

AGENDA

Potter Park Zoo Board

1301 S. Pennsylvania Avenue ~ Lansing, MI 48912
Telephone: 517.342-2776; Fax: 517.316-3894

The packet is available on-line by going to www.ingham.org, choosing the "Monthly Calendar" and click on Tuesday, April 7, 2009.

Tuesday, April 7, 2009, 6:00 pm POTTER PARK ZOO BOARD MEETING

Human Services Building, Conference Room A, Second Floor,
5303 S. Cedar Street, Building #3, Lansing, Michigan

1. **Call to Order**
2. **Approval of Minutes**
Minutes of the March 3, 2009 will be considered.
3. **Limited Public Comment** – *Limited to 3 minutes with no discussion*
4. **Late Items/Deletions/Consent Items**
5. **ACTION ITEMS:**
 - A. Resolution Naming the Potter Park Picnic Shelters
6. **DIRECTOR REPORTS**
 - A. Director's Report – Willis Bennett
 - i. Letter from the County Attorney in Regards to the PPZ Board Name Change
 - ii. Master Plan Time Line
 - iii. Spring Projects
 - iv. Flooding
 - v. Approval Process for Travel Out-of-State
 - B. Zoo Director's Report – Gerry Brady
 - C. Society Executive Director's Report – Diane McNeil
7. **COMMITTEE REPORTS**
 - A. Marketing and Public Information Committee Report – Billie Jo Harris
 - B. Graphics Committee Report – Gerry Brady
8. **MISCELLANEOUS ITEMS**
 - A. Media Tips
9. **Board Comments**
10. **Limited Public Comment** – *Limited to 3 minutes with no discussion*
11. **Adjournment**

MINUTES OF THE MEETING

INGHAM COUNTY POTTER PARK ZOO ADVISORY BOARD 1301 S. Pennsylvania Ave., Lansing, MI 48912 March 3, 2009

The Ingham County Potter Park Zoo Board held an Organizational Meeting at the Human Services Building, Conference Room A, 5303 S. Cedar Street, Lansing, Michigan.

BOARD MEMBERS

PRESENT: Rick Kibbey, Commissioner Rebecca Bahar-Cook, Commissioner Deb Nolan, Pam Weil, Tim Basore, Dr. Richard Snider, Stacey Messina, Todd Pride, & Dr. Dalen Agnew.

ABSENT: Judy Hickman

ALSO PRESENT: Willis Bennett, Parks Director; Teresa Masseur, Zoo Registrar; Gerry Brady, Zoo Director; Diane McNeil, Executive Director of PPZS; Karen Fraser, Financial Administrator; Billie Jo Harris, Public Relations Coordinator, Keepers Jan Brigham, Mark Marquardt, Pat Fountain, and Heather Stults.

CALL TO ORDER Chair Mr. Kibbey called the Organizational Meeting of the Ingham County Zoo Board to order at 6:00 pm.

MINUTES: **Moved by** Commissioner Bahar-Cook, **Supported by** Tim Basore to approve the February 3, 2009 minutes of the regular meeting. **Yes-9; No-0. MOTION CARRIED.**

LIMITED PUBLIC COMMENT

None.

LATE ITEMS/DELETIONS/CONSENT ITEMS

Mr. Bennett asked if the Zoo Advisory Board could introduce themselves to the newest board member, Pam Weil. Introductions were done.

DISCUSSION ITEM

Mr. Kibbey had item #10B first on the agenda, as it was being discussed at the County Services meeting which was meeting at the same time.

Commissioner Bahar-Cook stated that she wanted to apologize to the Zoo Advisory Board. In the Democratic Caucus, they talked about what the procedure was going to be in looking for a new Zoo Advisory Board Member and the interview process. The Parks Board was not at the meeting at that time and they went ahead and conducted the interviews and made their recommendations. She had asked the chair of County Services not to vote on the recommendation until this body had the opportunity to submit their wish list of the qualities of what they would like to see. If County Services doesn't think it's a match, then they won't make the appointment.

Mr. Kibbey said that the nominee is a terrific candidate.

Mr. Bennett stated that what needs to be discussed is the factors of what they would like to see in a new member. In the packet, there is a document that says applicant's name. Those were the basic questions that were asked of the two candidates that showed up for the interview. One was Mark Marquardt, a keeper, and the other one is the nominated candidate. In the minutes, there was a comment about what you were looking for, so if you could discuss this and come to a consensus and then that can be conveyed to County Services.

