

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 "March 13, 2024".

POTTER PARK ZOO ADVISORY BOARD MEETING

**Wednesday, March 13, 2024
6:00 PM**

- 1. Call to Order**
- 2. Approval of the February 14, 2024 Meeting Minutes**
- 3. Limited Public Comment – *Limited to 3 minutes with no discussion***
- 4. Late Items/Deletions/Consent Items**
- 5. Action Items**
- 6. Director's Report**
 - a. Finance Report – Cynthia Wagner
 - b. Admission Report- Cynthia Wagner
 - c. Director's Report – Cynthia Wagner
- 7. New Business**
 - a. Potter Park Zoo DEAI Plan Presentation – Mariah Martinez
 - b. Emergency Water Line Repair Memo
- 8. Old Business**
 - a. Animal Health Facility Progress – Cynthia Wagner
 - b. Community Project Funding Update – Cynthia Wagner
 - c. Fundraising Update – Amy Morris-Hall
 - d. Economic Impact Study 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 April 10, 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,
February 14, 2024**

BOARD MEMBER

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

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

ABSENT: Dr. Jack Kottwitz and Molly Korn

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

MINUTES: Mary Leys stated there was a typo in the first sentence of page three and first sentence under the 2023 Donations report heading. Moved by Emily Linden and supported by Mary Leys to approve the minutes of the January 10, 2024 meeting as amended, **Yes-9; No-0; MOTION CARRIED**

LIMITED PUBLIC COMMENT

None

LATE ITEMS/DELETIONS/CONSENT ITEMS

None

ACTION ITEMS

Director Wagner explained there is a five-year agreement in place with Vermont Systems for point of sale services for both Potter Park Zoo and Ingham County Parks Department. The contract is going to expire and the Zoo and Parks are requesting to renew for an additional two years. She stated that during the renewal period the zoo would like to do an RFP to explore other point of sale systems. She explained that the system has not been able to provide the reporting that they thought would be possible and the public facing part of the system is not intuitive. In the short term the renewal is necessary to maintain point of sale services. Kyle Binkley asked a question about the numbers listed in the Be It Further Resolved. Director Wagner stated she would verify they are correct prior to the Board of Commissioners voting on the Resolution.

Moved by Julie Pingston and supported by Kyle Binkley to support the Resolution to renew an agreement with Vermont Systems for a point of sale system, **Yes-9; No-0; MOTION CARRIED**

FINANCIAL REPORT

Director Wagner reported the 2023 financials are still preliminary and will be adjusted as final revenue and expenses are recorded for 2023. She stated the tax revenue number for 2024 is also an estimate as it has not been booked yet. She explained Financial Services is expecting the tax revenue to come in several hundred thousand dollars lower

than budgeted. Director Wagner stated that the amount budgeted to return to fund balance is more than the expected tax revenue deficit, but that it is still a significant budgetary concern.

ADMISSION & PARKING REPORT

Director Wagner reported that admissions for January was down, but likely due to the cold temperatures. She also stated that the months that bring in the largest percentage of revenue are May-July and that the winter months do not greatly impact revenue.

ZOO DIRECTOR REPORT

Major Elements Reported by Director Wagner:

- The Conservation Engagement Department has started several new programs for the 2024 season including Twilight Adventures, Scout Badge Workshops, Volunteer Power-Ups and Educator Professional Development.
- Big Zoo Lesson 2023-2024 school year numbers include 9 school districts, 37 teachers, 18 weeks, and 850 students.
- Jill Garnett is retiring from the zoo and the Big Zoo Lesson program at the end of the school year. Director Morris is working on finding a replacement, but it is a part time position so it may be difficult. Dr. Snider asked if Director Morris had considered making it a full-time position. Director Morris stated budgetary constraints are a concern.
- The zoo is creating a Monarch SAFE educational area in the North American area of the zoo.
- Ice Safari was cancelled due to extenuating circumstances with the artist.
- The Zoo's DEAI plan was requested by AZA to be added to their example documents page.
- The lynx will arrive in March and the zoo plans to announce in April.
- Dr. Ronan worked on the team that completed the updated AAZV Zoo and Aquarium Veterinary Medical Program and Hospital Guideline document.
- The 2023 marketing update shows significant boosts in social media followers as well as many new forms of communication such as audio tours for zoo guests.

NEW BUSINESS

Institutional Collection Planning and Species Survival Plan Presentation

Sarah Foote, Animal Programs Manager, explained that the criteria used to determine AZA SSP programs has changed significantly and described the new criteria used to select the programs. There are now 228 SSPs instead of the previous 475. She explained how the new SSP framework could impact the zoo's decision-making process when putting together the Institutional Collection Plan that is completed every five years and updated annually. Also noted was that participation in all SSP programs that a facility houses species of is now an AZA standard requirement.

