

Macomb County Zoo Authority  
August 22, 2017

MACOMB COUNTY ZOO AUTHORITY  
Minutes  
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At a meeting of the Macomb County Zoo Authority held on Tuesday, August 22, 2017 at 3:00 p.m. in the Macomb County Administration building, BOC Committee Room, 9<sup>th</sup> Floor, Mount Clemens, the following members were present:

Matt Ahearn  
Elizabeth Green  
Tom Kalkofen  
Grace Shore

Members Absent:

Diana Rascano

Others Present:

Paul Good, Community and Government Relations Manager, Detroit Zoological Society  
Pamela Lavers, Deputy County Executive, Office of the County Executive  
Michele Coppola, Executive Secretary, Office of the County Executive

There being a quorum of the Authority present the meeting was called to order at 3:05p.m.

AGENDA

Motion by Ms. Shore, supported by Ms. Green, to adopt the meeting agenda. Motion carried.

APPROVAL OF MINUTES FROM MARCH 21, 2017 MEETING

Mr. Kalkofen recommended the following correction to the Minutes, as stated in the first paragraph:

‘He commended the Zoo Authority on its accreditation, which is a rigorous process done every five years.’

Motion by Ms. Green, supported by Mr. Kalkofen, to approve the Minutes as read/distributed/corrected of the March 21, 2017 meeting. Motion carried.

PUBLIC HEARING ON PROPOSED BUDGET FOR FISCAL YEAR ENDING NOVEMBER 30, 2018

Mr. Kalkofen moved to open Public Hearing at 3:10p.m. Motion supported by Ms. Green. Motion carried. No members of the public were present.

Motion by Mr. Kalkofen, supported by Ms. Green, to close the Public Hearing.

#### Adoption of Proposed Budget

Motion by Ms. Shore to adopt proposed budget. Supported by Mr. Kalkofen. Motion carried.

#### Detroit Zoological Society Presentation

Mr. Paul Good presented update. Discussed attendance being slightly lower than last year, but still on target to meet projections. Lower attendance mostly due to poor weather conditions. The plus on attendance is keeping pressure of parking issues. Zoo is in the last year to be able to use Royal Oak's parking lot, at the corner of Woodward and I-696, as they are renovating the lot for their use. This year was about finding out the 'new normal' for attendance. It's important to not only focus on numbers, but ensuring a positive experience. Memberships are down slightly-sitting at about 62,000-but it is still roughly 7,000 over the historical attendance-about a 10% increase.

Fundraising events have been successful. Biggest event of the year is the Sunset at the Zoo fundraiser. Each year it's bumped a little higher and this year set a record for the net take of fundraising.

Ms. Lavers and Mr. Good met in April, 2017 to discuss better outreach in Macomb County and trying to put more emphasis on the community relationships with the zoo. The zoo mascots were out at the *Let's Move* event and Mr. Good feels the zoo should be doing more of these types of community events. Mr. Good met with the Director of the Head Start program of Macomb County. The zoo brought in the youngest members of the program and it was a great success. Mr. Good would like to see this as an annual event.

Mr. Good reported working with his contact at United Way of SE Michigan and using their connections to reach out to other 'less known' groups and came up with the notion of approaching some of the Tri-County's temporary shelters and they have done this. For Macomb County, Turning Point and MCREST, were given comp tickets (approximately 250 tickets) to visit the zoo. Almost half of the tickets have been redeemed. Looking to connect these families back to the zoo, mostly for educational purposes. This practice will continue, as it has had positive feedback.

Discussion ensued about bringing mascots into more events in Macomb County. Marketing Department for the zoo has final determination of where mascots appear. Many events were mentioned including the zoo participating in an event at Jimmy Johns field-perhaps a Zoo Day at the ballpark.

#### OTHER BUSINESS

Motion by Mr. Kalkofen, supported by Ms. Green, to approve payment of Macomb County Legal News invoice #1628822 for fees incurred from the public posting of the meeting in the amount of \$80.25. Motion carried.

Discussion of scheduling next meeting date. Members agreed the next meeting date is Tuesday, March 13, 2018 at 9:30a.m.

PUBLIC PARTICIPATION

No members of the public were present.

ADJOURNMENT

Motion by Ms. Shore, supported by Ms. Green, to adjourn the meeting at 3:27p.m. Motion carried.

**The next meeting date is Tuesday, March 13, 2018 at 9:30a.m.**