**Potter Park Zoological Society Board of Directors Meeting**

*Jan. 29, 2023 – 11:30 to 1 p.m. in Welcome Center Conference Room*

**MINUTES**

# Present Absent

Julie Pingston Bethany Wicksall

George Berghorn Gabe Rodriguez-Garriga

Karlene Belyea

Kieron Marion

Aaron Davis

Roxanne Truhn

Amy L. Morris-Hall, Society Executive Director

# General Items

1. Meeting was called to order at 11:35 a.m.
2. Approval of Nov. 13, 2023 minutes – approved
3. No members of public
4. Late Items/Deletion/Consent Items – Bethany Wicksall added to agenda

# Board Items

Financial Report YTD (preliminary) through Dec. 31, 2023   
 **Revenue:** Year to date revenue at $1,400,140.27 is over prior year by $4,931.49, with capital campaign revenue not included. The areas over prior year are program revenue, member fees, and revenue other. The only area under prior year is contributions and this is due to the large percentage of capital campaign funds received by the Society in 2022.

**Expenses:** Year to date expenses at $1,313,347.32 are $300,789.94 over prior year without the capital campaign.

* Salaries & Wages are over prior year in the hourly wages category and are related to the two additional staff positions that were vacant for much of 2022. This is also causing payroll taxes and benefits to be over budget.
* Potter Park Zoo Support is over prior by $73,933.54 due to several large donations that were not received in 2022.
* Advertising and Promotion are over prior by $13,152. $60,000 of these expenses are reimbursed by the Zoo.
* Conferences, Conventions, and Meetings expenses includes training and registration and these are over prior year by $27,176.62 due to the number of staff needed to attend the AZA conference and the accreditation hearing.
* Meals and Entertainment are over prior year by $9,189.94 due to many meals provided by the Society to those working additional hours and overtime in preparation for the AZA inspection.
* Professional fees are over prior year by $43,780.47 in the areas of accounting, special events, and staff development. Some of this is due to an increase in accounting expenses. Special events expenses increased due to additional work with subcontractors to enhance events. Staff development was over budget because we invested more heavily in professional development in 2023.

**Net surplus:** The net surplus from operations not including capital campaign is $86,792.

**Cash:** The days of cash are at $1,199,386 or 333 days as of Dec. 31, 2023 with capital campaign cash and expenses not included.

1. Transaction of Business   
   1. Old Business
      1. Endowment fund update and discussion
         1. The board was provided with statements from the two endowment funds created to benefit the Potter Park Zoological Society and Potter Park Zoo.
            1. Potter Park Zoological Society Endowment Fund 1069 – balance $55,557.92
            2. Potter Park Zoological Society Endowment Fund – The Robert and Phyllis Miller Fund – balance 325,845.80
         2. The board was also provided with Community Foundation materials suggesting adopting a policy for distribution. This can be discussed at a future meeting.
   2. New Business
      1. Executive Director Evaluation

Kieran made a motion to go into closed session, Aaron seconded. The motion carried. Amy left the room, and the board discussed her evaluation and performance. Kieran later moved to come out of closed session Kieran and Aaron second. The motion passed unanimously. When Amy returned the board discussed her performance and said they were pleased with how things continue to progress and provided her with a ten percent merit wage increase.

* + 1. 2024 PPZS Budget  
       Karlene moved, and Roxanne seconded approval of the 2024 budget with the agreement we may revisit capital campaign numbers. Total operating revenue is budgeted for $1,288,600 and total expenses are budgeted at $1,221,967. The net surplus is budgeted at $66,632.
    2. Lobbyists Contract

The Potter Park Zoological Society is entering into a contract with McKinney and Associates for lobbying support in 2024.

* + 1. Economic Impact Report Contract

The Potter Park Zoological Society entered into a contract with Public Sector Consultants to complete and economic impact report on Potter Park Zoo and the Potter Park Zoological Society.

* + 1. 2024 Liquor Licenses
       1. Roxanne moved to approve the liquor license application for five events in 2024, Karlene seconded. The motion carried.
    2. Adjustments to board meeting schedule
       1. Cancel March 25
       2. Change May 27 to May 20
       3. Change June 24 to June 17
    3. Bethany Wicksall has stepped down as a Potter Park Zoological Society Board member. Kieran moved to accept her resignation, George seconded. The board passed the motion and accepted her resignation with regret.

# Discussion Items

1. Board President Update
   1. No update
2. Executive Director’s report
   1. Miscellaneous
      1. Donations report – Amy reported the Society has provided $118,326 in funds to Potter Park Zoo in addition to capital campaign dollars, the wages for a communications specialist position and meals for all staff meetings as well as those provided during AZA inspection preparation.
      2. Hospital update – Weekly meetings continue and the architects are working with the zoo team on a final design.
      3. Lawmaker visits – These are ongoing.
      4. Audit Update – The audit will begin Feb. 26, 2024.
   2. Staff Update – nothing to report
   3. Events/Education
      1. BZL – The 2023 BZL recap was provided to the board.
   4. Fund Development Update
      1. Stock donation of $50,000 and sale of this stock is complete.
      2. The end of year appeal brought in more than $14,000.
   5. Capital Campaign Update
      1. The groundbreaking date changed to May 22, 2024 at 11 a.m. This may change again depending on the construction team.
      2. The Community Foundation contacted the Society to arrange for a donor to make a $15,000 donation. This will fund the construction of an outdoor bird exhibit.
   6. Animal update
      1. The Okapi continues to do well and will soon be introduced to the outdoor part of his exhibit.
      2. Two Canadian lynx will be moving to Potter Park Zoo to live in what was formerly the raven exhibit. The exhibit is currently being renovated for them.
3. Suggestions for future agenda items, discussion and/or board comments
   1. None

1. Public comment – No members of the public attended the meeting.

# Adjournment

The meeting adjourned at 12:46 p.m.

*2024 Meeting Schedule – Potter Park Zoo – Welcome Center Conference Room*

*Feb. 26, 2024*

*March 25, 2024 (cancelled)*

*April 29, 2024*

*May 20, 2024*

*June 17, 2024*

*July 29, 2024*

*August 26, 2024*

*September 30, 2024*

*October 28, 2024*

*November 18, 2024*

*December 16, 2024*