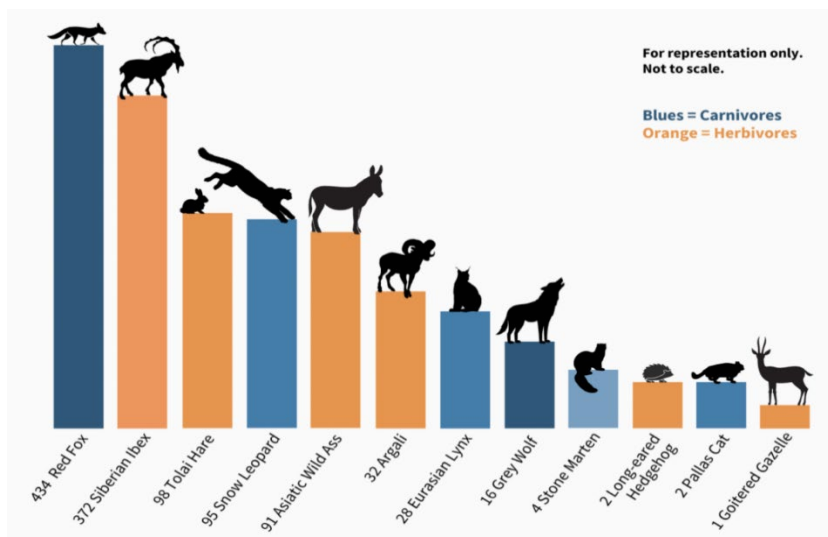




Right: As part of the "Salmon in the Classroom" program, our high school students will be releasing our juvenile salmon, raised in the Discovery Center, into the Red Cedar River, May 16.



## Snow Leopard Trust Update



Left: Graph showing a breakdown of species captured on research cameras. The data was collected over a three-year period in an area of the Southern Mongolian desert called the Small Gobi - A Strictly Protect Area.

We continue to sell Snow Leopard Trust merchandise in the AniMall to support their conservation efforts.

## Education

The High School Class Exhibit Design Fair will be May 25 from 6:00-8:00 in the Safari room. If you are interested in checking out the projects and talking with the students please attend.



Saturday, April 23 was Party for the Planet, North America's largest Earth Day celebration, with more than 120 zoos and aquariums participating across the country. Potter Park Zoo held an event including hands-on activities, education stations and demonstrations around the zoo.



World Migratory Bird Day celebrates the seasonal migration of millions of birds from their southern wintering grounds back to North America! Fun, family-friendly interactive stations throughout the zoo sharing the importance of migratory birds are planned Saturday, June 4.



Cold and rain notwithstanding, we had 73 participants come out to our MSU Science Festival event, "Saving Species".



Left: Arbor Day was celebrated Friday, April 29 with tree themed conservation stations throughout the zoo and a swamp white oak tree provided by the City of Lansing was planted in the park.

## Volunteer Program

The volunteer appreciation virtual event was held April 20. Watch the appreciation video created by Jennifer Horvatin and Kelly Gibson, [Check it out here!](#)

Group volunteers have been a huge help in to remove leaves throughout the zoo and maintenance has done an exceptional job clearing piles of leaves, debris and preparing grounds for the season. We are now ready to start mulching flower beds and painting fences.

## Events



### Zoo Nights #1 - May 12, 5 - 8 p.m.

Vendors in attendance will be:

- Michigan Made Treats
- Texas Roadhouse
- Burgdorf Winery
- Sierra Rose Hard Cider
- Archival Brewings
- Red Cedar Spirits
- Dan Henry Distribution

Potter Park Zoo is partnering with WLNS to promote Father's Day Sunday, June 19. The station will be on grounds for coverage and live prize drawings, and we will be offering 10 free zoo memberships to the public.

## **DEAI**

We received the message below from an appreciative visitor!

*"My husband has a traumatic brain injury. Love the Potter Park Zoo as it has enough animals to interest him, but the size is not over whelming for him! We are new to this area, and I find the zoo to be very calming for him."*

Zoo staff now have the option of including their pronouns on their name badges. It is another step in inclusivity at the zoo. This is not mandatory, but an option for staff if they choose.

Potter Park Zoo will have two commercials running on WLNS about our FALCONERS program and the accommodations we offer such as sensory bags and quiet areas. This was done in partnership with Xavier DeGroat, an autism advocate.

A Community Engagement & Inclusion intern has been accepted for the summer.

