

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 "February 14, 2024".

POTTER PARK ZOO ADVISORY BOARD MEETING

Wednesday, February 14, 2024
6:00 PM

- 1. Call to Order**
- 2. Approval of the January 10, 2024 Meeting Minutes**
- 3. Limited Public Comment – *Limited to 3 minutes with no discussion***
- 4. Late Items/Deletions/Consent Items**
- 5. Action Items**
 - a. Resolution to renew agreement with Vermont Systems
- 6. Director's Report**
 - a. Finance Report – Cynthia Wagner
 - b. Admission Report- Cynthia Wagner
 - c. Director's Report – Cynthia Wagner
- 7. New Business**
 - a. Institutional Collection Planning and Species Survival Plan Presentation – Sarah Foote
 - b. Emergency Memo HVAC Controls
- 8. Old Business**
 - a. Animal Health Facility Progress – Cynthia Wagner
 - b. Fundraising Update – Amy Morris-Hall
- 9. Board Comments**
- 10. Limited Public Comment - *Limited to 3 minutes with no discussion***
- 11. Upcoming Meeting**
 - a. **Zoo Advisory Board Meeting March 13, 2024 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,
January 10, 2024**

BOARD MEMBER

PRESENT: Chair Cheryl Bergman, Vice Chair Kyle Binkley, Commissioner Tennis, Dr. Richard Snider, Caitlin O'Rourke, Mary Leys, Julie Pingston and Dr. Jack Kottwitz

ALSO PRESENT: Cynthia Wagner, Zoo Director and Amy L. Morris-Hall, Zoological Society Executive Director

ABSENT: Commissioner Trubac, Emily Linden, Molly Korn, and Kasey Kent

CALL TO ORDER: Meeting called to order at 6:02 p.m.

MINUTES: Mary Leys stated there was a typo in the sixth bullet point under major elements. Moved by Caitlyn O'Rourke and supported by Commissioner Tennis to approve the minutes of the November 8, 2023 meeting as amended, **Yes-8; No-0; MOTION CARRIED**

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

None

ACTION ITEMS

Director Wagner explained ZD3R is a zoological disaster response organization. It provides a network of zoological professionals and facilities to institutions that experience a major emergency. Typically staff that respond are maintenance staff to help remove trees that may have fallen or repair fences, but it could also include animal care staff if the facility requesting assistance needs animal care expertise to evacuate or care for animals. Potter Park Zoo's involvement is voluntary and the extent of their involvement is decided by them. Zoos can opt to assist or not assist with an emergency at any time.

Moved by Caitlyn O'Rourke and supported by Mary Leys to support the Resolution to enter into an agreement with ZD3R, **Yes-8; No-0; MOTION CARRIED**

FINANCIAL REPORT

Director Wagner reported the 2023 financials are preliminary and will be adjusted as final revenue and expenses are recorded for 2023. She stated she is expecting to finish 2023 in the black, but that fund balance will be depleted due to the large amount of CIP projects that were completed.

ADMISSION & PARKING REPORT

Director Wagner reported that admissions year end totals were up from 2023. General admission was down compared to 2022, but events and membership were up.

ZOO DIRECTOR REPORT

Major Elements Reported by Director Wagner:

- The Wild Wanderers Club will kick off May 1. A sponsorship is still needed, but the goal is to have this be a free program for the public to provide a safe place to walk in nature.
- Potter Park Zoo will be a City of Lansing polling location. The first election is February 27th, 2024.
- Injury reports declined for the fifth consecutive year.
- Wonderland of Lights had a very successful year with 16,934 attendees and over 530 toys donated on the Toys for Tots night.
 - Mary Leys commented that she enjoyed Wonderland of Lights and suggested the zoo look into animal shaped light features and also inflatables. Amy Morris-Hall stated that Adrian was looking into creating animal shaped lights since they are very expensive to buy.
- The zoo is partnering with Michigan Waterways Stewards as the host location for the 2024 river clean up as well as working with them on education materials.
- A keeper position is posted.
- The ravens have been moved to the space that was previously Bills and Quills to allow for a lynx exhibit.
- The okapi is doing well.
- The year-end animal management statistics are included in the report.
- Updated Zoo In Your Neighborhood pass use numbers by location for 2023 are included in the report.

NEW BUSINESS

Emergency Purchase Order – HVAC Controls

Director Wagner notifies the Board that controls were needed for the Feline Primate HVAC system to control the temperatures. Temperatures were reaching 100 degrees due to the lack of control and that is dangerously high for staff and animals. The emergency repair was approved by the Controllers office. The cost will be \$27,350.

2023 Donations Report

Society Executive Director Amy Morris Hall report on the year end donations report for 2023 for funds the Society has contributed toward zoo projects. Other contributions not reflected on the report are meals for zoo staff meetings and other similar expenses.

Dr. Snider asked if the zoo had considered a merit scholarship for students to attend college.

Mary Leys suggested another use of a scholarship could be for a student to attend an AZA conference.

Director Wagner said both ideas would be considered in the future.

2023 Zoo Tickets Report

Director Wagner reported that an updated 2023 Tickets Donations Report is included that indicates which donated passes have been used at the zoo. A total of 1,115 tickets were donated in 2023 and 315 have been used to date.

Economic Impact Study

Society Executive Director Amy Morris Hall informed the Board that the Society has hired a company to complete an Economic Impact Study. The information will be useful when applying for funding through various sources such as grants, government funding and individual donors.

OLD BUSINESS

Animal Health Facility Progress

Director Wagner reported that schematic design is almost complete. The estimates the contractor received from sub-contractors indicate that the budget of 6 million may not be enough. It is likely in order to build the size of hospital needed with all rooms required to meet accreditation standards that it will be 6.5 million. Director Wagner stated the team had cut as many features and space from the project as possible to lower the cost and they agree that the schematic design presented for estimates is the minimum that the zoo can move forward with.

Fundraising Update

Society Executive Director Amy Morris Hall reported a donation had been received for \$50,000 that will be used to make the renovations to the Lynx exhibit. An additional \$15,000 donation will be received to build a bird exhibit. The exhibit will house rosellas and possibly kookaburra in the future.

Endowment Fund Update

Society Executive Director Amy Morris Hall reported that the Capital Regional Community Foundation notified her that they had received a \$325,000 donation for a Potter Park Zoo endowment fund. She explained to the board that the principal \$325,000 is owned by the CRCF and that the zoo will get 4% interest annually. She stated that this was a positive thing for the zoo as the funds will always be there to draw interest and the principal cannot be spent.

BOARD COMMENTS

None

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Meeting ended at 7:09 p.m.

**Potter Park Zoo Advisory Board
Meeting of February 14, 2024**

Motion to support a Resolution authorizing a 2-year renewal agreement with Vermont Systems, Inc. (Point of Sale System).

