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 Advisory Board” and clicking “September 14, 2022.”

POTTER PARK ZOO ADVISORY BOARD MEETING
Wednesday, September 14, 2022
6:00 PM

1. Call to Order
2. Approval of the August 10, 2022 Meeting Minutes.
3. Limited Public Comment – Limited to 3 minutes with no discussion
4. Late Items/Deletions/Consent Items
5. Action Items
   a. Resolution - Account Clerk Conversion from .5 FTE to 1.0 FTE
6. Director’s Report
   a. Finance Report – Cynthia Wagner
   b. Admission Report- Cynthia Wagner
   c. Director’s Report – Cynthia Wagner
7. New Business
   a. AZA Conference Discussion
8. Old Business
   a. Capital Campaign Update – Amy Morris
9. Board Comments
10. Limited Public Comment - Limited to 3 minutes with no discussion
11. Upcoming Meeting
    a. Zoo Advisory Board Meeting October 12, 2022 at 6:00 PM
12. 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, August 10, 2022

BOARD MEMBERS
PRESENT: Vice Chair Kyle Binkley Jack Kottwitz, Dr. Richard Snider, Julie Pingston, Emily Linden, and Mary Leys

ALSO PRESENT: Cynthia Wagner, Zoo Director, Amy Morris, Executive Director Potter Park Zoological Society

ABSENT: Chair Cheryl Bergman, Commissioner Tennis, Commissioner Trubac, Molly Korn, and Mary Hauser

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

MINUTES: Moved by Julie Pingston and supported by Mary Leys to approve the minutes of the July 13, 2022 meeting as revised, Yes-6; No-0; MOTION CARRIED.

LIMITED PUBLIC COMMENT
None

LATE ITEMS/DELETIONS/CONSENT ITEMS
None

ACTION ITEMS
Agreement with Wolverine Engineers and Surveyors
Director Wagner stated Wolverine was the third lowest bid and of the three lowest bids they had the most experience with projects similar to size and scope of the zoo asphalt project. They were also the only vendor of the three lowest bids to clearly define a timeline that met zoo operational needs and identify an arborist with extensive oak wilt knowledge to consult on the project. Oak wilt is of significant concern to the zoo and all steps to prevent it must be taken.

Moved by Julie Pingston and supported by Dr. Snider to support the Resolution to enter in an agreement with Wolverine Engineers and Surveyors for asphalt architectural and engineering services at Potter Park Zoo, Yes-6; No-0; MOTION CARRIED.

FINANCIAL REPORTS
Zoo Financial Report
Director Wagner reported from the budget/actual report the unrestricted fund balance is over $2 million due to CIP funds not having been expended yet and also revenue outpacing expenditures in the summer which will even out in the fall. She stated non-controllable expenses had increased significantly compared to 2021 due to IT support costs,
and several months of 2021 utilities being paid in 2022 due to change in the BWL billing process.

**Admission Report**

Director Wagner reported admission was up for July compared to 2019, but down from 2021. She stated YTD admission was up compared to 2019 and 2021, however if school group numbers are removed from the admission totals then YTD admission is down from 2021 at the same time. She stated general admission is down 9% without school groups, but with school groups totals are up. Parking is up compared to 2021, but still down from 2019.

**ZOO DIRECTOR REPORT**

Major Elements Reported by Director Wagner:

- BWL is working to pull a well in the park causing the large area to be closed off near the playground. There is no estimated time for completion.
- An emergency water line repair was necessary at the Tiger Den to restore running water to the public bathrooms and maintenance shop.
- The veterinary technician position is vacant and posted.
- Stephanie Pentiuk accepted the position of Conservation Engagement Lead and starts August 14.
- The AZA conference in August 29 through September 1. Many Society staff and Director Wagner will be attending.
- Employee injury reports are down 46% through July 27 compared to 2021.
- Elsie public library was added as a new Zoo In Your Neighborhood partner.
- The baby lemur, two bintlets and red panda cub are all doing well. A public naming contest will be held for the bintlets soon.
- Several exhibits are being changed and remodeled in the reptile house.
- Dr. Ronan was asked to help co-author the updated version of the Guidelines for Zoo and Aquarium Veterinary Medical Programs and Veterinary Hospital.
- Pat Fountain was elected to the International Rhino Keeper Association Board of Directors starting September 1, 2022.
- Several exhibit changes are being discussed in animal management including closing the moat exhibits, phasing out ponies and wolves and bringing in new species like okapi.

**NEW BUSINESS**

**Presentation – AIRS Rhino Study**

Kelly Chimpen Mac Leod and Pat Fountain presented information about the black rhino research study Potter Park Zoo is participating in with over 30 other AZA facilities. The zookeepers trained the rhinos so measurements could be taken to monitor their health in relation to their movement. Doppsee is wearing an ankle bracelet for a week which functions similar to a Fitbit tracking her movements.

Dr. Snider asked if the study includes research about the relationship between the keeper and the rhino. Ms. Leod stated that would be part of a future study and was not directly being studied as part of this project.
OLD BUSINESS

Capital Campaign Update and External Relations Subcommittee Update

Potter Park Zoological Society Executive Director reported that several major commitments are in process and the total raised is close to the 4.5-million-dollar goal.

