



Minnesota State Zoological Board.  
Zoo-Related Organizations Files.

## **Copyright Notice:**

This material may be protected by copyright law (U.S. Code, Title 17). Researchers are liable for any infringement. For more information, visit [www.mnhs.org/copyright](http://www.mnhs.org/copyright).



# Minnesota Zoological Society

f

CORRECTED AGENDA

## AGENDA

Minnesota Zoological Society  
Board of Directors  
Society Office  
6:30 p.m. Executive Committee  
7:30 p.m. Board Meeting  
March 18, 1982

- I. Minutes, February 18, 1982
- II. Finance Reports
  - A. January
  - B. February
- III. Reports
  - A. Minnesota Zoological Garden
  - B. Minnesota Zoological Garden Foundation
- IV. Executive Director Report
- V. Executive Committee Report
  - A. Committee Appointments/Assignments
  - B. Inter-Board Relations Committee
- VI. Committee Business
  - A. Activities and Education
  - B. Marketing and Promotion
  - C. Volunteer Services
- VII. Old Business
  - A. Animal Sponsorship
- VIII. New Business

NOTE: Please call office to confirm attendance.

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706



# Minnesota Zoological Society

## AGENDA

Minnesota Zoological Society

Board of Directors

Society Office

6:30 Executive Committee

7:30 Board Meeting

- I. Minutes, February 18, 1982
- II. Finance Reports
  - A. January
  - B. February
- III. Reports
  - A. Minnesota Zoological Garden
  - B. Minnesota Zoological Garden Foundation
- IV. Executive Director Report
- V. Executive Committee Report
  - A. Committee Appointments/Assignments
  - B. Inter-Board Relations Committee
- VI. Committee Business
  - A. Activities and Education
  - B. Marketing and Promotion
  - C. Volunteer Services
- VII. Old Business
  - A. Animal Sponsorship
- VIII. New Business

NOTE: Please call office to confirm attendance.

*Done - Please attend  
and report. Thanks.*

*cc: DB  
3d*

*\*esp on foreign papers, news etc.*

AGENDA

*Ed*

Minnesota Zoological Society

Board of Directors

Thursday, February 18, 1982

7:30 p.m.  
Society Office

- I. Minutes; January 21, Board Meeting
- II. Finance Report
  - A. January
- III. Executive Committee Report
  - A. Future Programming
  - B. Board Appointments
- IV. Executive Director Report
  - A. Office Status
- V. Committee Business
  - A. Marketing Task Force, R. Bonawitz
  - B. Volunteer Services Committee
  - C. Special Study Task Force, D. Block
  - D. Activities and Education, I. Holley
- VI. Reports
  - A. Minnesota Zoological Garden
  - B. Minnesota Zoological Garden Foundation
- VII. Old Business
- VIII. New Business

*Ch. Caribou # & recording  
Ch. Steve J & letter  
sponsorship plaque?  
extended office lease 6 months to Aug 30*

*annual sponsorship  
proceeds to zoo when  
Jan. accounts are ready*

*VSC  
resolution by M. Seal at  
VSC direction -  
Mrs regard highly  
request of aid \$ to  
volunteers - trips, classes  
for members only  
(a. bumpy etc.)*

*Mark Jacobson*

*Ed write foundation letter explain eqm 2995 + flyer*

*Some \$ in foundation equipment fund?*

MINNESOTA STATE ZOOLOGICAL BOARD

Thursday, February 18, 1982  
2:30 P.M.

Third Floor Conference Room  
Minnesota Zoological Garden

AGENDA

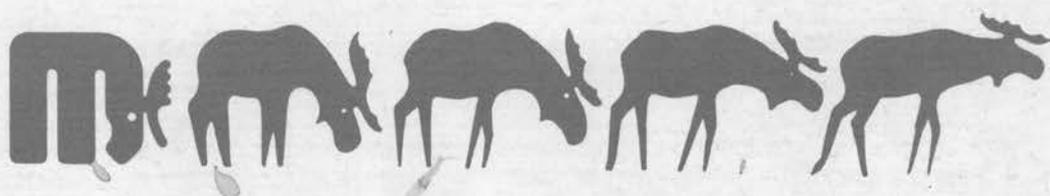
- I. Minutes of January 21, 1982 Meeting
- II. Financial Report
- III. General Director's Report
- IV. Other Reports
  - A. Minnesota Zoological Garden Foundation
  - B. Finance & Audit Committee
  - C. Operations Committee
  - D. Public Programs Committee

*Pat will work closely with gift store staff to improve operations there*

*Legislative day*

*How Ag. Committee 1 week from Friday skins*

*Leg. visit Friday before Ag. Parade*



February 24, 1982

Dear Minnesota Zoological Society Member:

I thank the Society for permitting the Zoo to communicate directly with you about our commitment to you and our need for the continuing loyal involvement of each of you. Media coverage, sought or unsought, is not an adequate means to deal with your needs to understand the basis of recent actions. In the service of such understanding, I would like to share with you a perspective on the organization of the Zoo.

The Minnesota Zoo is the direct management responsibility of the Minnesota Zoological Board, a gubernatorially appointed, legislatively confirmed, citizen board. The Zoo further has delegated certain of its program responsibilities to two additional corporately independent citizen boards -- the Society and our fund-raising organization, the MZG Foundation. The Foundation's role is to foster the private sector financial aid that is such a vital contribution to the success of the zoo venture.

The primary purpose of this letter is to focus on YOU -- each member. The benefits you have purchased from the Society will continue to be honored fully through the term of your current membership. We invite you then to come directly on board the Zoo's annual plan. The goal of our new annual plan, the Minnesota Zoo Goers Association, is to bring your membership and association home to the Zoo so that your participation can be even closer than in the past, and our services to you may be administered daily and directly, not through a contract with an off-site, independent organization, but as a built-in feature of the Zoo with the full commitment of our entire program, staff and volunteer corps. We simply can give more to one another directly, than indirectly.

The economics underlying the non-renewal of the Society/Zoo reciprocity contract, of course, had a significant bearing on bringing the annual membership program home to the zoo now. The continuing net outflow of approximately \$200,000 each year in revenue to the Society as a contract agency could simply not be justified particularly in these tough times of budget cutbacks, despite the good value of the Society's indirect services. The Zoo Board's responsibility dictated that it face these realities and seek substantially different terms. I witnessed a solid effort over many months by members of both Boards to find financially adequate terms that in the Society Board's minds would not compromise their separateness and independence. Such terms were not found.

We have enclosed a fact sheet on the benefits of the Minnesota Zoo Goer plan along with an application for use when your Society membership expires. If you have further questions about Zoo Goer members' benefits, please call us at the Zoo (432-9010) and ask for the Zoo Goer Membership Coordinator.

*I will to get label num.*

*I stuffed - 1 day if not 2 weeks they are only work on Tues*



As you know, our programs continue to blossom at the Zoo. We are designing activities for you for every season. I invite each one of you to remain a part of the marvelous growing venture that is the Minnesota Zoo. Bring your friends and loved ones with you, and, together, let us keep building a zoological experience to cherish.

Sincerely,

A handwritten signature in black ink, appearing to read "Ed Kohn", with a long horizontal flourish extending to the right.

Edward Kohn  
General Director

EK:gd

Enclosure



**MINNESOTA ZOO GOER**

WE WOULD LIKE TO INTRODUCE TO YOU THE NEW

"MINNESOTA ZOO GOERS ASSOCIATION"

As a member of the Zoo Goers Association you are entitled to:

- Unlimited admission for one year
- 20% discount on admission for guests
- 10% discount on merchandise in any Zoo Gift Store
- Zoo Newsletter and calendar of events
- Annual Zoo Day

The following categories are available:

- INDIVIDUAL      \$15.00                      Tax Deduction: \$9.00  
Valid for card holder
- COMPANION      \$20.00                      Tax Deduction: \$11.00  
Valid for one adult and one guest
- HOUSEHOLD      \$30.00                      Tax Deduction: \$15.00  
Valid for two adults and all dependents in common residence
- SUSTAINING      \$50.00                      Tax Deduction: \$35.00  
Valid for two adults and all dependents in common residence
- ADVOCATE      \$100.00                      Tax Deduction: \$85.00  
Valid for two adults and all dependents in common residence

YES! I would like to become a member of the Minnesota Zoo Goers Association.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

DAYTIME PHONE (    ) \_\_\_\_\_

Check Membership level:

INDIVIDUAL _____	COMPANION _____	HOUSEHOLD _____	SUSTAINING _____	ADVOCATE _____
\$15.00	\$20.00	\$30.00	\$50.00	\$100.00

Number in residence \_\_\_\_\_

Please indicate expiration date of your current Society membership. \_\_\_\_\_  
Your new membership will take effect after your current membership expires.

Please send this application along with your check or money order to: Minnesota Zoo  
Membership Division  
Apple Valley, MN 55124

AGENDA

Minnesota Zoological Society

Board of Directors Meeting

Saturday, October 24, 1981

5:00 p.m.

(before Annual Meeting)

Minnesota Zoo Board Room

OLD BOARD

- I. Minutes, September 24 Meeting
- II. Finance Report
  - A. September Statement
  - B. Year-end Audit
- III. Executive Committee Report
- IV. Executive Director Report
- V. Nominating Committee Report
  - A. Election results - Board of Directors
- VI. Old Business
  - A. Reciprocity Agreement
- VII. New Business

NEW BOARD

- I. Nominating Committee Report
  - A. Election of Officers

MINUTES

Minnesota Zoological Society  
Board of Directors Meeting  
October 24, 1981  
Minnesota Zoological Garden  
Board Room

Present

Dennis P. Albrecht, Vice-President  
Robert L. Bonawitz, President  
Narvel Brooks, Treasurer  
David F. Dunn  
Karen Ferguson  
Stephanie Fox  
Clayton Hatzenbuehler  
Ingrid M. Holley  
Mark E. Jacobson  
Patricia Leefeldt  
Terry Nelson  
Marilyn Nordaune  
Vicki Uchida  
Karla A. Williams, Executive Director

Absent

Donald Block  
Joseph Bohlen  
Bruce Douglass, M.D.  
Craig Halvorsen  
Marialice Seal

Others Present

Patty Oldenburg  
Phyllis Saltzman  
Peg Wetzel

President Bonawitz called the meeting to order at 5:15 p.m., and directed the board's attention to the agenda.

I. Minutes, September 24, Meeting

MOTION to accept the minutes of the September 24, 1981 meeting as submitted. CH/TN.

II. Finance Report

Executive director K. Williams presented the finance report for the month ending 9/31/81. The report was distributed to all members of the board and is considered to be a part of these minutes. K. Williams noted that expenses to date are under budget. In the publications function, this is largely due to delayed Animal Kingdom fees. She also brought to the board's attention that the Holding Account for the Africa trip is reduced by \$40,000 this month as a result of a payment to the tour agency, Park East Tours.

### III. Audit Report

Audit committee chairperson C. Hatzenbuhler presented the written audit report of the fiscal year 1981 prepared by Peat, Marwick and Mitchell. C. Hatzenbuhler noted that it was a very extensive audit and the auditor spent a great deal of time at the Society office working with Kathy Pentland, Karla Williams and Peg Wetzel. He pointed out to the board that in the report, the volunteer hours were recorded as revenue and are expensed under "Programs - Member Activities", thus the report shows the volume of volunteer hours without affecting the balance statement.

K. Williams reported that in the management letter accompanying the audit report from Peat, Marwick and Mitchell, four suggestions were made to improve internal accounting control. (A copy of the letter was distributed to the board.)

- 1) Segregate the duties of the cash receipts functions between two people to minimize possible errors.
- 2) Institute an independent review of the ticket ledger for Discount Zoo Tickets including review of numerical sequence of tickets sold.
- 3) Establish a policy whereby checks to be deposited daily if the balance exceeds \$200, in order to minimize possible loss of checks due to fire or theft.
- 4) Reduce the time needed by the finance officer in accounting for deferred membership revenue by setting up twelve general ledger accounts for deferred revenue (one for each month). When dues are received and are for a future membership period, the finance officer should code the unearned portion of the receipt to a deferred revenue account for the month the membership period begins. The total in each deferred revenue account should then be amortized on a pro-rata basis over the membership period.

K. Williams stated that the recommendations would be discussed with the appropriate board committee before institution. She recommended institution of the suggestions, with the possible exception of \$200 maximum of checks on hand since that amount represents only 5 memberships per day and would mean daily trips to the bank.

### IV. Executive Committee

President Bonawitz reported that the Executive Committee met on October 8 to revise the proposed reciprocity agreement to be submitted to the Zoo. Copies of the revised proposal were distributed to all board members.

M. Jacobson added that the board's delegates met with the Zoo board's Finance Committee October 15, 1981. At that meeting Marialice Seal presented the historical relationship of the Society and the Zoo and highlighted efforts of the 20 year-old Society which resulted in the Metropolitan Council recommendation for a modern zoo. M. Jacobson further stated that at that meeting, the Zoo board committee seemed to understand why the Society desired the changes it was requesting in the proposed Society/Zoo Reciprocity Agreement. The Society delegates were surprised to learn that after that committee meeting, the Zoo committee voted unanimously not to enter into any reciprocity agreement with the Society. At the full Zoo board meeting later that day a motion was passed to table discussion regarding reciprocity until the board's December meeting. An additional motion was made to extend the current reciprocity agreement until November 30. M. Jacobson added that if the Zoo board does not extend the agreement beyond November 30, the Society would presumably have to stop selling memberships after that date. (Minutes of the October 15 Zoo Board meeting distributed at a later date, indicate the Zoo Board moved to extend the reciprocity agreement through November 19, 1981.)

#### V. Executive Director's Report

K. Williams highlighted the national AAZPA conference held in New Orleans this past September. She noted for the board the development of the Species Survival Plans adopted by the Association. The plans will be developed for a select number of species which would benefit from an aggressive animal management program. Ulysses S. Seal has accepted the position of Species Coordinator for the amur (Siberian tiger) species. At the November 19 Society Board meeting, Dr. Seal will address the topic of species survival programs and the role he and others will play in this pilot project. An invitation to all Society members to attend Dr. Seal's presentation will be included in the November issue of ZooNews. The presentation will follow the normally scheduled board meeting in the Zoo Theatre.

P. Wetzel reported current status of the member activities program. Monthly Member Day activities for the coming three months feature curator John Lewis in November, speaking about the social organization of the Zoo's Japanese macaque troope; Zoo vet Frank Wright in December, addressing the challenges of zoo medicine and including a tour of the veterinary facilities; and wildlife biologist Lynn Rogers in January, presenting current research results of study of the black bear in northern Minnesota. October's activity featured curator Austin McDevitt on the beluga whales, including a behind-the-scenes tour. More than 50 members participated in this activity, indicating the popularity of the whales.

P. Wetzel told the board that the fall quarter continuing education classes were doing very well. To date more than 240 participants have registered for the classes and only two have been cancelled. This is a positive improvement in the number of offerings that have had enough enrollment to be held, and is a result of adjusting tuition rates to reach break-even at an enrollment of 7 per class. The curriculum for winter quarter classes has been developed by coordinator Doug Langefels and the copy for the brochure will be ready for distribution in mid-November.

P. Wetzel added that the Society-sponsored tour of Kenya which just returned October 19 was a success. Wildlife viewing was excellent, the courier exceptionally knowledgeable, and the group a good mix socially. Net income from the Kenya trip is \$2,190 accruing from the \$100 tax-deductible portion of the trip fee. Kenya is a very popular travel destination and a repeat of this trip in 1982 is recommended as part of the Society's fund-raising travel program.

P. Saltzman reported to the board the status of the Animal Sponsorship program. The Society proposal for a Zoo Ball was presented to the October 15 Zoo Board which put off discussion pending reciprocity settlement. (Minutes of the Zoo Board's October 15 meeting distributed at a later date, show that the Zoo Board moved not to endorse consideration of a ball at this time and that consequent planning for such a May 1982 ball be suspended.)

The education packet developed for use by teachers as part of the Animal Sponsorship Program is complete and ready to distribute. Copies of the packet were distributed. P. Saltzman asked the board to assist in getting the packets into the schools.

P. Saltzman noted that radio station WAYL has committed \$10,000 in ad time in support of the Animal Sponsorship holiday promotion of the whales. Byerly's has also agreed to support the holiday program by distributing hand-outs about whale sponsorship and including an article on their bags. A \$10-\$24 donation to the program will earn the regular animal sponsorship packet plus a gift card. A donation of \$25 or more will earn the above plus a special gift of a small whale pin or whale poster (to be determined). A donation of \$500 or more will earn the above, plus a breakfast tour of the whale facilities with sealife curator Austin McDevitt.

Also in support of the holiday campaign, WAYL, Society staff and volunteers will be present at booths set up in shopping centers in the period between Thanksgiving and Christmas. Volunteers will present animal demonstrations at the booth and the whale will be present too in the form of a whale costume created by Carolyn Warweg.

VI. Nominating Committee Report

Nominating committee chairperson M. Jacobson reported that seven members were elected to the board in the September general election. Serving two-year terms on the Society board will be Donald Block, Joseph Bohlen, Stephanie Fox, Marilyn Nordaune, Roger Palmquist, and Mark Jacobson.

VII. Old Business

S. Fox reported to the board that the Zoo staff is making an effort to improve communications with the volunteers. Moral seems to have improved somewhat. The Zoo has initiated inter-divisional project teams which allow for much greater communication and broader based input.

VIII. Board Officers Nominating Committee Report

Chairperson N. Brooks announced the committee's recommendations for the new officers of the Society board: President: Mark Jacobson. Vice President: Dennis Albrecht and Don Block. Treasurer: Stephanie Fox. Secretary: Terry Nelson and Craig Halvorsen.

N. Brooks called for nominations from the floor. There being none, the nominations were declared closed and a vote taken by blind ballot.

MOTION to adjourn the meeting of the Society board of directors.  
DB/IH.

MOTION CARRIED.

The meeting adjourned at 6:00 p.m.

Minutes recorded by P. Wetzel.

Submitted by:



# Minnesota Zoological Society

October 1, 1981

## MEMORANDUM

TO: D. Molstad, Special Events and Promotions  
FROM: P. Wetzel  
SUBJECT: Society Annual Meeting, Saturday, October 24, 6:30-10:30 p.m.  
at the Minnesota Zoo.

The Society requests the use of the Zoo concourse and the Zoo Lodge Saturday, October 24 for the Annual dinner meeting.

- 5:30 Set up in "Pit" area for social hour. Set up in Zoo Lodge for dinner. All set-up by caterer (Prom catering).
- 6-6:30 Registration table manned at lower entrance by Society.  
Oil and water candles set on walkway from concourse exit to Zoo Lodge to provide safety light (Society).
- 6:30-7:30 Social hour in "Pit" area. Strolling guitarist, complimentary wine and cheese.
- 6:30-7:30 Zoo Lab open for guests during social hour (Jean Brennan is checking on the feasibility of this). *no - animal demo*
- 7:30-8:00 Banquet dinner in Zoo Lodge. (DQ will be contacted by T. Nelson)
- 8:30-9:00 Annual meeting program in Zoo Theater ending with slide show of the year's activities.
- 9-10:00 Take down and clean up

We will also need a spot light to parking lot for guests' exit.

I'll be in Africa October 4-20. If any problems or changes crop up during that time, please contact Denise Bell at the Society office, 222-1706.

Thanks.

pw  
cc: I Holley  
D Bell

P.S. The caterer will also need the use of the classroom for his equipment. We would like to exit from the Main Gate.

*OK - time?*

AGENDA

Minnesota Zoological Society  
Board of Directors Meeting

Thursday, June 25, 1981  
Control Data Corporation  
2300 Berkshire Lane No.  
Plymouth, MN  
please use Southeast entrance\*  
7:30 p.m.

- I. Minutes, May 28
- II. Finance Report
  - A. May Statement
- III. Reports
  - A. Minnesota Zoological Garden
  - B. Minnesota Zoological Garden Foundation
- IV. Executive Committee Report
- V. Executive Director Report
- VI. Committee Reports
  - A. Nominating Committee
- VII. Old Business
- VIII. New Business

\*map to follow



# Minnesota Zoological Society

cc Div Dir.  
TC  
gd

## AGENDA

Minnesota Zoological Society  
Board of Directors Meeting  
Thursday, September 24, 1981

7:30 p.m.

Minnesota Zoo Board Room

Executive Committee

6:30 p.m.

- I. Minutes, August 27, meeting
- II. Finance Report
  - A. August statement
  - B. Year-end audit
- III. Reports:
  - A. Minnesota Zoological Garden
  - B. Minnesota Zoological Garden Foundation
- IV. Executive Committee Report
- V. Executive Director Report
- VI. Committee Business (action items)
  - A. V.S.C.
  - B. Activities and Education
- VII. Old Business
  - A. Reciprocity Agreement
- VIII. New Business
  - A. Personnel Policy

MINUTES

CC: Division  
Directors

Minnesota Zoological Society  
Board of Directors Meeting  
September 24, 1981  
Minnesota Zoological Garden  
Board Room

Present

Dennis Albrecht, Vice-President  
Don Block  
Narvel Brooks, Treasurer  
Joseph Bohlen  
David Dunn  
Karen Ferguson  
Clayton Hatzenbuehler  
Ingrid Holley  
Mark Jacobson  
Patricia Leefeldt  
Phillip Nelson, Secretary  
Marilyn Nordaune  
Marialice Seal  
Vicki Uchida  
Karla Williams, Executive Director

Absent

Robert Bonawitz, President  
Bruce Douglass, M.D.  
Stephanie Fox  
Craig Halvorsen  
Terry Nelson

Others Present

Denise Bell  
Sandy Friedman  
Kathryn Rosebear

Meeting was called to order by vice-president D. Albrecht at 7:45 p.m.

I. Minutes, August 27 Meeting

D. Block noted that the MOTION to accept the spending policy on page 4, VIII B was carried but not recorded.

MOTION to accept the minutes with the correction. CH/DB MOTION CARRIED.

II. Finance Report

A. August Statement

K. Williams distributed the August financial statement which is considered to be a part of these minutes.

MOTION to approve the financial report for August. JB/CH

MOTION CARRIED.

B. Year End Audit

C. Hatzenbuehler reported on a meeting with Peat, Marwick and Mitchell

where it was learned that the contribution portion of the pre-paid membership dues must be recognized upon receipt and not deferred with the membership portion. An adjustment is expected and will result in increased earnings for fiscal year '81, decreased earning for fiscal year '82.

The year-end audit report from Peat, Marwick and Mitchell is expected prior to the October 24 Annual Meeting.

### III. Reports

#### A. Minnesota Zoological Garden

S. Friedman gave the report for the Minnesota Zoo. Modifications and changes in exhibits include:

- Whale tank has been filled and is operational after draining it several times to repair leaks.
- Musk-ox pathway has been graded and a viewing stand constructed. The walkway should be complete the second week in October.
- Sloth bear viewing area will be modified to improve safety for both the public and the animals.
- Gibbon lake will be improved with new trees and better nesting sites for the flamingos. The water level will also be raised to enhance the appearance.

S. Friedman added that these projects are all being funded through the Minnesota Zoological Garden Foundation short-range development program.

Other on-site activities and promotions include:

- The ski trails are being worked on with some modifications to improve access for the grooming equipment.
- A marketing campaign was launched to attract large business and corporations into cooperative ventures with the zoo. A new brochure was developed and marketing seminars held.
- Special classes for talented youth have begun with the employment of Steve Hague.
- Smile Day, 4-H activities and a drawing contest are scheduled for October.

The bid for the 1984 AAZPA conference placed second to the Metro Zoo in Miami.

A temporary Animal Sponsorship board is up. A permanent board is expected in the future. The Fall calendar of events will be ready soon and the education brochure has been mailed to schools.

The soon to be constructed (Daytons sponsored) red panda exhibit will be located in the upper Tropics building. The National Zoo will release a breeding pair to the Minnesota Zoo.

B. Minnesota Zoological Garden Foundation

K. Rosebear gave the report for the Foundation.

Work is continuing on materials for the Capital Campaign.

First draft of the case statement has been reviewed by staff and a slide show is in progress for corporate prospects. Completion of this phase is set for the end of September.

IV. Executive Committee Report

The Executive Committee did not meet.

V. Executive Directors Report

K. Williams summarized the AAZPA conference. Many ideas were shared in the individual zoo support meetings. In the future it would be valuable for board members to attend a national or regional conference to become more aware of what is happening in other areas of the zoo world.

Development and design is proceeding for a charity event to raise funds for Animal Sponsorship. Discussions have occurred and continue with the Zoo Director, volunteers, board members and Society/Zoo supporters.

May 22 is recommended as the date for the event and is coincidentally the zoo's fourth birthday. "Beastly Ball" is the suggested theme patterning the evening activities after the Lincoln Park Zoo's and the Los Angeles' successful fundraising charity balls.

K. Williams recommended formal endorsement by and approval of the Society board to sponsor the event and to seek approval to do so from the Zoo Board at their October 15 meeting.

MOTION to seek Zoo Board approval for the Society sponsorship of a zoo ball on May 22, 1982. KF/PL

D. Block questioned what the dollar advance would be and whether the Society is able to support this project without jeopardizing its financial position.

K. Williams explained that advance costs are expected to be minimal and will be incurred simultaneously with advance ticket sales. Band, dinner and entertainment expenses are payable the day of the event as are ticket purchases. The ball is projected as a fundraiser with tickets selling at approximately \$100 per couple with a silent

auction planned to raise more dollars during the event.

M. Seal asked why the charity ball would be under the direction of the Sponsorship Program.

K. Williams explained that it would assist the Society in meeting the goals set for Animal Sponsorship. Receipts thus far are not as great as anticipated and while special events would help, they are also beneficial to our overall efforts. The ball would have an animal sponsorship focus and theme; and thus keep the community abreast of the sponsorship program without adding a separate event for a totally different reason and cause more confusion. The animal sponsorship funds are clearly generated for zoo improvement and animal care.

Marialice recommended selecting a particular animal to raise ball funds for and not to choose projects so far down the road that people forget where their money went as has happened on the polar bear exhibit.

K. Williams acknowledged that the area for the funds must be highly visible and should be coordinated with the Zoo and the Foundation.

MOTION CARRIED.

D. Albrecht asked for a board member to join the committee and attend the next Zoo Board meeting to present the ball proposal.

K. Williams reported that the educational packet for Animal Sponsorship is near completion and wishes to express thanks to I. Holley for the great job done in preparing the packet.

Animal Sponsorship and WAYL plans for the Christmas campaign are being finalized. WAYL feels they can give us \$10,000 in free advertising and in return is asking for cooperation on shopping center promotions.