Emergency Memo – HVAC Controls

Director Wagner stated this memo would be presented to the Ingham County Board of Commissioners County Service Committee regarding the emergency replacement of HVAC controls 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 final cost was \$27,350.

OLD BUSINESS

Animal Health Facility Progress

Director Wagner reported that schematic design is complete. She stated that the project was scaled back in size to meet the budget based on estimates provided by the contractor. There is concern with the water main into the zoo and the possibility that a new main will be needed to move the project forward which could increase the cost substantially. The estimated start date for construction is still June 2024 at this time. Early bid packs are being prepared for the prefab building and tree removal on the site will start soon. The zoo is working with an arborist to minimize the risk of oak wilt exposure.

Fundraising Update

Society Executive Director Amy Morris Hall reported the Society had hired a lobbyist to assist the Zoo in securing state funding. She explained she put together talking points on the need at the zoo and what funding could be used for. She stated the zoo would be requesting letters of support from individuals that utilize various zoo programs. Chair Bergman asked when the Economic Impact Study would be complete. Director Morris answered they are anticipating mid-March completion.

BOARD COMMENTS

Dr. Snider asked if the zoo had considered programs for disabled vets. He asked if other zoo's have programs. Director Wagner stated she did not know, but that she would ask other AZA facilities about their programs.

LIMITED PUBLIC COMMENT

None

ADJOURNMENT

Meeting ended at 7:09 p.m.

**POTTER PARK ZOO
BALANCE SHEET - PRELIMINARY
AS OF FEBRUARY 29TH, 2024**

ASSETS

CASH	\$ 2,768,289
DEPOSITORY CASH	61,571
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	811,137
IFT TAX RECEIVABLE	-
TAXES REC - DELINQUENT	45,229
ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES	(18,601)
ACCOUNTS REC-OTHER	428
PROPERTY TAX RECEIVABLE	-
INTEREST RECEIVABLE	2,627
DUE FROM STATE	-
INVENTORY	171,296
PREPAID EXPENSES	(3)
TOTAL ASSETS	<u><u>\$ 3,849,974</u></u>

LIABILITIES

VOUCHERS PAYABLE	-
DUE TO ZOOLOGICAL SOCIETY	106,126
TAX LEVY LIABILITY	19,100
SALES TAX PAYABLE	453
REFUND NOW	(61)
REFUND APPLY	(865)
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	(10)
DEFERRED REVENUE - DELINQUENT TAXES	26,628
DEFERRED REVENUE - PROPERTY TAXES	-
DEF REVENUE -POTTER PARK	12,853
TOTAL LIABILITIES	<u><u>164,223</u></u>

FUND BALANCE

UNSPENDABLE	171,296
UNRESTRICTED FUND BALANCE	<u>3,514,455</u>
	3,685,751

TOTAL LIABILITIES AND FUND BALANCE	<u><u>\$ 3,849,974</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 2 MONTHS ENDING FEBRUARY 29TH, 2024