BOARD COMMENTS

Mary Leys stated she would not be able to attend the September board meeting.

Dr. Snider requested an update on the conservation plan progress at the next board meeting.

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Meeting ended at 6:47 p.m.
# POTTER PARK ZOO
# BALANCE SHEET - PRELIMINARY
# AS OF AUGUST 31ST, 2022

## ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASH</td>
<td>$2,890,330</td>
</tr>
<tr>
<td>Depository Cash</td>
<td>222,815</td>
</tr>
<tr>
<td>Imprest Cash</td>
<td>8,000</td>
</tr>
<tr>
<td>Taxes rec - current levy</td>
<td>738,918</td>
</tr>
<tr>
<td>Taxes rec - delinquent</td>
<td>23,441</td>
</tr>
<tr>
<td>Estimated uncollectible delinquent taxes</td>
<td>(18,817)</td>
</tr>
<tr>
<td>IFT tax receivable</td>
<td>(15,546)</td>
</tr>
<tr>
<td>Property tax receivable</td>
<td>-</td>
</tr>
<tr>
<td>Accounts rec - other</td>
<td>7,290</td>
</tr>
<tr>
<td>Interest receivable</td>
<td>2,931</td>
</tr>
<tr>
<td>Due from state</td>
<td>-</td>
</tr>
<tr>
<td>Inventory</td>
<td>68,592</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$3,927,954</strong></td>
</tr>
</tbody>
</table>

## LIABILITIES

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vouchers payable</td>
<td>(770)</td>
</tr>
<tr>
<td>Due to Zoological society</td>
<td>81,580</td>
</tr>
<tr>
<td>Tax levy liability</td>
<td>23,500</td>
</tr>
<tr>
<td>Sales tax payable</td>
<td>3,002</td>
</tr>
<tr>
<td>Refund now</td>
<td>(61)</td>
</tr>
<tr>
<td>Refund apply</td>
<td>(634)</td>
</tr>
<tr>
<td>Accrued payroll</td>
<td>-</td>
</tr>
<tr>
<td>Accounts payable</td>
<td>22,214</td>
</tr>
<tr>
<td>Deferred revenue - property taxes</td>
<td>6,356</td>
</tr>
<tr>
<td>Deferred revenue - delinquent taxes</td>
<td>7,049</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$142,237</strong></td>
</tr>
</tbody>
</table>

## FUND BALANCE

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unspendable</td>
<td>68,592</td>
</tr>
<tr>
<td>Unrestricted fund balance</td>
<td>3,717,125</td>
</tr>
<tr>
<td><strong>Total Liabilities and Fund Balance</strong></td>
<td><strong>$3,785,717</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Liabilities and Fund Balance</strong></td>
<td><strong>$3,927,954</strong></td>
</tr>
</tbody>
</table>
# POTTER PARK ZOO

## YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY

**FOR 8 MONTHS ENDING AUGUST 31ST, 2022**

## Revenues

<table>
<thead>
<tr>
<th>Description</th>
<th>AUGUST 2022 YTD</th>
<th>BUDGET</th>
<th>REMAINING</th>
<th>% OF BUDGET</th>
<th>AUGUST 2021 YTD ACTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Property Tax</strong></td>
<td>$4,150,873</td>
<td>$4,028,558</td>
<td>$122,315</td>
<td>97.05%</td>
<td>$3,231,300</td>
</tr>
<tr>
<td><strong>Unallocated Portion of Taxes (4 Months)</strong></td>
<td>-</td>
<td>$(1,342,853)</td>
<td>-</td>
<td>0.00%</td>
<td>$(1,077,100)</td>
</tr>
<tr>
<td><strong>Admissions</strong></td>
<td>$625,000</td>
<td>$603,922</td>
<td>$21,078</td>
<td>96.63%</td>
<td>$612,796</td>
</tr>
<tr>
<td><strong>Concessions, Gift Shop, Vending</strong></td>
<td>$510,000</td>
<td>$661,055</td>
<td>$(151,055)</td>
<td>129.62%</td>
<td>$120,509</td>
</tr>
<tr>
<td><strong>Parking Fees</strong></td>
<td>$185,000</td>
<td>$130,540</td>
<td>$54,460</td>
<td>70.56%</td>
<td>$121,779</td>
</tr>
<tr>
<td><strong>Interactive Sites</strong></td>
<td>$70,000</td>
<td>$99,576</td>
<td>$(29,576)</td>
<td>142.25%</td>
<td>$120,509</td>
</tr>
<tr>
<td><strong>Interest Income</strong></td>
<td>$40,000</td>
<td>$8,447</td>
<td>$31,553</td>
<td>21.12%</td>
<td>$1,139</td>
</tr>
<tr>
<td><strong>Other Revenues</strong></td>
<td>$(640,586)</td>
<td>$86,204</td>
<td>$(726,790)</td>
<td>-13.46%</td>
<td>$74,193</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td>$4,940,287</td>
<td>$4,275,448</td>
<td>$(678,014)</td>
<td>86.54%</td>
<td>$3,723,672</td>
</tr>
</tbody>
</table>