At the end of October and into the first part of November, the Society will be sending a letter to all members asking them to help the Society underwrite a research program and the continuing education program.

The Africa trip departs October 4 with 2 groups of 18. S. Friedman will lead a Spring trip to the Galapagos Islands and E. Kohn will be leading a trip to Alaska in August '82 for Society members.

## VI. Committee Business

### A. V.S.C.

M. Seal read a report prepared by S. Fox.

She expressed her concern about a communication problem between the volunteer corps and zoo staff. A second problem came to light when V.S.C. undertook a study of the work history of the volunteer corps.

S. Fox's letter stated "Slightly over 50 percent of the volunteers meet their commitment. In 1979, we trained 87 volunteers, but lost 115 from the previous year, 39%. In 1980, we trained 91 volunteers, but lost 112 from the previous year, 44%. In 1981, we trained 54 volunteers, but lost 74 from the previous year, 30%. We are obviously losing ground. Of the 334 volunteers trained prior to zoo opening, only 70 are still with the program after 4 years.

The Society has a vested interest in the volunteer program as it was through much hard work on the part of our Society Board members that the volunteer program was developed. At the ZooVAP Executive Board meeting, the Volunteer Services Committee expressed its support of the volunteer corps and offered to provide whatever assistance possible in improving communication between the volunteers and all levels of zoo staff. In addition to this expressed support, I think it is imperative that the Society Board express its concern to the Zoo Director on behalf of the Volunteer Corps."

D. Albrecht informed the Board that S. Friedman had sent a letter to all volunteers dealing with the communication problems.

S. Friedman when asked to reply agreed partly with S. Fox, but also felt there were problems with sensitivity levels on both sides. The volunteers were not voicing their feelings until recently and efforts are being made to increase communication through a Share-the-Wealth program where volunteers will have a chance to ask questions and make suggestions. There will also be more communication through Volunteer Voices.

M. Seal felt that there should be more volunteer involvement with the animals rather than less and suggested volunteers be further trained to provide additional public education programs.

S. Friedman replied that zoo staff feels animal care is a staff responsibility. With respect to the volunteers, animals need the consistency that staff provides. Interpretive programs should be the primary focus of the volunteers.

MOTION for V.S.C. to discuss our concerns with Zoo staff relating to corps communications with staff and the volunteer retention problems. DB/IH

MOTION CARRIED.

B. Activites and Education

I. Holley announced there would be a meeting October 1 to finalize plans for the October 24 Meeting. The evening event will have a Minnesota theme and the Foundation and Zoo Boards are invited.

C. Marketing and Promotion

N. Brooks led discussion on a proposed Society sponsored run to benefit Animal Sponsorship in the Spring of 1982.

MOTION to appoint N. Brooks as chairman, to present it to the Zoo Board and report future developments to the Society Board. CH/IH  
MOTION CARRIED.

VIII. New Business

A. Personnel Policy

K. Williams reported that several comments were received and appropriate changes or additions will be incorporated into the final document.

D. Albrecht recommended the Executive Committee be empowered to issue final approval on the policy.

N. Brooks showed a slide of the zoo float funded by the Society. \$2,076.76 has been expended thus far on rental fees.

MOTION for the Society staff to examine the float prospects to rent or to buy, and to present a recommendation to the Executive Committee next month. DB/CH

MOTION CARRIED.

D. Block referred to a copy of a letter from E. Kohn requesting the fiscal year '81 Animal Sponsorship funds.

MOTION to accept the Director's request for last years funds but to consider this a one time request which does not constitute an agreement of further funds except when defined, in a yet to be negotiated reciprocity agreement. DB/PN

C. Hatzenbuhler asked for the minutes of the meeting where the motion was passed obligating the Animal Sponsorship funds.

K. Williams explained it was incorporated into the budget approved in March and was presented by the President as part of a 5 year plan for the Society.

MOTION AMENDED to exclude actual costs incurred by Animal Sponsorship in 1981. CH/NB

3 in favor, 9 against, 2 abstaining.

MOTION FAILED.

D. Albrecht called for a vote on the MOTION.  
5 in favor, 5 against, 4 abstaining.

MOTION TIED.

MOTION AMENDED to drop the provision and give \$32,000 to the zoo communicating that it is being sent in good faith with a desire to pursue a satisfactory reciprocal agreement soon. MJ/IH

TABLE AMENDMENT CH/NB.

M. Jacobson stated the amendment was out of order as the previous motion had not passed.

P. Nelson brought to the Board's attention a customary procedure where the chair does not exercise his/her vote unless there is a tie. D. Albrecht consequently withdrew his vote and the original votes were recounted and recorded.

4 in favor, 5 against, 4 abstaining.

MOTION FAILED.

MOTION to release Animal Sponsorship funds to the Zoo's gift fund per prior understanding. MS/DD

MOTION CARRIED.

C. Hatzenbuehler opposed.  
N. Brooks, D. Block abstaining.

MOTION that when funds are dispersed a letter be sent to the Zoo Board expressing our desire to resolve an agreement of understanding.  
MJ/DD.

MOTION CARRIED.

D. Albrecht, chairman of the Zoo Programs Committee, brought to the attention of the Board a request from zoo staff to make available previously restricted funds to underwrite a research position at the zoo. He expressed some concern and confusion at how this request was handled.

S. Friedman explained that a candidate had been selected and was well qualified to study the beaver colony. The prime time to study the exhibit is October and November, and by deferring the decision, the individuals ability to perform the study would be impacted.

D. Albrecht added the Zoo Programs Committee had understood there would be an open selection process for candidates and the proper procedures were not followed here with the consideration of one candidate only, regardless of her credentials.

S. Friedman said applications had not been solicited or received and it was their intention to wait until the dollars had been unrestricted to pursue applicants. This person however is available now.

MOTION to move back to agenda. NB/IH.

4 in favor, 7 against, 1 abstaining.

MOTION FAILED.

M. Seal, a member of Zoo Programs, explained that the original plan was to set up an open process for candidate competition. The Committee

had agreed on a format, and discussed it with the Zoo Director.

J. Bohlen reminded the board, that the committee's recommendation to provide funding for research had been approved by the Society Board several months ago pending the resolution of a satisfactory reciprocal agreement. Since that had not yet occurred, the funds continue to be restricted. J. Bohlen agreed that protocol was not adhered to but the credentials are excellent and thought the person could do the job, and upon release of funds, should be encouraged to apply for the position.

MOTION to establish an enrollment period for interested applicants, commencing October 30. NB/JB

MOTION AMENDED for the enrollment period to extend one month beyond completion of a reciprocity agreement. DB/CH

4 in favor, 4 against, 4 abstaining.

AMENDMENT TIED.

AMENDMENT to change MOTION to indicate it would be open as soon as reciprocity is resolved and for 90 days after. MJ/DD

M. Seal asked if one month would be sufficient.

J. Bohlen explained that the position has to be publicly announced, giving people time to prepare applications and time for the selection committee to review. It cannot be done in a month.

S. Friedman agreed 90 days would be sufficient.

MOTION CARRIED.

MOTION to close the remainder of the Society Board Meeting. CH/DB

MOTION CARRIED.

D. Albrecht referred all Board members to R. Bonawitz's letter to R. Arndt.

MOTION to approve response to the guidelines for reciprocity agreement as amended and to send a letter with outline as amended to R. Arndt. CH/DB

MOTION CARRIED.

Meeting was adjourned at 12:30 a.m.

Minutes recorded by D. Bell.

## AGENDA

Minnesota Zoological Society

Board of Directors Meeting

Saturday, October 24, 1981

5:00 p.m.

(before Annual Meeting)

Minnesota Zoo Board Room

### OLD BOARD

- I. Minutes, September 24 Meeting
- II. Finance Report
  - A. September Statement
  - B. Year-end Audit
- III. Executive Committee Report
- IV. Executive Director Report
- V. Nominating Committee Report
  - A. Election results - Board of Directors
- VI. Old Business
  - A. Reciprocity Agreement
- VII. New Business

### NEW BOARD

- I. Nominating Committee Report
  - A. Election of Officers

CLASS	GRADUATED	1978	1979	1980	1981	TOTAL	AVERAGE
Class 1:							
Number	49	42	26	15	12		23.75
# Met Min		23	16	11	6		14.00
% Met Min		54.76	61.54	73.33	50.00		59.95
Hours		6457.50	4673.25	3166.25	1151.50	15448.50	3862.13
Average		153.75	179.74	211.08	95.96		162.62
Class 2:							
Number	50	45	33	22	15		28.75
# Met Min		29	23	12	7		17.75
% Met Min		64.44	69.70	54.55	46.67		61.74
Hours		6152.25	5838.00	4691.75	1605.50	18287.50	4571.88
Average		136.72	176.91	213.26	107.03		159.02
Class 3:							
Number	48	41	24	12	5		20.50
# Met Min		14	7	7	2		7.50
% Met Min		34.15	29.17	58.33	40.00		36.59
Hours		3387.50	2507.00	1605.25	459.00	7958.75	1989.69
Average		82.62	104.46	133.77	91.80		97.06
Class 4:							
Number	45	36	18	11	7		18.00
# Met Min		14	8	4	2		7.00
% Met Min		38.89	44.44	36.36	28.57		38.89
Hours		3442.00	2159.00	1530.50	432.50	7564.00	1891.00
Average		95.61	119.94	139.14	61.79		105.06
Class 5:							
Number	45	40	23	13	9		21.25
# Met Min		19	12	7	6		11.00
% Met Min		47.50	52.17	53.85	66.67		51.76
Hours		4782.75	4033.50	2628.00	1070.25	12514.50	3128.63
Average		119.57	175.37	202.15	118.92		147.23
Class 6:							
Number	49	48	31	15	12		26.50
# Met Min		13	11	9	4		9.25
% Met Min		27.08	35.48	60.00	33.33		34.91
Hours		3367.25	3435.25	2235.00	765.75	9803.25	2450.81
Average		70.15	110.81	149.00	63.81		92.48
Class 7:							
Number	48	44	26	13	10		23.25
# Met Min		6	12	6	3		6.75
% Met Min		13.64	46.15	46.15	30.00		29.03
Hours		1990.09	3473.25	1861.00	725.00	8049.34	2012.34
Average		45.23	133.59	143.15	72.50		86.55
Class 8:							
Number	57		46	27	19		30.67
# Met Min			23	17	4		14.67
% Met Min			50.00	62.96	21.05		47.83
Hours			5879.00	4053.00	1524.00	11456.00	3818.67
Average			127.80	150.11	80.21		124.52
Class 9:							
Number	30		29	25	18		24.00
# Met Min			21	15	7		14.33
% Met Min			72.41	60.00	38.89		59.72
Hours			1463.00	5340.50	2278.50	9082.00	3027.33
Average			50.45	213.62	126.58		126.14

CLASS	GRADUATED	1978	1979	1980	1981	TOTAL	AVERAGE
Class 10:							
Number	43			40	27		33.50
# Met Min				18	5		11.50
% Met Min				45.00	18.52		34.33
Hours				3214.50	1673.75	4888.25	2444.13
Average				80.36	61.99		72.96
Class 11:							
Number	48			42	36		39.00
# Met Min				23	10		16.50
% Met Min				54.76	27.78		42.31
Hours				1655.25	2465.00	4120.25	2060.13
Average				39.41	68.47		52.82
Class 12:							
Number	54			8	53		53.00
# Met Min					0		0.00
% Met Min					0.00		0.00
Hours				727.75	936.00	1663.75	936.00
Average				90.97	17.66		17.66
All Number	566	296	256	243	223		254.5
# Met Min		118	133	129	56		109
% Met Min		39.86	51.95	53.09	25.11		42.83
Hours		29579.34	33461.25	32708.75	15086.75	110836.09	27709.02
Average		99.93	130.71	134.60	67.65		108.88

cc: 5/9d

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF SUPPORT AND REVENUE, EXPENSES  
AND CHANGES IN FUND BALANCES  
FOR THE PERIOD ENDED: 8/31/81

	CURRENT MONTH		YEAR TO DATE	
	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
Support and revenue:				
Membership dues - deferred	13,210.24	13,000	38,541.54	38,000
Recognized income				
Contributions and bequests	11,414.00	11,000	40,319.13	39,000
Investment income	9,881.18	8,000	11,225.85	8,000
Animal Sponsorship	1,565.50	6,500	8,643.75	19,500
Auxiliary activities	124.60		1,655.96	1,000
Other - Conferences, meetings and annual meeting	68.00	100	121.00	200
<b>TOTAL SUPPORT AND REVENUE</b>	<b>36,263.52</b>	<b>38,600</b>	<b>100,507.23</b>	<b>105,700</b>
Expenses				
Salaries and related expenses	7,249.53	9,567	24,778.86	29,568
Occupancy	1,175.56	650	1,763.34	1,950
Telephone	572.45	284	846.68	872
Supplies	2,145.12	1,081	3,152.97	3,538
Rental and Maintenance of Equipment	180.19	166	341.61	498
Printing and publications	9,401.24	5,244	5,532.10	13,782
Postage and shipping	2,818.90	1,681	5,344.48	3,929
Publicity/Public Relations	300.20	150	587.90	450
Conferences	200.61	61	960.89	263
Travel	82.94	205	420.72	685
Professional fees	1,295.59	1,190	2,437.81	8,470
Awards and grants	30.21	120	130.21	360
Complementary memberships	-0-	100	162.50	300
Depreciation	86.10	-	232.87	-
Other	195.94	760	2,153.31	3,230
Total Office	23,195.72	16,343	40,991.72	55,707
Total ASP	2,538.86	4,916	7,854.53	12,188
Total Direct Support to MZG	4,000		21,295.45	
<b>TOTAL EXPENSES and BUDGETS</b>	<b>29,734.58</b>	<b>21,259</b>	<b>70,141.70</b>	<b>67,895</b>
EXCESS (DEFICIENCY) of support and revenue over expenses	6,528.94		30,365.53	
Fund balances at beginning of period: (Adjusted)			210,718.19	
Fund balances at end of period:			241,083.72	

MINNESOTA ZOOLOGICAL SOCIETY

BALANCE SHEET

For Period Ended 8/31/81

A S S E T S

Cash	90,060.69	
WIN-Dain Bosworth Account	94,435.73	
Certificate of Deposit	200,000.00	
	<hr/>	
*Total Cash and temporary investments		384,496.42
Receivable		-0-
Inventories		25,247.07
Prepaid Expense		541.86
Property and equipment	12,690.34	
less accumulated depreciation of	<u>(5,755.52)</u>	6,934.82
Other assets:		
Land		6,000.00
Oil Painting		7,500.00
		<hr/>
Total assets	<i>(plus vol hi &amp; equip 2/12/81)</i>	<u><u>430,720.17</u></u>

LIABILITIES & FUND BALANCES

Accounts payable		-0-
Accrued liabilities		1,857.12
Unearned membership dues		107,552.62
Holding Account for Special Events		43,834.13
		<hr/>
Total liabilities		153,243.87
Restricted for Direct Support to MZG		36,392.58
Fund balance Unrestricted		<u>241,083.72</u>
		<hr/>
Total liabilities and fund balances		<u><u>430,720.17</u></u>

\* Cash and temporary investments to the extent of \$ 15,998.00 are restricted for the future payment of membership benefits to the Minnesota Zoological Garden.

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF FUNCTIONAL EXPENSES

For the Period Ended 8/31/81

		PROGRAM SERVICES				SUPPORTING SERVICES			TOTAL	BUDGET Year to Date	TOTAL BUDGET	
		Marketing & Promotion	Membership Activities	Public Education	Animal Sponsorship	Volunteer Activities	Auxiliary	General Administra- tion				Contribu- tion to Zoo
401	Salaries	2,830.48	3,400.56	1,996.09	5,009.94	524.34	443.23	9,027.67		23,232.31	27,468	106,600
401.1	On-site Salaries	1,546.55								1,546.55	2,100	5,000
404	Occupancy				450.00			1,313.34		1,763.34	1,950	7,800
405	Telephone	26.81	28.77	19.73	232.83		2.00	536.54		846.68	872	3,500
406	Supplies	1,371.31	63.61		749.76	17.09	255.20	696.00		3,152.97	3,538	43,085
407	Rental Equipment							341.61		341.61	498	2,000
408	Printing/Publica.	1,134.80	2,276.97	104.35	538.84	441.04	221.93	814.17		5,532.10	13,782	82,820
409	Postage/Shipping	2,708.87	1,207.47	500.21	399.11	76.64	228.88	223.30		5,344.48	3,929	20,370
410	Publicity/P.R.	455.70			39.70			92.50		587.90	450	4,250
411	Conferences/Conv.	584.60	48.69	15.00	30.40	255.00		27.20		960.89	263	5,400
412	Travel	16.20	84.80	23.28	252.07	5.70	3.60	35.07		420.72	685	2,700
414	Professional Fees	1,288.35	417.24		24.63		100.00	100.00		1,930.22	5,110	15,000
414.1	Data Processing Se	50.34	96.29					264.71		411.34	2,360	10,200
414.2	Promotional Cons.	96.25								96.25	1,000	17,000
415	Awards and Grants										300	1,260
415.1	Zoo Vap Recog.					130.21				130.21	60	3,800
415.2	Society Recog.											200
416	MZG Adm. Membersps											
417	Comp. Memberships							162.50		162.50	300	1,000
418	Depreciation							232.87		232.87		
419	Other				127.25	45.93		111.87		285.05	1,460	7,190
419.1	Hospitality					27.23		56.84		84.07	770	3,900
419.2	Open House		1,784.19							1,784.19	1,000	2,500
419.3	Search Committee											
419.4	On Site Program											
									Sub Total	48,846.25		345,575
Direct Support to MZG										21,295.45		
Total to date		12,110.26	9,408.59	2,658.66	7,854.53	1,523.18	1,254.84	14,036.19	21,295.45	* 70,141.70		
Budget/Year to date		12,490	21,647	(Budgeted in M.A.)	12,188	2,231	867	18,472			67,895	
Total Budget		93,850	102,425		44,000	15,800	21,000	68,500				345,575

\* Includes Zoo Fund

HOLDING ACCOUNT FOR SPECIAL EVENTS

#1 Continuing Education Classes

Beginning Balance as of 7/31/81 \$ 878.62

REVENUE for August 554.00

Sub Total \$1,432.62

EXPENSED in August

Instructor Fees \$ 283.75

Supplies 6.62

Class Tuition Refunded 6.00

Total Exp. (296.37)

Restricted Balance as of 8/31/81 \$1,136.25

#2 Restricted Funds for Speakers Bureau 302.88

#3 Restricted Funds for Africa Trip 42,395.00

TOTAL RESTRICTED FUNDS FOR SPECIAL EVENTS \$ 43,834.13

MINUTES

Minnesota Zoological Society

Board of Directors Meeting

August 27, 1981

Minnesota Zoological Garden

Board Room

Present

Dennis Albrecht, Vice President  
Don Block  
Robert Bonawitz, President  
Narvel Brooks, Treasurer  
Bruce Douglass, M.D.  
David Dunn  
Karen Ferguson  
Stephanie Fox  
Clayton Hatzenbuhler  
Ingrid Holley  
Patricia Leefeldt  
Terry Nelson  
Marilyn Nordaune  
Marialice Seal  
Vicki Uchida  
Karla Williams, Executive Director

Absent

Joseph Bohlen  
Larry Freeman  
Craig Halvorsen  
Mark Jacobson  
Phillip Nelson, Secretary

Others Present

Denise Bell  
Ed Kohn  
Dorothy Molstad

President R. Bonawitz called the meeting to order at 7:45 p.m.

I. Minutes of July 23 Meeting

MOTION to approve the minutes, was accepted unanimously.

MOTION CARRIED.

II. Finance Report

A. July Statement

K. Williams distributed the July financial statement which is considered to be a part of these minutes.

The 1981 calendar is now considered obsolete and will be adjusted accordingly. The 1982 calendar has not been inventoried as yet.

MOTION to accept the financial report for July as stated. DB/PL

MOTION CARRIED

B. Year-End Audit

The auditor is now completing a few last minute details. A report should be ready soon.

III. Reports

A. Minnesota Zoological Garden

D. Molstad reported on activities off-site.

- 5,000 Beluga Book coupons were printed for distribution at the Renaissance festival. The State Fair booth will distribute gold Beluga Book coupons advertising 2 for 1 admission on reverse side.

On-site promotions in October include:

- Smile Day, October 3 in conjunction with the Dental Association
- Photo Contest, October 10
- Art and Animals, October 17 and 18
- Halloween costume contest, October 31 in conjunction with Encyclopedia Britannica

Attendance the first week after re-opening increased 3.5% against last year. The week of August 17 there was an increase of 7.5% compared with last year.

Dany Newbauer, Nancy Gibson and D. Molstad went out-state to promote the Zoo immediately following the settlement of the state employees strike.

Minneapolis and St. Paul papers will be promoting 2 for 1 days August 30 through September 4 with the Encyclopedia Britannica.

Daytons has chosen the snowy owl for the cover of their Christmas catalogue and all shopping bags.

The Zoo will make a bid at the September AAZPA convention for the 1984 convention.

IV. Executive Committee Report

R. Bonawitz reported that the committee had met prior to the board meeting. Policies would be discussed under New Business and the Reciprocity Agreement under Old Business.

V. Directors Report

K. Williams summarized the status report distributed to all board members.

The total return on membership mailings last fiscal year was 0.7%. More mailings have been done this summer from lists acquired through a list company. At this point, returns on magazine lists have not done well.

The Society has agreed to let the Hess poster be printed on a biology book cover. Zoo staff reviewed the book prior to granting permission.

The travel program has taken off to a good start. Right now the Society is planning trips to the Galapagos Islands, Alaska and another trip to Africa, also looking at the types of trips other zoo's offer.

P. Leefeldt questioned whether there was a profit to the Society in sponsoring these trips.

K. Williams explained that \$100 was returned to the Society. There are expenses incurred prior to the trip and a dinner hosted by the Society the last night of the trip.

The Animal Sponsorship, "I Love a Bug" campaign began. Volunteers have been excited and the newspapers and radio stations picked it up.

The Society is working with WAYL for a Christmas campaign. The details still need to be worked out.

Volunteer training classes will begin January 5.

#### VI. Committee Business

No report.

#### VII. Old Business

##### A. Reciprocity

The Minnesota Zoological Garden Board Guidelines for Reciprocity were distributed to all Society board members. R. Bonawitz reported that the deadline for an agreement had been extended until the end of October. R. Bonawitz requested that board members review the agreement and come to the next meeting ready to finalize. He will then re-negotiate with R. Arndt. If needed, an extension will be requested.

M. Seal felt that since it was such a drastic departure from previous years, that the agreement needs to be studied before a decision is made.

R. Bonawitz summarized for the Board what the progress has been on reciprocity since negotiations began last March and pointed out the need for coming to a final agreement soon.

E. Kohn commented that both boards need to spend time in working out an agreement and hopes that everything continues to proceed but also urged that it be worked out before too long.

After much discussion, B. Douglass asked the Board to keep in mind the Society's Bylaws and Articles of Incorporation when approving a new reciprocity agreement.

MOTION for board members to put their ideas on reciprocity in writing to the president. The Interboard committee will then review input at next meeting. CH/PL

MOTION CARRIED

VIII. New Business

A. Personnel Policy

The personnel policy was reviewed by the Executive Committee and distributed to the board members for further review. The Executive Committee felt the new policy should be implemented but asked the Board to make its decision at the September meeting.

K. Williams explained to the board members that the policy is basically the same as what is being followed now. The new policy was formed in conjunction with St. Paul Companies.

B. Spending Policy

N. Brooks recommended the following revisions to the spending policy of 6/21/81 to read:

8) "Contracts, consulting agreements and other similar instruments, shall be approved in writing by the Society president or treasurer following legal review by Society's legal counsel and prior to execution by the Executive Director."

9) "Salaries adjustment such as promotional, merit increases, shall be granted by the Executive Director pursuant to and in amounts specified by the Society's guidelines. Adjustments to the Executive Director's salary will be by the executive committee."

7) "special" to be deleted.

MOTION to accept the spending policy with the changes in 7,8 and 9.  
NB/DA

C. Artwork Reproduction Policy

K. Williams explained the copyright agreement was for 37 years after which it reverts back to the artist unless otherwise negotiated. The artist cannot reproduce Society commissioned artwork and the Society also has the first option to purchase the artwork.

The revisions in the Art Reproduction Policy are as follows:

1st paragraph: "The Executive Director shall have the authority to consider and authorize via a non-exclusive license, outside requests to reproduce from individuals, or organizations on a case by case basis. Society commissioned artworks..."

#5 "credit to read "artwork commissioned by the Minnesota Zoological Society; reprints are available,"

#6 "right for Society to use the 4 color separations developed by the licensee."

add #7 "title and interest in and to the artwork shall at all times remain with the Society."

Delete last paragraph and add: "The Executive Director shall determine the fair cash payment for the use of artworks."

MOTION to accept the Artwork Reproduction Policy with the stated revisions. DA/IH

MOTION CARRIED.

R. Bonawitz reported that L. Freeman had sent a letter of resignation to the Society board. He would like to continue to receive all Society mailings.

MOTION to adjourn. MS/SF

MOTION CARRIED.

Meeting adjourned at 9:20 p.m.

Minutes recorded by D. Bell.

*E. Kohn*

Status Report

Minnesota Zoological Society  
August 20, 1981  
Karla A. Williams, Executive Director

I. MEMBERSHIP PROGRAM

A. Membership Receipts

The June receipts included 141 individual level memberships, 557 family level memberships, 45 supporting and 30 donor level memberships. Of the 773 processed, there were 245 new and 528 renewed.

The June new member sources were:

On-Site.....	85
New Brochure.....	26
Gold Brochure.....	7
Gift.....	7
Letter.....	6
Continuing Education Brochure.....	3
ZooNews.....	2

The July receipts included 129 individual level memberships, 384 family level memberships, 59 supporting and 24 donor level memberships. Of the 596 processed, there were 264 new, 327 renewed plus 5 complimentary.

The July new member sources were:

On-Site.....	108
Guthrie.....	85
National Wildlife II.....	60
Time Magazine.....	24
Science '81.....	20
Cousteau Society.....	16
New Brochure.....	12
Gold Brochure.....	11
Greenpeace.....	7
Continuing Education Brochure.....	6
Phone-In.....	5
Gift.....	4
National Wildlife.....	4
Minnesota Public Radio.....	4
Letter.....	3
ZooNews.....	1

B. Effect of State Employee Strike

The strike was largely responsible for fewer than normal phone calls, reduced membership activity, and ultimately lost income in July and August. Without the on-site sales to compensate for the loss in direct returns, income figures were not met during the last 2 weeks in July and first 2 weeks in August. Recovery of approximately \$12,000 in membership sales is doubtful.

