



Potter Park Zoological Society Board of Directors Meeting
Nov. 14, 2022 – 11:30 to 1 p.m. in Welcome Center Conference Room

MINUTES

Present

Julie Pingston
Karlene Belyea
Bethany Wicksall
Roxanne Truhn
Aaron Davis
Gabe Rodriguez-Garriga
George Berghorn
Amy L. Morris-Hall, Society Executive Director

Absent

General Items

1. Meeting was called to order at 11:35 a.m.
2. Approval of July 25, 2022 minutes – approved.
3. No members of public
4. Late Items/Deletion/Consent Items – None

Board Items

5. Financial Report YTD (preliminary) through Oct. 31, 2022
Revenue: Year to date revenue at \$1,019,275 is over budget by \$38,275 without capital contributions
Expenses: Year to date expenses at \$917, 641 are under budget by \$16,900 and \$71,420 under budget without the capital campaign.
Net Surplus: Year to date the Society is \$1,140,682 with capital campaign revenue and expenses included. The net surplus from operations not including capital campaign revenue is \$189,955.
Current assets stand at \$2,260,586.36 of which \$1,195,000 is from the capital campaign.
Cash: There was 139 days of cash available as of Oct. 31, 2022 not including cash restricted for the capital campaign. This was negatively impacted by a \$155,766 receivable due from Ingham County which will be received in November.



6. Transaction of Business
 - a. Old Business - None
 - b. New Business
 - a. 2023 Meeting Schedule – approved
 - b. Third quarter donations report – approved
 - c. Board Secretary – Aaron Davis moved, Gabe seconded, and the motion carried stating Karlene Belyea will now be the Potter Park Zoological Society board secretary.
 - d. Unlimited PTO policy was discussed, and the board agreed with pursuing this for Zoological Society staff.

Discussion Items

1. Board President Update
 - i. Julie Pingston reported zoo attendance is 7,753 better than prior year at 163,502 people as of Oct. 31, 2022. This is primarily due to Society events and member visits. Actual general visits to the zoo are 377 people better than prior year at 110,138. This was reported at the Zoo Advisory Board meeting by Zoo Director Cynthia Wagner.
2. Executive Director's report
 - a. Staff Update
 - i. Sharon Castle of the Nonprofit Network continues to work with staff on crucial conversations and improving communications.
 - ii. Stephanie Pentiuk, the new conservation engagement lead, is onboard and working on new goals for the education department.
 - b. Events/Education
 - i. Fall Zootacular was under budget by approximately \$10,000. Additional promotion will be pursued in 2023.
 - iii. Wonderland of Lights prep is underway. The event will run Nov. 19 – Dec. 23.
 - c. Accreditation
 - i. The Society documents have been prepared for the application.
 - ii. Stephanie Pentiuk is working on the education documents, which are more complex.
 - d. Communications Update
 - i. The zoo following continues to grow on social media and traditional media.



- e. Fund Development Update
 - i. MACC grants were received.
 - ii. The ARPA application for the city of Lansing grant was completed, but was not approved
 - iii. Event sponsorships – LCC, JNL, and McLaren are all sponsoring events this fall and early winter.

 - f. Capital Campaign Update
 - i. The Glassen Foundation has committed to contribute to the campaign over five years beginning in 2024.
 - ii. State budget - Initial documents have been submitted to MEDC for receipt of the state budget allocation.
 - iii. Delta Dental - We are still waiting for information on this support.
 - iv. Consumers Energy - We are still waiting for information on this support.
 - v. JNL - We are still waiting for information on this support.

 - g. Animal update
 - i. The wolves are being relocated to New York State Zoo.
3. Suggestions for future agenda items, discussion and/or board comments
- a. None
4. Public comment – No members of the public attended the meeting.

Adjournment

The meeting adjourned at 12:20 p.m.

*2022 Meeting Schedule – Potter Park Zoo – Welcome Center Conference Room
December 12, 2022*