## Expenditures

### Personnel Services

<table>
<thead>
<tr>
<th>Description</th>
<th>AUGUST 2022 YTD</th>
<th>BUDGET</th>
<th>REMAINING</th>
<th>% OF BUDGET</th>
<th>AUGUST 2021 YTD ACTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Salaries &amp; Wages - Full Time</strong></td>
<td>$1,704,351</td>
<td>$1,030,135</td>
<td>$674,216</td>
<td>60.44%</td>
<td>$998,645</td>
</tr>
<tr>
<td><strong>Salaries &amp; Wages - Seasonal</strong></td>
<td>$565,284</td>
<td>$456,038</td>
<td>$109,246</td>
<td>80.67%</td>
<td>$422,297</td>
</tr>
<tr>
<td><strong>Benefits</strong></td>
<td>$885,155</td>
<td>$578,632</td>
<td>$306,523</td>
<td>65.37%</td>
<td>$571,166</td>
</tr>
<tr>
<td><strong>Total Personnel Services</strong></td>
<td>$3,154,790</td>
<td>$2,064,804</td>
<td>$1,089,986</td>
<td>65.45%</td>
<td>$1,992,108</td>
</tr>
</tbody>
</table>

### Controllable Expenditures

<table>
<thead>
<tr>
<th>Description</th>
<th>AUGUST 2022 YTD</th>
<th>BUDGET</th>
<th>REMAINING</th>
<th>% OF BUDGET</th>
<th>AUGUST 2021 YTD ACTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Supplies</strong></td>
<td>$323,000</td>
<td>$337,246</td>
<td>$(14,246)</td>
<td>104.41%</td>
<td>$295,445</td>
</tr>
<tr>
<td><strong>Animal Care</strong></td>
<td>$302,000</td>
<td>$174,314</td>
<td>$127,686</td>
<td>57.72%</td>
<td>$167,768</td>
</tr>
<tr>
<td><strong>Purchased Services</strong></td>
<td>$1,150,767</td>
<td>$435,403</td>
<td>$715,364</td>
<td>37.84%</td>
<td>$425,764</td>
</tr>
<tr>
<td><strong>Utilities - Telephone</strong></td>
<td>$20,125</td>
<td>$11,264</td>
<td>$8,861</td>
<td>55.97%</td>
<td>$11,789</td>
</tr>
<tr>
<td><strong>Rentals &amp; Leases</strong></td>
<td>$2,000</td>
<td>$165</td>
<td>$1,835</td>
<td>8.24%</td>
<td>$2,609</td>
</tr>
<tr>
<td><strong>Other Expenses</strong></td>
<td>$136,650</td>
<td>$98,589</td>
<td>$38,061</td>
<td>72.15%</td>
<td>$54,870</td>
</tr>
<tr>
<td><strong>Total Controllable Expenditures</strong></td>
<td>$1,934,542</td>
<td>$1,056,981</td>
<td>$877,561</td>
<td>54.64%</td>
<td>$958,245</td>
</tr>
</tbody>
</table>

### Non-Controllable Expenditures

<table>
<thead>
<tr>
<th>Description</th>
<th>AUGUST 2022 YTD</th>
<th>BUDGET</th>
<th>REMAINING</th>
<th>% OF BUDGET</th>
<th>AUGUST 2021 YTD ACTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Utilities</strong></td>
<td>$235,000</td>
<td>$184,370</td>
<td>$50,630</td>
<td>78.46%</td>
<td>$93,780</td>
</tr>
<tr>
<td><strong>Insurance</strong></td>
<td>$85,000</td>
<td>$87,544</td>
<td>$(2,544)</td>
<td>102.99%</td>
<td>$64,309</td>
</tr>
<tr>
<td><strong>IT Support Expense</strong></td>
<td>$188,148</td>
<td>$124,790</td>
<td>$63,358</td>
<td>66.33%</td>
<td>$52,804</td>
</tr>
<tr>
<td><strong>Other Expenses</strong></td>
<td>$496</td>
<td>$372</td>
<td>$124</td>
<td>75.05%</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Non-Controllable Expenditures</strong></td>
<td>$508,644</td>
<td>$397,076</td>
<td>$111,568</td>
<td>78.07%</td>
<td>$210,892</td>
</tr>
</tbody>
</table>

### Capital Outlay

<table>
<thead>
<tr>
<th>Description</th>
<th>AUGUST 2022 YTD</th>
<th>BUDGET</th>
<th>REMAINING</th>
<th>% OF BUDGET</th>
<th>AUGUST 2021 YTD ACTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Capital Improvements</strong></td>
<td>$(657,689)</td>
<td>$58,098</td>
<td>$(715,787)</td>
<td>-8.83%</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Expenditures</strong></td>
<td>$4,940,287</td>
<td>$3,576,959</td>
<td>$1,363,328</td>
<td>72.40%</td>
<td>$3,161,246</td>
</tr>
</tbody>
</table>

## Total Change in Fund Balance

<table>
<thead>
<tr>
<th>Description</th>
<th>AUGUST 2022 YTD</th>
<th>BUDGET</th>
<th>REMAINING</th>
<th>% OF BUDGET</th>
<th>AUGUST 2021 YTD ACTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Change in Fund Balance</strong></td>
<td>$698,489</td>
<td>$562,427</td>
<td>$2,360,943</td>
<td>-</td>
<td>$2,360,943</td>
</tr>
</tbody>
</table>