C. F.Y. 1981 Membership Campaign

The direct mail activity during Fiscal 1981 is recounted below. It appears that most specialized lists will continue to return a .017% even though they are duplicative in nature. Since our direct mail materials are designed as a one-time approach, perhaps the duplicate mailing one receives, actually serves as a reminder or a "second notice".

By documenting our returns regularly and being able to identify the source of the membership application, we know more this year than in previous years and have established a base with which to accurately measure changes in activity and forecast trends.

List Source	Date Mailed	Amount	Return
National Wildlife	5/20/80	11,000	216 - .0196%
Science Museum	6/23/80	12,000	308 - .025%
Audubon Society	8/1/80	6,500	139 - .0213%
Zoo Newsletter		6,082	74 - .012%
Dakota County Zoo Newsletter		1,305	11 - .008%
Dakota County Census List		5,000	53 - .010%
Childrens Theatre	11/9/80	15,000	96 - .006%
Orchestra Hall	2/6/81	5,500	109 - .019%
National Wildlife	3/31/81	4,573	54 - .0118%
Minnesota Public Radio	4/1/81	20,000	442 - .022%
	Total	86,960	1,502 .017%

Renewed Members

Expiration Date	Mailed	Return
5/80	3,160	2,292 - 72%
6/80	987	726 - 74%
7/80	407	307 - 75%
8/80	239	154 - 64%
9/80	237	148 - 62%
10/80	105	61 - 58%
11/80	91	80 - 88%
12/80	528	283 - 54%
1/81	231	170 - 74%
2/81	159	115 - 72%
3/81	171	100 - 56%*
4/81	229	78 - 34%*

Memberships Processed in F.Y. '81

\$18.50	1,911 =	\$35,353.50
\$28.50	6,835 =	194,797.50
\$50.00	439 =	21,950.00
\$100.00	311 =	31,100.00
\$500.00	5 =	2,500.00
\$20.00	3 =	60.00
	<u>9,504</u>	<u>\$285,761.00</u>

New Members.....	3,203
Complimentary.....	133
Renewals.....	6,301

D. F.Y. 1982 Membership Campaign

This years campaign is structured similarly to the 1981 campaign with two variances: 1) list sources were expanded to national magazines and environmental cause organizations, 2) the bulk of the mailings were sent in the first 3 months of the fiscal year.

The responses to date are:

<u>List Source</u>	<u>Date Mailed</u>	<u>Amount</u>	<u>Return</u>
Guthrie	6/9/81	7,212	91 - .013%
National Wildlife	6/9/81	8,448	61 - .007%
Time Magazine	7/6/81	10,268	47 - .004%
Greenpeace	7/6/81	1,581	17 - .010%
Cousteau Society	7/6/81	3,015	31 - .010%
Science '81	7/6/81	7,098	44 - .006%
Environmental Defense Fund	8/11/81	1,300	
Smithsonian	8/11/81	5,000	
Natural History Magazine	8/11/81	3,500	
International Fund for	8/11/81	2,400	
Animals		<u>49,822</u>	
Horticulture Society	8/30/81	8,600	
Walker Art Center	8/30/81	5,600	
Audubon Society	8/30/81	<u>5,800</u>	
		20,000	

E. On-Site Membership Programs

Though seriously hampered by the strike, on-site sales continue to provide a steady flow of new membership. The Society membership booth was staffed daily (except for Monday and Tuesday), with both upper and lower levels staffed on weekends. Monthly sales since the on-site program began in April 1980 are:

April, 1980 - 8	January, 1981 - 156
May, 1980 - 61	February, 1981 - 81
June, 1981 - 100	March, 1981 - 148
July, 1980 - 81	April, 1981 - 133
August, 1980 - 94	May, 1981 - 106
September 1980 - 65	June, 1981 - 76
October, 1980 - 42	July, 1981 - 45 (12 strike days)
November 1980 - 69	August, 1981 - (11 strike days)
December 1980 - 58	

## II. MARKETING AND PROMOTION

### A. Calendars

The 1982 Zoo Calendar has arrived and a check for \$12,004.58 was issued to cover the 6,525 calendars (1,000 were at no cost because of a settlement on the previous years calendar).

Letters and sample calendars were mailed to 40 retailers inviting their purchases. Dayton's has ordered 600 and plans to feature the calendar in the Dayton Christmas catalogue. They also plan to purchase and display the Hess poster in the store's stationery departments. B. Dalton has again ordered 650 calendars. Follow-up phone calls will be made to last year's vendors to encourage additional sales.

The retail price is \$6.50; \$5.00 to members who pick it up at the office - \$6.50 mailed. Boxes of 25 may be purchased for \$87.50 (a real savings at \$3.50 each).

Copyrights are being processed for the Wolfe painting "Come, Join the Family" and the Collier painting "Come, They Are Waiting For You".

Permission was granted to William C. Brown Company to reprint the Hess painting on the jacket of an introductory biology, college level textbook cover entitled Inquiry Into Life, written by Sylvia Mader. We will receive \$250 for permission to reproduce our artwork.

A notecard company in California has reproduced the Wolfe painting without our permission and discussions are underway to determine what course of action to take. The liability determination and resulting settlement will probably come amicably.

Over 150 of the signed and numbered Collier prints were destroyed in shipping from Lawrence, Kansas to St. Paul. The freight holder is responsible to the extent of the \$500 insured value. A decision was made to pursue the insurance amount but not to reprint as we have a good number of the Punctatz and Wolfe prints to offer new donors in exchange.

### III. PUBLIC RELATIONS, EDUCATION AND MEMBER ACTIVITIES

#### A. Publications

##### 1. News Releases

- 8/21 - Luv a bug/Animal Sponsorship (metro)
- 8/20 - Fall Classes - Photo story (metro)
- 8/7 - Put a tiger in your life/Animal Sponsorship (metro)
- 7/15 - Bird friends/Education program - print and radio (metro)
- 7/8 - Society memberships surpass 9,000 (metro)
- 7/1 - Zoo/Society Open Nature Trail (metro photo story)
- 6/24 - Family classes at Zoo (metro)
- 6/15 - There's no place like home/Education (metro)

##### 2. ZooNews

The September issue of the 8-page newsletter contains the ballot for election of 7 new directors. The middle 4 pages of the newsletter are devoted to the ballot instead of an animal feature story. The strike at the Zoo kept staff from feature writing for the September issue. The coincidence was cost saving - eliminating the need for additional printing and mailing or insertion of the ballot. The October issue sees the inauguration of the brief "Update" version of the newsletter.

##### 3. Animal Kingdom

The August/September issue of Animal Kingdom has been received by members.

#### B. Monthly Member Day Activities

June 18, 7-9:00 p.m.: Backstage at the Bird Show.  
Mary Lou Martin and Daisy Ritter explained bird show training to 30 members.

July 13, 7-9:00 p.m.: Curator Lecture, Tropical Bird Exhibits.  
Curator Ron Johnson discussed the selection and care of the bird collection. Evaluation forms returned by 1/4 of the 48 participating members indicated an excellent response to the program and its presentation.

August 10, 7-9:00 p.m.: Curator Lecture, Zoo Animal Management.  
Despite a severely heavy workload due to the strike, Associate Director of Biological Programs, Sandy Friedman presented a very informative summary of the zoo's biological program. Held at the Science Museum, only 8 of the 30 plus registrants attended the event.

#### Coming Attractions:

September 1, 7-9:00 p.m.: The mystery of the monarch migration by James Gilbert at the Minnesota Zoo.

September 19-20: Hawk Watch.

Zoologist Dale Chelberg leads members to Duluth's hawk ridge to watch the raptors migrate. 20 person minimum. \$110 per person. Arrangements through Mercury Travel.

October 24, 6:30 p.m., Minnesota Zoo. Annual meeting of the Society held in conjunction with the Zoo Foundation. Tickets \$15 per person. Reservation deadline September 30. Ticket price includes dinner.

### C. Travel

#### 1. Africa

A seminar for the 34 members participating in the African adventure was held at the Science Museum, August 1. The location was changed from the Zoo because of the strike. All but two of the travelers attended the seminar which featured wildlife artist and Africa traveler, Al Dornisch and Park East representative, Walter Szitkitka. A more socially-oriented event will be scheduled in September. A \$100 donation to the Society is included in the travel fee. Because this Park East trip does not include a local escort, K. Williams and P. Wetzel will escort members to ensure that problems are handled efficiently and courteously.

#### 2. Galapagos

The February/March '82 trip to the Galapagos Islands of Ecuador will be confirmed this week. Proposals from three local travel agencies, Halbrook Travel and Park East Tours are being reviewed for acceptance. A donation to the Society will be included in the trip price.

#### 3. Alaska

Proposals from Daytons and Park East Tours for a Society sponsored trip to Alaska in August of 1982 have been received. Again, a decision will be made this week on which agent, itinerary and price is most acceptable. A donation to the Society will also be included in the trip price. Zoo Director Ed Kohn has been invited to escort members on the Alaska trip.

### D. Education

#### 1. Summer Program

The Continuing Education felt the biggest impact from the strike which closed the Zoo. Because the classes were specifically designed to use the Zoo site, the Zoo closing forced cancellation of all classes (15) during the 22-day strike period. Three of the pre-school classes have been rescheduled. Registrants in cancelled classes have been invited to participate

in the fall program at summer rates.

As soon as all expense sheets for the summer quarter have been received, a report of the summer quarter finances will be given to the Board.

## 2. Fall Program

Off to a good start! Registrations started appearing only 2 days after the brochure was mailed August 18. The fall quarter shows an increase in tuition fees. The increase reflects only an adjustment in the break-even ratio, it does not reflect "profit". A reviewal of past registration indicated that average per class attendance was 7 students. The old break-even status was based on 10-14 participants, draining the program's fund and forcing cancellation of classes with fewer registrants.

## 3. Other

The University of Minnesota Extension program representatives have expressed interest in joint programming for next year.

Continuing Education staff will meet with Science Museum education staff next week to explore goals and objectives.

## E. Special Events

Photo Contest. Discussions are underway with Brown Photo to co-sponsor a zoo photo contest. They appear to be supportive of the program. Their decision will be confirmed by the end of this week or early next. Assuming they agree, the next step will be to meet with Zoo public events staff and their ad agency to work out the details. Last year's sponsor, Pako Photo, has been merged with Brown.

## IV. ANIMAL SPONSORSHIP

A. To date, \$39, 276 has been raised through the Animal Sponsorship Fund.

B. The celebration for the dolphin sponsorship has been re-scheduled for August 28. The previously arranged dolphin sponsorship party was cancelled due to the strike.

C. On-site promotion for "Luv-a-Bug" started on August 22. Fifty press releases were sent to metropolitan daily and neighborhood newspapers on August 21. Zoo audio-visual staff are recording public service announcements to send to thirty local radio stations.

D. The final draft of the educational packet, containing over forty pages of information and activities is complete. The educational materials will be printed and ready for distribution in September. The packet will be marketed through an article in ZooNews and a letter to the Science Coordinators and Media Specialists of the metropolitan elementary schools.

V. VOLUNTEER PROGRAM

A. Volunteer Classes/Recruitment

The dates for the 1982 Volunteer Training Classes are:

Tuesday Class: January 9, 16, 23, 30, February 6, 20, 27

Saturday Class: January 5, 12, 19, 26, February 2, 16, 23

Interviews scheduled on a group basis began in August and will continue into late fall. Applicants are considered from a waiting list maintained by the Society office. Should the list not provide a sufficient number of viable candidates a campaign will be implemented in November to solicit additional volunteers.

Stephanie Fox and Sheri White are conducting the interview sessions.

B. Volunteer Grants and Scholarships

Sheri White and Stephanie Fox will represent the Society/Zoo volunteer program at the AAZPA Conference in New Orleans September 13-19.

VI. ADMINISTRATION

A. Personnel Policy

A copy of the proposed Personnel Policy developed by St. Paul Companies through the United Way Management Assistance Project is attached for board review, comment and ratification.

Society staff have reviewed the policy prior to today's distribution and are aware of and accept the conditions.

B. Staff Changes

Madge Demulling retired effective July 31 from her position as receptionist.

During August we maintained membership processing activity by utilizing Society personnel who normally work on-site.

The position has been filled effective September 1 by Patti Oldenburg who is moving to the Twin City area from Wisconsin. She worked formerly with the Wisconsin Credit Bureau as a claims secretary.

VII. FINANCE

A. Zoo Fund

The amounts dispersed for Zoo Fund programs in May, June and July are as follows:

May

Don Hoyt.....	\$ 50.00
Judith McIntyre.....	409.50
Urban Corporation.....	94.71
MZG/ISIS.....	60.00
Paul Scobie.....	480.00
Jack Barr.....	311.00
Sandy Friedman.....	88.13
J.C. Sweeny.....	908.00
L. Wittrock.....	<u>100.00</u>
Total	\$2,501.34

June

S. Schoonover.....	\$ 100.00
Tele-Terminals.....	225.00
Paul Scobie.....	<u>520.00</u>
Total	\$ 845.00

July

Kragnes Floats.....	\$ 1,500.00
Coleman & Christenson.....	<u>14,950.45</u>
Total	\$16,450.45

B. Year End Audit

Peat, Marwick, Mitchell and Company have completed an audit of the Society's accounts for Fiscal Year '81 and should soon release their findings in an annual report. Distribution will occur at the Society -Foundation Joint Annual Meeting on October 24.



# Minnesota Zoological Society

## AGENDA

Minnesota Zoological Society  
Board of Directors Meeting

Thursday, August 27, 1981

7:30 p.m.

Minnesota Zoo Board Room

Executive Committee  
6:30 p.m.

*\* fix the picture in board room*

- I. Minutes, July 27 meeting
- II. Finance Report
  - a. July statement
  - b. Year-end audit
- III. Reports:
  - a. Minnesota Zoological Garden
  - b. Minnesota Zoological Garden Foundation
- IV. Executive Committee Report
- V. Executive Director Report
- VI. Committee Business (action items)
- VII. Old Business
  - a. Reciprocity Agreement
- VIII. New Business
  - a. Personnel Policy
  - b. Spending Policy
  - c. Artwork Reproduction Policy

*Resignation of Larry Freeman*

MINNESOTA ZOOLOGICAL SOCIETY

BALANCE SHEET

For Period Ended 7/31/81

A S S E T S

Cash	137,212.84	
WIN-Dain Bosworth Account	57,478.86	
Certificate of Deposit	200,000.00	
*Total Cash and temporary investments		394,691.70
Receivable		-0-
Inventories		13,626.49
Prepaid Expense		1,006.63
Property and equipment	11,180.34	
less accumulated depreciation of	(5,669.42)	5,510.92
Other assets:		
Land		6,000.00
Oil Painting		7,500.00
Total assets		428,335.74

L I A B I L I T I E S & F U N D B A L A N C E S

Accounts payable		-0-
Accrued liabilities		1,898.94
Unearned membership dues		115,564.34
Holding Account for Special Events		39,925.10
Total liabilities		157,388.38
Fund balance	Restricted for Direct Support to MZG	40,392.58
	Unrestricted	230,554.78
Total liabilities and fund balances		428,335.74

\* Cash and temporary investments to the extent of \$ 12,020.00 are restricted for the future payment of membership benefits to the Minnesota Zoological Garden.

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF SUPPORT AND REVENUE, EXPENSES  
AND CHANGES IN FUND BALANCES  
FOR THE PERIOD ENDED: 7/31/81

	CURRENT MONTH		YEAR TO DATE	
	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
Support and revenue:				
Membership dues - deferred	12,838.71	12,500	25,331.30	25,000
Recognized income				
Contributions and bequests	15,968.86	14,000	28,905.13	28,000
Investment income	614.76		1,344.67	
Animal Sponsorship Program	1,860.00	6,500	7,078.25	13,000
Auxiliary activities	1,417.29		1,531.36	1,000
Other - Conferences, meetings and annual meeting	11.00		53.00	100
<b>TOTAL SUPPORT AND REVENUE</b>	<b>32,710.62</b>	<b>33,000</b>	<b>64,243.71</b>	<b>67,100</b>
Expenses				
Salaries and related expenses	9,160.99	9,567	17,529.33	20,001
Occupancy		650	587.78	1,300
Telephone		279	274.23	588
Supplies	825.98	1,491	1,007.85	2,457
Rental and Maintenance of Equipment	56.90	166	161.42	332
Printing and publications	(3,693.06)	6,794	(3,869.14)	8,538
Postage and shipping	817.05	1,129	2,525.58	2,248
Publicity/Public Relations	287.70	150	287.70	300
Conferences	547.31	51	760.28	202
Travel	196.66	215	337.78	480
Professional fees	1,041.59	5,140	1,142.22	7,280
Awards and grants	100.00	120	100.00	240
Complementary memberships		100	162.50	200
Depreciation	86.10		146.77	
Other	1,379.40	710	1,957.37	2,470
Total Office	7,802.35	23,346	17,796.00	39,364
Total ASP	3,004.27	3,216	5,315.67	7,272
Total Direct Support to MZG	16,450.45		17,295.45	
<b>TOTAL EXPENSES and BUDGETS</b>	<b>27,257.07</b>	<b>26,562</b>	<b>40,407.12</b>	<b>46,636</b>
EXCESS (DEFICIENCY) of support and revenue over expenses	5,453.55		23,836.59	

Fund balances at beginning of period: (Adjusted)

206,718.19

Fund balances at end of period:

230,554.78

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF FUNCTIONAL EXPENSES

For the Period Ended 7/31/81

		PROGRAM SERVICES					SUPPORTING SERVICES			TOTAL	BUDGET Year to Date	TOTAL BUDGET
		Marketing & Promotion	Membership Activities	Public Education	Animal Sponsorship	Volunteer Activities	Auxiliary	General Administra- tion	Contribu- tion to Zoo			
401	Salaries	2,047.49	2,916.13	1,589.60	3,761.69	332.67	263.54	5,973.66		16,884.78	18,601	106,600
401.1	On-site Salaries	644.55								644.55	1,400	5,000
404	Occupancy				150.00			437.78		587.78	1,300	7,800
405	Telephone	5.76	6.67		84.07			177.73		274.23	588	3,500
406	Supplies	682.45	23.28		120.41	17.09		164.62		1,007.85	2,457	43,085
407	Rental Equipment							161.42		- 161.42	332	2,000
408	Printing/Publica.	(127.25)	(4,874.86)	65.19	478.20	439.00	1.50	149.08		(3,869.14)	8,538	82,820
409	Postage/Shipping	1,340.20	427.69	96.63	290.35	50.12	189.12	131.47		2,525.58	2,248	20,370
410	Publicity/P.R.	248.00			39.70					287.70	300	4,250
411	Conferences/Conv.	584.60	28.28		22.40	125.00				760.28	202	5,400
412	Travel	4.80	60.60	17.64	216.97	3.50	3.60	30.67		337.78	480	2,700
414	Professional Fees	142.76	367.24		24.63			100.00		634.63	4,740	15,000
414.1	Data Processing Se	50.34	96.29					264.71		411.34	1,540	10,200
414.2	Promotional Cons.	96.25								96.25	1,000	17,000
415	Awards and Grants										200	1,260
415.1	Zoo Vap Recog.					100.00				100.00	40	3,800
415.2	Society Recog.											200
416	MZG Adm. Membersps											
417	Comp.Memberships							162.50		162.50	200	1,000
418	Depreciation							146.77		146.77		
419	Other				127.25	45.93				173.18	940	7,190
419.1	Hospitality										530	3,900
419.2	Open House		1,784.19							1,784.19	1,000	2,500
419.3	Search Committee											
419.4	On Site Program											
Sub Totals										23,111.67		345,575
										17,295.45		
Direct Support to MZG												
Total to date		5,719.95	835.51	1,769.06	5,315.67	1,113.31	457.76	7,900.41	17,295.45	*40,407.12		
=====												
Budget/Year to date		8,660	15,005	(Budgeted in M.A. )	7,272	1,494	867	13,338			46,636	
=====												
Total Budget		93,850	102,425		44,000	15,800	21,000	68,500				345,575
=====												

\*Includes Zoo Fund

HOLDING ACCOUNT FOR SPECIAL EVENTS

#1 Continuing Education Classes

Beginning Balance as of 6/30/81 \$ 1,302.98

REVENUE for July 513.00

Sub Total \$ 1,815.98

EXPENSED in July

Instructor Fees \$ 805.00  
Supplies 72.36  
Honorariums 60.00

Total Exp. (937.36)

Restricted Balance as of 7/31/81 \$ 878.62

#2 Restricted Funds for Speakers Bureau 407.48

#3 Restricted Funds for Africa Trip 38,639.00

TOTAL RESTRICTED FUNDS FOR SPECIAL EVENTS \$ 39,925.10

MINNESOTA ZOOLOGICAL GARDEN BOARD GUIDELINES FOR  
RECIPROCITY AGREEMENT WITH MINNESOTA ZOOLOGICAL SOCIETY

The following guidelines were unanimously adopted by the Minnesota Zoological Garden Board of Directors at its meeting on August 20, 1981.

Responsibility of the Zoo Board-

The Zoo Board has the responsibility of setting policy and operating the Minnesota Zoological Garden. Part of that responsibility runs to making sure that all activities, programs, fund raising, etc. relating to the Zoo are carried out in the best interests of the Zoo, including those activities, events, etc. which may be sponsored by other related or unrelated organizations. The Zoo Board also has the authority to contract for services with outside parties and in that context wishes to contract for certain services from the Minnesota Zoological Society.

Services Desired from the Minnesota Zoological Society-

- (1) Sponsor a continuing education program at the Zoo
- (2) Sponsor a Zoo volunteer program
- (3) Publish a periodic newsletter on behalf of the  
Society, the Zoo and the Minnesota Zoological  
Foundation

Services Desired from the Minnesota Zoological Society (continued)-

- (4) Conduct other activities or events which will enhance the Zoo's attendance and/or community image. All such events or activities will have the prior approval of the Zoo Board of Directors. Any significant programs, such as the Animal Sponsor Program, will be covered in a separate agreement between the Society and the Zoo.

For providing the above services, the Zoo will give the Society the right to-

- (1) Provide Society members the right to free access to the Zoo and other benefits as contained in the 1981 Society membership literature. Such memberships shall be sold for a period of not less than twelve (12) months
- (2) Use Zoo meeting facilities when such use does not interfere with Zoo operations
- (3) Free parking for volunteers and Society staff when on official Society business or scheduled to work
- (4) Sell Society memberships at the Zoo in space designated by the Zoo Director at a monthly rental of \$25.00.

Other Matters-

- (1) The Zoo will print and control all free passes to the Zoo. Any free passes requested by the Society, in addition to those earned as part of the membership contribution, must be approved and distributed by the Zoo Director
- (2) The Society will reimburse the Zoo for any and all incremental costs incurred by the Zoo in connection with Society activities, events, education classes, etc.
- (3) The Society should adopt a procedure to inform its members regarding the final disposition of their contributions, i.e., for Society operations or designated for the Zoo
- (4) The Society will develop policies and procedures to clarify advertising and/or public announcements relating to their programs, events, etc. (See attached article.)
- (5) Zoo Director to have final approval of content of combined newsletter and prior review of Society sponsored educational programs held in conjunction with the Zoo.
- (6) The contract will be automatically renewable each year unless 90 day notice by either party is given.

Financial Responsibility of the Society to the Zoo-

- (1) The Society shall not be the principal source for additional Zoo funding
- (2) An annual dollar contribution is desirable and the 1981-82 contribution will be the remainder of the prior pledge and commitments of the Society to the Zoo approximating \$42,000
- (3) Annual contributions commencing with the Society's fiscal year beginning May 1, 1982, will take the form of:
  - (a) All dollars received over the family or individual membership fee, i.e., all dollars received in excess of these will be designated in a separate Society account for future use by the Zoo at its discretion for capital or other related projects. Such transfer shall be made on May 31 of each year or earlier if the Society desires
  - (b) The Society will determine as of June 1, 1981, and annually thereafter, a base level of fund balance (such fund balance shall not exceed \$25,000 or approximately 90 days of working capital needs. Any amount in excess of such fund balance shall be transferred annually at the end of the Society's fiscal year (May 31) or earlier if the Society desires, to a restricted account for future Zoo use at its discretion for capital and other related projects.
- (4) The Zoo will furnish an accounting to the Society at least quarterly as to the use of the funds received from (2) and (3) above.

Financial Responsibility of the Society to the Zoo (continued)-

- (5) The Society shall operate in a reasonable and prudent business manner during the term of this agreement with every effort made to maximize revenues and hold expenses to a minimum
- (6) The Society Board and/or individuals designated by it will meet with the Zoo Board or its designated committee in May of each year during the term of this agreement to present the Society's proposed objectives and budget for the succeeding year for information and discussion purposes.

MINUTES  
MINNESOTA ZOOLOGICAL SOCIETY  
BOARD OF DIRECTORS  
MEETING  
JULY 23, 1981  
Society Office  
St. Paul, MN

Directors Present

R. Bonawitz, President  
D. Albrecht, Vice President  
J. Bohlen  
D. Dunn  
K. Ferguson  
S. Fox  
C. Halvorsen  
C. Hatzenbuehler  
I. Holley  
M. Nordaune  
K. Williams, Executive Director

Directors Absent

D. Block  
N. Brooks, Jr., Treasurer  
B. Douglass, M.D.  
L. Freeman  
M. Jacobson  
P. Leefeldt  
P. Nelson, Secretary  
T. Nelson  
M. Seal  
V. Uchida

Also Present

E. Kohn, Minnesota Zoo Director  
D. Molstad, Minnesota Zoo staff  
K. Rosebear, Minnesota Zoo Foundation  
P. Saltzman, Society staff  
P. Wetzell, Society staff

President Robert Bonawitz called the meeting to order at 7:45 p.m., and introduced the agenda.

I. Minutes of May 27 meeting.

MOTION to amend the minutes of the May 27 meeting to read that Terry Nelson is also an appointed member of the Board of Directors whose term expires this year. D. Albrecht/ I. Holley.  
MOTION CARRIED.

II. Finance Report.

Executive Director K. Williams presented a verbal summary of the financial reports for months ending 5/31/81 and 6/30/81. The May report was mailed to all Board members. The June report was distributed to all Directors at the meeting and is considered to be a part of these minutes. K. Williams noted for the Board that the May report is the year-end report. An audit has been conducted,

but the report has not yet been received by the Society. The results of the audit will be presented to the Board.