Mr. Kibbey asked if there is a consensus and hearing, so there was a consensus.

ACTION ITEMS

Mr. Bennett spoke about the resolution. The shelters are named number 1, 2, and 3, but at all the other parks the shelters have names. It really helps the customers when the shelters are named and the names fit the zoo atmosphere. If someone has a better idea, don't hesitate to let him know.

Dr. Agnew thinks that the names should be changed, since the names refer to mega charismatic mammals.

Discussion ensued. It was decided to table the resolution until the next meeting, pending review of the names by staff and anyone whom wants to help by sending an email to either Mr. Brady, Mr. Bennett, or Mrs. Fraser.

RESOLUTION NAMING THE POTTER PARK PICNIC SHELTERS

WHEREAS, three picnic shelters exist at Potter Park for public use; and

WHEREAS, the public is able to reserve these picnic shelters for events in accordance with policies currently in effect; and

WHEREAS, all other picnic shelters within the Ingham County Parks System have established names; and

WHEREAS, the shelters are currently known as shelters #1, #2 and #3, and

WHEREAS, the Zoo staff developed the Potter Park picnic shelter name suggestions listed below based on the names of animal homes:

For shelter #1	Otter Haven
For shelter #2	Tigers Den
For shelter #3	Camel Hut

THEREFORE BE IT RESOLVED, that the Potter Park Zoo Advisory Board approves the names listed above for the three Potter Park picnic shelters:

Moved to Tabled by Commissioner Nolan and **Supported by** Dr. Agnew that this be tabled. **Yes-7; No-2.**
MOTION CARRIED.

PARKS DIRECTOR'S REPORT

Mr. Bennett said that the focus is on the capital improvement projects for the year and the staff have started to so the clean up work which needs to be done. The JASP Program was very small during the winter which is typical, but now there are about seven in the program. The big focus is on the clean up and also working on the landscaping projects.

ZOO DIRECTOR'S REPORT

Mr. Brady referred everyone to look at the Dashboard Report. He talked about the new Graphics person named, Jake Pechtel. He has two degrees with one in graphics and one in audio engineering. He has worked for eight years in the interactive entertainment industry building and establishing video games. In the past couple of weeks, they've prioritized about what is going to be done first and what entails directional signs in the zoo for the visitors, signs at the admissions area, & the need to highlight the farmyard with new graphics and banners. There is a Sign Committee meeting next Tuesday night in which they will go over the priorities and establish a timeline. The Birdhouse Renovations are going on right now. The small exhibits are being enlarged to enhance the visitor experience and it will also help with animal welfare issues too. Mr. Bennett and himself are developing an RFQ for the Rhino Renovations. There will be a meeting on March 5th with the Purchasing Director, Jim Hutchins, and other people from Ingham County and will be going over the proposals that were sent to them. After, that meeting there will be a recommendation to hire a company to do the construction drawings, so then they can go to the next step. Mrs. Fraser is working hard with the admissions and parking attendants. Usually, March 1st is the first date that we start collecting revenues, but when the weather is bad, it's hard to do that. Currently, the zoo is hiring people for the Contact Area and the Seed Eater Exhibit. There will be a couple of curators hired by Living Exhibits and they will be taking care of the exhibit every day. The two people that he hires will be support people for the Seed Eater Exhibit. There are three quotes for the webcam and this will be the first webcam ever. He said that he will be meeting with Jeff Vanderschaf of MIS, and then the recommendation will be sent to the purchasing department after Mr. Bennett reviews it. They will need to install the fiber optics, when the weather warms up.

Commissioner Nolan asked if the webcam has the ability to be broadcast over the website.

Mr. Brady said, yes it will. It is very exciting and there is the possibility for the capability of long distance learning. Hopefully in six years, there will be a half a dozen webcams and that is called paneling. Basically, this is where people can go from one webcam to another one in the zoo. He talked about the animal acquisitions which will be happening soon.