MOVED BY

SUPPORTED BY

To recommend forwarding the attached resolution to the Board of Commissioners which was supported by the Potter Park Zoo Advisory Board with the passage of this motion.

Introduced by the Human Services and Finance Committees of the:

INGHAM COUNTY BOARD OF COMMISSIONERS

RESOLUTION AUTHORIZING A 2-YEAR RENEWAL AGREEMENT WITH VERMONT SYSTEMS, INC.

WHEREAS, the current contract with Vermont Systems Inc. for the Ingham County Parks and the Ingham County Zoo will expire on April 29, 2024; and

WHEREAS, a decision was made to renew the contract for an additional 2-year period.

THEREFORE BE IT RESOLVED, that the Parks and Recreation Commission and Potter Park Zoo Advisory Board recommend entering into a 2-year two-year renewal contract with Vermont Systems, Inc.

BE IT FURTHER RESOLVED, funding for years 6-7 have been included into the yearly budget process as listed below:

Parks

Year	Annual Maintenance & Support Paid to Vermont Systems	Card Connect Lease fees Paid to Vermont Systems	Cradle Point Service Fee Paid to Verizon	Total
Year 6	\$8,758	\$6,600	\$6,239	\$21,597
Year 7	\$9,196	\$6,600	\$6,239	\$22,035

Zoo

Year	Annual Maintenance & Support Paid to Vermont Systems	Card Connect Lease fees Paid to Vermont Systems	Cradle Point Service Fee Paid to Verizon	Total
Year 6	\$8,163	\$6,900	\$480	\$15,543
Year 7	\$8,571	\$6,900	\$480	\$15,951

BE IT FURTHER RESOLVED, the Board of Commissioners authorize a renewal agreement with Vermont Systems, Inc. in an amount of \$15,358 for year 6, and \$15,796 for year 7 for the Parks Department, and \$15,063 for year 6 and \$15,471 for year 7 for the Zoo as approved in the annual budget request.

BE IT FURTHER RESOLVED, the Board of Commissioners authorizes a service fee for years 6-7 for the 13 cradle points paid to Verizon Wireless Services, LLC in the amount of \$6,239 annually for the Park's Department and \$480 annually for the Zoo as approved in the annual budget request.

BE IT FURTHER RESOLVED, that the Controller/Administrator is authorized to make the necessary budget adjustments consistent with this resolution.

BE IT FURTHER RESOLVED, that the Chairperson of the Board of Commissioners is hereby authorized to sign any necessary contract documents on behalf of the County after approval as to form by the County Attorney.

**POTTER PARK ZOO
BALANCE SHEET - PRELIMINARY
AS OF JANUARY 31ST, 2024**

ASSETS

CASH	\$ 469,314
DEPOSITORY CASH	65,435
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	3,467,379
IFT TAX RECEIVABLE	-
TAXES REC - DELINQUENT	35,276
ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES	(18,426)
ACCOUNTS REC-OTHER	428
PROPERTY TAX RECEIVABLE	-
INTEREST RECEIVABLE	2,627
DUE FROM STATE	-
INVENTORY	133,003
PREPAID EXPENSES	(3)
TOTAL ASSETS	<u><u>\$ 4,163,032</u></u>

LIABILITIES

VOUCHERS PAYABLE	10
DUE TO ZOOLOGICAL SOCIETY	14,183
TAX LEVY LIABILITY	10,000
SALES TAX PAYABLE	69
REFUND NOW	(61)
REFUND APPLY	(865)
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	28,067
DEFERRED REVENUE - DELINQUENT TAXES	19,682
DEFERRED REVENUE - PROPERTY TAXES	3,665,374
DEF REVENUE -POTTER PARK	9,248
TOTAL LIABILITIES	<u><u>3,745,706</u></u>

FUND BALANCE

UNSPENDABLE	133,003
UNRESTRICTED FUND BALANCE	284,323
	<u>417,326</u>

TOTAL LIABILITIES AND FUND BALANCE	<u><u>\$ 4,163,032</u></u>
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NOTE: This is based on figures posted to fiscal year 2023 as of the current date. The county audit has not been completed, and these figures may change. Financial Services will provide a final financial statement once the audit has been completed.

Prepared By: Eric J. Thelen

POTTER PARK ZOO
YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY
FOR 1 MONTH ENDING JANUARY 31ST, 2024

	2024 BUDGET	JANUARY 2024 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	JANUARY 2023 YTD ACTUAL
REVENUES					
PROPERTY TAX	\$ 4,487,927	\$ 4,183,656	\$ 304,271	93.22%	\$ 4,382,417
UNALLOCATED PORTION OF TAXES (11 MONTHS)	\$ -	\$ (3,835,018)	\$ -	0.00%	\$ (4,017,216)
ADMISSIONS	\$ 695,000	\$ 3,472	\$ 691,529	0.50%	\$ 6,522
CONCESSIONS, GIFT SHOP, VENDING	\$ 705,000	\$ 6,046	\$ 698,954	0.86%	\$ 5,651
PARKING FEES	\$ 180,000	\$ 115	\$ 179,885	0.06%	\$ -
INTERACTIVE SITES	\$ 95,000	\$ -	\$ 95,000	0.00%	\$ -
INTEREST INCOME	\$ 30,000	\$ -	\$ 30,000	0.00%	\$ -
OTHER REVENUES	\$ (324,576)	\$ 1,826	\$ (326,402)	-0.56%	\$ 272
TOTAL REVENUES	\$ 5,868,351	\$ 360,096	\$ 1,673,237	6.14%	\$ 377,645
EXPENDITURES					
PERSONNEL SERVICES					
Salaries & Wages - Full Time	\$ 1,936,415	\$ 91,051	\$ 1,845,364	4.70%	\$ 74,444
Salaries & Wages - Seasonal	\$ 695,284	\$ 20,144	\$ 675,140	2.90%	\$ 15,832
Benefits	\$ 1,120,034	\$ 69,670	\$ 1,050,365	6.22%	\$ 62,850
Total Personnel Services	\$ 3,751,733	\$ 180,864	\$ 3,570,869	4.82%	\$ 153,126
CONTROLLABLE EXPENDITURES					
Supplies	\$ 436,000	\$ 6,963	\$ 429,037	1.60%	\$ 1,334
Animal Care	\$ 317,000	\$ 8,079	\$ 308,921	2.55%	\$ 9,956
Purchased Services	\$ 647,000	\$ 3,560	\$ 643,441	0.55%	\$ 24,737
Utilities - Telephone	\$ 23,125	\$ -	\$ 23,125	0.00%	\$ -
Rentals & Leases	\$ 6,000	\$ -	\$ 6,000	0.00%	\$ -
Other Expenses	\$ 141,100	\$ 34,563	\$ 106,537	24.50%	\$ 9,370
Total Controllable Expenditures	\$ 1,570,225	\$ 53,165	\$ 1,517,060	3.39%	\$ 45,397
NON-CONTROLLABLE EXPENDITURES					
Utilities	\$ 240,000	\$ -	\$ 240,000	0.00%	\$ -
Insurance	\$ 90,000	\$ 53,410	\$ 36,590	59.34%	\$ 64,950
IT Support Expense	\$ 215,899	\$ -	\$ 215,899	0.00%	\$ -
Other Expenses	\$ 494	\$ 124	\$ 370	25.02%	\$ -
Total Non-Controllable Expenditures	\$ 546,393	\$ 53,534	\$ 492,860	9.80%	\$ 64,950
CAPITAL OUTLAY					
Capital Improvements	\$ -	\$ -	\$ -	#DIV/0!	\$ -
TOTAL EXPENDITURES	\$ 5,868,351	\$ 287,562	\$ 5,580,789	4.90%	\$ 263,473
TOTAL CHANGE IN FUND BALANCE	\$ -	\$ 72,534			\$ 114,172
FUND BALANCE AS OF 1/1/24					
NON-SPENDABLE		\$ 133,003			
UNRESTRICTED		\$ 211,789			
		<u>\$ 344,792</u>			
FUND BALANCE AS OF 1/31/2024		\$ 417,326			
FUND BALANCE AS OF 1/31/2024					
UNSPENDABLE		\$ 133,003			
UNRESTRICTED		\$ 284,323			
		<u>\$ 417,326</u>			

POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD January 31, 2024

ADMISSION TYPE	2023	2024 Gate	2024 Online	2024 Total	BETTER (WORSE) THAN PY	2023 COUNT	2024 COUNT	BETTER (WORSE) THAN PY
GENERAL								
CHILD RESIDENT	152	81	3	84	(68)	152	84	(68)
CHILD NON-RESIDENT	191	111	0	111	(80)	191	111	(80)
CHILDREN - UNDER 3	96	41	0	41	(55)	96	41	(55)
ADULT RESIDENT	488	295	3	298	(190)	488	298	(190)
ADULT NON-RESIDENT	464	265	8	273	(191)	464	273	(191)
SENIOR/MILITARY RESIDENT	13	7	0	7	(6)	13	7	(6)
SENIOR/MILITARY NON-RESIDENT	6	8	0	8	2	6	8	2
GROUPS	0	43	0	43	43	0	43	43
SUBTOTAL	1,410	851	14	865	(545)	1,410	865	(545)
MEMBERSHIPS/PROGRAMS								
PPZ MEMBERS/RECIPROCAL	735	401	0	401	(334)	735	401	(334)
SOCIETY PROGRAMMING/EVENTS	169	221	0	221	52	169	221	52
MONDAY PROGRAM	87	48	0	48	(39)	87	48	(39)
ZIYN	100	77	0	77	(23)	100	77	(23)
OTHER (non-paying)	94	45	0	45	(49)	94	45	(49)
SUBTOTAL	1,185	792	0	792	(393)	1,185	792	(393)
GRAND TOTAL	2,595	1,643	14	1,657	(938)	2,595	1,657	(938)

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
February 14, 2024**

Conservation Engagement

New program: Twilight Adventures

This is an evening program during summer months where guests come after hours to enjoy a tour of the zoo with conservation education stations and a campfire with s'mores and other concessions.

New program: Scout Badge Workshops

Cub Scouts and Girl Scouts are welcomed to register for badge workshops at the Zoo this year! Piloting in March, various badge workshops will be offered through activities such as crafts, walks inside and outside the Zoo, animal enrichment observations, keeper talks, and/or behind the scenes opportunities. Our goal is to refine and offer this program on a monthly basis beginning this fall!

New program: Zoo Teen Leaders

Building onto our long-standing Zoo Teen program, summer 2024 will offer an opportunity for a select few returning Zoo Teens to gain leadership skills. This group of young leaders will complete two projects, participate in conservation projects and attend monthly meeting with guest speakers throughout the summer months.

New program: Volunteer Power Ups

In an effort to continue fostering a community of volunteers, we are offering monthly meetings for volunteers and staff alike. Some meetings (called round ups) will take on a lecture style with guest speakers while others will foster a group discussion on hot zoo/conservation topics.

New program: Educator Professional Development

This year, a series of Professional Development Seminars for teachers will be offered on zoo grounds. These trainings will focus on Environmental and Place-based education, both at their schools and here at the zoo. We are working with the DNR to offer continuing education credits for teachers who participate and have been surveying local educators to identify themes and structures that work best for them and plan to kick off the series with Project WILD training this spring.

2023 Year End Conservation Engagement Numbers

Two @ the Zoo

- 4 classes
- 178 participants (including adults)

Sundown Safari

- 140 guests
- 4 events

Zookambi

- 7 weeks
- 42 sessions
- 784 enrollments (321 unique attendees)

Conservation Education Stations

- 35,410 contacts
- 220 stations

High School class (ERESA)

- 36 weeks
- 2 sections
- 47 students
- 14 districts
- 6 counties

Zoo Crew

- 24 weeks
- 36 sessions
- 484 enrollments (74 unique attendees)

Encounters

- 3 sessions
- 97 guests

Tours

- 55 educational tours
- 1924 guests

BIG Zoo Lesson 2023-24
Potter Park Zoo Mission: Inspiring Conservation of Animals and the Natural World

BIG Zoo Lesson 2023-24:

- 23rd year for BIG Zoo Lesson at Potter Park Zoo:
 - 9 school districts
 - 37 teachers
 - 18 weeks
 - 850 students
- Total for 2000-2023:
 - 1,012 classes of students
 - 25,410 students



ESSENTIAL COMPONENTS OF BZL

- Ongoing, sustained professional learning for teachers
- Lessons are teacher-led and student-centered (teacher designs the BZL week, in collaboration with Margaret Holtschlag and Jill Garnett)
- Teachers, students, and parents are at the zoo for five consecutive days for the learning experiences
- Extended time for animal observation (1 hour each day, same animal all week)
- Parent engagement
- Year-long thematic study



School Districts:

East Lansing (7)	Lansing (5)	Mason (3)
Eaton Rapids (4)	Holt (3)	St. Johns (2)
Fowler (2)	Diocese of Lansing (7)	Waverly (4)



Districts receiving Marge and Jack Hetherington BZL grants:

Lansing (5), Waverly (4), Holt (3), Eaton Rapids (3)

BZL Teacher Training Days: 17 educators

Oct. 19, 2023, 9 teachers

Jan. 11, 2024, 5 teachers and 2 Binder Park Zoo staff

New BZL Lessons:

Expert lesson: River Otter Lesson (designed by Rachel Marlatt)

Teacher-led lesson: Career Planning activity (designed by Becky Morningstar)



AZA Conference, Columbus, OH, Sept. 9-14, 2023:

Margaret Holtschlag facilitated panel presentation "Be a Resource: Reimagining Conservation Education in Your Community."