Every week the staff newsletter will now include a video about American Sign Language. ASL is very universal, meaning it doesn't matter what language you speak, the sign will always be similar. There are times you may encounter a guest who uses sign language. This may be because they are deaf or hard of hearing, but it can also be that they are a young child and they learned to communicate first through ASL. Or they may not be deaf at all, but have trouble with their speech and signing is how they prefer to communicate.

Watch this video - 10 things to learn BEFORE you start learning ASL:

<https://www.youtube.com/watch?v=6w1ZDaE-whc&list=PLMN7QCuj6dfaUwmtkdKKhINGZzyGwp7Q1>

### **Diaper Drive for Cristo Rey Community Center**

Zoo in Your Neighborhood partner, Cristo Rey Community Center, is holding a diaper, formula, diaper, wipes and baby food drive in the month of May. The zoo is collecting items until May 24 and Mariah Martinez will deliver the donations to Cristo Rey.

### **Zoo in Your Neighborhood**

In the month of April, 295 zoo guests visited using a zoo pass checked out from one of the community partner locations.

### **FALCONERS**

This Saturday, May 14 from 8:30 - 11:30 AM is the next FALCONERS event.

## DEAI Committee Update

The DEAI Committee met for the second time on April 28. During the meeting, the committee talked about the upcoming months, May and June as well as worked on goals for training staff, community partnerships and communication.

Feliz Rodriguez, DEI Director for Ingham County, attended the meeting. They also welcomed a new committee member, Kelly Garza, who works in guests services (Savanna Grill).

## Animal Care and Research

Our multi-institutional study on deslorelin acetate – a contraceptive commonly used in zoo species – was accepted for presentation at the upcoming American Association of Zoo Veterinarian conference. This is a groundbreaking pilot study that validated a new tool to determine the efficacy and appropriate dose of the contraceptive drug deslorelin and will help zoo better be able to maintain endangered species populations in captivity sustainable.

### PHARMACOKINETICS OF DESLORELIN ACETATE IMPLANTS AND FECAL HORMONE MONITORING IN THE DOMESTIC GOAT (*Capra hircus*)

Tess A. Rooney, DVM, MPH,<sup>1\*</sup> John Buchweitz, PhD, MS, Dipl ABT,<sup>2</sup> Andreas Lehner, PhD,<sup>2</sup> Kimberly A. Thompson, DVM, MPVM, Dipl ACVPM, Dipl ACZM,<sup>1</sup> Ronan Eustace, DVM,<sup>3</sup> Corinne P. Kozlowski, PhD,<sup>4</sup> Helen Clawitter,<sup>4</sup> Monica M. McDonald, PhD,<sup>5</sup> Ashley Franklin, PhD,<sup>5</sup> David Powell, PhD,<sup>4,5</sup> Justin Zyskowski,<sup>2</sup> and Dalen Agnew, DVM, PhD, Dipl ACVP<sup>2</sup>

<sup>1</sup>Binder Park Zoo, Battle Creek, MI 49014, USA; <sup>2</sup>Michigan State University Veterinary Diagnostic Laboratory, College of Veterinary Medicine, Lansing, MI 48910, USA; <sup>3</sup>Potter Park Zoo, Lansing, MI 48912, USA; <sup>4</sup>Department of Reproductive and Behavioral Sciences, Saint Louis Zoo, Saint Louis, MO 63110, USA; <sup>5</sup>Association of Zoos and Aquariums Reproductive Management Center at the Saint Louis Zoo, Saint Louis, MO 63110, USA

Junior, our 14 month old male otter, was euthanized due to painful joint abnormalities. Though treatment with various veterinary sport medicine specialists and orthopedic surgeons were pursued, his condition did not improve, and the decision was made to humanely euthanize him.



Left: The bongo calf has been introduced to our second female Bella and dad Maverick. She is spending more time outside with the whole group.

The male bongo Maverick has been showing a lot of interest in our female Uzuri again and we hope they breed again this summer.



Right: Female binturong, Thistle, is pregnant with at least two babies confirmed via ultrasound. Binturongs are an SSP species and the zoo population is in danger without an increase in births.

Tufted deer have been breeding, but pregnancy has not yet been confirmed via ultrasound.

Below: The exhibit that previously housed Wings of Wonder is now Bills and Quills. Maintenance is nearing completion of several work orders to create a space that is safe for guests to view the Trumpeter hornbills and African crested porcupines.



See you at the zoo soon!