### Fund Balance as of 1/1/22

- **Non-Spendable**: $68,592
- **Unrestricted**: $1,593,862
  
  **Total**: $1,662,454

### Fund Balance as of 8/31/2022

- **Total**: $2,360,943
## POTTER PARK ZOO
### MONTHLY PARKING REPORT
#### FOR MONTH AND YTD ENDING AUGUST 31, 2022

| ADMISSION TYPE               | CURRENT MONTH |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |
|------------------------------|---------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                              | 2019 COUNT    | 2021 COUNT | 2022 COUNT | BETTER (WORSE) THAN PY | 2019 COUNT | 2021 COUNT | 2022 COUNT | BETTER (WORSE) THAN PY |
| ANNUAL RESIDENT PASS         | 3             | 2         | 3         | 1         | 278       | 91        | 215       | 124       |
| ANNUAL NON-RESIDENT PASS     | 0             | 2         | 0         | (2)       | 31        | 10        | 26        | 16        |
| PPZ MEMBER DELUXE/PREMIUM    | 468           | 388       | 468       | 80        | 1,856     | 2,141     | 2,387     | 246       |
| DAILY RESIDENT PARKING       | 3,254         | 2,812     | 2,630     | (182)     | 14,943    | 13,082    | 14,598    | 1,516     |
| DAILY NON-RESIDENT PARKING   | 3,947         | 3,730     | 3,103     | (627)     | 18,174    | 16,005    | 16,076    | 71        |
| EVENTS                       | 755           | 0         | 186       | 186       | 3,226     | 989       | 1,863     | 874       |
| ANNUAL PASS RESIDENT ENTRY   | 218           | 376       | 158       |          | 0         | 218       | 1,467     | 1,249     |
| ANNUAL PASS NON-RESIDENT ENTRY | 6       | 8         | 2         | 0         | 6         | 27        | 21        |
| WAIVED ANNUAL PASS           | 5             | 3         | 2         | (2)       | 0         | 5         | 43        | 38        |
| OTHER (non-paying)           | 1,884         | 51        | 109       | 58        | 10,624    | 1,446     | 848       | (598)     |
| **TOTAL**                    | 10,311        | 7,214     | 6,886     | (328)     | 49,132    | 33,993    | 37,550    | 3,557     |

<table>
<thead>
<tr>
<th>ADMISSION TYPE</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANNUAL RESIDENT PASS</td>
<td>$32.00</td>
</tr>
<tr>
<td>ANNUAL NON-RESIDENT PASS</td>
<td>$42.00</td>
</tr>
<tr>
<td>RESIDENT DAILY PASS</td>
<td>$3.00</td>
</tr>
<tr>
<td>NON-RESIDENT DAILY PASS</td>
<td>$5.00</td>
</tr>
</tbody>
</table>
## POTTER PARK ZOO
### MONTHLY ATTENDANCE REPORT
#### FOR MONTH AND YTD ENDING AUGUST 31, 2022

<table>
<thead>
<tr>
<th>Admissions Type</th>
<th>Current Month</th>
<th>Year-to-Date</th>
<th>Better (Worse) Than PY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2019</td>
<td>2021</td>
<td>2022</td>
</tr>
<tr>
<td><strong>General</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Child Resident</td>
<td>5,262</td>
<td>1,841</td>
<td>1,774</td>
</tr>
<tr>
<td>Child Non-Resident</td>
<td>0</td>
<td>3,136</td>
<td>2,629</td>
</tr>
<tr>
<td>Children - Under 3</td>
<td>2,276</td>
<td>6,364</td>
<td>1,155</td>
</tr>
<tr>
<td>Adult Resident</td>
<td>4,254</td>
<td>3,543</td>
<td>3,117</td>
</tr>
<tr>
<td>Adult Non-Resident</td>
<td>4,121</td>
<td>4,230</td>
<td>3,480</td>
</tr>
<tr>
<td>Senior/Military Resident</td>
<td>655</td>
<td>850</td>
<td>470</td>
</tr>
<tr>
<td>Senior/Military Non-Resident</td>
<td>1052</td>
<td>850</td>
<td>862</td>
</tr>
<tr>
<td>Groups</td>
<td>683</td>
<td>629</td>
<td>671</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>18,303</td>
<td>21,063</td>
<td>14,398</td>
</tr>
<tr>
<td><strong>Memberships/Programs</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PPZ Members/Reciprocal</td>
<td>4,889</td>
<td>2,217</td>
<td>2,599</td>
</tr>
<tr>
<td>Society Programming/Events</td>
<td>3,840</td>
<td>1,613</td>
<td>1,691</td>
</tr>
<tr>
<td>Monday Program</td>
<td>1366</td>
<td>939</td>
<td>941</td>
</tr>
<tr>
<td>ZIYN</td>
<td>0</td>
<td>472</td>
<td>735</td>
</tr>
<tr>
<td>Other (Non-Paying)</td>
<td>139</td>
<td>621</td>
<td>0</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>10,234</td>
<td>5,862</td>
<td>5,966</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td>28,537</td>
<td>26,925</td>
<td>20,364</td>
</tr>
</tbody>
</table>

### Admissions 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
Interviews are underway for the full-time veterinary technician position.