	2024 BUDGET	FEBRUARY 2024 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	FEBRUARY 2023 YTD ACTUAL
REVENUES					
PROPERTY TAX	\$ 4,487,927	\$ 4,183,310	\$ 304,617	93.21%	\$ 4,382,227
UNALLOCATED PORTION OF TAXES (10 MONTHS)	\$ -	\$ (3,486,092)	\$ -	0.00%	\$ (3,651,856)
ADMISSIONS	\$ 695,000	\$ 15,178	\$ 679,822	2.18%	\$ 12,391
CONCESSIONS, GIFT SHOP, VENDING	\$ 705,000	\$ 16,463	\$ 688,537	2.34%	\$ 23,314
PARKING FEES	\$ 180,000	\$ 255	\$ 179,745	0.14%	\$ -
INTERACTIVE SITES	\$ 95,000	\$ -	\$ 95,000	0.00%	\$ -
INTEREST INCOME	\$ 30,000	\$ 3,244	\$ 26,756	10.81%	\$ 10,844
OTHER REVENUES	\$ (324,576)	\$ 4,574	\$ (329,150)	-1.41%	\$ 40,612
TOTAL REVENUES	\$ 5,868,351	\$ 736,932	\$ 1,645,328	12.56%	\$ 817,531
EXPENDITURES					
PERSONNEL SERVICES					
Salaries & Wages - Full Time	\$ 1,936,415	\$ 231,542	\$ 1,704,873	11.96%	\$ 215,030
Salaries & Wages - Seasonal	\$ 695,284	\$ 66,704	\$ 628,580	9.59%	\$ 62,296
Benefits	\$ 1,120,034	\$ 151,466	\$ 968,568	13.52%	\$ 145,074
Total Personnel Services	\$ 3,751,733	\$ 449,712	\$ 3,302,021	11.99%	\$ 422,401
CONTROLLABLE EXPENDITURES					
Supplies	\$ 436,000	\$ 26,155	\$ 409,845	6.00%	\$ 44,302
Animal Care	\$ 317,000	\$ 47,473	\$ 269,527	14.98%	\$ 38,894
Purchased Services	\$ 647,000	\$ 89,864	\$ 557,136	13.89%	\$ 78,025
Utilities - Telephone	\$ 23,125	\$ 2,581	\$ 20,544	11.16%	\$ 1,759
Rentals & Leases	\$ 6,000	\$ 150	\$ 5,850	2.50%	\$ 960
Other Expenses	\$ 141,100	\$ 38,840	\$ 102,260	27.53%	\$ 15,623
Total Controllable Expenditures	\$ 1,570,225	\$ 205,062	\$ 1,365,163	13.06%	\$ 179,562
NON-CONTROLLABLE EXPENDITURES					
Utilities	\$ 240,000	\$ 24,048	\$ 215,952	10.02%	\$ 27,064
Insurance	\$ 90,000	\$ 53,410	\$ 36,590	59.34%	\$ 64,950
IT Support Expense	\$ 215,899	\$ 8,607	\$ 207,292	3.99%	\$ 37,096
Other Expenses	\$ 494	\$ 124	\$ 370	25.02%	\$ -
Total Non-Controllable Expenditures	\$ 546,393	\$ 86,188	\$ 460,205	15.77%	\$ 129,110
CAPITAL OUTLAY					
Capital Improvements	\$ -	\$ 44,722	\$ (44,722)	#DIV/0!	\$ 129,979
TOTAL EXPENDITURES	\$ 5,868,351	\$ 785,684	\$ 5,082,667	13.39%	\$ 861,052
TOTAL CHANGE IN FUND BALANCE	\$ -	\$ (48,752)			\$ (43,521)
FUND BALANCE AS OF 1/1/24					
NON-SPENDABLE		\$ 171,296			
UNRESTRICTED		\$ 211,789			
		<u>\$ 383,085</u>			
FUND BALANCE AS OF 02/29/24		\$ 334,332			
FUND BALANCE AS OF 02/29/24					
UNSPENDABLE		\$ 171,296			
UNRESTRICTED		\$ 163,036			
		<u>\$ 334,332</u>			

POTTER PARK ZOO
MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD February 29, 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	196	235	1	236	40	348	320	(28)
CHILD NON-RESIDENT	67	338	10	348	281	258	459	201
CHILDREN - UNDER 3	105	276	7	283	178	201	324	123
ADULT RESIDENT	654	927	3	930	276	1,142	1,228	86
ADULT NON-RESIDENT	265	889	33	922	657	729	1,195	466
SENIOR/MILITARY RESIDENT	14	41	0	41	27	27	48	21
SENIOR/MILITARY NON-RESIDENT	3	37	0	37	34	9	45	36
GROUPS	15	0	0	0	(15)	15	43	28
SUBTOTAL	1,319	2,743	54	2,797	1,478	2,729	3,662	933
MEMBERSHIPS/PROGRAMS								
PPZ MEMBERS/RECIPROCAL	542	1,361	0	1,361	819	1,277	1,762	485
SOCIETY PROGRAMMING/EVENTS	3,020	353	0	353	(2,667)	3,189	574	(2,615)
MONDAY PROGRAM	60	151	0	151	91	147	199	52
ZIYN	83	208	0	208	125	183	285	102
OTHER (non-paying)	1,545	232	0	232	(1,313)	1,639	277	(1,362)
SUBTOTAL	5,250	2,305	0	2,305	(2,945)	6,435	3,097	(3,338)
GRAND TOTAL	6,569	5,048	54	5,102	(1,467)	9,164	6,759	(2,405)

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

TO: Board of Commissioners County Services Committee
FROM: Cynthia Wagner, Potter Park Zoo Director
DATE: March 5, 2024
SUBJECT: Emergency Water Main Repair
For the meeting agenda of March 19, 2024

BACKGROUND

On January 30, 2024 water was discovered coming up through the ground near the Tiger Den Pavilion. Upon further inspection, it was determined that an underground water main had broken. The Board of Water and Light was contacted, and after an on-site inspection it was determined the line is the property of the Zoo.

Myers Plumbing & Heating Inc. was contacted and they responded to evaluate the damage. They were able to assemble an excavation and plumbing team to complete the repair on February 2, 2024. The Board of Water and Light was consulted to ensure proper protocols were followed.

Emergency repair of the water line was approved by the Controller's Office and the Purchasing Department.

ALTERNATIVES

The repair could not be delayed as water is a requirement for animal and public health.

