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

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

**MINUTES**

# Present Absent

Julie Pingston Karlene Belyea

Aaron Davis George Berghorn

Megan Vandermolen Gabe Rodriguez-Garriga

Kieran Marion

Amy L. Morris-Hall, Society Executive Director

# General Items

1. Meeting was called to order at 11:47 a.m.
2. Approval of Aug. 26, 2024 minutes – approved
3. No members of public
4. Late Items/Deletion/Consent Items

# Board Items

Financial Report YTD (preliminary) through Aug. 31, 2024  
 **Revenue:** Year to date revenue at $732,846 is under budget by $49,000 with capital campaign revenue not included. Two areas are significantly over budget. Program revenue is over by $55,436 because Zookambi revenue was budgeted across 12 months and is showing $42,427 over (it will finish the year at $10,000 over budget) and private events is over by $10,000. Revenue – other is over budget by $19,100 due to CD interest of $12,000 and marketing reimbursement at $10,000 over. Contributions are under budget by $126,487. This is caused by grants being under by $48,000, tickets being under by $28,000, donations being under by $20,000 and events other being under by $36,000. Grants, tickets and events other should balance out by the end of the year because they were budgeted over 12 months and much of this revenue is received from October through December.

**Expenses:** Year to date expenses at $950,934 are $100,441 over budget.

* Salary and wages are over budget by $15,641 largely because of hourly wages for Zookambi staff.
* Advertising and promotion is over budget by $7,754. This is an expense reimbursed by the zoo and will balance out at the end of the year.
* Occupancy is over budget by $7,280 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 $6,144 primarily due to merchant fees that were not budgeted.
* Professional fees are over budget $62,807 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 ($20,000), 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).
* Conferences are under budget. Most conference costs will be in September.
* **Net surplus/deficit:** The net deficit from operations not including the capital campaign is $218,088 under budget at $149,445.

**Cash:** The days of cash are at $1,045,434 or 267 days of cash as of Aug. 31 with capital campaign cash and expenses not included.

1. Transaction of Business   
   1. Old Business
   2. New Business
      1. Discussion regarding new minimum wage and sick time requirements

# Discussion Items

1. Board President Update
   1. No update
2. Executive Director’s report
   1. Miscellaneous
      1. Hospital update – Construction still slated to begin in September.
      2. Legislative Update – Amy will be meeting with Kevin later in October on next steps.
   2. Staff Update
      1. Major Gifts Associate position – We are meeting with a candidate this week.
   3. Events/Education
      1. We are up to three sponsorships for Boo at the Zoo – TechSmith, U of M Sparrow and LCC
         1. Need volunteers for each day
   4. Fund Development Update
      1. The endowment funds continue to grow. The balances are currently $363,439 in the Robert and Phyllis Miller Fund and $61,967 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.
   5. Capital Campaign Update
      1. Developing a new prospect list for hospital donors.
   6. 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 12:40 p.m.

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

*October 28, 2024*

*November 18, 2024*

*December 16, 2024*