An all staff meeting took place Tuesday, September 6 from 11:30 a.m. - 1 p.m. in the Safari Room. Several table top animal escape drills were held during this meeting.

Guest Services
Fall Hours have started and the zoo will be open on weekdays from 9 a.m. to 4 p.m. We will remain open from 9 a.m. to 5 p.m. Saturday and Sunday through October 31 and then hours will change to 10 a.m. – 4 p.m. daily.

The Health Department arrived unannounced to the zoo Wednesday, August 17 for the annual inspection of the food services throughout the zoo and the inspection yielded no violations and 100% compliance with the food code. Great job to our Savanna Grill and Kiosk employees and Jon Lawrence for being prepared and for keeping the bar high with your daily duties.

After an incredibly busy summer, camel rides are now closed for the season. Guests of all ages were provided with a unique and memorable experience at the zoo. Shane Young did a great job again this season and we plan to have him return for the 2023 season.

In celebration of grandparents and everything they do, all grandparents will get into the zoo FREE September 11, 2022.

Events
The Community Mental Health Authority of Clinton, Eaton and Ingham Counties will have their annual Potter Park Zoo event Saturday, September 10 from 1-4 p.m. It will be located in the campground and we are expecting around 2,000 guests.

The Board of Water and Light used Potter Park Zoo for a commercial shoot last week. The film crew was very appreciative of the work that went into keeping the otters active and on exhibit.

Conservation Education
This year’s BIG Zoo Lesson is back in session Monday, September 12! We're expecting 39 classes, each spending a week, through the school year. We’re looking forward to a great year of learning and are very excited to be back visiting Doppsee as part of the weekly activities.
Come celebrate International Red Panda Day Sunday, September 18! Volunteers will be on hand to answer questions and guests can participate in fun family activities such as children’s crafts and a scavenger hunt. A number of animal enrichments will also occur – come join the fun!

**Action for Cheetahs in Kenya Conservation Talk**

Potter Park Zoo is hosting a conservation talk September 11 from 5 - 7 p.m. in the Discovery Center safari room.

Mary Wykstra is the Executive Director overseeing Action For Cheetahs in Kenya. Learn more about cheetah monitoring, conflict mitigation, scat detection dogs and more!

Bowling for Rhinos had another successful year! This year almost $7,000 was raised for rhino conservation. Thank you PPZ AAZK chapter for your hard work providing a great event to benefit black rhinos in the wild!

AAZK thanks all of their supporters and generous sponsors for making the event such a success! Thank you to Zoo Advisory Board Member Mary Leys for her generous donation.

Join us Sunday, September 25, 11 a.m. - 3 p.m. to celebrate the 13th annual World Rhino Day at Potter Park Zoo! We’ll Learn about rhinos at our conservation tables, play rhino themed games, and see our resident black rhinos Doppsee and Phineus.

**Membership**

572 members came out to enjoy Members Night August 10! It was a resounding success thanks to all the staff and volunteers who helped. Special shout out to the keepers who went above and beyond to create enrichments, give engaging keeper talks, rhino barn tours and more.

As of August 31, there were 6,345 individual members (not including children in the household), making up 2,920 member households.
Thank you to Girl Scout Troop 30811 for creating kangaroo beds as a service project for their Bronze Award.

There were 93 volunteers in August who donated their time and talents, adding up to 588 hours. This number is lower than last month as we enter a temporary slowdown until fall with less group visits, events and tours.

MSU Spartan Day of Service Volunteers will be here Saturday, September 17 from 10 – 2 p.m. We expect 40 Spartans helping with a variety of tasks on zoo grounds that day. Go Green! Go White!

There were 3,682 Conservation Education Station engagements in the month of August.

**DEAI**
September 22 from 10 - 11:30 a.m. the Office of Diversity, Equity and Inclusion is hosting Dr. Mellissa Wright at our next IC Engaged Learning Series ‘Just What is Critical Race Theory Anyway?’. IC Engaged trainings are voluntary and out of respect for participants who openly share during these events, they will not be recorded. All zoo staff are encouraged to participate and we will have a screen set up in the safari room for multiple staff to watch at one time.

Unity in the Community Event
Save the date! Ingham County is having their annual Unity in the Community event September 16. The event is located at Hawk Island County Park and it is free to all county residents.
Animal Care and Research

The baby bintlet naming contest brought in 138 votes and nearly $700. The winning names were Bintang (means star in Malay) and Zulla (means shade, especially shade of trees in Malay)!

Please welcome Dr. Allison Dianis to Potter Park Zoo. Dr. Allison is a new joint veterinary fellow and will work at both Potter and Binder Park Zoo. Dr. Allison will be spending one to two days per week working on zoo cases under Dr. Ronan’s mentorship for the next year.