## Facebook

**Page Reach:** 198,392  
**Page Visits:** 5,548  
**New Page Likes:** 199  
**Followers:** 67,935 [+38 gained]



## Instagram

**Accounts Reached:** 13,194  
**Accounts Engaged:** 2,501  
**Impressions:** 129,700  
**Content Interactions:** 9,518  
**Followers:** 28,170 [+39] gained



## Twitter

**Impressions:** 115,429  
**Engagements:** 4,538  
**Followers:** 8,932 [+55 gained]

## Potter Park Zoo Website

Page Views: **67,290**

Sessions: **37,220**

Users: **30,423**

### Top pages by visits

**Home:** 17,711  
**/membership/:** 9,866  
**/ticket-sales/:** 8,458  
**/todays-attractions/:** 3,132  
**/animals/:** 2,784  
**/veg/ (blog):** 2,537

### Top cities by users

**Lansing:** 9,607  
**Detroit:** 1,479  
**Grand Rapids:** 1,334  
**East Lansing:** 1,008  
**Meridian Charter Township:** 767  
**Delta Charter Township:** 514

### Aquisitions

**Organic Search:** 15,095  
**Direct:** 13,609  
**Social:** 977  
**Referral:** 944  
**Other:** 77

Users

**11.59%**  
 30,423 vs 27,264



New Users

**13.37%**  
 29,000 vs 25,580



Sessions

**2.44%**  
 37,220 vs 36,332



Number of Sessions per User

**-8.19%**  
 1.22 vs 1.33



Pageviews

**-11.63%**  
 67,290 vs 76,150



Pages / Session

**-13.74%**  
 1.81 vs 2.10



Avg. Session Duration

**-29.25%**  
 00:01:18 vs 00:01:50



Bounce Rate

**39.81%**  
 61.56% vs 44.03%



Pageviews

**-11.63%**  
 67,290 vs 76,150



Unique Pageviews

**-7.90%**  
 59,829 vs 64,962



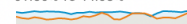
Avg. Time on Page

**-3.51%**  
 00:01:36 vs 00:01:40



Bounce Rate

**39.81%**  
 61.56% vs 44.03%



% Exit

**16.20%**  
 55.24% vs 47.54%





# Media Coverage

## Potter Park Zoo is making sure their birds are safe, happy amid Michigan Avian Flu outbreaks

"It's a multiple-pronged approach"



### Links:

<https://www.wilx.com/2022/04/19/potter-park-zoo-is-making-sure-their-birds-are-safe-happy-amid-michigan-avian-flu-outbreaks/>

## Potter Park Zoo hosting educational event - 'Saving Species'

The event is from 5 - 8 p.m. and it is free.



### Links:

<https://www.wilx.com/2022/04/15/potter-park-zoo-hosting-educational-event-saving-species/>

## Oklahoma City Zoo announces addition of 1-year-old female North American river otter

Hazel recently came to the Oklahoma City Zoo from the Potter Park Zoo in Lansing, Michigan.

Share   

KOCO NEWS 5

Updated: 4:02 PM CDT Apr 26, 2022

Infinite Scroll Enabled 

 KOCO Staff



### Links:

<https://www.koco.com/article/oklahoma-city-zoo-new-river-otter-hazel/39830137>

## Potter Park Zoo celebrates Arbor Day

Arbor Day has been a national holiday since 1872.



Arbor Day.

By [Krystle Holleman](#) and [Maureen Halliday](#)  
Published: Apr. 29, 2022 at 9:28 AM EDT

### Links:

<https://www.wilx.com/2022/04/29/potter-park-zoo-celebrates-arbor-day/>

# Weekly Social Analytics - April 2022

April 4-10



Page Reach: 55,174  
Page Visits: 969  
New Likes: 42  
Followers: 67,881



Accounts Reached: 7,122  
Accounts Engaged: 926  
Impressions: 29,905  
Content Interactions: 2,005  
Followers: 28,133



Impressions: 22,308  
Engagements: 946  
Followers: 8,953

April 11-17



Page Reach: 84,501  
Page Visits: 1,509  
New Likes: 46  
Followers: 67,894



Accounts Reached: 9,057  
Impressions: 36,321  
Accounts Engaged: 1,765  
Content Interactions: 3,892  
Followers: 28,132



Impressions: 44,017  
Engagements: 1,829  
Retweets: 79  
Followers: 8,980

March 18-24



Page Reach: 66,065  
Page Visits: 1,417  
New Likes: 49  
Followers: 67,914



Accounts Reached: 6,9996  
Accounts Engaged: 910  
Impressions: 30,502  
Content Interactions: 1,892  
Followers: 28,145