Conservation Projects

We joined the newly formed Red Panda SAFE program.

We are creating a large Monarch SAFE educational area across from the log cabin near the old raven exhibit.



Volunteers

Our first Volunteer Power-up Session was a success! We had nearly 25 volunteers in person and eight joined via Zoom. The next Power-up Session will be February 13 from 6 - 7 p.m. where we will discuss anthropomorphism. Games will be available at 5:30 p.m. until the session begins at 6 p.m.

Membership

The number of active adult members in January was 6,905, representing 3,143 households.

Events

Ice Safari was cancelled due to extenuating circumstances with the vendor that provides the ice carvings. Plans are to resume the event in 2025.

Diversity, Equity, Access and Inclusion (DEAI)

Mariah Martinez completed her Certified Tourism Ambassador (CTA) training February 13 during her Lansing Leadership program. Becoming a CTA is a great way to build contacts and enhance the individual's knowledge, while reinforcing pride and passion for their community.

The DEAI Committee's first meeting of 2024 will be February 22 at 1p.m. Two new members from the maintenance and animal care department will be joining the committee.

Potter Park Zoo's DEAI (Diversity, Equity, Accessibility, and Inclusion) plan is now recognized as the gold standard by AZA and is shared on AZA's documents page for other institutions to review and model!

FALCONERS

Our first FALCONERS event in January had 23 participants who visited even though there were bitter temperatures. Our next event is February 24 from 10am -1 pm.

Zoo in Your Neighborhood

In the month of January, we had 77 guests enter the zoo with a zoo pass! This is record for the month of January.

Zoo in Your Neighborhood Surveys (520 surveys completed)

- 10% have never visited Potter Park Zoo previously
- 28% wouldn't visit PPZ again if the passes were not available

What factor most prevents you from visiting Potter Park Zoo

Money – 43%

Zoo Hours – 9%

Past Experiences – 3.5%

Nothing - 33%

Checked out a zoo pass before:

Yes – 46%

No – 54%

How guests found out about a zoo pass:

Location that checks out the pass – 61%

Friend/Family - 18%

Social Media – 8%

Annual Household Income:

\$50,000 – \$74,999 - 20%

\$25,000 – 49,999 - 17%

\$100,000 and up - 16%

\$0-\$9,999 - 6%

Ethnicity of those visiting:

White – 77%

Hispanic or Latino – 5%

Black or African American – 3%

Safety

The first firearms training for 2024 will be on March 19. All firearms trainings are led by the Ingham County Sheriff's Department. We are increasing the number of annual firearms trainings from two to three times a year.

Animal Care and Research



The prehensile tailed porcupine moved off exhibit and the trumpeter hornbills are being moved to one of the large end exhibits in the reptile building.

The ravens are adjusting to the exhibit that was previously bills and quills and we are starting to let the public into the raven exhibit viewing area.

The lynx transfer will take place in March.

The camel ride area renovations are almost complete.

Elombe, the male okapi, is doing well and acclimating to the viewing window.



Director of Animal Health, Dr. Ronan Eustace's research paper titled "Three Cases of Clinical Leptospirosis in Patagonian Maras (*Dolichotis patagonum*)" has been accepted for publication in the upcoming issue 55(2) of the Journal of Zoo and Wildlife Medicine (JZWM).

Dr. Ronan was part of a team that completed a year-long project – the AAZV Zoo and Aquarium Veterinary Medical Program and Hospital Guideline document! This effort plays a pivotal role in shaping veterinary standards for accreditation worldwide, influencing organizations like AZA and EAZA. His dedication not only contributes to industry excellence but also highlights his invaluable role in spearheading our new hospital project at Potter Park Zoo.

2023 Communications/Marketing Update

Social Media Growth:

- Facebook account experienced a remarkable 45% growth in followers compared to the previous year, gaining 4,267 followers.
- Twitter and Instagram both demonstrated a 3% boost in following, contributing to our overall online presence, reaching millions in 2024.
- Successfully launched a TikTok account, engaging over 20,000 unique users, tapping into a younger demographic of wildlife enthusiasts (18-35), critical for the zoo's future.

Event Success:

- Ice Safari achieved an outstanding 45% increase in ticket sales, from 2,670 to 4,120, enhancing the event's popularity.
- Zoo Nights, With Lights, recorded its most successful night ever, with over 600 tickets sold.
- Boo at the Zoo rebranding and marketing resulted in a 30% rise in ticket sales compared to 2022 (7,332 to 9,642).
- Wonderland of Lights experienced a 37% growth in ticket sales (12,258 to 16,835) despite fewer days and no participation in the Silver Bells parade.

Media Appearances and Collaborations:

- Collaborated with Mozilla Firefox to educate people about red pandas, showcasing the zoo's reach and influence.
- The bongo birth of Maeve gained significant attention, featured on Saturday Night Live and USA Today, along with regular features in local news outlets such as Lansing State Journal and MLive.

Digital Marketing Training:

- Engaged in AZA webinars and training on digital marketing ads, resulting in a significant 217% increase in paid Facebook ad reach for 2023.

Audio Tour Seminar:

- Attended an audio tour session during the AZA conference, integrating newfound knowledge into the zoo's communication strategy. In collaboration with the zoo's Equity and Engagement Program Manager, Audio tours were created for Wonderland of Lights and our reptile house. Finishing tours for the rest of the zoo is our goal for 2024. This initiative benefits individuals with sensory needs, enhancing our commitment to

Wild Wanderers Club:

- Initiated and created the groundwork for the Wild Wanderers club, a project aligned with the zoo director's vision, set to launch in spring 2024.

Species Survival Plan Changes

Success is achieved when SSP-managed animals are available to meet program goals and animals come from biologically sound populations as a result of a shared commitment to cooperative populations and program management



Previous SSP Criteria

- ▶ Managed by at least 3 AZA institutions
- ▶ At least 3 defined goals
- ▶ Must publish a studbook
- ▶ SSP Designation classified by
 - ▶ Number on animals in AZA facilities
 - ▶ Genetic diversity over 100 years