MOTION to accept the financial reports for May and June as presented.  
C. Hatzenbuhler/M. Nordaune.  
MOTION CARRIED.

### III. Minnesota Zoo Report.

D. Molstad reported that many of the Zoo workers were out on strike as part of a State employee union strike, and the Zoo is now closed. Remaining Zoo staff are maintaining the animal collection and all necessary care requirements are being met. Recent special events attended by the Zoo include a booth at the NEA conference and statewide parades including the Aquatennial. Attendance for the Minnesota Orchestra Concert at the Zoo was 12,800. Future plans include a Zoo booth at the Renaissance Festival and State Fair. A special program about birds has been cancelled due to the strike.

Zoo director E. Kohn reported 122 Zoo staff members were out as part of the State AFSME employee strike, forcing the Zoo to close to the public. The decision to close the Zoo to the public was made after careful consideration and deliberation, noted Mr. Kohn. Zoo management estimates that the Zoo can reopen within 24-48 hours after strike settlement.

Mr. Kohn announced the approval of the "Capital Completion Plan" by the Zoo Board at its last meeting. Entitled "Rhino Beetles to Rhinos" the plan incorporates enrichment of current exhibits and completion of the Northern Trail. The plan now goes to the Foundation Board for its approval. Mr. Kohn added that a copy of the plan would be made available to any interested Society Board member.

### III. Foundation Report.

Minnesota Zoological Garden Foundation staff member Kathryn Rosebear reiterated the approval by the Zoo Board of the Capital Completion Plan. She expressed the sense of urgency felt by the Foundation to begin securing commitments to fund the plan for the Zoo.

### IV. Executive Committee Report.

R. Bonawitz reported that the committee did not meet this month. He also reported that the Reciprocity Agreement between the Zoo and the Society has been extended until the end of September 1981 to allow negotiations for a new Agreement to continue.

### V. Directors Report.

K. Williams reported that the Society will continue to use direct mail for membership solicitation in addition to on-site sales, will work toward a stronger donor retention program and promote membership

during the cross-country ski season. Williams reminded the Board that the \$8,000 granted to the Zoo for a half-time Continuing Education Coordinator position runs out August 31, 1981. She recommended an additional grant of \$8,000 to carry the position through August 1982.

MOTION that the Minnesota Zoological Society grant an additional \$8,000 to fund a half-time Continuing Education Coordinator position at the Minnesota Zoo through August 1982. D. Albrecht/M. Nordaune.  
MOTION CARRIED.

VI. Committee Reports.

A. Nominating Committee. Did not meet this month.

B. Activities and Education Committee.

Committee chair, I. Holley, informed the Board of three recommendations offered by the A & E committee.

1. The Annual Meeting of the Minnesota Zoological Society be scheduled for October 24, 1981. The announcement of newly elected Board members will be made at that time.

2. The publications function budget as approved by the Board does not consider the expense of providing publications for new members beyond 8200 memberships. Because current membership is 9200 and growing, the committee recommends a formal statement in anticipation of an overage in the publications function budget.

3. The anticipated overage in the publications budget is a result of increased memberships and increased production costs from a variety of sources. In order to keep the anticipated budget overage down and to reduce the number of print mail communications to members with the aim of increasing the readability of the materials, the committee recommends acceptance of a staff proposal to modify the "upgraded" newsletter. Instead of twelve, 8-page newsletters, the committee recommends six 8-page issues alternating with six 2-page "Updates". The brief "Update" would be received in the same months as Animal Kingdom magazine.

MOTION that the budget for production of publications be flexible to accommodate new members. I. Holley/D. Dunn.

C. Hatzenbuhler noted for the Board that the use of the word "flexible" may not be appropriate in regard to a formal budget.

MOTION CARRIED.

MOTION that the Society publish six issues of the regular 8-page newsletter, alternating with six 2-page "Update" issues. The "Update" to be mailed in the same month as Animal Kingdom magazine.  
I. Holley/M. Nordaune.

MOTION CARRIED.

After some discussion among the Board members and Foundation representative K. Rosebear, the concept of a joint Annual Meeting for the Society and Foundation was accepted. K. Rosebear agreed to bring it up to the Foundation Board for its consideration.

VII. Animal Sponsorship Report.

P. Saltzman, Director of the Animal Sponsorship Program presented a report of recent activities.

1. With the recent sponsorship of the dolphins, \$37,000 has been raised for the Zoo. 1,079 individuals have sponsored an animal.
2. The Father's Day Gibbon promotion raised \$1300 representing contributions from 101 sponsors.
3. A new on-site promotion, "Luv a Bug" has been developed with Zoo volunteers. The concept is "a bug for a buck", allowing Zoo visitors to sponsor a ladybug for \$1. Sponsors receive a lady bug lapel sticker and a membership card in the Bug Club. Staff and volunteers desire the endorsement of the Society Board for the program.
4. Future promotions include a children's contest in the Minneapolis STAR using the Sponsorship graphics, a "Wet and Wild" Christmas/Hannuka promotion in conjunction with WAYL radio for group sponsorship of the whales.
5. Work continues to realize possible sport-endorsed promotions, ski-a-thon, Valentine's Day promotion, renewal promotion in March, and a spring Zoo Fest. Discussions are underway with Irene Whitney to head a Zoo Ball committee as part of Zoo Fest which would also include educational activities.

The following resolution was adopted by the Board:

WHEREAS, the Zoological Society Board wishes to express its commitment to the continued expansion of the Animal Sponsorship Program and whereas said Board unanimously endorses the special program concepts presented by the Society staff at the July 23, 1981 Board meeting; now therefore be it resolved that the proposed "Luv a Ladybug" campaign be implemented immediately and that the balance of the projects be implemented as specified in the attached schedule.

VIII. New Business.

S. Fox noted the retirement of Madge Demulling from the Society as Receptionist/Membership Clerk. She recommended that the Board express their appreciation to Mrs. Demulling for her years of service to the Society.

MOTION that the Board of Directors express their appreciation of service to Madge Demulling upon her retirement from the Minnesota Zoological Society. S. Fox/M. Nordaune.

MOTION CARRIED.

C. Hatzenbuhler added that the Audit Committee will explore the "flexible" budget concept for its appropriate use.

IX. Old Business.

None.

X. Adjournment.

MOTION to adjourn the meeting of the Minnesota Zoological Society Board of Directors. D. Albrecht/ C. Hatzenbuhler.

MOTION CARRIED.

The meeting was adjourned at 9:30 p.m.

Recorded by P. Wetzel



file MZS ①

# Minnesota Zoological Society

MEMO: July 14, 1981  
TO: Society Board of Directors  
FROM: Karla A. Williams  
SUBJECT: July Board Meeting

## NOTICE

Minnesota Zoological Society

Board of Directors Meeting

Thursday, July 23

6:00 p.m. Executive Committee

7:30 p.m. Board Meeting

Minnesota Zoo - Board Room

\*please bring materials mailed to you previously.

*E. Johns*  
*J.*

MINNESOTA ZOOLOGICAL SOCIETY

BALANCE SHEET

For Period Ended 6/30/81

A S S E T S

Cash	\$108,434.37	
WIN-Dain Bosworth Account	56,864.10	
Certificate of Deposit	200,000.00	
*Total Cash and temporary investments		\$365,298.47
Receivable		-0-
Inventories		\$ 13,712.15
Prepaid Expense	\$11,180.34	1,759.72
Property and equipment		5,597.02
less accumulated depreciation of	<u>&lt;5,583.32&gt;</u>	6,000.00
Other assets:		7,500.00
Land		
Oil Painting		
		<u>\$399,867.36</u>
Total assets		<u><u>\$399,867.36</u></u>

L I A B I L I T I E S   &   F U N D   B A L A N C E S

Accounts payable		-0-
Accrued liabilities		\$ 1,822.96
Unearned membership dues		124,455.98
Holding Account for Special Events		8,094.61
Total liabilities		<u>\$134,373.55</u>
Restricted for Direct Support to MZG		56,843.03
Fund balance Unrestricted		<u>208,650.78</u>
Total liabilities and fund balances		<u><u>\$399,867.36</u></u>

\* Cash and temporary investments to the extent of \$6,874.00 are restricted for the future payment of membership benefits to the Minnesota Zoological Garden.

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF SUPPORT AND REVENUE, EXPENSES  
AND CHANGES IN FUND BALANCES  
FOR THE PERIOD ENDED: 6/30/81

	CURRENT MONTH		YEAR TO DATE	
	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
Support and revenue:				
Membership dues - deferred	\$ 12,492.59	\$12,500.00	\$ 12,492.59	\$12,500
Recognized income				
Contributions and bequests	12,936.27	14,000.00	12,936.27	14,000
Investment income	729.91	0	729.91	
Animal Sponsorship Program	5,218.25	6,500.00	5,218.25	6,500
Auxiliary activities	114.07	1,000.00	114.07	1,000
Other - Conferences, meetings and annual meeting	42.00	100.00	42.00	100
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$31,533.09</b>	<b>\$34,100.00</b>	<b>\$31,533.09</b>	<b>\$34,100</b>

Expenses				
Salaries and related expenses	\$ 8,368.34	\$ 9,743.00	\$ 8,368.34	\$ 9,743
Occupancy	587.78	650.00	587.78	650
Telephone	274.23	309.00	274.23	309
Supplies	181.87	966.00	181.87	966
Rental and Maintenance of Equipment	104.52	166.00	104.52	166
Printing and publications	<176.08>	1,744.00	<176.08>	1,744
Postage and shipping	1,708.53	1,119.00	1,708.53	1,119
Publicity/Public Relations	-0-	150.00	-0-	150
Conferences	212.97	151.00	212.97	151
Travel	141.12	265.00	141.12	265
Professional fees	100.63	2,140.00	100.63	2,140
Awards and grants	-0-	120.00	-0-	120
Complementary memberships	162.50	100.00	162.50	100
Depreciation	60.67	-0-	60.67	-0-
Other	577.97	1,706.00	577.97	1,706
Total Office	9,993.60		9,933.60	
Total ASP	2,311.40		2,311.40	
Total Direct Support to MZG	845.00		845.00	
<b>TOTAL EXPENSES and BUDGETS</b>	<b>\$13,150.05</b>	<b>\$20,740.00</b>	<b>\$13,150.05</b>	<b>\$20,740</b>

EXCESS (DEFICIENCY) of  
support and revenue  
over expenses

\$18,383.04

Fund balances at beginning of period: (Adjusted)

\$190,267.74

Fund balances at end of period:

\$208,650.78



*E. T. Kohn*

STATUS REPORT

Minnesota Zoological Society  
May 15, 1981  
Karla A. Williams, Executive Director

I. MEMBERSHIP PROGRAM

A. Membership Receipts

The March receipts included 103 individual level memberships, 329 family level memberships, 15 supporting and 18 donor level memberships. Of the 465 processed, there were 186 new, 279 renewed plus 10 complimentary.

March new member sources were:

Zoo Admissions.....	121
Orchestra Hall.....	38
Gold Brochure.....	36
Green/White card.....	13
Gift.....	10
Continuing Education Brochure.....	7
Cross Country Membership Extension.....	6
Phone-In Charge.....	5
Childrens Theatre.....	5
Letter.....	3
Old Membership Form.....	2
Dakota County Select.....	2
Science Museum.....	1
National Wildlife.....	1
Calendar.....	1

The April receipts included 353 individual level memberships, 901 family level, 74 supporting and 46 donor level memberships. Of the 1,374 processed, there were 659 new, 715 renewed plus 29 complimentary.

April new member sources were:

Minnesota Public Radio.....	363
Zoo Admissions.....	152
National Wildlife.....	44
Cross Country Membership Extension.....	34
Gold Brochure.....	31
Letter.....	21
Orchestra Hall.....	11
Gift.....	9
Phone-In Charge.....	9
Continuing Education Brochure.....	3
Childrens Theatre.....	2
Dakota County Select.....	2
Calendar.....	2
Zoo Newsletter.....	1

B. Membership Campaign

The Minnesota Public Radio list, mailed to 20,000 on April 1 yielded 420 new members or a .021% return for a cost of \$4,400 in materials, realizing a profit of \$8,200 before benefits.

Phase 1 mailing to 5,000 National Wildlife members on March 31 yielded 52 new members or a .010% return.

A special renewal notice "You Are Very Important" was designed to notify renewing members of the membership rate increase. We mailed 4,451 notices on May 5 to 1/81-7/81 expiration date members.

<u>Exp. Date</u>	<u>Mailed</u>	<u>Returned</u>
1/81	113	7
2/81	56	4
3/81	89	5
4/81	129	30
5/81	2,288	931
6/81	1,050	156
7/81	726	78
8/81	698	returns not tallied yet
9/81	430	"

→ Present membership is 9,102.

A letter (different then the one previously described) announcing the rate increase was mailed to 698 8/81, people, 430 9/81 people and 249 10/81 people.

<u>Mailed</u>	<u>Returns</u>
10/80	2
11/80	0
12/80	2

At this writing the response to all renewals is very encouraging. The "beat the rate increase" incentive has encouraged members to 1) renew early and 2) renew when they otherwise might not have because they feel they are getting a bargain. For us it is money in the bank earlier than usual, a guaranteed income the next few months, and a savings on "reminders" when people are slow responding to a renewal notice.

All in all, I believe rate-increases are not only a merchandising way to fight inflation but a way to beat inflation. I encourage increase consideration every 4 years.

C. 1982 Membership Materials

Materials designed by ad agency R.K.O. for the 1982/83 membership program are expected any day. They include:

- 1) 125,000 2/color, 6 page booklets/brochures
- 2) 125,000 2/color poster and artist handouts
- 3) 75,000 2/color letter heads

- 4) 75,000 2/color # 10 window envelopes
- 5) 75,000 1/color B.R.E. envelopes
- 6) 5,000 4/color posters
- 7) 500 4/color signed/number prints

Scheduled summer mailings include:

June 8:	Walker Art Center	5,700
	Phase II National Wildlife	8,000
July 8:	Guthrie	8,200
Aug. 8:	Minnesota Orchestra	8,000

#### D. On-Site Membership Program

The on-site membership area is being remodeled to include a newly constructed sales and promotion counter replacing the present half-round table. For summer use, the old table will be moved to the upper-level (East entrance) admissions area.

The new counter will cost approximately \$1,600 and will have a drop-slot for memberships, plexiglass holders for brochures and drawers and shelves for supplies.

Beginning June 6, 1981, the lower-entry membership booth will be staffed every weekday excluding Monday and Tuesday from 10:00 a.m. to 3:00 p.m. On Saturdays, Sundays and holidays, the lower-entry area and the upper South entry will be staffed from 11:00 a.m. to 4:00 p.m.

A part-time seasonal corps of 6 people will rotate days, staffing the areas to sell memberships, accept animal sponsorships and promote the continuing education classes.

Considering past performances and sales, the expenditures for salaries should be far less than revenues -- generating a healthy profit margin.

In April, 152 memberships were sold on-site for \$4,332.

## II. MARKETING AND PROMOTION

### A. Calendars

Thirteen slides have been selected for the 1983 calendar from the photo contest entries, zoo collection and from other interested members. 5,500 will be ordered at \$2.19 per unit with an additional 1,000 ordered at no cost as part of the 1982 calendar settlement. Copy is provided by Zoo staff.

### B. Marketing and Promotion Committee

The M. & P. committee have reviewed, revised and recommended the membership marketing and auxiliary divisions of the F.Y. 1982 proposed budget.

The committee has set the following policy regulating the reproduction of the Society annual posters.

Policy: The Executive Director shall have the authority to consider and authorize outside requests to reproduce any or all of the Society commissioned artworks. The following criteria must be met in the reproduction:

1. it will create good public image,
2. it will not detract from retail or wholesale sales elsewhere,
3. it will be beneficial to both the Society and the Minnesota Zoo,
4. limited to one-time use,
5. credit to read "artwork commissioned for the Minnesota Zoological Society"; reprints are available,"
6. right for Society to use the 4 color separations at a later time.

If the above requirements cannot be met, the Society may accept a fair cash payment for the use of artworks.

All 4 painting originals will be on display at our Annual Open House on June 6. Following the event, the 1978 painting "Join the Family" and the 1979 painting "You are the Heart of the Family" will be returned to the exhibit/display unit at 3M headquarters.

The 1981 poster "Come, Join the Family" and the new 1981 poster "Come, They are Waiting for You" will be returned to their respective artist owners.

### III. Public Relations, Education and Member Activities

#### A. Publications

##### 1. News Releases

- 5/27 - Zoo Society Celebrates its 20th Year at Open House
- 5/25 - Charlie's Swan Song, photo release. Minnesota Orchestra Staff sponsors the Trumpeter Swan
- 5/18 - Summer Classes for Children, Photo exclusive. St. Paul Pioneer Press
- 5/12 - Children Investigate Role of Predator and Prey in Zoo Class
- 5/12 - Taste the Wild Harvest at Zoo Society Class
- 4/29 - Microscope is Child's Play in Zoo Society Class
- 4/22 - Children Explore World of Marsh
- 4/10 - Photo Contest Winners to community papers

##### 2. Animal Kingdom

The June/July issue of Animal Kingdom will be mailed early next week. The issue does not include a Minnesota insert.

### 3. ZooNews

The first issue incorporating the new design debuts with the June issue which will be mailed June 2. The new design is the same size (8½ x 11") and page length (8) as the "old" ZooNews. The layout is all new and features: Full page cover photo, emphasis on photos vs. line art, 2 colors of ink (black copy, rust spot color) on white mat-coated paper, flexible 2-column to 3-column format, standardized headline sizes to prioritize content, and some standardized column headings. The "new" ZooNews uses a helvetica type face and plenty of white space to increase the readability of the newsletter. The result is a warm, lively and easy to read newsletter that looks professional. We think members will read and enjoy the "new" newsletter. The June issue will be mailed to the Zoo's list.

### B. Monthly Member Day Activities

#### April: Early Bird Walk

About 100 members participated in the event. An overwhelming response which staff coped with by creating a second "walk" on May 2. The birds were exceptionally cooperative. The "walk" was led by naturalist Dany Newbauer. Definitely will repeat next spring.

#### May: Milwaukee Trip

Cancelled for lack of participants. (Only 9 persons reserved a place.)

#### June: Backstage at the Bird Show

32 reservations as of 5/26/81.

Because of the large number of members participating in the March and April activities, the opportunity for participation during the Open House and because of the greatly increased summer continuing education classes, the summer member activities are scheduled as lectures. While lectures are a more passive activity, they enable us to accommodate 125 people per activity. The Open House and summer education programs do provide a participatory experience for members.

### C. Travel

While the Milwaukee trip was cancelled for lack of interest, the Africa trip is sold out. Limited to 35 to ensure a personalized tour, 32 deposits have been received and calls for the brochure are still coming in. This is all member response. Public announcement has not been made.

A day trip to Whitewater State Park and 5 days at Isle Royale are offered this summer. This fall we will offer a Duluth hawking trip and in the winter a trip to the Galapagos including a voyage on the "Beagle". 1982 will mark the 100th anniversary of the Darwin's "Beagle" voyage.

D. Education

The summer program begins the third week in June and offers classes for every age group. Continuing Education Coordinator Doug Langefels has planned a curriculum that offers double the usual number of quarterly classes. Most of the classes are "new", creating the opportunity for members who have enrolled during the school year to participate this summer. The brochure will be mailed 5/28.

E. Open House, June 6, 1-6:00 p.m.

Plans for the Open House have received final Zoo approval as of 5/26. The Walking Tours are the same as previous years. New this year are the extended hours to 6 p.m., the use of the outdoor south entry which is more visible to the public, performances by Dennis Olson, display of photos picturing 20 years of Society activities, exhibit of the 4 original Society-commissioned paintings, an Animal Sponsorship booth, a hospitality room serving cake and beverage, the official opening of the Nature Trail and a donor recognition event at 10:30 a.m. The Annual Meeting will continue to be held in September.

Your presence and assistance at the Open House is very important. Please make yourselves available that afternoon to act as host/hostess during the event. You are also invited to attend the thank you party after the event at 6:30 p.m. at Village Pizza in Apple Valley.

IV. ANIMAL SPONSORSHIP PROGRAM

A. Staff

Ruth Kropelnicki, the full-time CETA secretary, resigned effective April 17. Kathleen Turley agreed to work temporarily 5 hours a day from April 20 to May 29. We are presently interviewing applicants to work 20 hours a week on a permanent basis.

B. Finance

\$33,200 has been received in contributions representing sponsorship of approximately 850 animals. Due to the great demand for lower priced zoo inhabitants we are almost "sponsored out" in the \$10-\$100 range. Thus we are presently offering group sponsorship of the Malayan tapirs and Siberian tiger cubs, and will expand the selection in the future.

Group sponsorship appears to be a viable alternative to sponsoring of individual animals. There are 26 tapir sponsors and 70 tiger sponsors.

C. Educational Program

Since April 1, the educational component of the program has been

presented to 14 groups representing a total audience of approximately 3,200 individuals. In addition to schools, community group presentations include scout troops, Lions clubs, and senior citizens. The greatest donors have been educational facilities. Several schools have contributed \$400 to \$1,000.

The educational program presently involves primarily the presentation of the slide show "A Cry for Help". A group of educators are going to be working on a volunteer basis to develop written materials. A grant from the Honeywell Foundation will cover the printing costs of educational packets. This project is being coordinated with the Zoo's education department.

#### D. Volunteer Program

In April a meeting was convened to discuss the relationship between the Animal Sponsorship Volunteer Programs and the On-site Volunteer Program. See attachment B.

#### E. Publicity

Media involvement since the kick-off has primarily involved coverage by community newspapers. Several printed articles have been about school presentations and the Banker's Association involvement in the program.

The Minnesota Orchestra sponsored the trumpeter swan and the press was invited to the Zoo to cover the story. However, the press meeting was scheduled the same day the Pope was shot and the media did not attend. Charlie Schlueter, principal trumpeter did serenade the swan and releases were sent to newspapers statewide, but the story was not covered.

#### F. Promotions

Bob Little, Vice President of the Community State Bank of Burnsville and Apple Valley, volunteered to write the members of the metropolitan Banker's Association asking them to support the Animal Sponsorship Program. 7 banks are displaying brochures and 8 have sponsored animals.

A special Father's Day promotion offers group sponsorship of the Father Gibbon. The week of June 1st, press releases will be sent to all the weekly and daily metro area newspapers. Steve Doyle will host a Father's Day promotion at the Zoo on June 21st. The Father's Day gift package will also be promoted at the annual Open House. In addition to the regular sponsor's packet, a card featuring a picture of the father gibbon will be included.

### V. VOLUNTEER PROGRAM

#### A. Volunteer Recognition Event

On May 3, over 165 volunteers attended a dinner/event sponsored by the Society through the Volunteer Services Committee to recognize volunteers for their efforts during calendar year 1980.

Volunteers working over 100 hours since January 1, 1980 were entitled to special awards for each 100 hour increment. Awards included adult and child admission tickets, gift store certificates, a special zoo photograph and a donation in their name towards the purchase of a ZooLab animal. Of the items mentioned 68 volunteers or 35% chose to donate their award.

Many favorable comments have been received in appreciation for the recognition dinner.

Thanks go to Pat Tollefson who chaired the event and Pat Leefeldt who assisted her and made the ceramic vases and candle holders.

#### B. Volunteer Training Classes

Volunteer training will now be held once a year in February/March replacing the former spring and fall classes. Two classes will be held simultaneously attempting to minimize time and effort required by Zoo staff in the training. Applications will be accepted year round and interviews held on a regular basis to try to keep potential volunteers interested until class time. Each of the two classes will be limited to 50 people. Weekend classes are scheduled for 9:00 a.m.- 4:00 p.m. on January 9, 16, 23, 30, February 6, 20, 27. Weekday classes are scheduled for 9:00 a.m.-4:00 p.m. January 5, 12, 19, 26 and February 2, 16, 23.

#### C. Volunteer Grants and Scholarships

Several months ago, the Volunteer Services Committee developed a grant program for volunteers. Now under way, the availability of funds for continuing education is being well received by the volunteer corps. A special report from program coordinator Kathy Horn, is attached for your perusal; see attachment A.

AAZPA award committee chaired by Phil Nelson has selected Stephanie Fox and Sheri White as recipients of scholarships to attend the National conference September 13-19 in New Orleans, Louisiana.

#### D. Volunteer Services Committee Recommendation

A proposal to merge the on-site volunteer corps with the animal sponsorship volunteers was made to members of V.S.C. and ZooVAP. The attached was agreed to and is recommended for approval by the Society Board of Directors; see attachment B.

### VI. ADMINISTRATION

#### A. Personnel Policy

A final draft of a proposed personnel policy developed with volunteers from M.A.P. will be presented to the Executive Committee prior to the June board meeting.

#### B. CETA

Federal spending cuts have resulted in the early loss of two CETA funded staff people. Originally scheduled through August, Janice

Prokop and Ruth Kropelnicki were forced to resign last month.

Current staff complement is as follows:

Karla Williams, Executive Director  
Peg Wetzel, Public Relations Coordinator  
Phyllis Saltzman, Animal Sponsorship  
Denise Bell, Office Manager  
Kathy Anderson, Finance/Bookkeeper  
(position open), partime sponsorship secretary

C. Goals - F.Y. 1982

A previously mailed budget package outlines the general goals and objectives set by staff for fiscal '82. For the record, they are attached to this report.

VII. FINANCE

A. Zoo Fund

The amounts dispursed for Zoo Fund programs in March and April are as follows:

<u>March</u>		<u>April</u>	
Sandy Friedman	\$ 81.11	Mpls. Treasurer	\$ 78.72
Mary Lou Martin	500.00	(Urban Corp)	
Linda Ritter	500.00	LuAnn Wittrock	100.00
Tele Terminal	1,340.00		<u>\$178.72</u>
Cheryl Sandvick	200.00		
Continuing Ed.	4,000.00		
L. Kozicky	100.00		
L. Wittrock	100.00		
	<u>\$ 6,821.11</u>		

B. F.Y. '82 Budgets

Revised committee approved budgets were mailed prior to the report but are attached for the record.

C. Investments

On the 18th of May, and the day following, the Society's two \$100,000 certificates of deposit matured yielding interest payments totaling \$8,156.25. Both certificates were reinvested at 17.75% for another 90 days.

Presently, our ready cash account at Dain Bosworth is paying a varied interest rate averaging 13.50%, yeilding payments of \$600.00 per month respectively since January 1, 1981.