Dr. Allison is a veterinary graduate from the University of Illinois veterinary. This is Dr. Allison’s 3rd year of post-doctoral training—previously doing specialty training at Purdue veterinary school and University of Guelph Veterinary school. She comes with a wealth of previous zoo and exotic medicine experience and we are excited to have as the inaugural joint Binder-Potter Pak Zoo veterinary fellow.

Lola the alpaca has healed from her broken foot and has returned, with Frank, to the cow yard.

Keeper Adrianna created enrichment made out of firehose that was donated to us from a local fire station in Dewitt. Phineus and Doppsee enjoyed interacting with their new enrichment item! Adrianna was one of the keepers that attended a Hose to Habitat workshop for creating animal enrichment from fire hose.

Cris and Doug from the Zoo maintenance team have been working hard on the Lemur exhibit to make it safe for the lemur family to go outside. The smaller mesh material added will keep our lemur pup inside of the exhibit. Once this project is complete, our lemurs will have access to the outside exhibit again!
Potter Park Zoo Team Assists in Conservation of the Piping Plover

The piping plover, a small shorebird driven to near extinction in Michigan in the 1980’s, is on the road to recovery thanks to help from the Great Lakes Piping Plover (GIPIPL) captive-rearing program and Potter Park Zoo’s animal care team.

For many years, zoo staff have participated in this important conservation effort working to ensure piping plovers continue to nest along the shores of the Great Lakes. The species was listed as endangered under the Endangered Species Act in 1984.

In this spring’s effort Potter Park Zoo’s Animal Programs Manager Sarah Foote spent a week aiding in the rearing of these small birds.

“It has been an honor to work on this restoration effort for the last several years,” said Foote. “While populations can be found in the plains states and along the eastern seaboard, they have struggled in Michigan and anything I can do to help the population is very rewarding.”

Foote said that through a dedicated program with support from more than 23 federal and local organizations, the population of plovers along the Great Lakes has increased to more than 70 nests per year, up from a low of 10 to 14 nests. The population has also begun to expand outside of Michigan, and nests have been recorded in Pennsylvania, Illinois, Wisconsin and Ontario. In fact, 2018 marked the first time in decades that piping plovers nested on all five of the Great Lakes.

Since both piping plover parents incubate the eggs, the loss of one parent can be fatal to the nest. If a parent has been taken by a predator, or the nest washed out during a storm, the eggs are collected and transported to the University of Michigan Biological Station in Pellston, which has been the home of the captive-rearing facility for decades. Managed by the Detroit Zoo, the captive-rearing program has successfully hatched and reared piping plover chicks since 2002. Following specific protocol, eggs that arrive at the station are candled, weighed, and set for incubation. Using data collected by the monitors, as well as their knowledge of the stages of incubation, the captive-rearing staff have a pretty good idea of when hatching should start for each clutch of eggs.

Just out of the egg, piping plover chicks have the appearance of two damp cotton balls on a pair of toothpicks. Despite their petite size and less than inspiring appearance, the chicks are up and moving within an hour of hatching. Piping plover chicks are precocial, meaning they can move and forage on their own shortly after hatching. This is true of many ground nesting birds although they continue to rely on their parents for warmth and protection.

“Caring for an endangered species, especially one that will be released back into the wild, is exceptionally gratifying but comes with a great deal of pressure,” said Foote. “Due to the circumstances that lead to their transfer to the bio station, eggs may be compromised and beyond our help. Lone eggs don’t hatch as successfully as do those still with their siblings, as the peeping of the other hatching chicks helps move the process along.”
Foote had the interesting experience of helping with a special hatch this spring.

“This year we had a lone egg that required assistance hatching, which meant peeping at the chick and very slowly removing bits of shell until it popped free, nearly 12 hours later,” she said.

Although the chick hatched, Foote explained this isn’t a guarantee.

“Even when chicks have hatched successfully there is always the chance that something unexpected will happen. Unfortunately, salvage captive-rearing isn’t a miracle fix-all and those losses can be hard,” she said.

For the chicks that hatch and thrive, human interaction is kept to a minimum, limited to obtaining weights and transfers between the cabin and the lakeside pen. During catch-ups the team members play alarm calls, so the chicks identify humans as something to avoid. As they grow, they spend increasing amounts of time outside in the lakeside pen, where they can hunt any native insects that wander in. Eventually, the chicks graduate to staying outside overnight.

“We are still like worried parents, and we check on them several times over night,” said Foote.

Feedings start out at six per day when the chicks have just hatched and eventually transition to three times a day. Plovers are fed black worms, crickets, meal worms, wax worms, krill, and locally caught insects (mayflies, grasshoppers etc.).

Piping plovers fledge around 28 days. Staff know they are nearly ready for release when they begin flying in the lakeside pen and become more and more difficult to catch. At this point the field staff begin the pre-release process, including putting permanent identification bands on their legs and gathering any last bits of data. Within the next few days, the nearly adult chicks are released. If there are no similarly aged chicks at their home beach, the youngsters are released at Sleeping Bear dunes, where MDNR and others can monitor their progress.

“It is an amazing feeling, watching young birds you’ve cared for run out of the carrier and back into the wild,” said Foote.