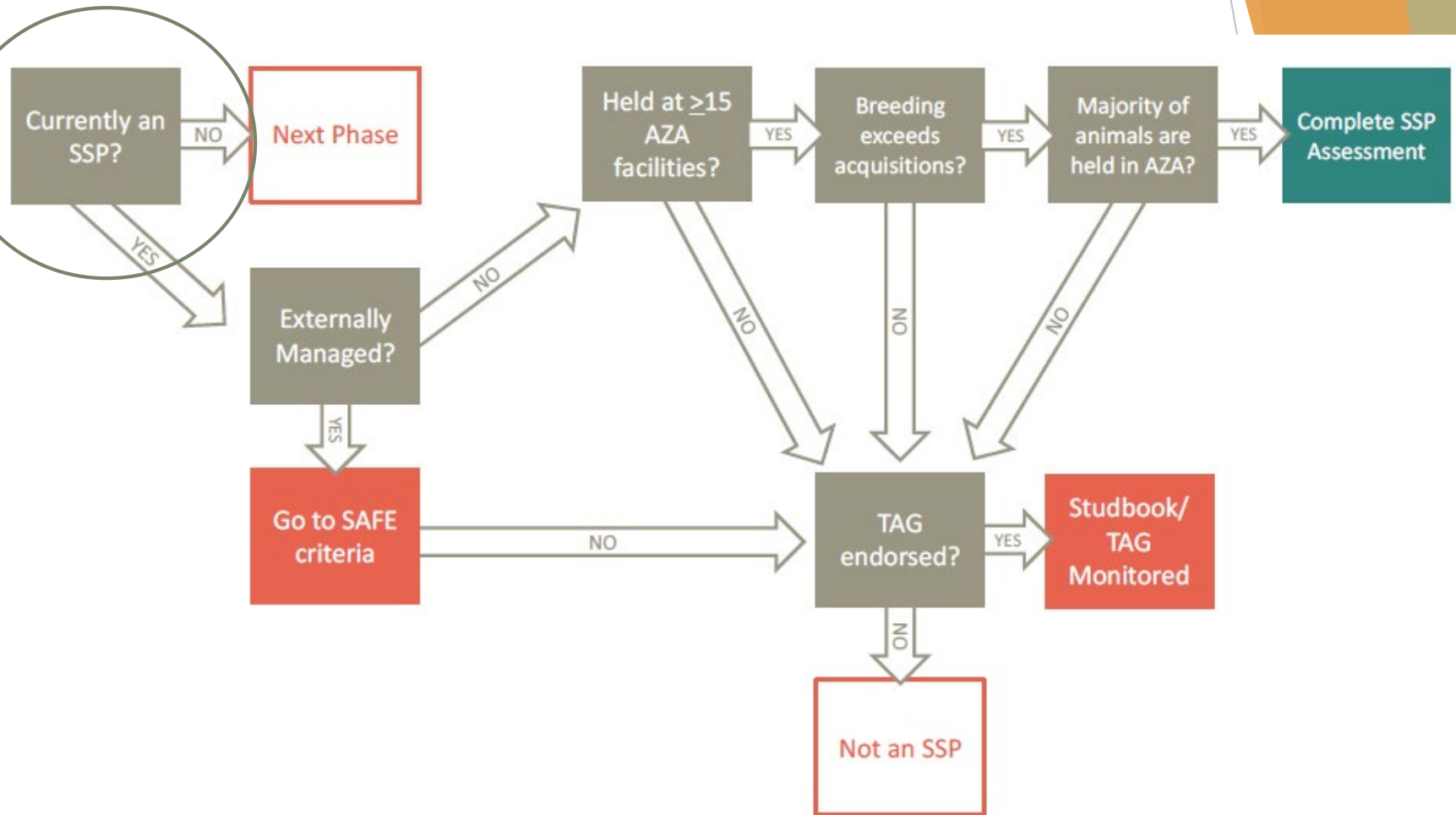
Why Change It?

- ▶ Red-Yellow-Green was not doing enough for sustainability
- ▶ One size fits all was not working for many programs
- ▶ Limited resources
- ▶ TAG and member priorities not aligned

New SSP Guidelines

- ▶ Program Leadership and authority must fall within AZA
- ▶ Program species must be held by at least 15 AZA facilities
- ▶ More animals must be acquired through breeding than from non-AZA sources
- ▶ The majority of the managed population must be housed in AZA member facilities

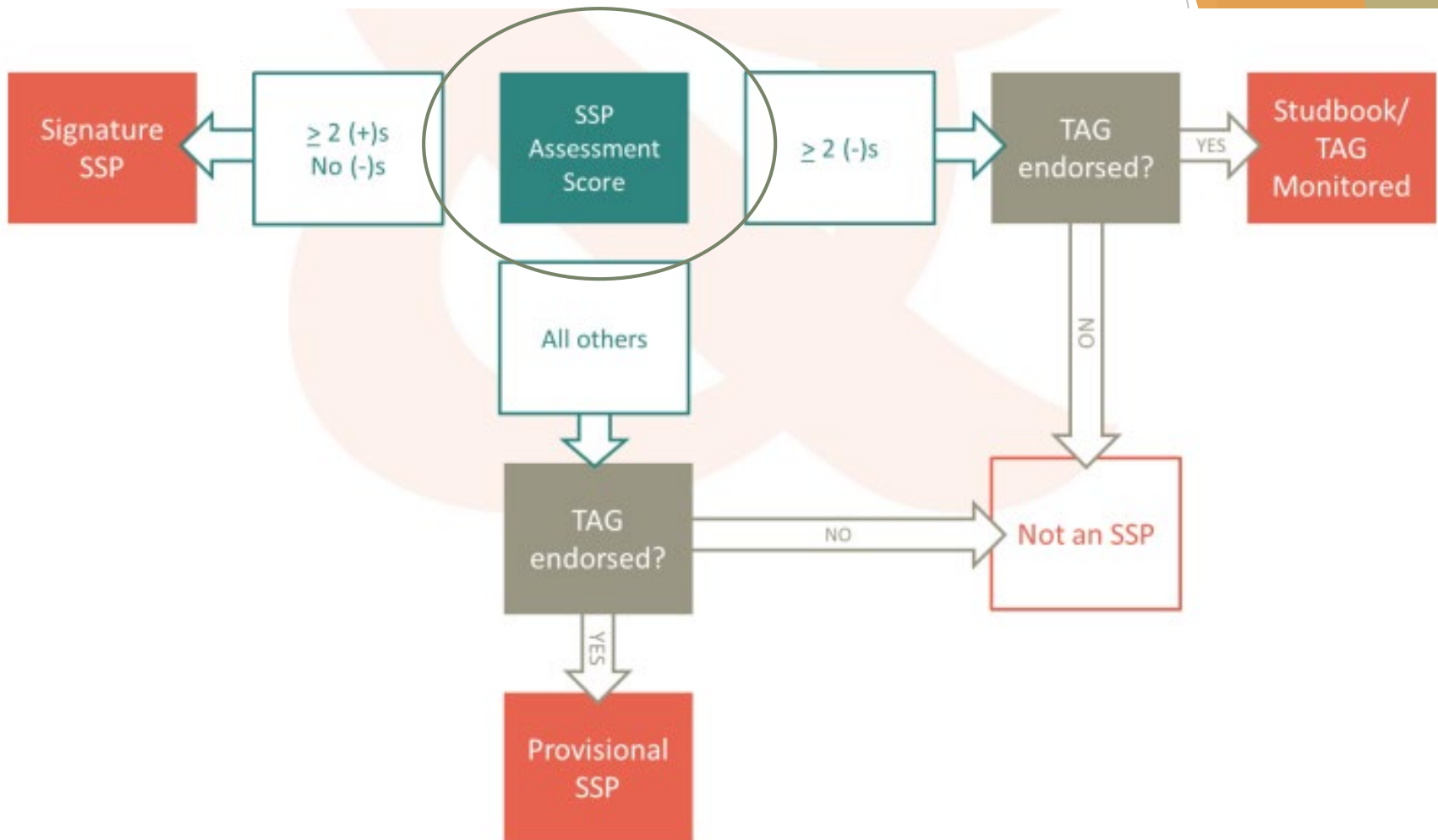
New SSP Decision Criteria



New SSP Assessments

(Completed by TAG + Program Leaders)