SOCIETY EXECUTIVE DIRECTOR'S REPORT

Mrs. McNeil spoke about the Jack Hanna event which is scheduled for April 21st. It is an event to fundraise monies for the rhino renovations. She talked about the Rhino Romp which has been expanded and is June 13th and how it will be an all day event which will be very exciting. This year there will only be a kids' race and every kid that participates will receive a medal. There is a group in Mason that does DNA sampling, since the Rhino Romp will be about child safety, wellness, and conservation, so they will be there to do swabs. There will be a police dog and then they will give part of the DNA to this dog and he will go through the crowd and find that child. Right now, the society is updating the AV equipment in the Safari Room, so that it is easy for everyone to use. She talked about how Binder Park Zoo has asked the society to come up with a teaching seminar for our Big Zoo Lesson. Also, there is an appreciation dinner every year for the docents and volunteers which will be on March 25th. Every year, Mr. Brady puts an ostrich egg on a plaque which is a "Good Egg" award and this year there will be three.

Mrs. Weil stated that the Parks Board sends recognition letters, is that something that this Board would do?

Commissioner Bahar-Cook asked if it would be weird that the Zoo Board is doing this for the society? Or would you like something from the Zoo Advisory or the Board of Commissioners?

Mr. Pride said that the acknowledgement from the County level would be great.

It was decided that Mrs. McNeil would give the information to Mrs. Bavery.

Mrs. McNeil stated that the camel vendor will not be able to be here this summer due to family problems. She is currently trying to find another one.

MARKETING AND PUBLIC INFORMATION COMMITTEE REPORT

Mrs. Harris stated that there were no press releases sent out in February, but there will be a couple in the upcoming month for "Volunteer Awareness Day" and "Party for the Planet." There are plans for media policy for when they do show up at the zoo and they will be given a media kit with a pass. Then, they've been working on the budget for this year which is included. The highlights are billboards, radio campaign, Meridian Mall, YouTube, and Flickr.

Commissioner Nolan had asked how much does it cost to print one of the dash boards.

Mr. Bennett stated that the County print shop prints those for us. It's not much money.

Mrs. Range stated that she wanted to point out a couple of things. One is the movie theatre which would be the commercials that preview before the feature film. The constant contact is an email marketing service. The miscellaneous which is primarily for TV advertising and they are discussing about different options in regards to the Interactive Exhibit, which will be featured on billboards and at the Meridian Mall and some of the other regular advertising.

Commissioner Nolan asked about what is backyard excursion and Lansing Travelhost.

Mr. Pride said that the Lansing Travelhost is a destination oriented magazine, which has been in town for 15 years. It directly penetrates hotel rooms for hotel visitors and it is a national brand.

Mrs. McNeil said that the Backyard Excursion is used by moms and families that want to go on daytrips and/or short trips around the state. It is on the web and they send out mass emails to people all the time.

MASTERPLAN COMMITTEE REPORT

Mr. Bennett stated that the Masterplan Committee met two to three weeks ago. He has posed an idea to the committee that they hire a consultant to wrap the project up versus staff writing this in-house. He has given it a lot of thought and talked to some directors of the other departments within the County and came to the conclusion

that there really isn't the staff to do this nor do they have the expertise to put out a document that they can be proud of. It takes something like this that the society will use as a major fundraising tool. He doesn't think that they could produce this and be satisfied with it. He has asked Mr. Hutchins, the Director of the Purchasing Department, to revisit the RFP process. They reviewed all the previous RFP's that were received the first time around and there were some outrageous prices starting from \$150,000 to \$260,000. In realizing that, they have done a lot of the leg work and have all the information gathered together and what they to do is to review the information and have a final interview with the people that developed those various sections and then write the document. Mr. Hutchins has provided us with a preliminary copy for Mr. Brady, Dr. Agnew, Dr. Snyder, and himself. There are monies budgeted in the 2008 budget which was carried over to the 2009 budget which was \$75,000 total for this process and only \$3,000 was spent. Based on the bids that were received, the amount of information that has been completed, he feels that it should come under \$70,000 to get an excellent product and they should not have to come back and ask for additional monies. After, he talks to Mr. Hutchins to get a date of when he will be sending out this information and when it will be returned, then this information will be forwarded onto all the board members.

SIGN COMMITTEE REPORT

Mr. Brady said that he had already given a brief overview of the sign committee in his Director's Report.