FINANCIAL IMPACT

The final cost of the repair was \$3,685.00. Funds to cover the total cost were available in Zoo Budget line item #258-69200-931000-30000.



Director's Report March 13, 2024

Director Wagner attended the Effective Leadership – Continuous Growth AZA Professional Development Course the last week February.

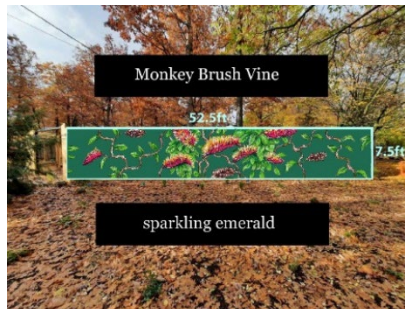
Annie Marcum, Area Lead and binturong SSP coordinator, is visiting a facility that is building a new binturong exhibit to assist in planning. Annie will also be the animal care staff member attending the Mid-Year AZA conference.

The Zookeeper 1 position has been filled. Shannon Darby will start at the beginning of April.

The zoo polling site went well Tuesday, February 27, 2024. The next election is Tuesday, May 7, 2024.

As part of the zoo staff engagement program, 10-minute staff massage were offered February 15 in the Safari Room. The massages were provided at no cost by Delta Chiropractic.

Artist, Art by Adrienne, will be painting several fences again this year including a large stretch of fence by the new okapi exhibit and the Savanna Grill.



Firearms training for the Zoo Emergency Response Team will be Tuesday, March 19. All firearms trainings are led by the Ingham County Sheriff's Department.

Zoonotic Diseases training will be Tuesday, March 26 at 1 p.m. in the Safari room. This is a required annual training for all staff that interact with animals.

Conservation Engagement

Zookambi Summer Camp registration is open! Each day of camp includes a variety of hands-on experiences, animal presentations and adventures typical zoo visitors don't have. We will offer both morning and afternoon sessions each week of Zookambi for kids entering grades 1-7 and will also offer both morning and afternoon extended care.



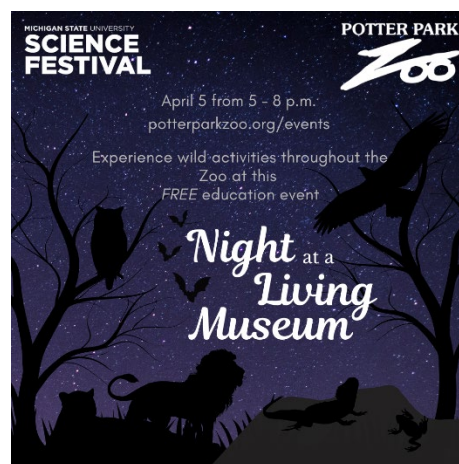
The BIG Zoo Lesson (BZL) has a new expert led lesson focusing on the North American river otter! Learning about the native species encompasses multiple subjects including adaptations, social dynamics, habitat preference, modern zoo habitats and indicator species, with a strong, attainable conservation message: Keep our Waterways Clean!

Students spend a portion of the lesson inside comparing objects that humans might use in the water to adaptations otters have and building what they believe would be a perfect habitat for river otters. Then they head outside to visit both the Zoo's otter habitat and the Red Cedar River front. Discussions outside are focused on realistic Modern Zoo habitats and what conservation actions they can take to help otters in our local Lansing rivers.

So far, we have had five classes choose the otter lesson during their BZL week, and we continue to have more teachers choose this lesson! We are excited to bring a new class to BZL that gets students up.

Unlock a world of wonder and discovery at our Living Museum! Join us on Friday, Apr. 5 from 5 – 8 p.m. for an evening of interactive experiences that will immerse you in the world of conservation and the natural world.

Our hands-on activities are designed for guests of all ages to learn about the care of animals at the zoo and our conservation efforts both locally and globally. Admission is free and open to all ages, so bring the whole family and join us for an evening



Last month's Valentine's Day fundraiser held by the Potter Park Zoo AAZK Chapter was a resounding success, with over 35 valentines sent and \$465 raised for the Ingham County Animal Control and Shelter. Thank you to everybody who donated and everyone who worked to make this fundraiser happen!

During the months of March and April, 50% of the proceeds from the animal artwork sold in the gift shop will be donated to Turtle Survival Alliance (TSA) by the Potter Park Zoo AAZK Chapter.



(Not So) Mean, Green, and Seldom Seen: Animal Myths Trivia

Think you know a lot about mythical creatures? What about snakes? How do you feel about snakes? Join the Potter Park Zoo AAZK Chapter Friday, March 22 from 7 - 8:30 p.m. at High Caliber Karting and Entertainment, Okemos, MI for a night of exciting trivia. Categories will include legendary animals, modern cryptids, and how much you know about our scaly friend the snake! Admission is \$20 per person and all proceeds will go to benefit snake conservation around the world!