- ▶ SSP's assessed on 4 criteria:
 - ▶ Genetics
 - ▶ Demography
 - ▶ Space/Interest
 - ▶ Husbandry
- ▶ One question from each section is scored
- ▶ Score is Positive, Negative or Neutral
 - ▶ Max Score is 4 Positives
 - ▶ Minimum Score is 4 Negatives



Former Framework 475 SSPs

Green SSPs
52

Yellow SSPs
310

Red SSPs
113

Only required to comply with
recommendations from Green SSPs

New Framework 228 SSPs & 163 Studbooks

Signature SSPs
145

Provisional SSPs
143

AZA Regional SB
163

Must comply with recommendations
from **both** Signature and Provisional SSPs

Participation in SSP Programs is now a requirement in the AZA Accreditation Standards

- ▶ 1.8 Participation/Support
 - ▶ 1.8.1 - The institution must **fully participate**, as defined in the Facility Engagement in Animal Programs Policy, **in every SSP that pertains to an animal within their collection, and must follow agreed upon SSP breeding and transfer recommendations.** This includes acquiring animals from, and transferring to, non-AZA entities.

TO: Board of Commissioners County Services Committee
FROM: Cynthia Wagner, Potter Park Zoo Director
DATE: February 06, 2024
SUBJECT: Emergency HVAC Controls Replacement
For the meeting agenda of February 20, 2024

BACKGROUND

On January 3rd, 2024 it was reported that the temperatures within the Feline Primate Building were out of the acceptable range for the animals being housed there. Upon further inspection, it was determined that multiple key components of the HVAC control system had failed resulting in the inability to regulate temperatures in the building. The company that installed the system was contacted and after much conversation they indicated that the parts are no longer available due to the age of the system.

Trane Heating and Air Conditioning was contacted and they provided a cost to replace the current system. Parts were ordered, however, not all electrical components were readily available so Trane worked with zoo staff to manipulate the system to maintain acceptable temperatures until early February when parts were be available and installed.

Emergency replacement of the Feline Primate Building HVAC controls was approved by the Controller's office and the Purchasing Department.

ALTERNATIVES

The repair could not be delayed as temperatures must be maintained within an approved range for animal health.

FINANCIAL IMPACT

The final cost of the repair was \$27,350.00. Funds to cover the total cost were available in Zoo Budget line item #25869200 931000 30000.

POTTER PARK ZOO NEW ANIMAL HOSPITAL

1301 S. PENNSYLVANIA AVE.
LANSING, MI

SCHEMATIC DESIGN

1/30/24



SOUTHEAST



NORTHWEST

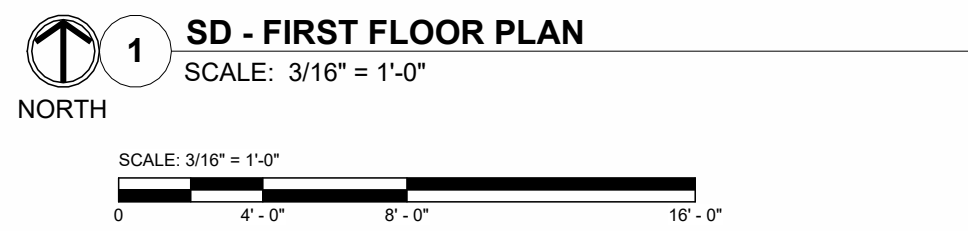


NORTHEAST

DLZ PROJECT NO. 2341-7667-00



ARCHITECT/ENGINEER:
DLZ Michigan, Inc.
1425 Keystone Ave.
Lansing, MI 48911
Ph: 517.393.6800
www.dlz.com



NOT FOR
CONSTRUCTION

DRAWING NUMBER	LANSING		MI		DRAWN: ST	CHKD: SL	NO.	REVISION	DATE
A1.1	INGHAM COUNTY		POTTER PARK ZOO NEW ANIMAL HOSPITAL		DESIGNED: SL				
					APPRVD: SL				
					DATE: 1/30/24				
					PROJECT NUMBER				
ARCHITECTURE	SD - FIRST FLOOR PLAN				2341-7667-00				



SITE NARRATIVE:

- EXISTING CONDITIONS. TOPOGRAPHIC SURVEY IS PROVIDED. A PORTION OF THE SITE IS LOCATED WITHIN 500-YR FLOOD PLAIN.
- DEMOLITION: DEMOLITION PLAN CAN BE FINIALIZED ONCE THE SITE LAYOUT IS FINALIZED.
- BUILDING OUTLINES: BUILDING FOOTPRINT IS LOCATED OUTSIDE OF 500-YR FLOODPLAIN.
- FUTURE EXPANSION: WEST SIDE OF THE BUILDING
- SITE ENGRANCE: POTTER PARK RD IS THE ONLY SITE ACCESS FOR BOTH SITE INGRESS AND EGRESS.
- ROADS & DRIVEWAY: ROADS AND DRIVEWAYS ARE PRVIDED FOR SITE CIRCULATION.
- PARKING LOCATIONS: 7 PARKING SPACES PROVIDED IN THE FRONT OF THE BUILDING.
- LOADING DOCK LOCATION: HOOF STOCK LOADING AREA IS RELOCATED TO THE FRONT OF THE BUILDING. LOADING DOCK IS SERVICED WITH MECHANICAL LIFT SYSTEM.
- WASTE/RECYCLING COLLECTION LOCATIONS: NO NEW DUMPSTER IS PROVIDED.
- WALKWAY LOCATIONS: AROUND THE BUILDING AND CONNECTION TO EXISTING DRIVEWAY.
- STAIRWAY LOCATION: NOT PROVIDED.
- EMERGENCY TELEPHONES: TBD
- UTILITY REQUIREMENTS: 10 STATE & CITY OF LANSING ENGINEERING STANDARD.
- SOTRM WATER MANAGEMENT PLAN: UTILIZING EXISTING POND SOUTHEAST OF THE PROPOSED BUILDING IF PERMITTED BY THE CITY. IF NOT PERMITTED, A SURFACE POND CAN BE PROVIDED SOUTH OF THE PROPOSED BUILDING.
- PRELIMINARY SITE LIGHTING LAYOUT: WILL BE PROVIDED ONCE THE SITE LAIOIT IS FINALIZED.
- PLAN TO ADDRESS EXISTING HAZARDOUS/CONTAMINATED MATERIALS, IF APPLICABLE: NA