MINUTES

Minnesota Zoological Society  
Board of Directors Meeting

Wednesday, May 27, 1981  
Minnesota Zoological Garden  
Board Room

Board Members Present

Dennis Albrecht, Vice-President  
Joseph Bohlen  
Robert Bonawitz, President  
Narvel Brooks, Treasurer  
Bruce Douglass, M.D.  
David Dunn  
Karen Ferguson  
Ingrid Holley  
Mark Jacobson  
Marilyn Nordaune  
Marialice Seal  
Karla Williams, Executive Director

Board Members Absent

Don Block  
Stephanie Fox  
Larry Freeman  
Craig Halvorsen  
Clayton Hatzenbuehler  
Patricia Leefeldt  
Phillip Nelson  
Terry Nelson  
Vicki Uchida

Others Present

Ed Kohn  
Kathryn Rosebear  
Peg Wetzel  
Paul Zollman, DVM

President R. Bonawitz called the meeting to order at 7:45 p.m. and directed the Board's attention to the agenda.

I. Minutes, April 16, Meeting

MOTION by B. Douglas to accept minutes as submitted.

Seconded by M. Seal.

MOTION CARRIED.

II. Finance Report

The April statement was presented orally by Executive Director K. Williams. The report was distributed to all members of the Board and is considered to be a part of the minutes.

MOTION by D. Albrecht to accept financial report.

Seconded by M. Jacobson.

MOTION CARRIED.

### III. Reports

#### A. Minnesota Zoological Garden

General Director of the Minnesota Zoo, Ed Kohn presented highlights of recent zoo activities.

- Northwestern Area Foundation has granted \$30,000 to the Zoo to develop a cooperative education program with Dakota County public schools for gifted students.
- Continuing meetings with 4-H clubs have produced 3-hour workshops to be held soon.
- 3 marketing seminars will be held at the Zoo in June.
- Discussions continue with local organizations to sponsor a Minnesota Orchestra concert at the Zoo in July.
- The nature trail will open June 6, the day of the Society's Open House.
- The construction plan for the parade float has been approved. The Society will be represented visually on the float.
- The State Zoo appropriation passed as detailed at last month's meeting. The Zoo is happy to announce that the gift stores may now operate on dedicated funding rather than appropriations. Also of importance is approval by the State to raise admission fees up to \$3.50 for adults. The Zoo Board will request that admission increases be deferred until January 1, 1982.
- The Zoo has received a preliminary copy of the recent audit. No outstanding problems exist. The final report will be shared.

#### B. Minnesota Zoological Garden Foundation Report

K. Rosebear reported that efforts continue to cultivate prospective donors, including individuals, corporations and organizations like the 4-H.

### IV. Executive Committee Report

At the request of the Executive Committee, K. Williams presented the F.Y. '82 budgetary goals and proposed budget as approved by the committee. The goals, budget and committee budgets were distributed to all board members and are considered to be a part of these minutes.

#### Highlights:

##### Budgetary goals:

- I. Increase Membership
  - A. Increase membership by 10% to 9,350.
  - B. Retain a minimum of 75% of F.Y. '81 members (6,375).
  - C. Maintain a minimum of 600 donors.

- II. Expand and Improve Education Opportunities.
  - A. Design and implement quarterly series of tuition classes for all ages.
  - B. Provide a socially educational activity free to members twelve times a year.
  - C. Increase level of participation in and number of classes, lectures and field trips.
- III. Enhance and Improve Society and Zoo Image
  - A. Coordinate mailings to current and potential Society members and work to reduce duplicity.
  - B. Expand programs in sponsorship with other organizations, businesses or institutions.
  - C. Use media resources to promote all Society projects.
  - D. Work towards establishing and improving relationships with zoo-related organizations or zoo-interested persons.
- IV. Provide Direct Services or Financial Assistance to the Minnesota Zoo.
  - A. Encourage use of zoo-site by members and their guests.
  - B. Promote non-member zoo-site functions, activities, programs and products.
  - C. Improve operation of Animal Sponsorship and work towards increased revenues.
  - D. If feasible, make a year end contribution to the Zoo.
  - E. Expand and improve on-site and off-site volunteer program.
- V. General Operation
  - A. Continue to develop short and long term goals for improved Society operation.
  - B. Revise and strengthen staff functions and continue to improve general office management and operation.
  - C. Draft policies for all areas of responsibility and activity.
  - D. Propose and direct new areas of activity.
  - E. Maintain a cash investment balance sufficient for one year's operating purposes.

The proposed budget for F.Y. '82 is \$345,500. Projected revenue is \$354,200 creating a proposed net profit on paper of \$8,700 which would be available as a contribution to the Zoo.

K. Williams also presented projected revenue and expense figures for the fiscal years 1983 through 1986.

MOTION by N. Brooks to accept the goal statements and F.Y. '82 budget as proposed.

Seconded by M. Jacobson.

D. Albrecht inquired whether the zoo grant as approved earlier was included in the budget. K. Williams responded that the grant was included but would not be dispensed until the reciprocity agreement between the Zoo and Society was formalized.

M. Jacobson asked if any part of salaries were included in the budget as "direct" benefits to members. K. Williams reported that they were not.

MOTION CARRIED UNANIMOUSLY.

#### Reciprocity Discussions

President Bonawitz reported to the Board the status of reciprocity discussions:

Two meetings have been held with the zoo board to help them understand the operation and needs of the Society and to explore programming.

At the interboard meeting only 3 of the 9 members were present. Zoo board chairman J. Hetland requested that the group go ahead and discuss reciprocity in spite of the low attendance. The Society presented the same information as it did at previous reciprocity meetings.

1. Society will continue to conduct current programs and promotional activities.
2. Society will make available to the Zoo beginning in 1983 any amount by which the Society fund balance exceeds \$150,000.
3. The Society will assume the responsibility for a joint newsletter.
4. A quarterly accounting will be made available to the Zoo.

R. Bonawitz added that he had sent a letter to Mr. Hetland to confirm mutual understanding of the negotiations, but has not yet received a response.

#### V. Executive Director's Report

K. Williams presented the monthly activity report which was distributed to all members of the Board and is considered to be a part of these minutes.

Highlights from the report include the announcement that print materials for the membership campaign, including posters of the Collier painting, will be delivered before the Open House.

The Marketing and Promotions Committee has passed a policy for use of print reproductions of Society posters by other organizations. The policy gives the executive director authority to decide when reproduction by other organizations is allowed, based on benefit to the Society and protection of the Society's image.

A new ZooNews design has been created by Cohen, Raccio and Little and will be implemented in the June issue.

Brochures promoting the summer continuing education program are on the press and will be distributed next week.

VI. Committee Business

Nominating committee chairman Mark Jacobson announced the names of elected Board members whose terms expire this year:

1. D. Block
2. J. Bohlen
3. K. Ferguson
4. S. Fox
5. P. Nelson
7. M. Seal
6. M. Nordaune

Appointed members whose terms expire this year are:

1. N. Brooks
2. B. Douglass
3. L. Freeman
4. C. Halvorsen
5. C. Hatzenbuhler
6. M. Jacobson

The committee will select 10 names to be included on the ballot 90 days before the election. Nominees from the general membership will be accepted up to 60 days before the election.

VII. Old Business

None.

VIII. New Business

None.

MOTION by B. Douglass to adjourn the meeting of the Minnesota Zoological Society Board of Directors.

Seconded by N. Brooks.

MOTION CARRIED.

The meeting was adjourned at 9:00 p.m.

Minutes recorded by P. Wetzel.

June	July	August	September	October	November
<p>Father's Day Promotion</p>	<p><u>On-Site Promo:</u> -brochure blitz Minnesota Orchestra</p> <p><u>Off-Site</u> Aquatennial brochure blitz</p>	<p><u>On-Site Promo:</u> -Love A Bug Campaign</p> <p><u>Off-Site</u> -State Fair brochure blitz</p> <p>-Renaissance Fair brochure blitz</p> <p>-Mailing to 4,000 ex-Society members</p> <p>-letter to Advertising Agencies</p>	<p><u>On-Site Promo:</u> -Love A Bug Campaign</p> <p><u>Off-Site</u> -State Fair brochure blitz</p> <p>-Renaissance Fair brochure blitz</p> <p>-School Promotions</p> <p>-letters to Social and Service Organizations</p>	<p><u>Off-Site</u> -Northstar Promotion</p> <p>-Minneapolis Star- Art Design Contest</p>	<p><u>Off-Site</u> -Northstar Promotion</p>

December	January	February	March	April	May
<p data-bbox="252 240 454 304"><u>On-Site</u> Holiday Gift</p> <p data-bbox="252 403 534 531"><u>Off-Site</u> Holiday Gift Campaign - Beluga Whales</p>	<p data-bbox="659 240 826 304"><u>On-Site</u> Ski-a-thon</p>	<p data-bbox="1064 240 1313 338"><u>On-Site</u> Valentine's Day gift campaign</p> <p data-bbox="1064 403 1313 500"><u>Off-Site</u> Valentine's Day gift campaign</p>	<p data-bbox="1452 240 1685 338"><u>On-Site</u> Sponsor's Day- Renewal Party</p>	<p data-bbox="1846 403 2156 500"><u>Off-Site</u> Put A Tiger In Your Life Promotion</p>	<p data-bbox="2234 240 2367 304"><u>On-Site</u> Zoo Fest</p> <p data-bbox="2234 403 2511 500"><u>Off-Site</u> Mother's Day Gift Campaign</p>

## ZOO FEST PROPOSAL

### STATEMENT OF PURPOSE

The Society staff proposes that the Zoological Society study further the viability of sponsoring an annual Zoo Fest in conjunction with the Animal Sponsorship Program. The primary purposes of this event are, to raise funds through Animal Sponsorship for the Minnesota Zoo and to involve a new constituency in supporting the Zoo.

### OBJECTIVES

1. To sponsor an event in the Spring of '82 to raise monies for the Animal Sponsorship Fund.
2. To provide an event to complete the existing solicitation program schedule.
3. To expand the demographics of zoo supporters by providing an event that will appeal to the patrons of cultural institutions in the metropolitan area.
4. To use this event to promote awareness and visibility of the Minnesota Zoo.

### METHODS

1. Develop a plan to work cooperatively with the Zoo Foundation on this venture.
2. Identify the project that the funds will be allocated to within the parameters of Animal Sponsorship.
3. Select a chairperson and develop a volunteer committee to design and implement plans for the event.
4. Design an evening event with a wide variety of activities:
  - dinner dance/ball
  - art show/auction
  - music
  - entertainer/comedian
  - celebrities
  - tropical tours
  - animal demonstrations

*J. Uchida*

MINNESOTA ZOOLOGICAL SOCIETY

BALANCE SHEET

For Period Ended 6/30/81

A S S E T S

Cash	\$108,434.37	
WIN-Dain Bosworth Account	56,864.10	
Certificate of Deposit	200,000.00	
*Total Cash and temporary investments		\$365,298.47
Receivable		-0-
Inventories		\$ 13,712.15
Prepaid Expense	\$11,180.34	1,759.72
Property and equipment		5,597.02
less accumulated depreciation of	<u>&lt;5,583.32&gt;</u>	6,000.00
Other assets:		7,500.00
Land		
Oil Painting		
		<u>\$399,867.36</u>
		<u><u>\$399,867.36</u></u>

Total assets

L I A B I L I T I E S   &   F U N D   B A L A N C E S

Accounts payable		-0-
Accrued liabilities		\$ 1,822.96
Unearned membership dues		124,455.98
Holding Account for Special Events		8,094.61
		<u>\$134,373.55</u>
		56,843.03
Fund balance Restricted for Direct Support to MZG		208,650.78
Fund balance Unrestricted		
		<u>\$399,867.36</u>
		<u><u>\$399,867.36</u></u>

\* Cash and temporary investments to the extent of \$6,874.00 are restricted for the future payment of membership benefits to the Minnesota Zoological Garden.

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF SUPPORT AND REVENUE, EXPENSES  
AND CHANGES IN FUND BALANCES  
FOR THE PERIOD ENDED: 6/30/81

	CURRENT MONTH		YEAR TO DATE	
	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
<b>Support and revenue:</b>				
Membership dues - deferred	\$ 12,492.59	\$12,500.00	\$ 12,492.59	\$12,500
Recognized income				
Contributions and bequests	12,936.27	14,000.00	12,936.27	14,000
Investment income	729.91	0	729.91	
Animal Sponsorship Program	5,218.25	6,500.00	5,218.25	6,500
Auxiliary activities	114.07	1,000.00	114.07	1,000
Other - Conferences, meetings and annual meeting	42.00	100.00	42.00	100
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$31,533.09</b>	<b>\$34,100.00</b>	<b>\$31,533.09</b>	<b>\$34,100</b>
<b>Expenses</b>				
Salaries and related expenses	\$ 8,368.34	\$ 9,743.00	\$ 8,368.34	\$ 9,743
Occupancy	587.78	650.00	587.78	650
Telephone	274.23	309.00	274.23	309
Supplies	181.87	966.00	181.87	966
Rental and Maintenance of Equipment	104.52	166.00	104.52	166
Printing and publications	<176.08>	1,744.00	<176.08>	1,744
Postage and shipping	1,708.53	1,119.00	1,708.53	1,119
Publicity/Public Relations	-0-	150.00	-0-	150
Conferences	212.97	151.00	212.97	151
Travel	141.12	265.00	141.12	265
Professional fees	100.63	2,140.00	100.63	2,140
Awards and grants	-0-	120.00	-0-	120
Complementary memberships	162.50	100.00	162.50	100
Depreciation	60.67	-0-	60.67	-0-
Other	577.97	1,706.00	577.97	1,706
Total Office	9,993.60		9,933.60	
Total ASP	2,311.40		2,311.40	
Total Direct Support to MZG	845.00		845.00	
<b>TOTAL EXPENSES and BUDGETS</b>	<b>\$13,150.05</b>	<b>\$20,740.00</b>	<b>\$13,150.05</b>	<b>\$20,740</b>
<b>EXCESS (DEFICIENCY) of support and revenue over expenses</b>				
	\$18,383.04			
Fund balances at beginning of period: (Adjusted)				
			\$190,267.74	
Fund balances at end of period:				
			\$208,650.78	



AGENDA

Minnesota Zoological Society

Board of Directors' Meeting

Wednesday, May 27, 1981

7:30 p.m.

Minnesota Zoo Board Room

Executive Committee

5:30 p.m.

- I. Minutes, April 16 meeting
- II. Finance Report
  - A. April statement
- III. Reports
  - A. Minnesota Zoological Garden
  - B. Minnesota Zoological Garden Foundation
- IV. Executive Committee Report
  - A. Budgets
  - B. Reciprocity Discussions
- V.. Executive Director Report
- VI. Committee Business (action items)
- VII. Old Business
- VIII. New Business

MINNESOTA ZOOLOGICAL SOCIETY

**GOAL:** It shall be the goal of the Minnesota Zoological Society to provide a high quality promotion and support program needed for continuing recognition of the Minnesota Zoological Garden.

**METHOD:** The goal of the Society shall be achieved primarily through the continuing promotion and development of a broad-based membership organization to serve as a strong support base for the Minnesota Zoological Garden; and more specifically through:

- a) Promotion of the image and interests of the Zoo and the Society; and
- b) Programs and services that enhance and attract Society membership; and
- c) Programs and services that assist the operations of the Zoo and Society; and
- d) Programs and services that provide citizen commitments of time and financial resources to the Zoo and Society; and
- e) Programs and services that meet interests of Zoo visitors, Society members, and the public in zoo-related topics and broad-based public information.

**BASIC**

**PHILOSOPHY:** The Minnesota Zoological Garden is the primary focus of the activities of each member of the zoo family of organizations. In maintaining that focus, the Society member is the most important component of the Minnesota Zoological Society. Through membership, the Society becomes an organization of people and thereby forms a strong support base for the Minnesota Zoological Garden. Both elements together provide for a situation by which programs and services may be implemented to benefit the member and the organization, and to assist the Minnesota Zoological Garden in meeting zoological objectives.

The Society strives to better inform its members about the interrelationship of man, animals and plants, and to serve as the vehicle for organizing activities to promote concern by the general public for the natural world we share. The Society is a primary support organization for the Minnesota Zoological Garden.

Society Programs and Services:

1. SPECIAL EVENTS, PROMOTIONS and PUBLICITY
  - Garden Show at Zoo
  - Trial membership program
  - Pako Photo Contest
  - Coloring Contest
  - weekly press releases to print and electronic media
  - volunteer recruitment p.s.a.'s
  - Sponsorship p.s.a.'s
  - Science Museum Lecture Series
  - Mpls . Star story-telling contest
2. ZOO FUNDING
  - as feasible - direct support for requested Zoo services .
3. EDUCATION PROGRAMS
  - year round education classes
  - promotional brochures
  - registration , accounting and operational support
  - funds for Zoo education coordinator
4. VOLUNTEER SERVICES
  - recruitment for training classes
  - funding for volunteer grants and scholarships for education
  - Zoo VAP fund
  - recognition event and items
  - volunteer program brochures
5. ANIMAL SPONSORSHIP
  - funding to launch project
  - on-going fund development campaign
  - media promotion programs
  - community information booths and presentations
  - educational school programs
  - seasonal activities
6. MEMBERSHIP PROGRAM
  - 8,500 family members in 7 county metro area
  - direct mail membership campaign
  - on-going renewal program
  - on-site membership and information booth
  - computerized name inventory and list exchange program
7. MEMBERSHIP ACTIVITIES
  - monthly members programs
  - guest lectures and annual open house
  - behind-the-scene tours
  - national and international travel
8. PUBLICATIONS, PRODUCTS
  - ZOONEWS monthly newsletter
  - Animal Kingdom, bi-monthly magazine
  - posters and signed prints
  - calendars

Last summer, the Volunteer Services Committee decided to implement a grant program for on-site zoo volunteers. Our decision to do so was based on the goals and guidelines of the VSC. In order to maintain a motivated and well trained corps of volunteers it was felt that a grant program for continuing education would be logical and beneficial. Through such a program, qualified volunteers would receive financial assistance for a variety of continuing education of their choice. The response has been very good.

The following are grant recipients and the classes they attended. Also attached is a sample of the letter sent to Zoo volunteers regarding the program and one report that has been prepared by a grant recipient.

- Roger Martin - Amphibians and Reptiles: An Introduction to Herpetology - University of Minnesota Extension
- Mary Lou Martin - Amphibians and Reptiles: An Introduction to Herpetology - University of Minnesota Extension
- Judy Dean - Introduction to Biology - Normandale Community College
- Bill Allen - Symposium "Ecology of Reptiles and Amphibians in Minnesota" Bemidgi State University
- Sandra Martin - Symposium "Ecology of Reptiles and Amphibians in Minnesota" - Bemidgi State University
- Geraldine Olson - Amphibians and Reptiles; An Introduction to Herpetology - University of Minnesota Extension

The emphasis this Spring was definitely Herpetology. Considering the many reptiles and amphibians found in Zoo Lab and used in the demonstrations, it's not surprising to find a strong interest in this area. In the future we look forward to awarding more grants to deserving volunteers in their many areas of interest. A grant program such as this is a means of thanking and encouraging volunteers for their dedicated service to the Minnesota Zoological Garden. Currently grants awarded, have totaled \$275.

I feel fortunate to have participated in the development and implementation of this program.

Kathy Horn

May 26, 1981

PROPOSAL TO COMBINE ANIMAL SPONSORSHIP VOLUNTEER CORPS/ON-SITE VOLUNTEER CORPS

Background: When the Animal Sponsorship Program started, it was recognized that volunteers would be needed:

- 1. to serve as community coordinators,
- 2. to make presentations to schools and civic organizations, and
- 3. to staff information booths at various functions and shopping centers.

There was a concern that the on-site volunteer corps could not provide staffing for these functions without hurting the on-site program. There were also some initial questions concerning the applicability of this time toward reciprocity. Therefore, a separate volunteer corps was recruited.

Resulting Problems: After the volunteer corps was recruited and went through a minimal training class, several problems became apparent.

- 1. The Zoo Director expressed concern that volunteers could not receive adequate training in 8 hours to represent the Zoo. He expressed concern that they could easily be put in positions where they would not be able to handle questions.
- 2. Since many of the Animal Sponsorship volunteers were also on-site volunteers, bookkeeping problems were being created.

V.S.C. Recommendation: V.S.C. recommends that administratively the on-site volunteer corps, Speakers Bureau volunteers and Animal Sponsorship volunteer corps be combined under the coordination of the Zoo Volunteer Coordinator. The Volunteer Coordinator, the Society staff, and the Volunteer Services Committee will continue to work together to ensure that the Society's needs are met.

Intent of Recommendation: While this recommendation applies only to the three mentioned volunteer groups, it is our intent that this will become a working form for cooperation in the development of volunteers to meet future Zoo and Society needs. It is also our intention that the volunteer opportunities become equal.

- Stephanie Fox  
V.S.C. Chairwoman

MINNESOTA ZOOLOGICAL SOCIETY

Budget Proposal - Fiscal '82

5/15/81

Page 1.	Organization Statement
Page 2.	Society Programs and Services
Page 3, 4, 5.	Primary Budgetary Goals F.Y. '82
Page 6.	Proposed Budget F.Y. '82
Page 7.	Departmental Budgets
Page 8.	Assumptions for 5 Year Plan
Page 9.	5 Year Profit and Loss Statement

submitted by:  
Karla A. Williams  
Executive Director  
May 15, 1981

MINNESOTA ZOOLOGICAL SOCIETY

**GOAL:** It shall be the goal of the Minnesota Zoological Society to provide a high quality promotion and support program needed for continuing recognition of the Minnesota Zoological Garden.

**METHOD:** The goal of the Society shall be achieved primarily through the continuing promotion and development of a broad-based membership organization to serve as a strong support base for the Minnesota Zoological Garden; and more specifically through:

- a) Promotion of the image and interests of the Zoo and the Society; and
- b) Programs and services that enhance and attract Society membership; and
- c) Programs and services that assist the operations of the Zoo and Society; and
- d) Programs and services that provide citizen commitments of time and financial resources to the Zoo and Society; and
- e) Programs and services that meet interests of Zoo visitors, Society members, and the public in zoo-related topics and broad-based public information.

**BASIC**

**PHILOSOPHY:** The Minnesota Zoological Garden is the primary focus of the activities of each member of the zoo family of organizations. In maintaining that focus, the Society member is the most important component of the Minnesota Zoological Society. Through membership, the Society becomes an organization of people and thereby forms a strong support base for the Minnesota Zoological Garden. Both elements together provide for a situation by which programs and services may be implemented to benefit the member and the organization, and to assist the Minnesota Zoological Garden in meeting zoological objectives.

The Society strives to better inform its members about the interrelationship of man, animals and plants, and to serve as the vehicle for organizing activities to promote concern by the general public for the natural world we share. The Society is a primary support organization for the Minnesota Zoological Garden.

Society Programs and Services:

1. SPECIAL EVENTS, PROMOTIONS and PUBLICITY
  - Garden Show at Zoo
  - Trial membership program
  - Pako Photo Contest
  - Coloring Contest
  - weekly press releases to print and electronic media
  - volunteer recruitment p.s.a.'s
  - Sponsorship p.s.a.'s
  - Science Museum Lecture Series
  - Mpls . Star story-telling contest
2. ZOO FUNDING
  - as feasible - direct support for requested Zoo services
3. EDUCATION PROGRAMS
  - year round education classes
  - promotional brochures
  - registration , accounting and operational support
  - funds for Zoo education coordinator
4. VOLUNTEER SERVICES
  - recruitment for training classes
  - funding for volunteer grants and scholarships for education
  - Zoo VAP fund
  - recognition event and items
  - volunteer program brochures
5. ANIMAL SPONSORSHIP
  - funding to launch project
  - on-going fund development campaign
  - media promotion programs
  - community information booths and presentations
  - educational school programs
  - seasonal activities
6. MEMBERSHIP PROGRAM
  - 8,500 family members in 7 county metro area
  - direct mail membership campaign
  - on-going renewal program
  - on-site membership and information booth
  - computerized name inventory and list exchange program
7. MEMBERSHIP ACTIVITIES
  - monthly members programs
  - guest lectures and annual open house
  - behind-the-scene tours
  - national and international travel
8. PUBLICATIONS, PRODUCTS
  - ZOONEWS monthly newsletter
  - Animal Kingdom, bi-monthly magazine
  - posters and signed prints
  - calendars

## PRIMARY BUDGETARY GOALS F.Y. '82

### I. Increase Membership

- A. Increase membership by 10% of the anticipated year end figure of 8,500 for a total of 9,350.
- B. Retain a minimum of 75% of F.Y. '81 members or 6,375.
- C. Maintain a minimum of 600 donors and/or supporters through new or renewal efforts.
  - 1. expand membership sales and service on-site.
  - 2. improve appearance and functions of on-site sales area.
  - 3. locate a place on-site for regular Society staff and member activities.
  - 4. expand direct mail program to new demographics.
  - 5. develop new programs to capture members and/or enhance Society image.
  - 6. design a seasonal, short-term or special interest campaign mid year.
  - 7. expand donor acquisition and recognition programs.
  - 8. continue to improve sponsor processing services to members.
  - 9. test tele-marketing system to improve renewal rates.
  - 10. quarterly "breakfasts" at the zoo for donor members.

### II. Expand and Improve Education Opportunities

- A. Design and implement a quarterly series of tuition classes for all ages and interests.
- B. Provide a socially educational activity free to members twelve times a year.
- C. Increase level of participation in and number of classes, lectures and field trips.
  - 1. work with Zoo Continuing Education Coordinator to design a variety of activities with emphasis on family participation and greater zoo awareness.
  - 2. improve design and function of promotion brochure and produce supplementary monthly handouts for zoo-site distribution.
  - 3. build educational program to include people who do not live near facility or who have special needs.
  - 4. mail regular press releases to promote classes, and photo releases to report classes.

III. Enhance and Improve Society and Zoo Image

- A. Coordinate mailings to current and potential Society members and work to reduce duplicity.
- B. Expand programs in sponsorship with other organizations, businesses or institutions.
- C. Use media resources to promote all Society projects.
- D. Work towards establishing and improving relationships with zoo-related organizations or zoo-interested persons.
  - 1. improve overall layout and content of ZooNews beginning June 1981.
  - 2. expand use of newsletters and magazines as promotion tool.
  - 3. continue to research member's level of satisfaction, interest and need.
  - 4. sponsor lecture series with other scientific and cultural organizations.
  - 5. involve additional media people, business representatives and community leaders in Society activities.
  - 6. develop and market a line of products from previously commissioned artworks.
  - 7. modify Annual Open House to broaden scope and participation.
  - 8. design and sponsor annual orientation for information, social and promotion purposes; specifically for board members and zoo associates.