FINANCIAL REPORTS

Mrs. Fraser stated that this report is for January and everyone is probably wondering why. It's due to of the date of this meeting and the first of the month was just Saturday. In general, January and February is a good time for budgets and that's when they find all the mistakes and then make the necessary adjustments in the budgets from the year before. There is a \$3.8 million budget, which will be increased a half a million dollars and this is due to the items that are being carried forward from the Capitol Improvements like signage, parking tickets, rhino, and masterplan. It will be bumped up over \$4 million. Those adjustments will be forthcoming. She also stated that there is a fund balance of \$1.5 million, which is where there is money sitting in a reserve and which is not reflected in this report.

DISCUSSION ITEMS

Discussion Regarding a Resolution Recommending the Name Change of the Board

Mr. Bennett talked about the lease with the City of Lansing, in which there is a specific paragraph that states "The zoo board will be developed that is an advisory board to the commission." At the retreat, the decision was made to identify this board as a Zoo Advisory Board, but by resolution it is a Zoo Board that is an advisory board. If the board would like to officially change it to a Zoo Advisory Board, then this resolution needs to be passed or it will be called the Zoo Board.

RESOLUTION RECOMMENDING THAT THE NAME OF THE POTTER PARK ZOO BOARD BE CHANGED TO THE POTTER PARK ZOO ADVISORY BOARD

WHEREAS, the Ingham County Board of Commissioners passed Resolution # 07-103 creating the Potter Park Zoo Board as an advisory board to the Ingham County Parks and Recreation Commission; and

WHEREAS, this board is responsible for reviewing Zoo operations, providing advice and recommendations to the County Parks and Recreation Commission, and other interested parties, including the preparation of annual operations and capital improvements budgets, and the development of Zoo policies and procedures; and

WHEREAS, the Zoo Board had a held a special meeting on Saturday, January 10, 2009 to discuss the role of the Zoo Board in the decision making process; and

WHEREAS, as a result of discussions during this meeting all members present recommended that the name of the Potter Park Zoo Board be changed to the Potter Park Zoo Advisory Board to further clarify the role of the board to members and new members.

THEREFORE BE IT RESOLVED, that the Potter Park Zoo Board recommends the Ingham County Parks & Recreation Commission recommend to the Ingham County Board of Commissioners that the name of the Potter Park Zoo Board be changed to the Potter Park Zoo Advisory Board.

Moved by Commissioner Nolan and **Supported by** Dr. Snider that Resolution #03-09 be approved. **Yes-9; No-0. MOTION CARRIED.**

What is the Potter Park Zoological Society

Mr. Pride stated that over the past few months, there has been a component missing which is a type of tool that educates the public as to what does the society do, who does what, how is it done, how do they set and achieve goals. In the packet, there is a summary of what the society has accomplished in the previous year. He talked about the maintenance and the management in which the society has built with its fiscal responsibilities. When there is an operating budget of \$900,000 and 33% of the budget is going back into Guest Relations, so that is a very good number. He also added that the goal of a non-profit is to break even. There have been many challenges of the society and there have been requests to see the financials. It is very difficult to translate the finances of the society because of the way things are recorded, i.e. monies that the society donates to the county for exhibits. It makes it extremely difficult when you see a bottom line that shows a profit of \$150,000 or \$250,000. The AZA notified the society and stated that with the volume of education that they are offer, most zoos are paying 24 educators to do the same that the society does with 1 ½ educators. Since 1989, the society has raised over \$2 million and continue to go strong. There is a calendar of events included as well as a hierarchy organizational chart; an overview of all job descriptions; facts about volunteers and docents along with their bylaws and association rules; society bylaws and the subcommittees bylaws those are being reviewed right now by those committees; programs which includes birthday parties, distance learning, and the Zookambi; and an annual report.

Follow-up Regarding Customer Survey/Feedback Page for Website

Mrs. Fraser spoke about different types of surveys and all the different tools like survey monkey and etc. They poll all the data and send reports back and this is fairly inexpensive to do. Also, a link could be put on the website to send people to the survey. There could be something added to the website, so that a person never has to leave the website and that would be more complex because the MIS Department will need to get involved. She added that they are also looking at offering four admission tickets as an incentive to fill out the surveys.

Mrs. Range stated that people are going to trust the website more than survey monkey or anything else. It would be more trustworthy to do this internally.

Mrs. Weil asked if they do the shelter surveys.