SITE DATA

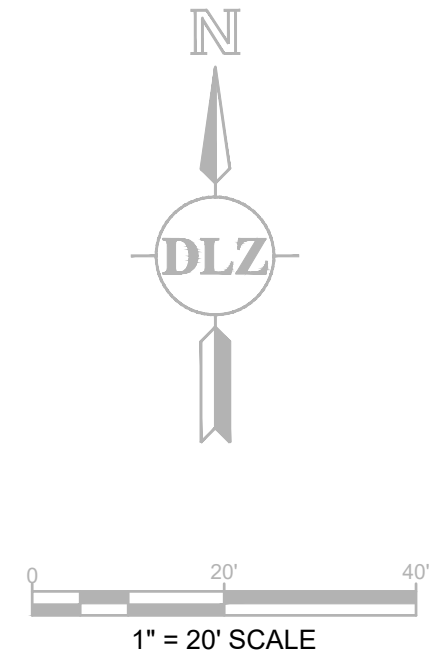
OVERALL DISTURBANCE: 55,120.5 SF
IMPERVIOUS AREA: 15,465.2 SF



VICINITY MAP

Client Name, Inc.
3331 West Street Name
City, Michigan 48zip

Potter Park Zoo Preliminary Layout



Know what's below
811 3 FULL WORKING DAYS BEFORE YOU DIG CALL
Call before you dig
MISS DIG System, LLC
1-800-482-7171 www.missdig.net



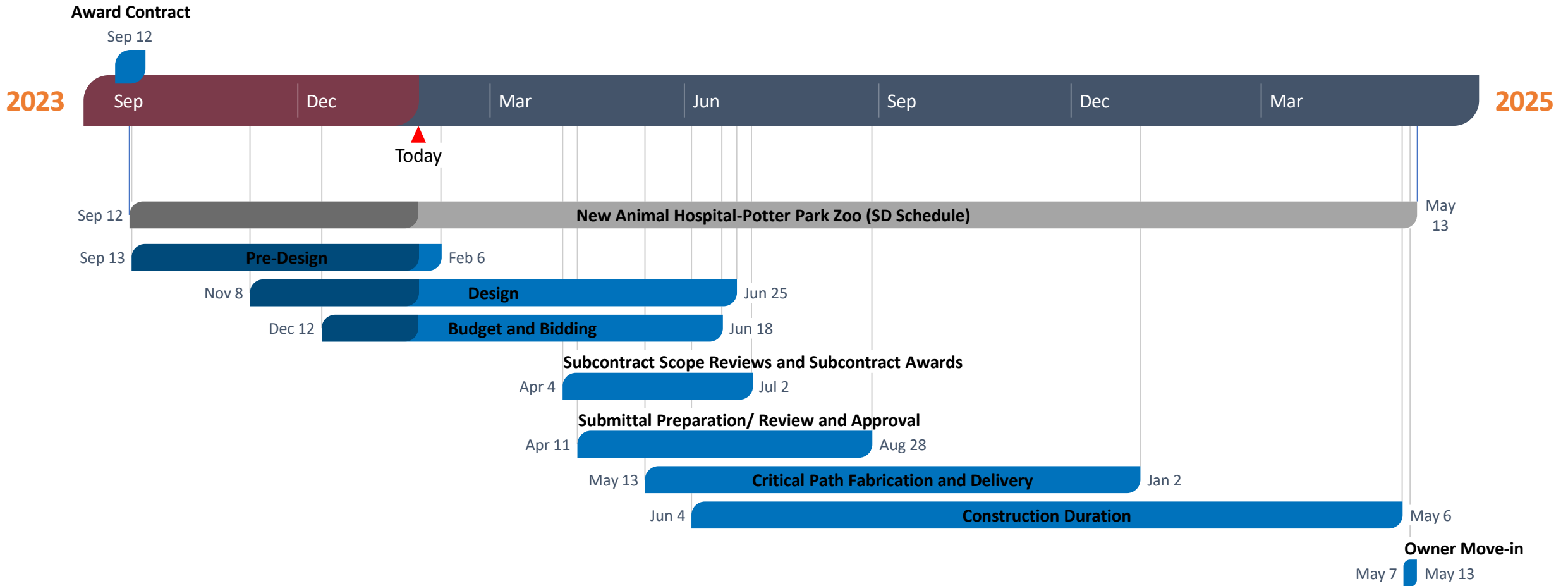
INNOVATIVE IDEAS
EXCEPTIONAL DESIGN
UNMATCHED CLIENT SERVICE

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DRAWN BY: DLZ
DESIGN BY: -
CHECKED BY: -

DLZ JOB NUMBER: --

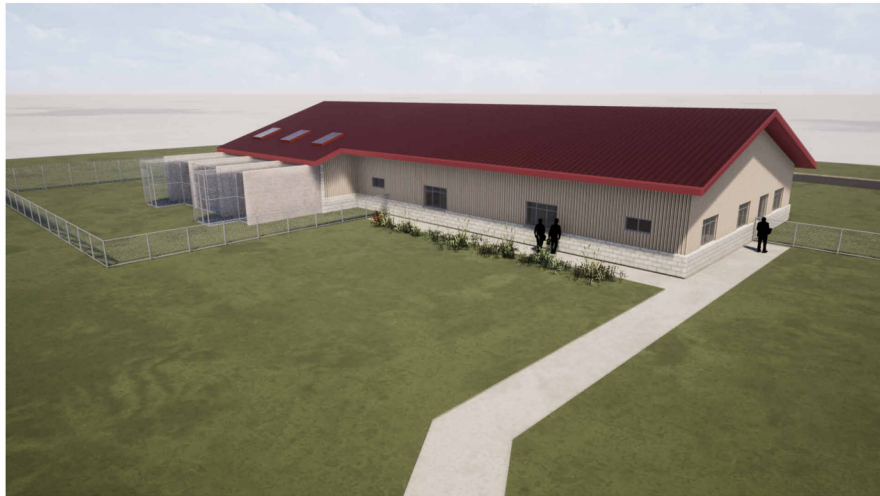
SHEET NO.
C1.0





Ingham County, MI

5,800 SF New Animal Hospital



Schematic estimate # 5 Cost Breakdown

- Building Cost: \$ 4,404,524
- Sitework Cost: \$ 1,033,511
- Owner Items: \$ 641,450
 - Total Schematic Budget Cost: **\$ 6,079,485**
 - Accepted value-engineering cost to date included in updated budget – deducted (\$ 381,700).
 - Pending value engineering cost: **Deduct cost (\$ 118,100)**