IV. Provide Direct Services or Financial Assistance to the Minnesota Zoo

- A. Encourage use of the zoo site by members and their guests.
- B. Promote non-member zoo site functions, activities, programs and products.
- C. Improve operation of Animal Sponsorship and work towards increased revenues.
- D. If feasible, make a year end cash contribution to the Zoo.
- E. Expand and improve on-site and off-site volunteer program.
- F. *Provide*
  - 1. continue to promote use of discount tickets for increased member's guest admissions.
  - 2. promote company, organization, and group functions at the zoo through members.
  - 3. expand and improve education component of Sponsorship Program in cooperation with Zoo Education Department.
  - 4. design highly promotable quarterly Sponsorship appeals.
  - 5. work to broaden base of volunteer and donor participation in Sponsorship Program.
  - 6. review volunteer services and recommend improvements to strengthen the program.

V. General Operation

- A. Continue to develop short and long term goals for improved Society operation.
- B. Revise and strengthen staff functions and continue to improve general office management and operation.
- C. Draft policies for all areas of responsibility and activity.
- D. Propose and direct new areas of activity.
  - 1. increase board participation in drafting goals and objectives.
  - 2. review, revise and reorganize staff job descriptions and responsibilities.
  - 3. secure board approval for revised Personnel Policy and Guidelines.
  - 4. work towards more efficient and effective office processing mechanisms.
  - 5. continue to improve office working conditions.
  - 6. utilize staff and board members for new ideas and encourage participation.
- E. Maintain a cash investment balance sufficient for one year's operating purposes.

Next mtg -

WED, MAY 27  
Minutes

DM 00: Division Directors

7:30 pm  
MZG Board Rm.

Minnesota Zoological Society  
Board of Directors  
Minnesota Mutual Life Insurance  
April 16, 7:30 p.m.

Board Members Present

Dennis Albrecht, Vice President  
Don Block  
Robert Bonawitz, President  
Narvel Brooks  
Bruce Douglass, M.D.  
David Dunn  
Karen Ferguson  
Stephanie Fox  
Larry Freeman  
Clayton Hatzenbuehler  
Ingrid Holley  
Patricia Leefeldt  
Terry Nelson  
Marilyn Nordaune  
Marialice Seal  
Vicki Uchida  
Karla Williams, Executive Director

Board Members Absent

Joseph Bohlen  
Craig Halvorson  
Mark Jacobson  
Phillip Nelson

Others Present

Denise Bell  
Ed Kohn  
Dorothy Molstad  
Kathryn Rosebear

President R. Bonawitz called the meeting to order at 7:35 p.m. and directed the Board's attention to the agenda.

I. Minutes of the March 26 Meeting

MOTION by D. Albrecht to accept the minutes of the March 26 meeting as submitted.

Seconded by D. Block.

MOTION CARRIED.

II. Finance Report

Executive Director K. Williams presented the financial report which was distributed to all members and is considered to be a part of these minutes.

K. Williams explained that the calendar issue had not been completely resolved. The check from McGrew for \$1,300 is being held until further agreement can be reached regarding production details on the 1982 calendar.

MOTION by D. Block to accept the financial report.

Seconded by N. Brooks.

MOTION CARRIED.

### III. Reports

#### A. Minnesota Zoological Garden

D. Molstad presented the report from the Zoo explaining attendance has increased 37% with a good chance of reaching 1 million visitors this year.

Current activity:

- The Childrens Zoo, renamed the Discovery Center, will open April 18. Ken Young has been named curator of the entire Discovery Trail system.
- Discussions with M.T.C. have resulted in hourly bus services from downtown Minneapolis to the Zoo beginning Memorial Day and continuing through Labor Day.
- The DNR poster contest was a success with 65 schools participating. Jeff Lempke from the Mounds View school district was 1st place winner.

Special event activities beginning in May include a different promotion each day of the week. Those scheduled are:

- Sunday - Family day
- Monday - Second "Sundae"
- Tuesday - Discount day
- Wednesday - Apple Valley puppet show
- Thursday - High school bands
- Friday - Nature films
- Saturday - Whale contest

A flyer listing the calendar of events will be handed out to Zoo visitors.

Biological Programs:

- clouded leopards are doing well but have not been put on exhibit.
- a Mongolian wild horse was born and another is expected soon.

D. Albrecht asked what the status of the monorail was at this point.

E. Kohn explained that the investors have lost their lawsuit in District Court. The contract between investors and the Zoo was legally valid.

There is a possibility that the lawsuit may go to the Federal Court level claiming misrepresentation.

B. Minnesota Zoological Garden Foundation

K. Rosebear presented the report for the Foundation.

The Foundation's initial studies show that there is a need for an on-going annual sustaining project to secure funds for Zoo capital expansion. A proposal for this kind of activity was approved by the Zoo Board earlier today.

Dick Gray has formed a task force of business leaders to identify problems and form ideas for the new annual campaign. There are 20-25 business leaders who are scheduled to make up the task force.

IV. Executive Committee's Report

The Executive Committee had not met.

R. Bonawitz reported that all board members had received notice of Toni Hengesteg's resignation. N. Brooks has showed a willingness to fill the position of Treasurer vacated by T. Hengesteg's resignation.

MOTION by C. Hatzenbuhler that N. Brooks assume the remaining term of Treasurer until September.

Seconded by I. Holley.

MOTION CARRIED.

V. Executive Director's Report

K. Williams reported on the status of membership with March receipts showing 186 new members against 132 from March of last year. 279 renewals have been recorded against 56 from last year in March.

April receipts show 436 new members against 129 from last year. The Minnesota Public Radio list has been the major force behind the enthusiastic response from new members. April renewals showed 222 compared with 63 last year. The large renewal response is credited to the "Early Bird" renewals.

Peg Wetzel prepared a handout for zoo-site on the subject of egg dying.

The "Profiles in Survival" lecture series co-sponsored with the Science Museum has been thus far very well attended. There are two lectures remaining; Roger Payne on humpback whales and Dian Fossey on mountain gorillas.

Phyllis Saltzman has prepared a promotional timeline for animal sponsorship which includes:

- Fathers Day promotion which will be tied in with Open House.
- Fall promotion of tiger cubs.
- Whales will be scheduled for group sponsorship in December.

Steve Doyle has agreed to do more one-day mini promo.'s at the Zoo for animal sponsorship.

M. Nordaune asked what the figures were for the animal sponsorship program at this point.

K. Williams reported that animal sponsorship has raised \$27,800 with the program reaching approximately 2,000 young people through the education presentations.

#### VI. Budget Study Committee Report

D. Albrecht reported that the Budget Study Committee had met and reviewed the Society sub-committee budget requests. Recommendations were made to the Reciprocity Committee who in turn made recommendations to President Bonawitz.

R. Bonawitz reviewed with the board the various aspects discussed in development of some basic assumptions and to determine the Society's ability to operate its current level of programs if a change in the reciprocity agreement occurred.

At the Inter-Agency Board Committee meeting, R. Bonawitz, D. Block and D. Albrecht presented the goals and objectives of the Minnesota Zoological Society with an overall mission and methodology statement. The goal states:

It shall be the goal of the Minnesota Zoological Society to provide a high quality promotion and support program needed for continuing recognition of the Minnesota Zoological Garden.

R. Bonawitz presented for discussion an outline of programs that the Society is conducting now and hopes to conduct in the future. (Note: copies are attached to these minutes.)

The committee endorsed the current level of Society programming and supported the continuation of such projects to meet the agreed upon goals statement.

At its meeting the inter-board committee also discussed the overlap and duplicity of the various Zoo, Society and Foundation publications and recommends the Society assume responsibility for producing a single newsletter which would serve both the Zoo's and Society's needs.

It was general feeling among the inter-board members that the reciprocity agreement as stated should be abolished and in its place, the Society would agree to continue their support to the Zoo through promotional arenas, information programs, volunteer assistance, operation of the membership program and a direct cash contribution from animal sponsorship.

Committees of the Society and Zoo Board will continue to meet to more succinctly define the areas of service and support.

In regards to the present budget requests, R. Bonawitz suggested that each committee go back and reduce the request by 10%. It was recommended that programs be maintained at the current level in spite of any cuts. Revisions in the budget are required in advance of the next board meeting to enable the Executive Committee to study them further.

requests made at March 26 mtg.  
rec. by committee March 20

M. Seal recommended there be more social events and orientation meetings on a regular basis to allow for and promote a greater level of communication in the future between the 3 organizations and their 3 boards.

VII. Committee Business

D. Albrecht presented the recommendation from the Zoo Programs Committee.

Board members received a copy of the zoo's request for program support and also a copy of the Zoo Program Committee recommendations; these are to be considered a part of the minutes.

Funds available include \$38,000 originally approved but not expended. The funds include the silkscreen project (\$25,000) which the Zoo feels it cannot develop currently; equipment for animal health project (\$8,000) which is not available in the market; short term internship (\$5,000) which could not be adequately supervised. A figure of \$42,000 has been identified as potentially available from 1981 revenues bringing the total request to \$80,282.21. However, because of the uncertainties regarding reciprocity, the committee suggests reallocating only the \$38,282 remaining from our 1980 contribution and approving the remaining program concepts but withholding approval of expenditures until a new contract has been developed between the Zoo and the Society.

The Zoo's request to the Zoo Programs Committee is as follows:

- ✓ 1. Special Events Programming Support *flat*  
(#5 page 7) - \$10,000
- ✓ 2. Direct Advertising (#6 page 7) - \$15,000 *acknow*
- ✓ 3. ~~Internship Program~~ (#2 page 5) - \$32,000 *turned down*
- ✓ 4. Audio Self-Guided Tours (#3 page 6) - \$3,000
- 5. Staff Enrichment Programs - \$12,000
- 6. Tropics ZooLab (#4 page 6) - \$8,000

MOTION #1 by D. Albrecht to approve the reallocation of \$38,000 for immediate expenditure for programs as outlined by the zoos program committee. These are:

- 1. Special Events - \$5,000
- 2. Direct Advertising - \$15,000
- 3. Summer Interns - \$10,000
- 4. Audio Tours - \$3,000
- 5. Staff Enrichment - \$5,000

*Block \$5,000 turned down*

Seconded by D. Block.

In response to questions, E. Kohn explained that another source had been found to fund the Minnesota Orchestra Outdoor Picnic Concert.

181

Funds are needed for direct advertising and E. Kohn felt the ad agency could credit the Society for sponsoring the ads as they requested.

Announcements would have to be made this summer in regards to the internship program if it was to be implemented yet this year.

The Zoo is anxious to adopt the self-guided tour programs. Various programs are in use in other organizations but have not as yet been used effectively in the zoo world.

In regards to the Tropics ZooLab, E. Kohn felt that staff would be able to come back to the board with more detailed plans. Plans so far call for it to be located at the far entry of the Tropics building where double glass doors are located. The National Zoo in Washington does have a trail lab which is able to serve different needs.

R. Bonawitz inquired of E. Kohn if the Zoo Programs Committee recommendations met the Zoo's expectations.

E. Kohn replied affirmatively.

MOTION CARRIED.

MOTION #2 by D. Albrecht to approve the concepts of post-doctoral support, pre-doctoral support and an additional \$2,000 for animal management/zoo keeper exchange programs. Funding for these programs will begin at such time as a satisfactory agreement between the Zoo and Society can be developed.

Seconded by L. Freeman.

D. Block asking why these programs were not included, also questioned if the Committee thought the Tropics ZooLab was not worthwhile.

M. Seal commented that since it is just an idea the money should not be committed.

D. Albrecht explained that the Committee was approving the concept but at this time was not authorizing funding. The Committee would like to look more closely at the whole concept.

M. Seal stated that the idea would go back to the Committee, and return to the full Board when it can be recommended.

MOTION by D. Block to modify MOTION #2.

MOTION is made to approve the funding for the post-doctoral support, pre-doctoral support and an additional \$2,000 for animal management/zoo keeper exchange programs. Release of the funding for these programs will begin at such a time as a satisfactory contract between the Zoo and Society has been developed.

There being no further discussion MOTION CARRIED.

VIII. Old Business

There being no old business R. Bonawitz asked for the next item on the agenda.

IX. New Business

MOTION by S. Fox to change the Society board meeting from the third Thursday of each month to the fourth Thursday.

Seconded by D. Albrecht.

There being no further business the meeting was adjourned at 9:50 p.m.

Minutes recorded by Denise Bell.

ZOO PROGRAM COMMITTEE  
RECOMMENDATION

Zoo Program Committee has received and reviewed the MZG request for funds to be made available by the society. Several revisions in the request have caused a delay in our recommendations until this time. You have received a document from the Zoo indicating how monies have been spent from the initial requests as well as the specific request for this year's funds.

Funds available include \$38,300.00 originally approved but not spent. This is made up of the silkscreen project (\$25,000.00) which the Zoo feels it can not develop currently, equipment for animal health project (\$8,000.00) which is not available in the market and short term internship (\$5,000.00) which could not be adequately supervised. A figure of \$42,000.00 has been identified as potentially available from 1981 revenues bringing the total request to \$80,282.21. However, because of the uncertainties regarding reciprocity, we suggest re-allocating only the \$38,282.00 remaining from our 1980 contribution and approving the remaining program concepts but withholding approval of expenditures until a new contract has been developed between the Zoo and the Society.

The request priority is as follows:

1. Special Events Programming Support (#5 page 7) - \$10,000.00

The committee felt that Society funds should generally be used for more visible and long-term programs. However, it should be noted that both Zoo staff and Zoo board feel that the orchestra concert and float are important to promote the Zoo's visibility through the community. WAYL is providing several thousand dollars worth of free advertising for the concert and the Society's name will be mentioned as one of the sponsors of the program. Similarly, the float could, as well, advance the Society's name through the Aquatennial and other summer events. Our recommendation then, is to approve the \$5,000.00 for the float. We do not recommend the concert funding as outside corporate sponsors are being sought. We felt an expenditure of this size for a one-time event was perhaps not the best use of our funds. Should an outside sponsor not be found, we suggest resubmitting at a future meeting for consideration. The Board may of course, decide against this program under any circumstance.

2. Direct Advertising (#6 page 7) - \$15,000.00

The Zoo's budget under current legislative action has been increased by \$100,000.00 for addition of advertising. However, the best guess would be that this would eventually be dropped in light of the state's severe financial problems. It was felt that because of the Zoo's unique needs, that the Society should approve this program if in fact, the legislature cuts the advertising budget. It is also recommended that, where possible, acknowledgement of the Society's contribution be made.

2. Direct Advertising Continued:

For example, a print ad could have in the bottom "this ad sponsored by The Minnesota Zoological Society".

3. Internship Program (#2 page 5)

Summer interns have been requested by the Zoo and the development of this program must begin soon if the program is to occur.

At this point, the post-doctoral and pre-doctoral support program would be recommended as a part of the \$42,000.00 to be approved at a later date. It should be noted here that both programs A & B must be considered on a long term basis. That is, the programs must have some guarantee of continuing for as long as four years to make it a viable program.

4. Audio Self-Guided Tours (#3 page 6) - \$3,000.00

This pilot program is recommended for Board approval as presented.

5. Staff Enrichment Programs .

The committee recommends that the remaining \$5,000.00 be approved for use in programs 1A or 1B. The committee felt that 1C should not be approved as it is the type of program that should be part of the ongoing staff development program funded as part of state personnel practices. A and B are different in that they are entirely Zoo related programs which could be difficult to fund through state monies.

6. Tropics Zoo Lab (#4 page 6) - \$8,000.00

The committee had some strong reservations regarding this program and would recommend rejecting this for the time being. Major concerns were expressed as to how the Zoo Lab would be developed and we felt that a general plan should be drawn up and approved by the staff and zoo board and then returned to the society for funding requests. The committee agreed that orientation to the tropics was indeed a commendable concept but one that should be designed before funding is sought.

It is our recommendation then, that the Board discuss the committees recommendation if so desired and then vote on each of the following two motions.

Motion number 1. Motion is made to approve the re-allocation of \$38,000.00 for immediate expenditure for programs as outlined by the zoo's program committee. These are:

1. Special Events/Float - \$5,000.00
2. Direct Advertising - \$15,000.00
3. Summer Interns - \$10,000.00
4. Audio Tours - \$3,000.00
5. Staff Enrichment - \$5,000.00

2  
Zoo Program Committee  
Recommendation  
Page Three

Motions Continued:

Motion Number 2. Motion is made to approve the concepts of post-doctoral support, pre-doctoral support and an additional \$2,000.00 for animal management/zoo keeper exchange programs. Release of funding for these programs will begin at such time as a satisfactory contract between the Zoo and Society has been developed.

The Zoo Programs Committee recommends the zoo staff re-submit requests for additional funding from the \$8,000.00 remaining later in the year after signing of the contract and further development of programs.

DA:jmt

MINNESOTA ZOOLOGICAL SOCIETY

**GOAL:** It shall be the goal of the Minnesota Zoological Society to provide a high quality promotion and support program needed for continuing recognition of the Minnesota Zoological Garden.

**METHOD:** The goal of the Society shall be achieved primarily through the continuing promotion and development of a broad-based membership organization to serve as a strong support base for the Minnesota Zoological Garden; and more specifically through:

- a) Promotion of the image and interests of the Zoo and the Society; and
- b) Programs and services that enhance and attract Society membership; and
- c) Programs and services that assist the operations of the Zoo and Society; and
- d) Programs and services that provide citizen commitments of time and financial resources to the Zoo and Society; and
- e) Programs and services that meet interests of Zoo visitors, Society members, and the public in zoo-related topics and broad-based public information.

**BASIC**

**PHILOSOPHY:** The Minnesota Zoological Garden is the primary focus of the activities of each member of the zoo family of organizations. In maintaining that focus, the Society member is the most important component of the Minnesota Zoological Society. Through membership, the Society becomes an organization of people and thereby forms a strong support base for the Minnesota Zoological Garden. Both elements together provide for a situation by which programs and services may be implemented to benefit the member and the organization, and to assist the Minnesota Zoological Garden in meeting zoological objectives.

The Society strives to better inform its members about the interrelationship of man, animals and plants, and to serve as the vehicle for organizing activities to promote concern by the general public for the natural world we share. The Society is a primary support organization for the Minnesota Zoological Garden.

Society Programs and Services:

1. SPECIAL EVENTS, PROMOTIONS and PUBLICITY
  - Garden Show at Zoo
  - Trial membership program
  - Pako Photo Contest
  - Coloring Contest
  - weekly press releases to print and electronic media
  - volunteer recruitment p.s.a.'s
  - Sponsorship p.s.a.'s
  - Science Museum Lecture Series
  - Mpls . Star story-telling contest
2. ZOO FUNDING
  - as feasible - direct support for requested Zoo services
3. EDUCATION PROGRAMS
  - year round education classes
  - promotional brochures
  - registration , accounting and operational support
  - funds for Zoo education coordinator
4. VOLUNTEER SERVICES
  - recruitment for training classes
  - funding for volunteer grants and scholarships for education
  - Zoo VAP fund
  - recognition event and items
  - volunteer program brochures
5. ANIMAL SPONSORSHIP
  - funding to launch project
  - on-going fund development campaign
  - media promotion programs
  - community information booths and presentations
  - educational school programs
  - seasonal activities
6. MEMBERSHIP PROGRAM
  - 8,500 family members in 7 county metro area
  - direct mail membership campaign
  - on-going renewal program
  - on-site membership and information booth
  - computerized name inventory and list exchange program
7. MEMBERSHIP ACTIVITIES
  - monthly members programs
  - guest lectures and annual open house
  - behind-the-scene tours
  - national and international travel
8. PUBLICATIONS, PRODUCTS
  - ZOONEWS monthly newsletter
  - Animal Kingdom, bi-monthly magazine
  - posters and signed prints
  - calendars

cc: Div. Dir.  
gd

AGENDA

Minnesota Zoological Society

Board of Directors' Meeting

Thursday, April 16, 1981  
7:30 p.m.

Field Council Room, 1st Floor  
Minnesota Mutual Life Insurance  
345 Cedar, St. Paul

- ~~I.~~ Minutes, March 26 Meeting
- ~~II.~~ Finance Report
  - ~~A.~~ March statement
- ~~III.~~ Reports
  - ~~A.~~ Minnesota Zoological Garden
  - ~~B.~~ Minnesota Zoological Garden Foundation
- ~~IV.~~ Executive Committee Report *none*
- ~~V.~~ Executive Director Report
- VI. Budget Study Committee Report *Denny A.*
- VII. Committee Business (action items) *program committee*
- VIII. Old Business
- IX. New Business

*8-500  
15-10  
10-10  
10-10*

~~April~~

March 81

ZOO PROGRAM COMMITTEE  
RECOMMENDATION

Zoo Program Committee has received and reviewed the MZG request for funds to be made available by the society. Several revisions in the request have caused a delay in our recommendations until this time. You have received a document from the Zoo indicating how monies have been spent from the initial requests as well as the specific request for this year's funds.

Funds available include \$38,300.00 originally approved but not spent. This is made up of the silkscreen project (\$25,000.00) which the Zoo feels it can not develop currently, equipment for animal health project (\$8,000.00) which is not available in the market and short term internship (\$5,000.00) which could not be adequately supervised. A figure of \$42,000.00 has been identified as potentially available from 1981 revenues bringing the total request to \$80,282.21. However, because of the uncertainties regarding reciprocity, we suggest re-allocating only the \$38,282.00 remaining from our 1980 contribution and approving the remaining program concepts but withholding approval of expenditures until a new contract has been developed between the Zoo and the Society.

The request priority is as follows:

1. Special Events Programming Support (#5 page 7) - \$10,000.00

The committee felt that Society funds should generally be used for more visible and long-term programs. However, it should be noted that both Zoo staff and Zoo board feel that the orchestra concert and float are important to promote the Zoo's visibility through the community. WAYL is providing several thousand dollars worth of free advertising for the concert and the Society's name will be mentioned as one of the sponsors of the program. Similarly, the float could, as well, advance the Society's name through the Aquatennial and other summer events. Our recommendation then, is to approve the \$5,000.00 for the float. We do not recommend the concert funding as outside corporate sponsors are being sought. We felt an expenditure of this size for a one-time event was perhaps not the best use of our funds. Should an outside sponsor not be found, we suggest resubmitting at a future meeting for consideration. The Board may of course, decide against this program under any circumstance.

2. Direct Advertising (#6 page 7) - \$15,000.00

The Zoo's budget under current legislative action has been increased by \$100,000.00 for addition of advertising. However, the best guess would be that this would eventually be dropped in light of the state's severe financial problems. It was felt that because of the Zoo's unique needs, that the Society should approve this program if in fact, the legislature cuts the advertising budget. It is also recommended that, where possible, acknowledgement of the Society's contribution be made.

2. Direct Advertising Continued:

For example, a print ad could have in the bottom "this ad sponsored by The Minnesota Zoological Society".

3. Internship Program (#2 page 5)

Summer interns have been requested by the Zoo and the development of this program must begin soon if the program is to occur.

At this point, the post-doctoral and pre-doctoral support program would be recommended as a part of the \$42,000.00 to be approved at a later date. It should be noted here that both programs A & B must be considered on a long term basis. That is, the programs must have some guarantee of continuing for as long as four years to make it a viable program.

4. Audio Self-Guided Tours (#3 page 6) - \$3,000.00

This pilot program is recommended for Board approval as presented.

5. Staff Enrichment Programs

The committee recommends that the remaining \$5,000.00 be approved for use in programs 1A or 1B. The committee felt that 1C should not be approved as it is the type of program that should be part of the ongoing staff development program funded as part of state personnel practices. A and B are different in that they are entirely Zoo related programs which could be difficult to fund through state monies.

6. Tropics Zoo Lab (#4 page 6) - \$8,000.00

The committee had some strong reservations regarding this program and would recommend rejecting this for the time being. Major concerns were expressed as to how the Zoo Lab would be developed and we felt that a general plan should be drawn up and approved by the staff and zoo board and then returned to the society for funding requests. The committee agreed that orientation to the tropics was indeed a commendable concept but one that should be designed before funding is sought.

It is our recommendation then, that the Board discuss the committees recommendation if so desired and then vote on each of the following two motions.

Motion number 1. Motion is made to approve the re-allocation of \$38,000.00 for immediate expenditure for programs as outlined by the zoo's program committee. These are:

1. Special Events/Float - \$5,000.00
2. Direct Advertising - \$15,000.00
3. Summer Interns - \$10,000.00
4. Audio Tours - \$3,000.00
5. Staff Enrichment - \$5,000.00

Zoo Program Committee  
Recommendation  
Page Three

Motions Continued:

#3 Motion Number 2. Motion is made to approve the <sup>funding</sup> ~~concepts~~ of post-doctoral support, pre-doctoral support and an additional \$2,000.00 for animal management/zoo keeper exchange programs. <sup>Release of</sup> ~~Release of~~ funding for ~~these~~ <sup>these may begin</sup> ~~programs will begin~~ at such time as a satisfactory contract between the Zoo and Society has been developed.

The Zoo Programs Committee recommends the zoo staff re-submit requests for additional funding from the \$8,000.00 remaining later in the year after signing of the contract and further development of programs.

DA:jmt

"if soc. responds to  
zoo's request"

final copy  
sent to  
Society *BS*

record 3rd pt.  
get attendance

Steve Martin - 4 zoo -  
here in June -  
media interest  
get next  
fiscal year - last of

1981 MZG REQUEST

TO THE MINNESOTA ZOOLOGICAL SOCIETY

FOR PROGRAM SUPPORT

TABLE OF CONTENTS

	<u>Page</u>
I. Summary of 1980 Expenditures and 1981 Funds . . . . .	1
II. 1981 Request for Funds . . . . .	2-7
A. Summary of 1981 Request . . . . .	2-3
B. Summary of Continuing Balances . . . . .	3
C. Details of 1981 Request . . . . .	4-7
III. Review of 1980 and 1981 Expenditures . . . . .	8-13
A. Summary of 1980 Expenditures . . . . .	8
B. Summary of 1981 Expenditures . . . . .	9
C. Accomplishments Achieved . . . . .	9-13

Budget

reduce  
positions

ad will not  
be. not affected

business op  
support functions

treated generally -  
than most agencies

Dir we say before house  
of money

presented request  
public role  
- public role  
- public role

have put  
new leadership  
- public role  
- public role

state -  
open interest in ad subjects  
reason our agency over with -  
1 reason our board directed  
at B in MZS request  
for 4th quarter

I. SUMMARY OF 1980 EXPENDITURES AND 1981 FUNDS

1980 Society Grant	\$ 98,400.00
1980 Expenditures and Unliquidated Encumbrance	(40,453.16)
1980 Committed Funds	<u>(19,664.63)</u>
1980 Balance for reprogramming	\$ 38,282.21
1981 Society Grant (Estimated by MZS)	\$ 50,000.00
1981 Expenditures and Unliquidated Encumbrance <sup>1</sup>	(4,000.00)
1981 Committed Funds <sup>2</sup>	<u>(4,000.00)</u>
1981 Balance	\$ 42,000.00
1980 Balance for reprogramming	\$ 38,282.21
1981 Balance estimated for new grants	<u>42,000.00</u>
1981 Total estimated available	\$ 80,282.21
1981 Zoo Request	\$ 80,000.00
1982 Continuing Education Request for 1982	<u>8,000.00</u>
TOTAL REQUEST	\$ 88,000.00

<sup>1</sup>These monies were used for 80/81 Continuing Education funding of a one-half time Coordinator.