Impressions: 29,694  
Engagements: 1,243  
Followers: 8,995

April 25 - May 1



Page Reach: 2,172  
Page Visits: 1,343  
New Page Likes: 51  
Followers: 67,935



Accounts Reached: 5,874  
Accounts Engaged: 662  
Impressions: 28,849  
Content Interactions: 1,529  
Followers: 28,170



Impressions: 15,149  
Engagements: 416  
Followers: 8,987

TO: Board of Commissioners Human Services & Finance Committees  
FROM: Tim Morgan, Parks Director  
Cynthia Wagner, Potter Park Zoo Director  
DATE: April 19, 2022  
SUBJECT: Resolution Authorizing an Amendment of the Ingham County Employee Free Event Days at Ingham County Parks and Potter Park Zoo

For the meeting agenda of May 2, 2022 Human Services and May 4, 2022 Finance Committees

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**BACKGROUND**

Since 1998, in an effort to contain health insurance costs, the Ingham County Wellness Committee's goal has been to promote overall good health practices for Ingham County Employees. The Wellness Committee has asked to partner with the Parks Department in an effort to promote county employee physical activity. The Potter Park Zoo would like to join in the effort to promote county employee physical activity and encourage employees to get out to our local parks and zoo.

**ALTERNATIVES**

To not offer this employee incentive.

**FINANCIAL IMPACT**

Ingham County Parks and Potter Park Zoo will not collect parking or admission revenue from Ingham County employees and their families for the selected employee days. There is however an opportunity for increased revenue at the Zoo gift shop, concessions, and camel rides, and Parks on concessions on the employee free days.

**STRATEGIC PLANNING IMPACT**

This resolution supports the overarching long-term objective of striving to make facilities and services user-friendly, specifically Section A. 1(f) of the Action Plan - Maintain and improve existing parkland, facilities, and features.

**OTHER CONSIDERATIONS**

The Ingham County Park Commission will review this resolution at their April 11, 2022 meeting. The Potter Park Zoo Advisory Board supports this resolution.

**RECOMMENDATION**

Based on the information presented, I respectfully recommend approval of the attached resolution authorizing an Amendment of the Ingham County Employee Free Event Days at Ingham County Parks and Potter Park Zoo.



Introduced by the Human Service and Finance Committees of the:

**INGHAM COUNTY BOARD OF COMMISSIONERS**

**RESOLUTION TO AUTHORIZE INGHAM COUNTY EMPLOYEE FREE EVENT DAYS AT  
INGHAM COUNTY PARKS AND POTTER PARK ZOO**

WHEREAS, since 1998, in an effort to contain health insurance costs, the Ingham County Wellness Committee's goal has been to promote overall good health practices for Ingham County Employees; and

WHEREAS, Resolution #16-225 authorized the establishment of employee free days at Ingham County Parks; and

WHEREAS, the Ingham County Parks Department and Potter Park Zoo are both offering to host free Ingham County employee events at no charge on dates to be selected by staff, weather dependent.

THEREFORE BE IT RESOLVED, that the Ingham County Board of Commissioners authorizes the following activities be made available to Ingham County Employees, their spouse, and their children at no charge annually for:

Ingham County Parks

Free evening snow tubing and free vehicle entrance at Hawk Island County Park on a date(s) to be selected by park staff in winter, weather dependent.

Free winter sports equipment rentals and free vehicle entrance at Burchfield County Park on a date(s) to be selected by park staff in winter, weather dependent.

Free round of disc golf and free vehicle entrance at Lake Lansing Park North on a date(s) to be selected by park staff, weather dependent. Bag of discs available for usage at a first come, first serve basis.

Potter Park Zoo

Free admission and free vehicle entrance at Potter Park Zoo on a date(s) to be selected by zoo staff.

BE IT FURTHER RESOLVED, that Resolution #16-225 is hereby rescinded.

