

MACOMB COUNTY ZOO AUTHORITY
MINUTES

At a meeting of the Macomb County Zoo Authority held on Tuesday, March 12, 2019 at 9:30 a.m. in the Macomb County Administration building, OCE Media Room, 8th Floor, Mount Clemens, the following members were present:

Pamela J. Lavers
Tom Kalkofen
Marilyn Lane
Jim Sawyer

Members Absent:
Grace Shore

Others Present:
Paul Good, Community and Government Relations Manager, Detroit Zoological Society
Victoria Marchione, Executive Secretary, Office of the County Executive

There being quorum of the Authority present the meeting was called to order at 9:37 a.m. Tom Kalkofen chaired the meeting in the absence of an elected chair.

ADOPTION OF AGENDA

Motion by Jim Sawyer, supported by Marilyn Lane. No additions or corrections.

MOTION CARRIED

APPROVAL OF MINUTES – August

Motion by Tom Kalkofen, supported by Marilyn Lane.

MOTION CARRIED

PRESENTATION BY THE DETROIT ZOOLOGICAL SOCIETY – MR. PAUL GOOD

1.382 million guests visited the zoo in 2018. Slightly less than the prior year. The weather and the closure of 696 played a factor. The zoo did benefit from some extraordinary relationships with organizations such as SMART-Step Right. They proposed adjusting the starting intervals on mile roads to hit and coordinate with Woodard Avenue down to the zoo, every 15 minutes. The zoo added to that by giving anyone going to the zoo a \$2 discount on their ticket and SMART reimbursed them with a free pass to go home. This was promoted thru press releases and verified 100 guests did take advantage of this offer. The highlight of the year was the Wild

Lights presentation held in December. Over 5 million lights were set up throughout the zoo. 165,000 people attended this event.

The Red Panda Exhibit is now complete and opened in February. The Tiger Exhibit is in process and should be complete early June.

In 2013, an economic impact assessment was done for the region. The result estimated in 100 million dollars in economic impact. Estimates were provided for each year from 2014 – 2018 averaging 176 million (5 year average). This report will be available on the website on March 15. Copies will also be distributed to the Executive office and Board of Commissioners.

Events highlighted this year are the Wildlife Conservation Gala, Bunnyville, (3) Senior Days, and Greenfest (earth day). “Meet Your Best Friend” adoption event is scheduled for May. Since 1993 this event has given 25,000 pets a home. In the late 90’s, other zoo’s adopted this program to their list of events. The Sunset at the Zoo is scheduled for June and is the biggest fundraiser of the year.

OTHER BUSINESS

A property tax revenue check is being process in finance and will be forwarded to the zoo.

An orientation package will be assembled for our new members. This will include copy of statute, bylaws, agreement with the zoo, audit, cover letter and member list.

We are in need of one board member. Diane Banks was recommended. Mark Hackel will need to be involved in this decision making.

Next agenda will need to include election of officers.

PUBLIC PARTICIPATION

Tieshia Dawson and Breanna Plaxton both from Community Mental Health were guests at our meeting. They inquired as to what the zoo looks for when partnering with a non-profit. Paul Good indicated that it is mostly demographics. Currently partnering with United Way to offer families with children in shelters the opportunity to attend the zoo. They continue to expand within the 3 counties annually. Boys and Girls clubs of America are requesting participation in this program. Looking forward to building this relationship.

ADJOURNMENT

Motion to adjourn at 10:13 a.m. by Jim Sawyer, supported by Marilyn Lane