Volunteers

Group volunteer sign ups are rolling in. We are excited to be participating once again in Spartan Day of Service on April 13. Other groups that have already set volunteer dates include, Jackson National Life, Emergent Bio-Solutions, Dewitt High School Honor Society, Capital Area Manufacturing Council, Fanatics Global and DeMaria Bulding Company.

Zoo in Your Neighborhood

In the month of February, we had 210 guests visit using a zoo pass. That is a new record for the month of February!

Recent survey comments:

"Thanks for providing the pass. It makes it easier to take my grandkids!"

"This is a great resource."

"It was a beautiful day. The animals were active. The zoo was clean and the zoo volunteers were wonderful"

Events

Carolyn Fabro, our Special Events Coordinator, accepted a position at Michigan Audubon. Jenna Worthington is now in this events role.

Animal Care and Research

The otter pups are gaining weight and there are two males and one female.

Nola, the trumpeter hornbill, has been moved to the reptile building and joined our male, Lafitte, in the north end.

The bongos are attempting to breed. The zoo has a SSP breeding recommendation for both females to breed with the male.

It is eagle owl nesting season and we are watching for an egg.





We're happy to announce the arrival of lynx brothers Ragnar and Rollo, who are currently settling into quarantine. Once they've cleared this phase, they'll make their grand debut on exhibit.

The okapi is starting to get used to the viewing window being open. The zookeepers created a desensitization process and it is going well.



Diversity, Equity, Access and Inclusion at Potter Park Zoo

Valuing diversity at Potter Park Zoo (PPZ) by creating an inclusive, equitable and accessible environment for employees, volunteers, and community.

Key Definitions:

Diversity – Range of human differences, including but not limited to race, ethnicity, gender, gender identity, sexual orientation, age, social class, physical ability or attributes, religious or ethical values system, national origin, and political beliefs.

Equity – Fair and just treatment of all members of a community. Equity requires commitment to strategic priorities, resources, respect, and civility, as well as ongoing action and assessment of progress toward achieving specified goals.

Access – Giving equitable access to everyone along the continuum of human ability and experience. Accessibility encompasses the broader meanings of compliance and refers to how the organization makes space for the characteristics that each person brings.

Inclusion – The intentional, ongoing effort to ensure that diverse individuals fully participate in all aspects of organizational work, including decision-making processes. It also refers to the ways that diverse participants are valued as respected members of an organization and/or community.

Strategies	Objective	Actions
Diversity	Establish a workplace that supports employees, volunteers, and guests of all backgrounds and encourages their individuality.	<ol style="list-style-type: none"> 1. Provide training for employees and volunteers annually 2. Build an inclusive environment 3. Recruit and retain diverse representation 4. Gather demographic data annually of Potter Park Zoo's employees, volunteers and guests 5. Receive feedback on workplace culture through Employee Satisfaction Surveys for all staff
Equity	Implement practices and guidelines that are fair and impartial to employee, volunteers, and guests.	<ol style="list-style-type: none"> 1. Review and implement new practices and guidelines to identify and improve the workplace culture 2. Commitment to supplier diversity 3. DEAI Committee and Strategic Plan
Access	Provide facilities and services that allow all individuals to experience the zoo.	<ol style="list-style-type: none"> 1. Provide virtual tours 2. Accessible buildings and exhibits 3. Sensory tools and areas for guests
Inclusion	Provide ongoing opportunities for all to feel welcomed and included while at the zoo.	<ol style="list-style-type: none"> 1. Community outreach 2. Onsite programming and events

Revised 3/08/2024



Mission: Inspiring Conservation of Animals and the Natural World

Strategy: Diversity - Areas of Progress and Advancement

Action 1: Provide training for employees and volunteers annually

Progress

1. Potter Park Zoo provides training for Zoo Staff through opportunities with partner organizations. Current partners are: KultureCity, Michigan Rehabilitation Services, Mid-Michigan Autism Association and trainings provided by individual professionals through various organizations.
 - a. Volunteers are required to take any trainings provided by KultureCity.
2. The DEAI program lead (Equity and Engagement Program Manager) attends additional trainings and educates staff through what is learned. The information is shared through weekly newsletters or at monthly all staff meetings. The trainings include autism trainings by multiple organizations, sensory processing disorders trainings, and DEAI themed trainings.
3. The Zoo Director is completing the Intercultural Development Inventory (IDI) evaluation and yearlong process through Ingham County and the Michigan Department of Civil Rights.
4. The Civility Project provided all staff a training in October 2023 that focused on individual differences and how to work through them and create a kinder working environment.
5. Zookeeper, Annie Marcum, completed Mental Health First Aid through GRAZE. (2023)*
6. In 2023, all staff meetings incorporated DEAI topics into the meetings. Topics included: Correcting pronouns, what the zoo offers to be sensory inclusive, quiet rooms, nursing room, virtual tours, gender neutral bathrooms, community programming, Equity vs. Equality vs. Justice, difficult guests (L.E.A.R.N.), service animals, active violence training, intersectionality and guest feedback.