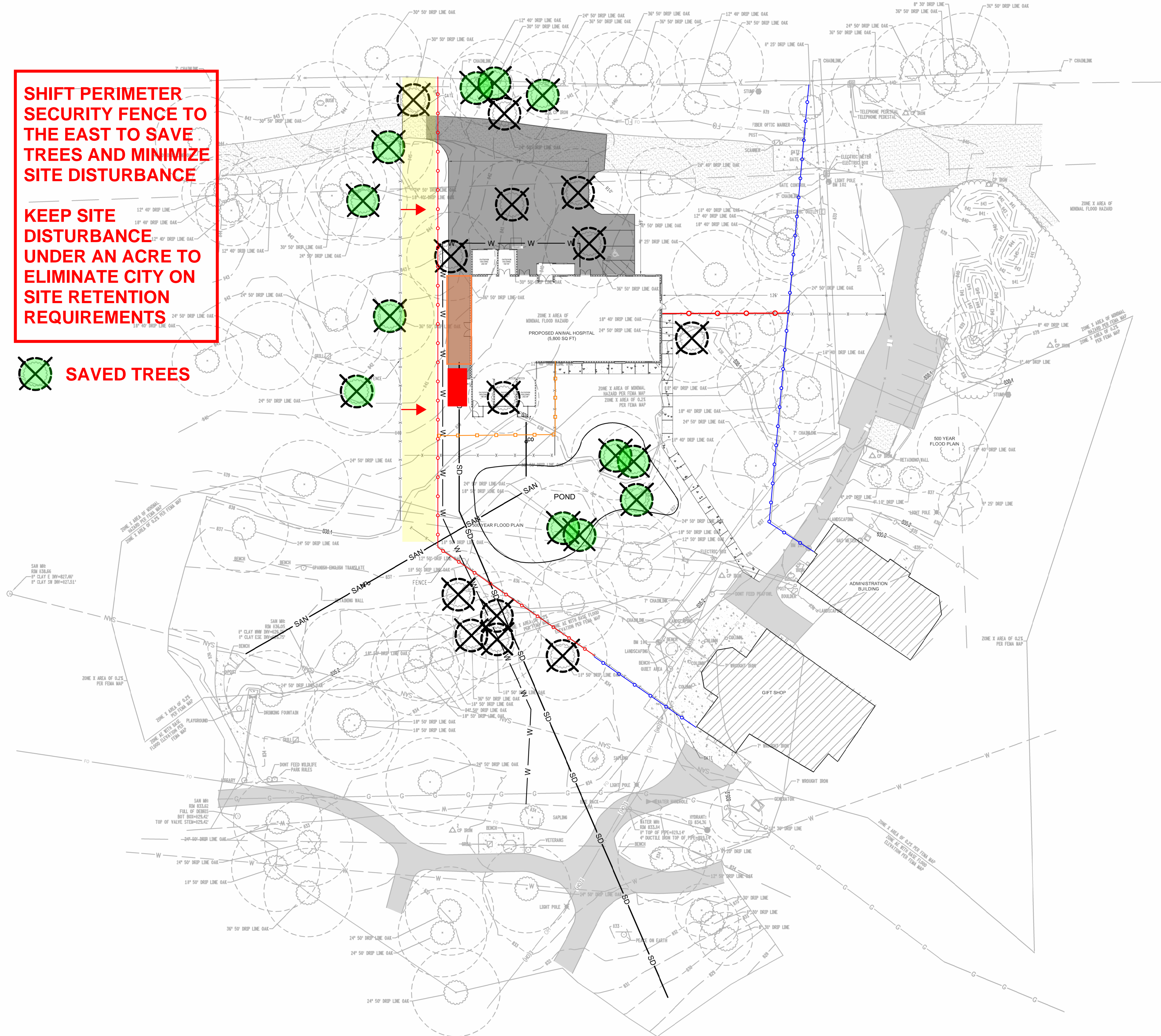
REMOVE EXISTING TREE

**SHIFT PERIMETER
SECURITY FENCE TO
THE EAST TO SAVE
TREES AND MINIMIZE
SITE DISTURBANCE**

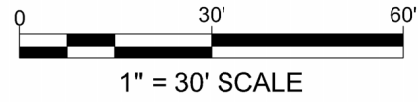
**KEEP SITE
DISTURBANCE
UNDER AN ACRE TO
ELIMINATE CITY ON
SITE RETENTION
REQUIREMENTS**

 **SAVED TREES**

TREE REMOVAL CHART			
SURVEY POINT NUMBER	TYPE OF TREE	DIAMETER	DRIPLINE
1275	OAK	30"	50'-0"
1316	OAK	12"	40'-0"
1274	OAK	30"	50'-0"
1273	OAK	24"	50'-0"
1277	OAK	24"	50'-0"
1279	OAK	24"	50'-0"
1286	OAK	24"	50'-0"
1292	OAK	30"	50'-0"
1298	OAK	36"	50'-0"
1291	OAK	36"	50'-0"
1297	OAK	36"	50'-0"
1290	OAK	36"	50'-0"
1771	OAK	24"	50'-0"
1293	OAK	12"	40'-0"
1300	OAK	24"	50'-0"
1294	OAK	30"	50'-0"
1296	OAK	18"	40'-0"
1777	OAK	18"	50'-0"
1778	OAK	24"	50'-0"
1295	OAK	24"	50'-0"
1773	OAK	18"	50'-0"
1775	OAK	18"	50'-0"
1774	OAK	36"	50'-0"
1776	OAK	18"	50'-0"
1780	OAK	18"	50'-0"



Client Name, Inc.
3331 West Street Name
City, Michigan 48zip
Potter Park Zoo Tree Removal



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DRAWN BY: DLZ
DESIGN BY: -
CHECKED BY: -

DLZ JOB NUMBER: --

SHEET NO.

V-101

WARNING

UTILITY LOCATIONS ARE NOT
CONFIRMED THOSE SHOWN
WERE OBTAINED FROM
UTILITY OWNERS OR PLANS
THREE FULL WORKING DAYS
BEFORE THE START OF WORK.
THE CONTRACTOR SHALL
NOTIFY UTILITY OWNERS TO
HAVE WORK AREA STAKED
AND HE SHALL PROTECT OR
RELOCATE ANY UTILITIES
IN THE SPECIFICATIONS. ALL
UTILITIES THAT MIGHT
INTERFERE WITH
CONSTRUCTION



INNOVATIVE IDEAS
EXCEPTIONAL DESIGN
UNMATCHED CLIENT SERVICE

ARCHITECTURE • ENGINEERING • PLANNING
SURVEYING • CONSTRUCTION SERVICES