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

*Aug. 26, 2024 – 11:30 to 1 p.m. in Welcome Center Conference Room*

**MINUTES**

# Present Absent

Aaron Davis Julie Pingston

George Berghorn Karlene Belyea

Megan Vandermolen

Kieran Marion

Gabe Rodriguez-Garriga

Amy L. Morris-Hall, Society Executive Director

# General Items

1. Meeting was called to order at 11:30 a.m.
2. Approval of July 29, 2024 minutes – approved
3. No members of public
4. Late Items/Deletion/Consent Items

# Board Items

Financial Report YTD (preliminary) through July 31, 2024  
 **Revenue:** Year to date revenue at $650,069 is under budget by $5,230, with capital campaign revenue not included. The area significantly over budget is program revenue (due to Zookambi revenue being budgeted later in the year). Contributions are under budget.

**Expenses:** Year to date expenses at $830,510 are $91,247 over budget.

* Zoo support at $48,159 is over budget by $4,409. This will balance out by the end of the year as the total budgeted amount is $75,000.
* Advertising and promotion is over budget by $8,680. This is an expense reimbursed by the zoo.
* Occupancy is over budget by $5,788 primarily due to utilities. This was not budgeted correctly as our utilities have not changed substantially in many years.
* Office supplies is over budget by $2,976 primarily due to merchant fees that were not budgeted.
* Professional fees are over budget $66,386 due to the Big Zoo Lesson contract coming in earlier than budgeted ($11,000), payments to an artist painting fence in the zoo ($9,600 - this is an expense reimbursed by the zoo). Additionally, this also includes several expenses that were not budgeted – the lobbyist ($17,500), new entertainment at our Zoo Nights events ($6,300), reimbursement to the zoo for Diversity Day parking ($2,100), the Able Eyes tour of the zoo for our website ($6,600), an increase in the cost of the annual audit ($5,500), and customer service training from the Nonprofit Network ($6,400).
* Areas under budget are conferences and program supplies.
* **Net surplus/deficit:** The net deficit from operations not including the capital campaign is $96,478 under budget at -$180,440.79.

**Cash:** The days of cash are at $1,077,962 or 277 days of cash as of July 31 with capital campaign cash and expenses not included.

1. Transaction of Business   
   1. Old Business
      1. Endowment fund policy decision
   2. New Business
      1. None

# Discussion Items

1. Board President Update
   1. No update
2. Executive Director’s report
   1. Miscellaneous
      1. Hospital update – Construction should begin in September.
      2. Legislative Update
         1. The legislative event is planned for Sept. 12 (which is Zoo Nights).
   2. Staff Update
   3. Major Gifts Associate position – We have several applicants for this position and will begin interviews soon.
   4. Events/Education
      1. Big Zoo Lesson begins Sept. 16
      2. Two new sponsorships for Boo at the Zoo – TechSmith and U of M Sparrow
   5. Fund Development Update
      1. The endowment funds are doing well. The balances are currently $356,873 in the Robert and Phyllis Miller Fund and $60,848 in the Potter Park Zoological Society Fund.
      2. The CD purchased for three months matured and has been renewed for another three months. We will do the same with the other CDs until they are needed for the capital campaign.
   6. Capital Campaign Update
      1. Developing a new prospect list for hospital donors.
   7. Animal update
      1. Various animal updates were discussed.
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 12:25 p.m.

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

*September 30, 2024*

*October 28, 2024*

*November 18, 2024*

*December 16, 2024*