Advancement

1. Continue to enhance staff capacity and skill for DEAI at Potter Park Zoo.
 - a. Integrate DEAI training and educational materials at each all-staff meeting.
2. Work with the volunteer department to encourage volunteers in DEAI offered trainings.
3. Expand training to Potter Park Zoo and Potter Park Zoological Society board members.
4. Volunteer Department to create and implement Volunteer Community Agreements to enhance the experience at in person meetings.

Action 2: Build an inclusive environment (staff and guests)

Progress

1. Pronouns are included on name tags of individuals (volunteers included) that choose to share this information.
2. Gender neutral/family restrooms are provided in the Welcome Center and Discovery Center.
3. Equity and Engagement Program Manager is a certified Safe Space Advocate through Ingham County to allow a safe place for employees to go when they need guidance or a listening ear. *
4. New internship opportunity created, Community Engagement and Inclusion Intern, to help build the knowledge and experience of those working in the DEAI field and prepare them to guide other organizations in this work. *
5. Employee mental health supported by providing resources to staff through the staff newsletter and in person.
6. The different cultures of employees and volunteers are recognized through the staff newsletter and social media and highlight conservationists of different cultures during monthly heritage and historical days (I.e. Black History Month, Hispanic Heritage Month).

Revised 3/08/2024



Mission: Inspiring Conservation of Animals and the Natural World

7. Received a grant for new CPR manikin with diverse skin tones for training staff. (2023)
8. Wonderland of Lights recognizes multiple cultures at the event. A line of trees now represents eight different holidays: Christmas, Chinese New Year, Bodhi Day, Hanukkah, Kwanzaa, Three Kings Day, Yule and Las Posadas. The zoo invited organizations to decorate the trees that represented their holidays.
 - o Three neon signs were created and featured that say: Happy Kwanzaa, Happy Hanukkah and Merry Christmas.
9. The Education Department updated their Summer Camp Behavior Policy to include a “No Negative Talk” section to ensure children weren’t bullied while at camp. After the policy was implemented the environment of the classrooms was positive and beneficial.

Advancement

1. Continually encourage feedback from staff as they voice ideas they would like to see implemented.
 - a. Feedback is given through a survey staff can submit anonymously, through their department’s DEAI committee representative or in person to the Equity and Engagement Program Manager.
2. Bi-annual meetings held with the Equity and Engagement Program Manager, Zoo Director and Society Executive Director on DEAI topics, goals and potential new changes.
3. Conduct an audit of our current communication channels to identify areas where diversity and inclusion are lacking.
 - a. Gathering diverse photos, website layout, etc.
4. Develop partnerships with community organizations that represent marginalized communities and work together to promote events and initiatives that align with DEAI values.
5. Create opportunities for staff to engage with and learn from members of different communities, such as hosting speakers or organizing cultural events.
6. Provide feeling thermometers to all staff and volunteers to help better assist with guests that may be non-verbal.

Action 3: Recruit and retain diverse representation

Progress

1. Removed biases in the hiring process and partner with organizations like Peckham and Disability Network Capital Area.
 - a. Applicants' personal information is removed from review process until they are selected for an interview.
 - b. Peckham, Inc. is a nonprofit vocational rehabilitation organization that provides job training opportunities for person with disabilities and other barriers of employment.
 - c. Disability Network Capital Area partners with community agencies like Potter Park Zoo to help those with disabilities improve their quality of life.
2. New employees and volunteers recruited through different avenues: onsite job and volunteer fairs, email, news and social media.
 - a. Onsite job fairs for entry level positions did not require an application process.
3. Partnership with Rosier Consultants, LLC – vocational rehabilitation agency.
 - a. Work with this agency to provide volunteer opportunities for individuals to regain strength and skills to re-enter the workforce. The individuals get paid by the agency to volunteer at the zoo.
 - i. Other partnerships with similar avenues: Residential Options and Disability Network Capital Area on intermittent basis.

Advancement

1. Provide additional information and trainings for hiring managers to mitigate implicit biases during the hiring process.

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2. Increase staff retention rates by continuing to encourage learning and development opportunities for staff.

Action 4: Gather demographic data annually of employees, volunteers and guests

Progress

1. Gathered demographic data of employees in 2021. *
2. Demographic survey for guests was created and implemented in late 2022. *
 - a. As of December 2023, 160 surveys were completed.
3. A demographic survey was provided by an outside organization to Potter Park Zoo and Zoological Society board members.