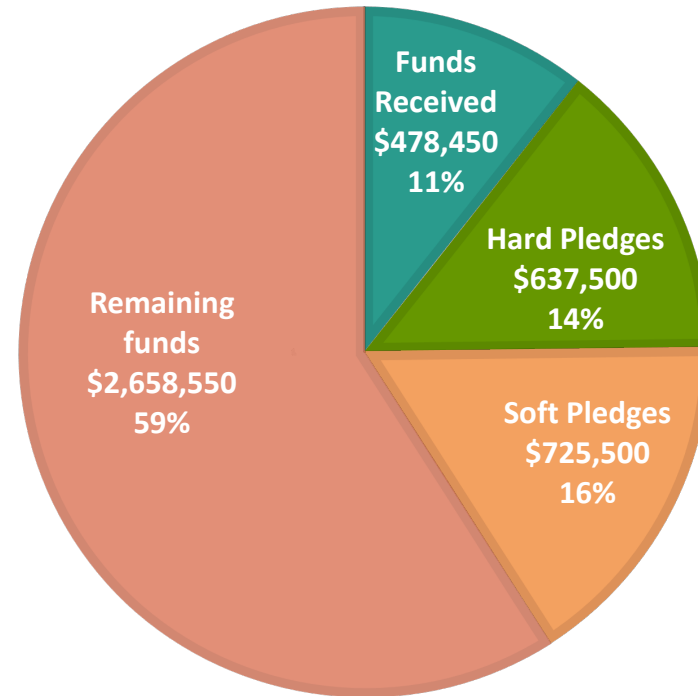
**Capital Campaign Progress**  
As of May 4, 2022

Funds Received	\$478,450
Hard Pledges	\$637,500
Soft Pledges	\$725,500
Remaining funds	\$2,658,550
Goal	\$4,500,000

**Upcoming major donor prospects**

ARPA  
Delta Dental  
Glassen  
Capital Regional Community Foundation

**PPZS CAPITAL CAMPAIGN PROGRESS - MAY 11, 2022**  
**GOAL \$4,500,000**



# **POTTER PARK ZOO ADVISORY BOARD**

Meeting of May 11, 2022

## **RESOLUTION TO SUPPORT AUTHORIZING AN AGREEMENT WITH MAYOTTE GROUP ARCHITECTS FOR THE PROFESSIONAL DESIGN SERVICES OF THE FELINE PRIMATE BUILDING ROOF**

WHEREAS, the Potter Park Zoo Feline Primate Building was built in 1930, remodeled in 1989 and the reroofed in 1996; and

WHEREAS, the roof system has reached the end of its life expectancy and is in need of replacement; and

WHEREAS, a capital improvement project (CIP) in the amount of \$100,000 was requested and approved in the 2022 budget for the replacement of the Feline Primate Building roof; and

WHEREAS, per the Ingham County Purchasing Policy, vendors on the MiDEAL contract do not require three quotes; and

WHEREAS, Mayotte Group Architects is on the MiDEAL contract; and

WHEREAS, it is the recommendation of Potter Park Zoo to enter into an agreement with Mayotte Group Architects, who submitted a proposal of \$11,640 to provide professional design services for the replacement of the Feline Primate Building roof; and

WHEREAS, funds are available in zoo CIP line item #25869900 931000 31000.

THEREFORE BE IT RESOLVED, that the Potter Park Zoo Advisory Board supports entering into an agreement with Mayotte Group Architects in an amount not to exceed \$11,640.

Introduced by the Human Services and Finance Committees of the:

**INGHAM COUNTY BOARD OF COMMISSIONERS**

**RESOLUTION TO GRANT THE POTTER PARK ZOO ADVISORY BOARD THE  
ABILITY TO APPROVE TICKET DISTRIBUTION AS A MARKETING STRATEGY AT  
POTTER PARK AND POTTER PARK ZOO**

**RESOLUTION #22 – 218**

WHEREAS, the Potter Park Zoo Director wishes to develop marketing strategies that may include tickets to Potter Park and Potter Park Zoo; and

WHEREAS, marketing strategies are used by the Zoo to engage with the public to create awareness to the services provided by Potter Park and Potter Park Zoo; and

WHEREAS, increasing visitation and providing positive visitor experiences at Potter Park and Potter Park Zoo are key elements of the Potter Park Zoo mission; and

WHEREAS, the marketing strategies would be targeted to include internal partners as well as outside partners to increase visitation to Potter Park and Potter Park Zoo; and

WHEREAS, marketing strategies often include outreach to communities who might otherwise not use the services provided by Potter Park and Potter Park Zoo.

THEREFORE BE IT RESOLVED, that the Board of Commissioners grants the Potter Park Zoo Advisory Board the ability to approve ticket distribution programs as a marketing strategy after review by the Potter Park Zoo Director.

**HUMAN SERVICES: Yeas:** Trubac, Cahill, Tennis, Crenshaw, Sebolt, Slaughter  
**Nays:** None **Absent:** Naeyaert **Approved 04/18/2022**

**FINANCE: Yeas:** Grebner, Tennis, Crenshaw, Polsdofer, Stivers, Peña, Schafer  
**Nays:** None **Absent:** None **Approved 04/20/2022**