Salvage captive-rearing is a last-ditch effort to save eggs that would otherwise die and the goal is always to release all captive reared piping plovers back into the Great Lakes population. In the 2022 season there were 71 unique pairs of birds. Field staff banded 186 wild chicks from 65 broods and the captive-rearing program incubated and hatched 11 chicks from nests in Michigan, Wisconsin and Pennsylvania. The biggest news of the season is that 137 chicks fledged, the most ever fledged since piping plovers were listing in 1984. To learn more about this program visit https://www.greatlakespipingplover.org/.

- Nests on all 5 Great Lakes
- 72 pairs/66 nests hatched/150 wild chicks fledged
- 7 abandonments – 10 Captive reared chicks released
- 2022 was the most pairs/chicks fledged in recent times
- 13 Captive-reared chicks nesting in the wild this year/that’s 9% of the breeding population
- 22 eggs brought to the station/15 viable/11 hatched
- 1 chick death
- = 10 CR chicks released
1 August 2022

Cynthia D Wagner
Potter Park Zoological Gardens

Dear Cynthia,
The Association of Zoos and Aquariums is pleased to inform you that Sarah Foote has received a certificate in recognition of their 5 years of dedication and service to the Blanding's Turtle Program. Without the devotion of Program Leaders such as them, and support from AZA facilities such as yours, AZA could not maintain the cooperatively managed animal programs that are essential to a hopeful future for animals in aquariums, zoos, and in the wild for future generations. Your support for AZA Animal Program Leaders is greatly appreciated.

Sincerely,

Dan Ashe
President & CEO

Candice Dorsey, Ph.D.
Senior V.P., Conservation, Management, & Welfare Sciences
TO: Potter Park Zoo Advisory Board  
FROM: Cynthia Wagner, Potter Park Zoo Director  
DATE: September 6, 2022  
SUBJECT: Convert Position #692030 (Account Clerk) from .5 FTE Level 300 to 1.0 FTE Level I  
For the meeting agenda of September 14, 2022

BACKGROUND
The current part time Account Clerk position will become vacant soon. Potter Park Zoo wishes to increase the UAW Zoo Account Clerk position (#692020) from .5 FTE Level 300 to 1.0 FTE Level I. Increasing the position from part time to full time will provide the additional resources necessary to oversee and maintain the revenue management system.

This position conversion takes into consideration operational needs, budgetary constraints, as well as, employee recruitment and retention.

ALTERNATIVES
The position could remain .5 FTE Level 300, however this would decrease the Zoo’s capacity to fully utilize the revenue management system.

FINANCIAL IMPACT
Converting position #692030 from .5 FTE Level 300 to 1.0 FTE Level I will increase the total cost with salary and fringe benefits by $45,079 annually at Step 8. There are sufficient funds in the Zoo budget to cover the total increase.

<table>
<thead>
<tr>
<th>Current Position</th>
<th>P/T Step 8</th>
<th>New Position</th>
<th>F/T Step 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Clerk Level 300 .5 FTE</td>
<td>$42,981</td>
<td>Account Clerk Level I 1.0 FTE</td>
<td>$88,060</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$42,981</td>
<td>TOTAL</td>
<td>$88,060</td>
</tr>
</tbody>
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OTHER CONSIDERATIONS
The UAW Zoo Unit is in support of the proposed position conversion from part time to full time and job description update increasing the position from Level 300 to Level I.

RECOMMENDATION
Based on the information presented, I respectfully recommend support of the attached resolution.
RESOLUTION TO SUPPORT CONVERTING POSITION #692030 FROM .5 FTE LEVEL 300 TO 1.0 FTE LEVEL I

WHEREAS, Potter Park Zoo wishes to convert a .5 FTE Level 300 Account Clerk position (#692030) from .5 FTE Level 300 to 1.0 FTE Level I; and

WHEREAS, increasing position #692030 from .5 FTE to 1.0 FTE will allow Potter Park Zoo to provide effective oversight of the point of sale system daily operations; and

WHEREAS, updating the job description to accurately reflect duties was determined by the Ingham County Human Resources Department to raise position #692030 from Level 300 to Level I; and

WHEREAS, the current UAW Zoo Level 300 .5 FTE Account Clerk position has a salary range of $20,501 to $24,035 and $40,961 to $51,031 at Level I 1.0 FTE; and

WHEREAS, the 2022 personnel cost projections provided by the budget department show a total (wage and fringe) annual cost increase of $45,079 at Step 8 of Level I; and

WHEREAS, there are sufficient funds in the Zoo Fund, #25869200, for the proposed position conversion; and

WHEREAS, the United Auto Workers (UAW) Local 2256 – Zoo Unit supports the proposed updated job description and position conversion.

THEREFORE BE IT RESOLVED, that the Potter Park Zoo Advisory Board hereby supports the updated job description, and converting the following Potter Park Zoo Account Clerk position #692030:

UAW Zoo Level 300 .5 FTE Account Clerk position to UAW Zoo Level I 1.0 FTE Account Clerk position.
At the 2022 AZA National Conference, Canopy Strategic Partners was invited to address leaders to share a retrospective analysis of what the profession has been through over the last five years. This included analyses of where AZA member organizations were trending before the pandemic, how they fared during the pandemic, and their recovery trajectory in the most recent 12-to-18 months.