Advancement

1. Complete demographic survey of employees annually.
2. Increase the number of guests completing the demographic survey by continuing to find unique ways to inform guests of the survey.
 - a. The survey is for those that visit the zoo provided through QR codes on signs throughout the zoo or on event materials.
3. Create a demographic survey for volunteers that can be used annually.
 - a. Work with the volunteer department to implement this survey in 2023.
4. Gather demographic data on those that attend onsite programming (i.e. Summer Camp, Big Zoo Lesson).

Action 5: Employee satisfaction survey for all staff

Progress

1. Updated employee satisfaction surveys were completed. (January 2023) *
2. Complete employee satisfaction surveys annually at a time of year when seasonal employment is the highest.
 - a. Seasonal/temporary employee satisfaction survey completed. (August 2023)

Advancement

1. Use survey results to provide yearly check-ins with senior management to discuss specific DEAI topics brought up by employees.

Strategy: Equity - Areas of Progress and Advancement

Action 1: Review and implement new practices and guidelines to identify and improve the workplace culture

Progress

1. Diversity, Equity, Access and Inclusion document now included in the Employee Handbook. *
2. Breastfeeding Practices now included in the Employee Handbook provide guidelines and resources for employees that breastfeed. *
3. Potter Park Zoo and Potter Park Zoological Society board members receive regular updates on the zoo's DEAI efforts through monthly board reports.
4. Support employee's mental health by providing resources to staff through the staff newsletter and in person.
 - a. Example - mental health break held for staff offering various resources including fidgets, snacks, and a space to relax.
5. New Partnership with GRAZE, Growing Resiliency for Aquarium and Zoo Employees, to provide a Critical Incident Stress Management meeting for staff. (2023)
 - a. These debriefs for employees came after a mass shooting that happened in our community.

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6. Staff completed a de-escalation training through Ingham County Sheriff's Department. (2023)
 - a. The training was requested by staff as they needed tools to help them with guest interactions.
 - b. Difficult guest interaction tips added to the employee manual and reviewed during staff orientation.
7. Safety Committee members attended a Run, Hide, Fight training that they implemented in the employee handbook and discussed at an all-staff meeting. (2023)

Advancement

1. Facilitate the development and implementation of curricula, tools and opportunities that are shared among employees on their expressed needs in the areas of DEAI.
2. Continue to update and improve Employee Handbook policies and have a focused time during onboarding to educate new staff.

Action 2: Commitment to supplier diversity

Progress

1. Potter Park Zoo is required to follow all Ingham County Purchasing Policies.
 - a. See document EOE Resolutions, page 2.
 - b. As stated in their policies:
 - i. BE IT FURTHER RESOLVED, that notice of the requirements of this policy shall be included in all formal Requests for Proposals or Bids issued by Ingham County for goods and services, that for statistical purposes only County vendors responding to formal requests for proposals or bids should provide statistical information regarding their workforce diversity, and the vendors shall certify their knowledge of the County's policy and disclose any conclusive findings of violations of federal, state, or local equal opportunity statutes, ordinances, rules/regulations, or policies within the past three (3) years.

Advancement

1. Create a supplier diversity plan for the Potter Park Zoological Society.

Action 3: DEAI Committee and Strategic Plan

Progress

1. The Potter Park Zoo DEAI Committee was created and has since met bi-monthly. (2022)
 - a. From the committee, a DEAI Strategic Plan Goal was created. *
 - b. Multiple departments are represented on the committee and all staff are aware of who is on the committee and are encouraged to join the committee.
 - i. It is encouraged that staff bring up any DEAI ideas or concerns to either the DEAI program lead or a committee member.

Advancement

1. DEAI Committee will continue its efforts by the following actions:
 - a. Continue to meet at least six times a year.
 - b. Recruit new members, as well as retain current members.
 - c. Work on advancement of PPZ DEAI strategies.

Strategy: Access - Areas of Progress and Advancement

Action 1: Provide accessible resources

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Progress

1. AbleEyes virtual tours were completed for four main buildings: AniMall, Discovery Center, Feline and Primate House and Reptile House.
2. Created an Accessibility Webpage on the zoo website, allowing guests to find accessible initiatives in one location.
3. Hired an outside company to improve the accessibility of our website.
 - a. Example: Updated the website to be screen reader friendly for those who are blind or visually impaired.
4. Braille booklets with the layout of the zoo are available for checkout in the Welcome Center. A large braille map is accessible at the front of the zoo for all guests to use.
5. Provide wheelchairs, electric scooters, strollers and wagons to guests for a cost.
 - a. These options are free for those that need them when attending a FALCONERS program.
6. Two audio tours were created in 2023: Reptile and Small Mammal House and Wonderland of Lights.
 - a. Tours can be found on our website: Accessibility > Audio Tours
7. Equity and Engagement Program Manager worked with the Education Department to create a Visually Impaired Tour.
 - a. The tour creates an opportunity for those who are visually impaired to have a tour experience. They are given a 45-minute tour of the zoo that provides descriptions of the habitats and animals. Then they take 30 minutes to touch and smell animal artifacts and biofacts.
8. Boo at the Zoo accessible hayride was created by the zoo's logistic technician. A grant was applied for and received by the zoo to provide a one-of-a-kind ride that is accessible to those in wheelchairs or have a mobility disability.