Mr. Bennett stated that yes, there are a couple in the packet. Then, there are some surveys that are handed out physically to visitors and then the society also give out surveys for programs.

Mrs. Fraser said that these forms are mailed out to groups that make reservations and the admissions attendants hand out five every day. When the paper survey is handed out, the visitor can either fill it out at that time or there is a stamp on it, so they can fill it out later and mail it to the office.

Discussion ensued as to the best way of dealing with the survey issue and an update will be provided at the next meeting.

2010 CIP Requests

Mr. Bennett spoke about the draft document of the 2010 CIP Requests. He had asked all staff including the facilities staff to submit suggestions for the 2010 CIP List. Mrs. Fraser provided the number of approximately \$1 million in CIP money available for 2010. There are 28 items listed on this list and 14 of them are focused on visitor experience. He said that there has been a lot of infrastructure done in the last two years, but what needs to be focused on now are the exhibits and improving the exhibits that are staying. When the millage is up and we're trying to sell it to the public, it is important that they be able to see the changes and improvements that are going on at the zoo. The two things that the zoo is focused on right now will be the landscaping and exhibit improvements.

Millage Campaign

Mrs. Fraser said that she had talked to the controller and asked about who runs the millage campaign. Dr. Meyers stated that the staff cannot participate in the campaign for the millage election, but that is something that the board can do.

Mr. Kibbey stated that there is a campaign to keep the zoo, it still exists and has maintained the account. There are three types of campaigns which are registered through the Secretary of State; a bipartisan campaign for office, non-partisan campaign like Lansing City Council for office, and a ballot issue campaign.

MISCELLANEOUS ITEMS

Mr. Bennett stated that these are just informational items. He did want to talk about #10D because Commissioner Nolan asked the question about new hires. He had asked the HR Department about this because in the lease it stated that they be treated as County employees. Mr. Lindsey from HR Department did send him an answer which is included in the packet.

BOARD COMMENTS

Commissioner Bahar-Cook stated that there will probably be two to three new board members, it would be greatly appreciated, if a tour of the zoo would be provided like when this board first started.

Mr. Brady stated that there will be an invitation.

LIMITED PUBLIC COMMENT

Ms. Stults had suggested that when placing pictures of animals in brochures, pamphlets, and etc. to make sure that the zoo has those on exhibit. She referred to the map which has an alligator and little kids are always asking where they are.

ADJOURNMENT

There being no further business, the meeting was adjourned at 7:59 pm.

Teresa Masseau
Recording Secretary

POTTER PARK ZOO BOARD

Meeting of April 7, 2009
RESOLUTION #

RESOLUTION NAMING THE POTTER PARK PICNIC SHELTERS

WHEREAS, three picnic shelters exist at Potter Park for public use; and

WHEREAS, the public is able to reserve these picnic shelters for events in accordance with policies currently in effect; and

WHEREAS, all other picnic shelters within the Ingham County Parks System have established names; and

WHEREAS, the shelters are currently known as shelters #1, #2, and #3, and

WHEREAS, the Zoo staff developed the Potter Park picnic shelter name suggestions listed below based on the names of animal homes:

For shelter #1	Penguin Cove
For shelter #2	Tiger Den
For shelter #3	Eagle Landing

THEREFORE BE IT RESOLVED, that the Potter Park Zoo Board recommends the Ingham County Parks and Recreation Commission approves the names listed above for the three Potter Park picnic shelters:

MEMO

Date: March 24, 2009
To: Potter Park Zoo Board
From: Willis Bennett
Re: Master Plan time line

Pursuant to the request of the Zoo Board, I am providing the following time line for the completion of the Zoo Master Plan.

April 20 Parks Planning Committee
• Final review of the RFP

April 21 Meet with Jim Hudgins, Director of Purchasing
• Review the RFP

April 22 RFP is issued

May 6 Responses due

May 7/8 Staff and Purchasing review

June 2 Zoo Board review and resolution

June 15 Park Planning review and resolution

June 22 Parks Commission review and resolution

July 21 County Services approval

July 22 Finance Committee approval

July 28 Board of Commissioners approval

July 29 Award Contract – forward to the attorney’s office

August 14 Receive information from attorney’s office, get signatures

January 1 Master Plan complete



Ingham County Parks & Recreation Commission

121 E. Maple St., PO Box 178, Mason, MI 48854
Phone: (517) 676-2233 Fax: (517) 244-7190
www.inghamcountyparks.org email: parks@ingham.org