This analysis was completed based on data from Canopy Strategic Partners’ Audience Analytics platform, which tracks tens of millions of mobile devices all around the United States. This platform allows us to capture information about who visits facilities and when; for how long; where constituents live, work, shop, and spend time; how they identify ethnically/racially; how much they earn; the makeup of their households; and much more. We have capacity to measure these metrics across time ranges as small as a few hours, and up to several years. It is recent as of about 72 hours.

The following slides were shared in the closed-door executives meeting, which we hope you were able to attend. If not, or if your organization would benefit from a recap of this analysis (e.g. for staff, board, or other groups), please do not hesitate to reach out to Vice President Zachary Winfield at zwinfield@canopysp.com. We would be happy to schedule a presentation.
Average Monthly Attendance: 2017 through 2019

- Aquarium
- Zoo
- Aquarium Trend
- Zoo Trend
The 2020 Plunge

Aquarium - Cyan
Zoo - Green

COVID
HOW MANY VISITS WERE LOST?
In 2020 alone...

- 25.6 million lost aquarium visits
- 44.3 million lost zoo visits

93 MILLION lost visits among all AZA US members*

*includes AZA accredited zoos, aquariums, safari parks, aviaries, etc.
Zoos: Pre-Pandemic vs. “Post” Pandemic

Aquariums: Pre-Pandemic vs. “Post” Pandemic
Recovery Quotient

Recovery quotient can be understood as a calculation that determines to what extent visitor behavior returned to (or in many cases exceeded) pre-pandemic levels, expressed as a percentage.

Pandemic Quotient

Pandemic quotient can be understood as a calculation that determines how visitation declined during the pandemic period as compared to the pre-pandemic period, expressed as a percentage.
PANDEMIC VS RECOVERY

The diagram illustrates the comparison of recovery quotient to pandemic quotient. The trend shows that recovery is stronger during the pandemic than after it. The line on the graph indicates a positive correlation, with data points clustering towards the upper right, suggesting stronger values during the pandemic period compared to after it.
WAS THERE A GEOGRAPHIC CORRELATION?
Recovery Status by Census Division

New England: n=11
West North Central: n=25
East South Central: n=9
South Atlantic: n=40
West South Central: n=21
Mountain: n=18
Pacific: n=31
East North Central: n=29
Atlantic: n=22
WAS THERE A MARKET SIZE CORRELATION?
Recovery Status by Market Size

- **Aquarium**
- **Zoo**

**Recovery Quotient**

- **Stronger Recovery**
  - Quartile 1: 114%
  - Quartile 2: 109%
  - Quartile 3: 102%
  - Quartile 4: 98%

- **Weaker Recovery**
  - Quartile 1: 112%
  - Quartile 2: 106%
  - Quartile 3: 100%
  - Quartile 4: 93%

**Population Quartile**

- **Quartile 1:** Smaller markets
- **Quartile 2:** Smaller markets
- **Quartile 3:** Bigger markets
- **Quartile 4:** Bigger markets
WAS THERE AN INCOME CORRELATION?
Recovery Status by Median Disposable Income

**Recovery Quotient**

Aquarium vs. Zoo

- 111% vs. 113%
- 105% vs. 113%
- 107% vs. 100%
- 97% vs. 98%

**Income Quartile**

1. Lower earning
2. Higher earning

**Stronger Recovery**

1. 111%
2. 113%
3. 107%
4. 97%

**Weaker Recovery**

1. 105%
2. 113%
3. 100%
4. 98%
WAS THERE A DIVERSITY CORRELATION?
Recovery Status by Market Diversity

- **Aquarium**
- **Zoo**

**DIVERSITY QUARTILE**

1. **Less Diverse**
   - Recovery Quotient: 115%
   - Recovery Status: Stronger

2. **More Diverse**
   - Recovery Quotient: 108%
   - Recovery Status: Stronger

3. **More Diverse**
   - Recovery Quotient: 105%
   - Recovery Status: Stronger

4. **Less Diverse**
   - Recovery Quotient: 103%
   - Recovery Status: Stronger

**Note:** The chart shows the recovery quotient for each market diversity quartile.
WAS THERE A HEALTH CORRELATION?
Pandemic & Recovery Status by Poor Health Indicators

- **Pandemic Quotient**
- **Recovery Quotient**

1. HEALTH QUARTILE 1:
   - Pandemic Quotient: 58%
   - Recovery Quotient: 94%
   - **lower** incidence of major health conditions

2. HEALTH QUARTILE 2:
   - Pandemic Quotient: 64%
   - Recovery Quotient: 103%
   - **higher** incidence of major health conditions

3. HEALTH QUARTILE 3:
   - Pandemic Quotient: 66%
   - Recovery Quotient: 105%
   - **higher** incidence of major health conditions

4. HEALTH QUARTILE 4:
   - Pandemic Quotient: 78%
   - Recovery Quotient: 108%
   - **lower** incidence of major health conditions
JULY-AUGUST UPDATE
JULY-AUGUST UPDATE

75% of AZA member organizations were down in attendance for July/August 2022 versus July/August 2021.
CONTACT CANOPY

WWW.CANOPYSP.COM

or

ZWINFIELD@CANOPYSP.COM