Advancement

1. Provide a virtual tour through AbleEyes of the entire zoo.
2. Provide braille at exhibits with information about our animals.
 - a. In the process of transcribing zoo signs into a booklet that individuals can take with them on their zoo walk.
3. Create audio tours for those that are visually impaired.
 - a. Feline/Primate House
 - b. Entire zoo
 - c. Large events – Wonderland of Lights

Action 2: Accessible buildings and exhibits

Progress

1. Step stools were installed in the public bathrooms so sinks are accessible for those of shorter heights.
2. StepNPull door openers were installed on main doors.
3. Updated several exhibit viewing areas to be more accessible for those at all heights and eliminate visual barriers (i.e. kangaroo exhibit, anteater exhibit).
4. Savanna Grill provides tables that are wheelchair accessible and multiple ramps are available to enter the eating areas.
5. Michigan Rehabilitation Services provided ADAAG Reports for the AniMall and Discovery Center. *
 - a. The AniMall and Discovery Center guest services desks were updated to be accessible for those in wheelchairs as a result of these reports.
6. Photo boards located in the zoo were created to be accessible for those in wheelchairs and can be used by a wide range of audiences.
7. Installation of touchless sinks and toilets in all main buildings with grand funding. (2023)

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8. New Okapi habitat has a viewing area that was designed to be accessible. (2023)
9. Asphalt replacement project is complete and creates an accessible zoo for those in wheelchairs, mobility devices and those using strollers. (2023)

Advancement

1. Installation of touchless doors.
2. Continue to remove visual barriers at current exhibit viewing areas.
3. Continue to review the accessibility of exhibits and buildings as they are renovated.

Action 3: Sensory tools and areas for guests

Progress

1. Sensory bags provided for free to all zoo guests.
 - a. Bags include laminated sensory maps.
2. Sensory map created and posted on the website and with sensory bags.
3. Headphones available for free with or without a sensory bag.
4. Four quiet areas designated throughout the zoo and park.
5. Signage throughout the zoo indicates where headphones may be needed and the location of quiet areas.
6. Communication board is available near the playground in the park.
 - a. The communication board is a picture symbol board that can be used to support interaction in the playground area. The pictures on the board can be used to enable child to child or child to adult interactions when making comments, asking favors, or giving directions to each other.
7. Social story created and posted on the website to help guests have the best experience possible by allowing individuals and their families to prepare for their visit. *
8. Sensory board was created to provide extra support to all guests during large events if they felt overwhelmed.

Advancement

1. Continue to enhance PPZ's sensory inclusive initiatives through increased knowledge and funding.

Strategy: Inclusion - Areas of Progress and Advancement

Action 1: Community outreach

Progress

1. Zoo in Your Neighborhood provides free zoo passes and programming to over 40 community partners. *
 - a. In 2019, "Zoo in Your Neighborhood" was nationally recognized by the Association of Zoos and Aquariums (AZA) by winning top honors for the Angela Peterson Excellence in Diversity Award.

Advancement

1. Continue to add new partners and continue programming with the Zoo in Your Neighborhood program.
2. Explore community events and additional partners for new program opportunities.
3. Conduct regular surveys with members of marginalized communities to gather feedback on the effectiveness of your DEAI initiatives and identify areas for improvement.

Action 2: Onsite programming and events

Progress

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1. FALCONERS is designed to allow children or adults of all ages with special needs and unique challenges (such as autism or developmental disabilities) and their whole family to have an enriching educational experience in a safe, welcoming and sensory friendly environment. *

Advancement

1. Continue to advance all PPZ DEAI strategies and welcome more families with diverse needs to the FALCONERS program. Continue to grow the program to those that may not be represented currently in the program (i.e. Visually impaired, deaf).
2. Begin evaluating and working with the events department to expand inclusion efforts at public, private, and fundraising events.
 - a. Create and implement a form to be completed four weeks prior to any event to evaluate if the event is sensory inclusive and/or accessible to everyone. (Early 2024)
3. Create a new event that brings awareness to service organizations and food establishments in the mid-Michigan area (Diversity Day).

**All items noted with an asterisk have supporting documents located in the S-15 folder.*

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