<sup>2</sup>These funds are to be used to continue the funding of a Continuing Education Coordinator through the summer.

II. 1981 REQUEST FOR FUNDS. Listed in the following table are programs for which MZG is seeking support from the Minnesota Zoological Society. Support is sought primarily in terms of funding though professional guidance and assistance by the Society is also sought in some cases. The list recognizes and respects the Society's objectives and interests. Input was received from all zoo divisions.

A. Summary of 1981 Request

PROJECT	REQUEST	STATUS	DESCRIPTION
1. Staff Enrichment	\$12,000 total		Promote professional development by bringing programs in areas of need to MZG and sending our staff to other institutions.
a. Animal Management Seminar/ Workshop Series	5,000	Continuation of existing program	Brings professionals from other institutions to MZG to exchange information with animal management staff
b. Zookeeper and Horticulturist Exchange Program	2,000	New Program	Travel funds to send zookeepers and horticulturists to other institutions
c. Staff Development	5,000	Continuation of existing program	Bring programs to MZG that will promote refinement of the communication and time management skills of staff and allow for individual and group professional development activities (on and off site)
2. Internship Programs	32,000 total		Support for selected individuals conducting research at MZG
a. Post Doctoral or Sabbatical	15,000	New Program	Emphasis will be on conducting research, assisting other researchers and working with staff on developing research objectives, proposals and techniques
b. Pre-Doctoral Support	7,000	New Program	One year support of a University of Minnesota graduate student to conduct research at MZG that is the basis of a doctoral dissertation
c. Undergraduate/graduate support	10,000	Continuation of existing program	General support interns assisting in animal management, animal health, exhibition and public education program areas

PROJECT	REQUEST	STATUS	DESCRIPTION
3. Audio Self-Guided Tour: Pilot Program	\$ 3,000	New Program	Development and trial of a self-guided cassette tour for the Tropics and hiking trails.
4. Tropics Zoolab	8,000	New Program	Development of the Zoolab concept in the Tropics
5. Special Events Programming and related promotional support items	10,000	New Program	Contractual and promotional support for viable major special events programming including 1/2 subsidy of Minnesota Orchestra concert for July 16 and the materials for fabrication of a zoo parade float.
6. Direct Buy Advertising for use in fourth quarter.	15,000	New Program	Monies would be used for a direct media purchase of print and/or electronic advertising during fourth quarter of Fiscal Year 81 to promote summer attendance.

TOTAL----- \$80,000

\*Note: Suggested deferral to sponsorship program proceeds is not included in total.

B. Request for Continuing Education Support for 81/82 Academic Year

\$8,000 is requested for the continued funding of a 1/2 time (20 hour/week) Continuing Education Coordinator. Responsibilities to include identification, hiring, supervision of class instructors, curriculum development and coordination and all liaison activity with MZG program officer. This may take the form of an advance commitment of 1982 funding.

TOTAL----- \$ 8,000

TOTAL Request A	\$80,000
B	<u>8,000</u>
	\$88,000

C. Details of 1981 Request

\$12,000

1. Staff Enrichment Programs

Four distinct programs are proposed. All are designed to promote professional development of our staff. They will bring to the zoo fresh ideas and will have a significant, direct, positive impact on our visitor's experience. Two of the programs (a and d) will bring outsiders to the staff and will have an impact on many staff members. The remaining two (b and c) will send staff to other institutions and conferences at which they can learn and share their experiences with other staff upon returning.

a. Animal Management Seminar/Workshop Series \$5,000

Continuation of the series begun in April 1980. This series brings professionals from zoos, research facilities and related organizations to MZG to interact with Animal Management and other staff. This series has been successful in motivating our staff, involving all levels in animal management considerations, establishing close ties between MZG and professionals from throughout the world, and in exchanging information in both directions. Through this series we are better able to exhibit, breed and manage our animals. As an additional benefit participants will on occasion make presentations of a more general nature to society members. The program will be administered by a committee consisting of the Director of Biological Programs, a curator and a keeper from each Animal Management area.

b. Zookeeper and Horticulturist Exchange/Program 2,000

Exchange of vital information among zoos, particularly at the zookeeper level and among zoo horticulturists, is not accomplished well. The potential benefits of a pilot program through which our zookeepers and horticulturists may have an opportunity to visit other zoos and related institutions and become familiar with their techniques and procedures are great. We would, of course, encourage other institutions to reciprocate. The exchange of information will be mutually beneficial. The program will be administered by the Animal Management Coordinator and the Exhibition and Presentation Manager.

c. Staff Development \$5,000

The ability to offer programs to the staff as a whole that will promote professional development will be of great value. Monies will be used for programs such as "Creativity in Business" by Wilson Learning and "Listening" by Sperry Univac. These programs will promote refinement of the communication and time management skills of staff and allow for individual and group professional growth.

2. Internship Programs \$32,000 total

In order to more fully utilize our animal collection and improve on our ability to manage, exhibit, and breed our animals we need to improve our research capability. We have a need to generate vital information, raise the level of research expertise among our staff and gain assistance in following an appropriate research course. To achieve this we propose a three-tier program. This program will be administered by Biological Programs.

a. Post-Doctoral or Sabbatical Support 15,000

Six month to one year support for a post-doctoral intern or professor on sabbatical to conduct research, work with staff on developing research techniques, proposals and objectives and assist other research interns. The selection committee will consist of the General Director, Director of Biological Programs and L. David Mech, should Dr. Mech be able to participate.

b. Pre-Doctoral Support 7,000

One year support for a pre-doctoral graduate student from the University of Minnesota to conduct research at MZG. This research will be the basis of a doctoral dissertation. Assistance in providing guidance for the twelve-week research interns will be required. The selection committee will consist of the General Director, the Director of Biological Programs, a curator and/or zoo veterinarian and Joe Bohlen from the Zoo Society, should Dr. Bohlen be able to participate.

c. Undergraduate/Graduate Support 10,000

The zoo may extend its capabilities in animal management, health, and exhibition and in education through the use of interns. Interns have been

successfully used in all of these areas in the past. Benefits to the interns themselves and to the zoo have been significant. The level of individual intern support will be determined on a case by case basis based on educational benefits, nature of internship work and need. The distribution of these interns among the departments will be determined based on need.

3. Audio Self-Guided Tour: Pilot Program \$ 3,000

The educational potential of a self-guided cassette tour for each trail system is promising. Such an approach, commonly used in many museums and some zoos, has many advantages. Such tours are flexible, can be specialized and are dynamic. We anticipate such a system to be an integral part of our interpretive graphics program. Funds are sought for rental of 48 recorders from Acoustiguard Corporation of New York for one year and limited production costs incurred by the Zoo.

The initial pilot audio tours would be developed for outdoor nature hiking trails and the indoor Tropics Trail. The Tropics Trail would have two taped programs, one dealing with the animal collection and another dealing with the plant collection.

Cassette player purchase if \$70/unit x 20	=	\$1,400
Earphones 40 sets @ \$7 ea.	=	280
Rechargeable batteries 20 units @ \$20 ea.	=	400
Battery charger 1 unit	=	70
In-house production costs	=	850
(including tapes, masters, labels, etc.)		

Monies derived from visitor rental will be recycled into the gifts fund to subsidize future program development and operations. We anticipate a rental charge of \$1 per unit.

4. Tropics Zoolab \$ 8,000

\$8,000 is sought to begin implementation of an extension of the Zoolab concept into the Tropics Trail. Funds would be used for the purchase of plants, holding cages, display cases and materials, graphics, modifications to the space, and selected animals.

The concept of a location in the zoo where our visitors can interact on a one-to-one basis with our animals and staff, participate actively in the learning and recreation experience and have more contact with animals and related materials was developed and put into place as Zoolab. It has become a vital part of Discovery Trail and an enjoyable, educational, important part of the Minnesota Zoo. We have learned a great deal.

Our Tropics Trail is limited in terms of the types of animals represented, the information about the tropics conveyed, and the level of participation and contact with animals experienced. The development of a Tropics Zoolab at the beginning of the Trail, northeast corner of the building, would enhance the experience, minimizing some of its limitations. The ecology of the Tropics would be stressed with an emphasis on animals not represented elsewhere in the building and on our horticultural investment and the significance of plants in the tropical ecosystem. Live animals and plants will be emphasized with artifacts and graphics employed as supplements. The Asian theme of the Trail will be maintained.

5. Special Events Programming Support \$ 10,000 total

A major special events program at the zoo may be effective in increasing attendance, maintaining a strong repeat visitor rate and in providing a more enjoyable and enlightening zoo experience. Contractual and promotional support for major special events programming is sought.

a. Minnesota Orchestra Outdoor Picnic Concert \$ 5,000

1/2 support of concert; corporate support is being sought to co-sponsor and advertise event; planned for July 16 evening concert.

b. A float is needed for zoo representation in 5,000

numerous metro parades and festivals. The zoo currently has requests for 12 local parade appearances. The focus of the float would be on the zoo volunteer and Society. It provides a cost-effective advertising vehicle with which we can maintain high zoo awareness in our metropolitan market. It would be staffed with volunteers utilizing existing soft sculpture animal masks. Material cost is based on information from local float manufacturer; labor is to be supplied by zoo volunteers.

Any excess funds available upon completion of the two above projects would be used for special event programming related to the new hiking trails or fall sketch-in.

6. Direct Advertising \$ 15,000

A direct purchase of print and/or electronic advertisements would be purchased by the zoo's advertising agency during the fourth quarter of the current fiscal year. The zoo advertising budget was significantly reduced this fiscal year under Governor Quie's budget reductions. This has resulted in very limited funds available for implementing any sort of major promotional media purchase prior to the peak summer season.

III. REVIEW OF 1980 AND 1981 EXPENDITURES INCLUDING ACCOMPLISHMENTS ACHIEVED

A. Summary of 1980 Expenditures

PROJECT	BUDGET	EXPENDITURE	UNLIQUIDATED ENCUMBRANCE	BALANCE	SUGGESTED DISPERSAL
1. BIOLOGICAL PROGRAMS SUPPORT					
a. Bio-Telemetry	\$ 25,000	\$ 4,340.00	\$ 4,500.00	\$16,160.00	Continue entire balance in this account
b. Animal Health Project	10,000	1,725.00	300	7,975.00	Reprogram
2. VISITOR PROGRAMS SUPPORT					
a. Silk-screening	25,000	0	0	25,000.00	Reprogram
b. Zoolab Habitat Development	5,000	4,999.00	0	1.00	Reprogram
c. Public Service Communication					
Library Computer Hookup	1,800	1,786.46			
Video Tape Deck	1,500	1,540.00			
Voice Expanders	600	759.00			
Photo Lab Equipment	4,500	4,310.37			
Total	8,400	8,395.83	0	4.17	Reprogram
3. GENERAL PROGRAM SUPPORT					
a. Lectureships and Professional Development	15,000	10,895.37	600.00	3,504.63	Continue entire balance in this account
b. Short-term Seasonal Internships	10,000	3,497.96	1,200.00	5,302.04	Reprogram
TOTAL	\$98,400	\$33,853.16	\$ 6,600.00		

Balance Available for Reprogramming \$38,282.21  
 Balance to Continue in Existing Programs 19,664.63

B. Summary of 1981 Expenditures

<u>PROJECT</u>	<u>BUDGET</u>	<u>EXPENDITURE</u>	<u>UNLIQUIDATED ENCUMBRANCE</u>	<u>BALANCE</u>	<u>SUGGESTED DISPERSAL</u>
Continuing Education	\$8,000	\$4,000	0	\$4,000	Continue entire balance in this account

C. Accomplishments Achieved

BIOTELEMETRY PROJECT

\$25,000 were allocated to continue implementation of a bio-telemetry program. \$8840 has been expended or encumbered; \$16,160 remain.

Bio-telemetry at MZG involves the remote monitoring of an individual animal's physiology. Initially, this will include body temperature, heart rate and activity. Such data has applied value in that it will notify staff of changes in the animal signifying the onset of illness or estrous before behavioral changes are perceptible. It will also add to our knowledge of the species and its response to a captive environment.

In order to effectively and efficiently monitor, store and analyze the data the use of computer technology is essential. With the assistance of several knowledgeable consultants a data retrieval scheme was developed. Data is transmitted as a radio signal from the implant within an animal. The signal is received and translated into meaningful information by a microcomputer. It is then transmitted via the zoo's coaxial cable to another microcomputer which analyzes the data and notifies staff if it is outside predetermined limits. The data is then stored in a minicomputer which also performs further analysis. The minicomputer will also store animal management records which are vital in interpreting physiological data.

In order to make this a reality development is required in three major areas:

1. Hardware: These are the computers, transmitter, receivers and associated auxillary equipment. In 1980 the zoo purchased most of the necessary equipment. Society funds were used to contract Instrumentation for Behavioral Research to assist in the installation and functional testing of the equipment. Still to be delivered are cables and circuitry necessary to interface the signal receiver with the microcomputer. These are one-of-a-kind items being developed for us by Dr. William Cochran. These items are near completion. IBR has been in regular contact with Dr. Cochran and will assist in installing and integrating these materials.
2. Software: These are the programs that will direct the computers to perform the tasks previously described. IBR has been contracted to develop these programs and has been doing so since January 1980. This phase cannot be completed until Dr. Cochran delivers the cables, circuitry and software he is developing.

3. Operations: Implantation of transmitters within selected mammals will follow the delivery of the remaining hardware and completion of software development. Transmitters have been purchased and some testing has been done with domestic animals. Refinement of existing software will follow as the system is placed into operation. Software needs exist in three additional areas:
  - a. Storage and retrieval of medical information
  - b. Storage and retrieval of animal management information
  - c. Scientific, veterinary and behavioral applications and bibliographic searches

All of these relate closely to a successful telemetry system.

With the telemetry program the zoo is paving ground that is both new and rapidly developing as well as foreign to us. We have been and will continue to proceed cautiously with the able guidance of recognized professionals.

#### ANIMAL HEALTH PROJECT

\$10,000 were made available in two major areas: interns and equipment.

- a. Equipment: \$5000 were requested for the purchase of an intensive care unit. A unit meeting our specifications was not available and therefore nothing was purchased.
- b. Interns: \$3000 were designated for preceptorships for six senior veterinary students, internships for four veterinary technician students and related educational materials. Five veterinary students participated in preceptorships. Due to intense demands on the Animal Health staff during 1980 this program had to be reduced in terms of number of participants, the length of the preceptorships and staff input. While those that did participate did learn, supervision and guidance could not meet anticipated levels.

Four students participated in veterinary technician internships. These students are enrolled in an Associate degree program in Veterinary Medical Technology. Three months of clinical training is necessary as part of this program. Close supervision was provided by our veterinarian and two lab technicians. The interns learned a great deal and provided our Animal Health staff with much needed assistance. This was clearly a success, meeting any criteria one might consider for an intern program.

\$2000 were earmarked for educational materials to support the intern program. Sufficient time was not available to carefully consider our needs. For this reason none of these funds were expended.

In review, \$2025 have been encumbered. \$7975 remain. We suggest these dollars be made available for reprogramming.

### SILK-SCREENING PROJECT

\$25,000 were made available for this project. None was expended for the following reasons:

- a. Space for storing and drying the screens was deemed inadequate.
- b. Staff resources were judged to be insufficient.
- c. Careful review of zoo needs indicated that for limited quantities generally requested it would be more cost effective to have screening production done through a vendor contract.

We suggest these funds be made available for reprogramming.

### ZOOLAB HABITAT DEVELOPMENT

Of \$5000 designated for Zoolab, \$4999 were spent. These funds were used to relocate Zoolab from its original location to a more spacious, functional one and for the purchase of an aquarium, incubator, animals, support equipment and miscellaneous supplies. Zoolab is a vital, highly successful, dynamic program. It provides a unique educational and enjoyable experience. These funds have permitted much needed expansion and development of this program.

### PUBLIC SERVICE COMMUNICATION

Library Computer Terminal. \$1800 were allocated; \$1786.46 were spent. This computer terminal provides the Zoo's librarian with access within minutes to book and journal citations in other libraries throughout the world.

During 1980, thirty searches were conducted, scanning almost five million citations in national and international data bases. From these, over one thousand prints of relevant papers were obtained for use by MZG staff. These papers are used by our animal management, animal health and interpretive staffs.

Bibliographic data bases that can be searched by computer are growing rapidly. This terminal allows the Zoo's librarian to perform the search herself. This increases the efficiency and effectiveness of the search. The terminal also has the potential to link our library with those in other zoos so that we can all share the limited though vital information available.

Video Tape Deck. \$1500 were allocated; \$1540 were spent. This video tape deck increases by 25% the zoo's ability to play pre-recorded educational, orientational, and promotional video programs to zoo visitors throughout the site. In the past year programs have been broadcast from the theatre, monorail station and ticket booth, whale exhibit and beaver exhibit. These programs are effective in transmitting educational and promotional materials to our visitors.

Voice Expanders. \$600 were allocated; \$759.10 was spent. These voice expanders increase the reach and effectiveness of volunteers and staff presenting animal demonstrations. The units are used on a daily basis.

Photo Lab Equipment. \$4500 were allocated; \$4310.37 were spent. Most of the difference was used to support overruns in the tape deck and voice expander budgets.

Funds were used to purchase a black and white RC print processing system and associated supplies. This equipment permits zoo staff to process prints, resulting in higher quality prints, increased efficiency and substantial monthly savings. During the past year several thousand prints have been made. Annual costs for comparable outside lab production exceed \$10,000. Staff time costs in processing the prints ourselves are more than offset by comparable costs for mailing, accounting and handling materials sent outside. Therefore, our savings in dollars and staff time are real as is improved quality.

#### LECTURESHIPS AND PROFESSIONAL DEVELOPMENT

Animal Management Seminar/Workshop Series. \$10,250 were allocated. \$6745 have been encumbered. This program was planned as a 12 month series beginning in April 1980 and continuing through March 1981. Most of the money will be encumbered by March. We suggest any balance remain in this account.

In January 1980 a team consisting of Keepers, Curators, and the Division Director developed a program statement. The series is designed to enlighten Animal Management staff members in all aspects of captive animal management and exhibition. An ongoing series of seminars, workshops, critiques, discussion groups, etc., conducted by and/or based on visits by individuals not associated with MZG, was envisioned. Twelve topics were chosen from among many, and potential participants were contacted. The series was subsequently broadened to include several more specific topics. Since April, 14 individuals have participated in carefully scheduled visits. The benefits to our staff and to the zoo have been immeasurable. Beyond the actual information exchanged, the series has been successful in motivating our staff, involving all staff in animal management considerations and in establishing close ties between MZG and professionals from throughout the world.

Dale Carnegie Course for Personnel Development. \$4500 were allocated; all has been expended. The program, presented by the Dale Carnegie Institute, consisted of an orientation and five workshops in ten areas of communication and time management skills. The Zoo's entire supervisory and management staff participated. While all staff attending benefited in some way this is impossible to quantify. The course was somewhat more general than anticipated and did not fit our needs to the extent hoped for.

#### SHORT-TERM SEASONAL INTERNSHIPS

\$10,000 were allocated; \$4993 were expended. We suggest the balance be reprogrammed.

Funds were used to provide stipends for seven interns in the Education and Volunteer Services Division during 1980. Two individuals provided program assistance in the Children's Zoo; two provided assistance to Video Programs staff; one is currently completing work on updating photo files in the library and two are completing development of a program utilizing Zoo birds for the animal demonstration program. All of these have contributed in a strong, positive way to the Zoo's primary objectives.

#### CONTINUING EDUCATION

In July 1980 the Zoo requested \$8000 in support of a Continuing Education Program. \$4000 have been spent. We suggest the remainder continue in this account. During previous years, staff of the Society and the Zoo's Education Department worked cooperatively to develop and pilot a variety of offerings, including classes, workshops, lectures and field trips. To implement an expanded program, funding was used to fund a one-half time naturalist to lead this program. Kathy Lundgren has performed this role to date. Development of curricula and coordination and presentation of events were among the services provided. This program, begun in September, has reached all ages, from preschoolers to senior citizens. A brochure outlining the program offerings is attached. So far approximately 1000 people have participated. A wide variety of formats has been utilized, from classes on animal behavior to an investigation of winter animal habitats on skis to a trip to the Isabella Environmental Learning Center. The Society has provided registration, administration and promotion service support. In addition, they have subsidized instructor salaries and class materials.



ZOO PROGRAM COMMITTEE  
RECOMMENDATION

Zoo Program Committee has received and reviewed the MZG request for funds to be made available by the society. Several revisions in the request have caused a delay in our recommendations until this time. You have received a document from the Zoo indicating how monies have been spent from the initial requests as well as the specific request for this year's funds.

Funds available include \$38,300.00 originally approved but not spent. This is made up of the silkscreen project (\$25,000.00) which the Zoo feels it can not develop currently, equipment for animal health project (\$8,000.00) which is not available in the market and short term internship (\$5,000.00) which could not be adequately supervised. A figure of \$42,000.00 has been identified as potentially available from 1981 revenues bringing the total request to \$80,282.21. However, because of the uncertainties regarding reciprocity, we suggest re-allocating only the \$38,282.00 remaining from our 1980 contribution and approving the remaining program concepts but withholding approval of expenditures until a new contract has been developed between the Zoo and the Society.

The request priority is as follows:

1. Special Events Programming Support (#5 page 7) - \$10,000.00

The committee felt that Society funds should generally be used for more visible and long-term programs. However, it should be noted that both Zoo staff and Zoo board feel that the orchestra concert and float are important to promote the Zoo's visibility through the community. WAYL is providing several thousand dollars worth of free advertising for the concert and the Society's name will be mentioned as one of the sponsors of the program. Similarly, the float could, as well, advance the Society's name through the Aquatennial and other summer events. Our recommendation then, is to approve the \$5,000.00 for the float. We do not recommend the concert funding as outside corporate sponsors are being sought. We felt an expenditure of this size for a one-time event was perhaps not the best use of our funds. Should an outside sponsor not be found, we suggest resubmitting at a future meeting for consideration. The Board may of course, decide against this program under any circumstance.

2. Direct Advertising (#6 page 7) - \$15,000.00

The Zoo's budget under current legislative action has been increased by \$100,000.00 for addition of advertising. However, the best guess would be that this would eventually be dropped in light of the state's severe financial problems. It was felt that because of the Zoo's unique needs, that the Society should approve this program if in fact, the legislature cuts the advertising budget. It is also recommended that, where possible, acknowledgement of the Society's contribution be made.

Zoo Program Committee  
Recommendation  
Page Two

2. Direct Advertising Continued:

For example, a print ad could have in the bottom "this ad sponsored by The Minnesota Zoological Society".

3. Internship Program (#2 page 5)

Summer interns have been requested by the Zoo and the development of this program must begin soon if the program is to occur.

At this point, the post-doctoral and pre-doctoral support program would be recommended as a part of the \$42,000.00 to be approved at a later date. It should be noted here that both programs A & B must be considered on a long term basis. That is, the programs must have some guarantee of continuing for as long as four years to make it a viable program.

4. Audio Self-Guided Tours (#3 page 6) - \$3,000.00

This pilot program is recommended for Board approval as presented.

5. Staff Enrichment Programs *page 4*

The committee recommends that the remaining \$5,000.00 be approved for use in programs 1A or 1B. The committee felt that 1C should not be approved as it is the type of program that should be part of the ongoing staff development program funded as part of state personnel practices. A and B are different in that they are entirely Zoo related programs which could be difficult to fund through state monies.

6. Tropics Zoo Lab (#4 page 6) - \$8,000.00

The committee had some strong reservations regarding this program and would recommend rejecting this for the time being. Major concerns were expressed as to how the Zoo Lab would be developed and we felt that a general plan should be drawn up and approved by the staff and zoo board and then returned to the society for funding requests. The committee agreed that orientation to the tropics was indeed a commendable concept but one that should be designed before funding is sought.

It is our recommendation then, that the Board discuss the committees recommendation if so desired and then vote on each of the following two motions.

Motion number 1. Motion is made to approve the re-allocation of \$38,000.00 for immediate expenditure for programs as outlined by the zoo's program committee. These are:

1. Special Events/Float - \$5,000.00
2. Direct Advertising - \$15,000.00
3. Summer Interns - \$10,000.00
4. Audio Tours - \$3,000.00
5. Staff Enrichment - \$5,000.00

*Carried*

Zoo Program Committee  
Recommendation  
Page Three

Motions Continued:

Motion Number 2. Motion is made to approve the <sup>funding</sup> concepts of post-doctoral support, pre-doctoral support and an additional \$2,000.00 for animal management/zoo keeper exchange programs. Funding for these programs <sup>may begin</sup> will ~~be made~~ at such time as a satisfactory <sup>contract</sup> agreement between the Zoo and Society ~~can be~~ <sub>has been</sub> developed.

The Zoo Programs Committee recommends the zoo staff re-submit requests for additional funding from the \$18,000.00 remaining later in the year after signing of the contract and further development of programs.

DA:jmt

For Immediate Release

April 4, 1981

For More Information Contact:  
Nancy Gibson, (612) 432-9010,  
ext. 253

### ZOO ATTENDANCE ZOOMS

Minnesota Zoo attendance broke all records this past quarter with a 37% increase over the first year. 136,768 visitors passed through the Zoo gates in January, February, and March.

New Public Affairs Director, Dave Bender, stated, "The unseasonably warm weather and a strong promotional program attracted more Minnesotans to this Zoo for all seasons."

So far, with the winter increase, Zoo attendance has now moved ahead of last year's attendance. Further gains are expected this upcoming spring with plans for a bird show, whale feeding contest, and community day events.