MEMO

Date: March 24, 2009
To: Potter Park Zoo Board
From: Willis Bennett
Re: Master Plan time line – **ALTERNATE WITH RESOLUTIONS RUNNING CONCURRENTLY**

April 7 Zoo Board approves a special meeting, May 11 – 15 to review RFP’s received OR approves the Master Plan committee to review and approve RFP

April 20 Parks Planning Committee - Final review of the RFP

April 21 Meet with Jim Hudgins, Director of Purchasing - Review the RFP

April 22 RFP is issued

May 6 Responses due

May 7 Staff and Purchasing review, including Master Plan committee & Parks Planning

May 7 Submit resolution to County Services and Finance Committee

May 11 – 15 Special Board meeting (if required) to approve RFP

May 11 Parks Planning Committee approves resolution

May 18 Parks Board approves resolution

May 19 County Services approves resolution

May 20 Finance Committee approves resolution

May 26 BOC approves resolution

May 27 Award Contract – forward to the attorney’s office

June 10 Receive information from attorney’s office, get signatures

June 11 Vendor starts Master Plan

November 1 Master Plan complete



Ingham County Parks & Recreation Commission

121 E. Maple St., PO Box 178, Mason, MI 48854
Phone: (517) 676-2233 Fax: (517) 244-7190
www.inghamcountyparks.org email: parks@ingham.org

Zoo Board Members: Information for you to read and think about! (March 09)

**Here are 10 Tips to Assist Zoo and Aquarium Personnel to
Generate Publicity for Their Facility.**

(These are tips and not rules)

1. Don't limit yourself to local media outlets. National media entities are always looking for interesting articles. While they will run your press releases infrequently, the readership population is much higher. Let's say you get published locally in a media outlet with a circulation rate of 50,000, five times a year, and you also get published once in USA Today with a circulation of 2 million. The combination of both local and national advertising will significantly raise the brand name and recognition of your facility. Appearance in national publications helps you in your local market by providing implied credibility to your facility.
2. Don't count on just one source for news distribution such as PR Newswire. Try to send your releases directly to media outlets. Many media contacts lock out syndications such as PR Newswire because of the heavy volume (thousands) of emails/faxes they generate every day.
3. Make sure your press release is at least 200 words. We are a Google Approved news site. Out of the 50,000 or so media entities, only about 5,000 have been approved by Google and have Google's program code for indexing. When we enter an article that exceeds 200 words, it gets indexed into the Google News archive within the hour. If the article contains less than 200 words it only has a 50% chance of being indexed and archived.
4. Always include a closing paragraph that provides your street address including zip code and web site URL. The street address and zip code are needed for online directions from services such as Mapquest. Providing the site URL allows readers to easily transition from the article to your web site. This closing paragraph counts toward your total word count.
5. Include a jpeg photo. If your press release is published with the submitted photo it will be indexed twice by Google. The text will be entered in Google News and the photo in Google Images.
6. Distribute your release in MS Word. This allows media outlets to copy and paste your text. Some PDF files are nearly impossible to convert to word, and many media outlets don't bother trying.
7. Schedule media feedings!!! Once a month is good on the first Thursday or last Wednesday, or whatever works. Sandwiches are fine, but sandwiches and beer are better! Once your media events become known as a food stop, coverage for your events will increase. Feeding the media once a month is a cheap way to achieve increased media exposure.

8. Have your media events at 3pm. This allows the print media to leave work early to cover your event, and will allow the TV media to get some film footage on that day's evening news.
9. Build a local media list and ask everyone at your facility to assist you. Each time someone reads or sees an article that is animal, wildlife, or conservation oriented, they need to find the author's email address and add it to your media feeding list.
10. Now for our plug. Send me a copy (rudya@zandavisitor.com) of your press releases along with a jpeg photo and we will run it.

There is a dollar value that can be tabulated for every press release published. Think of the article space and prominence in the publication where the story appears, or the total number of seconds given during a newscast. What would it cost to buy that much ad space in that publication? That is the calculated dollar impact of your press release.

Rudy Socha <http://www.zandavisitor.com>.

Zoo and Aquarium Visitor Magazine
P.O. Box 410, Lorain, Ohio 44052