*this week -*

*Sat - 3000*  
*Sun - 4250*  
*Mon 1150*  
*Tue ~~1850~~*  
*Wed 2900*  
*today - +3,000*

IV. 1981 REQUEST FOR FUNDS. Listed in the following table are programs for which MZG is seeking support from the Minnesota Zoological Society. Support is sought primarily in terms of funding though professional guidance and assistance by the Society is also sought in some cases. The list recognizes and respects the Society's objectives and interests. Programs are listed in terms of the Zoo staff's priorities. Input was received from all zoo divisions.

*note: that MZG consider granting in amt's shown*

A. Summary of 1981 Request

PROJECT	REQUEST	STATUS	DESCRIPTION
1. Staff Enrichment	\$18,500 total		Promote professional development by bringing programs in areas of need to MZG and sending our staff to other institutions
a. Animal Management Seminar/ Workshop Series	7,500	Continuation of existing program	Brings professionals from other institutions to MZG to exchange information with animal management staff
b. Zookeeper and Horticulturist Exchange Program	3,500	New Program	Travel funds to send zookeepers and horticulturists to other institutions
c. Staff Development	7,500	Continuation of existing program	Bring programs to MZG that will promote refinement of the communication and time management skills of staff and allow for individual and group professional development activities (on and off site)
2. Internship Programs	39,000 total		Support for selected individuals conducting research at MZG
a. Post Doctoral or Sabbatical	16,000	New Program	Emphasis will be on conducting research, assisting other researchers and working with staff on developing research objectives, proposals and techniques
b. Pre-Doctoral Support	8,000	New Program	One year support of a University of Minnesota graduate student to conduct research at MZG that is the basis of a doctoral dissertation
c. Undergraduate/graduate support	15,000	Continuation of existing program	General support interns assisting in animal management, animal health, exhibition and public education program areas

*Pat D  
fly in  
take of what  
Gov is  
saying*

1  
∞  
1

PROJECT	REQUEST	STATUS	DESCRIPTION
3. Audio Self-Guided Tour: Pilot Program	\$ 3,000	New Program	Development and trial of a self-guided cassette tour for the Tropics and hiking trails.
4. Tropics Zoolab	10,000	New Program	Development of the Zoolab concept in the Tropics
5. Special Events Programming and related promotional support items	15,000	New Program	Contractual and promotional support for viable major special events programming including 1/2 subsidy of Minnesota Orchestra concert for July 16, printing of a quarterly special events calendar and the materials for fabrication of a zoo parade float
6. Behavior Enrichment Development (deferred to Sponsorship proceeds)	12,500	New Program	Investigate and develop special exhibit modifications designed to increase animal activity

TOTAL----- \$98,000

B. Request for Continuing Education Support for 81/82 Academic Year

\$8,000 is requested for the continued funding of a 1/2 time (20 hour/week) Continuing Education Coordinator. Responsibilities to include identification, hiring, supervision of class instructors, curriculum development and coordination and all liaison activity with MZS program officer.

TOTAL----- \$ 8,000

TOTAL Request A	\$98,000
B	<u>8,000</u>
	\$106,000

*\*  
 Rec - amendment  
 to subvt. 15,000  
 of total funds  
 to be used for  
 proms B before  
 July 1*

C. Details of 1981 Request

\$18,500

1. Staff Enrichment Programs

Four distinct programs are proposed. All are designed to promote professional development of our staff. They will bring to the zoo fresh ideas and will have a significant, direct, positive impact on our visitor's experience. Two of the programs (a and d) will bring outsiders to the staff and will have an impact on many staff members. The remaining two (b and c) will send staff to other institutions and conferences at which they can learn and share their experiences with other staff upon returning.

a. Animal Management Seminar/Workshop Series \$ 7,500

Continuation of the series begun in April 1980. This series brings professionals from zoos, research facilities and related organizations to MZG to interact with Animal Management and other staff. This series has been successful in motivating our staff, involving all levels in animal management considerations, establishing close ties between MZG and professionals from throughout the world, and in exchanging information in both directions. Through this series we are better able to exhibit, breed and manage our animals. As an additional benefit participants will on occasion make presentations of a more general nature to society members. The program will be administered by a committee consisting of the Director of Biological Programs, a curator and a keeper from each Animal Management area.

b. Zookeeper and Horticulturist Exchange/Program 3,500

Exchange of vital information among zoos, particularly at the zookeeper level and among zoo horticulturists, is not accomplished well. The potential benefits of a pilot program through which our zookeepers and horticulturists may have an opportunity to visit other zoos and related institutions and become familiar with their techniques and procedures are great. We would, of course, encourage other institutions to reciprocate. The exchange of information will be mutually beneficial. The program will be administered by the Animal Management Coordinator and the Exhibition and Presentation Manager.

c. Staff Development

\$ 7,500

The ability to offer programs to the staff as a whole that will promote professional development will be of great value. Monies will be used for programs such as "Creativity in Business" by Wilson Learning and "Listening" by Sperry Univac. These programs will promote refinement of the communication and time management skills of staff and allow for individual and group professional growth.

2. Internship Programs

\$39,000 total

In order to more fully utilize our animal collection and improve on our ability to manage, exhibit, and breed our animals we need to improve our research capability. We have a need to generate vital information, raise the level of research expertise among our staff and gain assistance in following an appropriate research course. To achieve this we propose a three-tier program. This program will be administered by Biological Programs.

a. Post-Doctoral or Sabbatical Support

16,000

Six month to one year support for a post-doctoral intern or professor on sabbatical to conduct research, work with staff on developing research techniques, proposals and objectives and assist other research interns. The selection committee will consist of the General Director, Director of Biological Programs and L. David Mech, should Dr. Mech be able to participate.

b. Pre-Doctoral Support

8,000

One year support for a pre-doctoral graduate student from the University of Minnesota to conduct research at MZG. This research will be the basis of a doctoral dissertation. Assistance in providing guidance for the twelve-week research interns will be required. The selection committee will consist of the General Director, the Director of Biological Programs, a curator and/or zoo veterinarian and Joe Bohlen from the Zoo Society, should Dr. Bohlen be able to participate.

c. Undergraduate/Graduate Support

15,000

The zoo may extend its capabilities in animal management, health, and exhibition and in education through the use of interns. Interns have been

successfully used in all of these areas in the past. Benefits to the interns themselves and to the zoo have been significant. Support for twelve interns at \$1,250 each is being sought. The distribution of these interns among the departments will be determined based on need.

3. Audio Self-Guided Tour: Pilot Program \$ 3,000

The educational potential of a self-guided cassette tour for each trail system is promising. Such an approach, commonly used in many museums and some zoos, has many advantages. Such tours are flexible, can be specialized and are dynamic. We anticipate such a system to be an integral part of our interpretive graphics program. Funds are sought for rental of 48 recorders from Acoustiguard Corporation of New York for one year and limited production costs incurred by the Zoo.

The initial pilot audio tours would be developed for outdoor nature hiking trails and the indoor Tropics Trail. The Tropics Trail would have two taped programs, one dealing with the animal collection and another dealing with the plant collection.

Cassette player purchase if \$70/unit x 20	=	\$ 1,400
Earphones 40 sets @ \$7 ea.	=	280
Rechargeable batteries 20 unit @ \$20 ea.	=	400
Battery charger 1 unit	=	70
In-house production costs (including tapes, masters, labels, etc.)	=	850

Monies derived from visitor rental will be recycled into the gifts fund to subsidize future program development and operations. We anticipate a rental charge of \$1 per unit.

4. Tropics Zoolab \$ 10,000

\$10,000 is sought to begin implementation of an extension of the Zoolab concept into the Tropics Trail. Funds would be used for the purchase of plants, holding cages, display cases and materials, graphics, modifications to the space, and selected animals.

The concept of a location in the zoo where our visitors can interact on a one-to-one basis with our animals and staff, participate actively in the learning and recreation experience and have more contact with animals and related materials was developed and put into place as Zoolab. It has become a vital part of Discovery Trail and an enjoyable, educational, important part of the Minnesota Zoo. We have learned a great deal.

Our Tropics Trail is limited in terms of the types of animals represented, the information about the tropics conveyed, and the level of participation and contact with animals experienced. The development of a Tropics Zoolab at the beginning of the Trail, northeast corner of the building, would enhance the experience, minimizing some of its limitations. The ecology of the Tropics would be stressed with an emphasis on animals not represented elsewhere in the building and on our horticultural investment and the significance of plants in the tropical ecosystem. Live animals and plants will be emphasized with artifacts and graphics employed as supplements. The Asian theme of the Trail will be maintained.

5. Special Events Programming Support \$ 15,000 total

A major special events program at the zoo may be effective in increasing attendance, maintaining a strong repeat visitor rate and in providing a more enjoyable and enlightening zoo experience. Contractual and promotional support for major special events programming is sought.

a. Minnesota Orchestra Outdoor Picnic Concert \$ 5,000

1/2 support of concert; corporate support is being sought to co-sponsor and advertise event; planned for July 16 evening concert.

b. Zoo Parade Float 5,000

Float will make at least 12 local and outstate parade appearances during 1981 summer season; material cost based on information from float manufacturer; labor to be supplied by zoo volunteers.

c. Special Events Seasonal Calendar 1,900

4 printings of 20,000 each of 1 color, 3 fold, 8½ x 11 brochure to clearly identify both reoccurring and specially scheduled events; will be used in direct mail, off-site promotions and on-site distribution.

d. Sketch-in 2,300

Fall weekend event includes salaries for 4 artists at \$75/day for 6 days each (\$1,800) and supplies (\$500).

e. Hiking Trail opening event special nature programs 500  
June 6-7 by Denny Olson ("Critterman").

f. Ecology Ballet \$ 300

Dancer fee for premier performance of an original ballet.

6. Behavior Enrichment Development \$ 12,500 total

One of our goals at MZG is to provide our visitors with an opportunity to observe active animals displaying natural behaviors. This is not easily accomplished. In many cases special exhibit modifications and/or facilities are necessary. Examples at MZG include the beaver dam and tree peninsula, the sloth bear "honey tree," and otter minnow feeding tube. Numerous other possibilities have been identified. These monies will be used to investigate and develop several options. Among the exhibits that we will focus on are the Tapir, Small-clawed otter, North American otter, and Siberian tiger.

Alternate funding for these projects is recommended for funding through funds generated by the Animal Sponsorship Program. This may result in a delay in initiating these projects.

*M. Jacobson*

MINNESOTA ZOOLOGICAL SOCIETY

BALANCE SHEET

For Period Ended 3/31/81

A S S E T S

Cash	35,941.52	
WIN - Dain Bosworth Account	54,776.60	
Certificates of Deposit	<u>200,000.00</u>	
*Total Cash and temporary investments		290,718.12
Receivable		2,323.50
Inventories		16,357.51
Prepaid Expense		931.54
Property and equipment	10,565.39	
less accumulated depreciation of	<u>5,309.99</u>	5,255.40
Other assets:		
Land		6,000.00
Oil Painting		<u>7,500.00</u>
Total assets		<u><u>329,086.07</u></u>

L I A B I L I T I E S   &   F U N D   B A L A N C E S

Accounts payable		-0-
Accrued liabilities		1,890.08
Unearned membership dues		61,520.50
Holding Account for Special Events		<u>1,483.12</u>
Total liabilities		<u>64,893.70</u>
Fund balance	Restricted for Direct Support to MZG	60,368.09
	Unrestricted	<u>203,824.28</u>
Total liabilities and fund balances		<u><u>329,086.07</u></u>

\* Cash and temporary investments to the extent of \$ 52,430.00  
are restricted for the future payment of membership benefits to  
the Minnesota Zoological Garden.

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF SUPPORT AND REVENUE, EXPENSES  
AND CHANGES IN FUND BALANCES  
FOR THE PERIOD ENDED: 3/31/81

	CURRENT MONTH		YEAR TO DATE	
	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
Support and revenue:				
Membership dues - deferred				
Recognized income	11,325.41	10,133	97,033.52	99,178
Contributions and bequests	3,468.95	2,950	74,703.63	61,062
Investment income	1,697.60	1,090	22,377.25	22,321
Animal Sponsorship	13,648.11		20,778.11	
Auxiliary activities	17.42	4,893	5,806.55	22,405
Other - Conferences, meetings and annual meeting	123.00	31	438.50	250
TOTAL SUPPORT AND REVENUE	<u>30,280.49</u>	<u>19,097</u>	<u>221,137.56</u>	<u>205,216</u>
Expenses				
Salaries and related expenses	9,283.46	8,513.50	72,855.92	74,080
Occupancy	31.43	830	4,288.58	5,260
Telephone	216.03	181	2,226.47	1,840
Supplies	4,136.27	2,210	8,119.31	21,400
Rental and Maintenance of Equipment	177.44	125	1,868.33	2,450
Printing and publications	10,895.17	2,256	42,817.73	52,830
Postage and shipping	1,843.02	1,368	11,923.82	13,180
Publicity/Public Relations	368.00	158	1,599.20	1,380
Conferences	180.04	1,021	3,499.80	4,355
Travel	361.09	368	2,000.61	3,157
Professional fees	741.30	4,787	12,703.52	47,070
Awards and grants	391.86	292	735.94	1,917
Complementary memberships	265.00	237	2,440.50	2,370
Depreciation	106.33		1,063.64	
Other	141.50	4,387.50	2,186.99	32,113
Total Office	<u>20,378.54</u>	<u>21,526</u>	<u>147,825.08</u>	<u>232,026</u>
Total Animal Sponsorship	<u>8,759.40</u>	<u>5,208</u>	<u>22,505.28</u>	<u>31,376</u>
Direct Support to MZG	<u>6,821.11</u>		<u>27,056.87</u>	
TOTAL EXPENSES and BUDGETS	<u>35,959.05</u>	<u>26,734</u>	<u>197,387.23</u>	<u>263,402</u>
EXCESS (DEFICIENCY) of support and revenue over expenses	(5,678.56)		23,750.33	
Fund balances at beginning of period: (Adjusted)			<u>180,073.95</u>	
Fund balances at end of period:			<u>203,824.28</u>	

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF FUNCTIONAL EXPENSES

For the Period Ended 3/31/81

		PROGRAM SERVICES				SUPPORTING SERVICES			TOTAL	BUDGET Year to Date	TOTAL BUDGET	
		Marketing & Promotion	Membership Activities	Public Education	Animal Sponsorship	Volunteer Activities	Auxiliary	General Administra- tion				Contribu- tion to Zoo
401	Salaries	8,771.33	13,869.45	5,994.36	12,943.04	3,185.29	730.79	25,642.64		71,136.90	69,915	86,130+200
401.1	On-site Salaries	1,719.02								1,719.02	4,165	5,000
404	Occupancy				600.00			3,688.58		4,288.58	5,260	6,922
405	Telephone	3.79	105.55	11.52	580.80	4.13	4.89	1,515.79		2,226.47	1,840	2,220
406	Supplies	2,650.93	1,093.95	90.99	2,542.78	285.53	141.76	1,313.37		8,119.31	21,400	25,625
407	Rental Equipment	94.00	94.00		290.18			1,390.15		1,868.33	2,450	2,700
408	Printing/Publica.	5,472.70	28,163.56	2,643.25	3,397.38	595.00	500.21	2,045.63		42,817.73	52,830	64,550
409	Postage/Shipping	5,785.51	3,891.47	394.53	570.48	255.54	378.67	647.62		11,923.82	13,180	15,925
410	Publicity/P.R.	1,462.46	60.00	5.73	50.00		21.01			1,599.20	1,380	1,700
411	Conferences/Conv.	153.74	383.20		88.96	1,546.97		1,326.93		3,499.80	4,355	5,400
412	Travel	334.29	406.33	16.60	508.33	188.50	23.20	523.36		2,000.61	3,157	3,892
414	Professional Fees	1,275.04	1,737.00		912.00	25.00		4,064.62		8,013.66	7,990	15,613
414.1	Data Processing Se	1,137.04	703.61	75.00	21.33			1,547.23		3,484.21	3,250	4,000
414.2	Promotional Cons.	1,205.65								1,205.65	35,830	37,000
415	Awards and Grants		7.36			273.02		32.00		312.38	917	1,000
415.1	Zoo Vap Recog.					369.56				369.56	750	3,500
415.2	Society Recog.		54.00							54.00	250	700
416	MZG Adm. Membersps											
417	Comp. Memberships							2,440.50		2,440.50	2,370	2,850
418	Depreciation							1,063.64		1,063.64		
419	Other		104.00			200.89		153.00		457.89	18,498	27,510
419.1	Hospitality			68.34				105.11		173.45	3,800	
419.2	Open House		761.15							761.15	5,650	6,788
419.3	Search Committee							11.95		11.95		
419.4	On Site Program	782.55								782.55	4,165	5,000
Sub Totals									170,330.36		284,225	
									27,056.87		** 40,000 ASP	
Direct Support to MZG												
Total to date		30,848.05	51,434.63	9,300.32	**22,505.28	6,929.43	1,800.53	47,512.12		*197,387.23		
Budget/Year to date		105,614	65,214	(Budgeted in M.A.)	**31,377	9,101	(Budgeted in M&P)	52,096		**263,402		
Total Budget		127,000	79,000		**40,000	15,160		63,065		284,225	**40,000 ASP	

\*\* Animal Sponsorship Program

\* Includes Zoo Fund

STATEMENT OF FINANCIAL POSITION  
RELATIVE TO  
RECIPROCITY AGREEMENT  
For Period Ended 3/31/81

MONTH	ADMISSION COSTS		ZOO VAP VALUE		DELTA (MZS CREDIT) MZC PAYMENT DUE
	CURRENT MONTH	CUMULATIVE	CURRENT MONTH	CUMULATIVE	
JUNE	7,548.20	7,548.20	9,521.75	9,521.75	*(1,973.55)
JULY	9,590.40	17,138.60	10,092.61	19,614.36	*(2,475.76)
AUGUST	11,290.00	28,428.60	8,572.59	28,186.95	*241.65
SEPTEMBER	7,890.00	36,318.60	9,194.99	37,381.94	*(1,063.34)
OCTOBER	4,172.60	40,491.20	**12,369.51	49,751.45	*(9,260.25)
NOVEMBER	5,904.20	46,395.40	12,363.75	62,115.20	*(15,719.80)
DECEMBER	4,654.00	51,049.60	10,634.00	72,749.60	*(21,700.00)
JANUARY	8,371.40	59,421.00	9,636.90	82,386.50	*(22,965.50)
FEBRUARY	8,011.80	67,432.80	9,298.80	91,685.30	*(24,252.50)
MARCH	10,303.60	77,736.40	10,776.15	102,461.45	*(24,725.05)
APRIL					
MAY					

\* Total does not include credit to MZS of \$ 88,663.00 for period ending May 31, 1980....

\*\* Adjusted to reflect increase in value of Volunteer hours effective 7/01/80. Value was increased from \$ 3.89 per hr. to \$ 4.20 per hr.

MINUTES

Minnesota Zoological Society  
Board of Directors

Minnesota Zoological Garden  
March 26, 7:30 p.m.

Board Members Present

Dennis P. Albrecht, Vice President  
Don Block  
Robert Bonawitz, President  
Narvel Brooks  
Bruce E. Douglass, M.D.  
David F. Dunn  
Karen Ferguson  
Stephanie Fox  
Clayton Hatzenbuhler  
Ingrid M. Holley  
Mark E. Jacobson  
Patricia Leefeldt  
Phillip Nelson, Secretary  
Marialice Seal  
Vicki Uchida  
Karla Williams, Executive Director

Board Members Absent

Joseph G. Bohlen  
Larry Freeman  
Craig Halvorsen  
Toni Hengesteg, Treasurer  
Terry Nelson  
Marilyn Nordaune

Others Present

Denise Bell  
Dorothy Molstad  
Phyllis Saltzman  
Peg Wetzell, Recorder

President R. Bonawitz called the meeting to order at 7:30 p.m. and directed the Board's attention to the agenda.

I. Minutes of the February 26 Meeting

MOTION by B. Douglass to accept the minutes of the February 26 meeting as submitted.

Seconded by D. Albrecht.

MOTION CARRIED.

II. Financial Report

Executive Director K. Williams presented the financial report which was distributed to all members and is considered to be a part of these minutes.

C. Hatzenbuhler inquired whether it would be possible to include a month only statement in addition to the year-to-date report.

MOTION by M. Jacobson to accept the financial report.

Seconded by V. Uchida.

MOTION CARRIED.

III. Reports

A. Minnesota Zoological Garden

D. Molstad presented a report of current Zoo activities.

- Legislative activity.

The legislature recommends reducing the staff complement by 7 positions. This is a low reduction in comparison with other agency cuts. Good News: the legislature believes the marketing budget should be increased and admission discounting implemented.

- The Zoo Board has confirmed Dave Bender as the Public Affairs Director for the Zoo.

- Promotional Activities.

1. Discount coupons are being distributed at the Boys Basketball Tournament.

2. Film Festival continues.

3. Beginning in April and continuing throughout the summer, high school bands will be playing at the Zoo on Thursdays.

4. April 11-19, Easter Break activities include the DNR poster display, the return of the Steve Martin bird show and an egg display from the Minnesota Egg Council

5. Off-site activities include appearances at 7-Hi Shopping Center, Rosedale and Northgate. "Earth Circles" will be at the Native American Center. The Zoo will participate in national volunteer recognition week.

- Educational activities.

The "Shared Learning" curriculum will be submitted to the AAZPA for the education award.

- Biological Programs.

1. Two clouded leopard kits were born at the Zoo Saturday, March 21. They are still in the nest box, off-exhibit.

2. A lively Pronghorn display is now in place on the Northern Trail.

B. Minnesota Zoological Garden Foundation

No report was submitted and no representatives were present.

IV. Executive Committee Report

R. Bonawitz reported that all budgets had been received by the Executive Committee. In addition a new statement of salary ranges for staff was reviewed. All Board members have the statement. The Executive Committee recommends approval.

MOTION by M. Seal to accept new salary ranges for staff with reviewal of ranges to occur each January.

Seconded by D. Block.

MOTION CARRIED.

V. Executive Director's Report

A. K. Williams presented the Executive Director's report which was submitted to all Board members and is considered to be a part of these minutes.

M. Jacobson reported the latest negotiation with McGrew over the 1980 Society calendar. McGrew agrees to return \$1.91 for each of the ordered but not delivered calendars. Additionally they will take the Society's 1981 order of 5,500 at the large order rate of \$2.19 each and deliver an additional 1,000 1982 calendars at no cost.

MOTION by D. Block to accept the McGrew offer as stated.

Seconded by D. Albrecht.

MOTION TABLED.

B. P. Wetzel presented the Membership Activities and Education report which is part of the Executive Director's Report. P. Wetzel announced June 6 as the date for the Annual Open House this year. The Annual Meeting will take place in September as stated in the by-laws.

C. P. Saltzman presented the Animal Sponsorship Program report which is part of the Executive Director's report. The kick-off was positive and successful. Staff is now considering methods of creating more small donation activity as the \$10 sponsorships have all been taken.

D. S. Fox reported the Volunteer Recognition Event will take place Sunday, May 3. The event features a buffet dinner at the Lodge. Board members are encouraged to attend. Dinner tickets are \$5.00 per person.

S. Fox reported another volunteer training class is underway.

E. K. Williams reported new fund requests from the Zoo to be considered by Zoo Programs Committee. The requests include funding the Continuing Education Program half-time coordinator position at \$8,000 plus a request to purchase an engraving for Zoo signage.

F. K. Williams informed the Board that the State auditors who reviewed the Society's books in regard to the Zoo Programs Fund, will advise the Society of their findings before they are made public.

G. The Audit Committee has chosen Peat, Marwick and Mitchell as the Society's auditors this year.

VI. Budget Discussion

MOTION to take up the budget discussion in a confidential session for Board members only after other business is completed by C. Hatzenbuehler.

Seconded by D. Block.

MOTION CARRIED.

VII. Committee Business

D. Albrecht advised the Board that the Zoo Programs Committee will consider the Zoo's new funding request and present recommendations to the Board at its April meeting.

VIII. Old Business

N. Brooks recommended that pictorial handouts identifying plants and animals be available at the Zoo for all visitors.

MOTION to recommend the availability of pictorial, plant and animal identification handouts for zoo visitors to Zoo Management by N. Brooks.

Seconded by P. Nelson.

MOTION CARRIED.

IX. New Business

B. Douglass requested a vehicle to inform members of the amount of their fee that is tax-deductible.

R. Bonawitz announced appointments to the Nominating Committee.

D. Dunn  
M. Jacobson  
M. Nordaune

Two Society members who are not Board members will be asked to serve on the committee as well. C. Kennedy will be one of the two members asked to serve.

X. MOTION to adjourn the open meeting by D. Albrecht.

Seconded by N. Brooks.

MOTION CARRIED.

The meeting was adjourned at 9:15 p.m.

Minutes recorded by P. Wetzel.

The meeting was re-convened at 9:30 for Board Members only.

President R. Bonawitz directed the Board's attention to discussion of the budget.

MOTION by M. Jacobson to accept the offer made by McGrew Color Graphics which gives the Society credit for the return of all damaged calendars, a credit on next years order for 1,000 calendars at the 1982 price of \$2.18; and credit of \$1,328 for 1,000 1981 calendars minus several production charges incurred in substituting 2 photos.

MOTION CARRIED UNANIMOUSLY.

Minutes

Minnesota Zoological Society

Page 5

A special committee was appointed by President R. Bonawitz to study the budget requests, determine direction for the next 5 years and to set goals and budgets accordingly for presentation to the full board on Thursday, April 16.

The committee members include:

- D. Albrecht as Chairman
- D. Block representing Marketing and Promotion
- I. Holley representing Activities and Education
- C. Hatzenbuhler representing Audit Committee
- S. Fox representing Volunteer Services Committee

Meeting was adjourned at 10:30 p.m.

Next meeting set for Thursday, April 16, 1981.

Minutes recorded by K. Williams

*D. Molstad*

STATUS REPORT

Minnesota Zoological Society  
March 26, 1981  
Karla A. Williams, Executive Director

I. MEMBERSHIP PROGRAM

A. Membership Receipts

The January receipts included 80 individual level memberships, 331 family level, 11 supporting and 14 donor level memberships. Of the 436 processed, there were 244 new, 192 renewed and 9 complimentary.

January new member sources were:

*75%  
on site*

Zoo Admissions.....	169
Gold Brochure.....	48
Gift.....	41
Childrens Theatre.....	39
Office.....	21
Audubon.....	10
Chamber of Commerce.....	8
Letter.....	6
Doctors and Veterinarians.....	2
Continuing Education Brochure.....	3
Complimentary.....	3
Dakota County Select.....	2

The February receipts included 93 individual level memberships, 278 family level, 23 supporting and 10 donor level memberships. Of the 404 processed, there were 225 new, 179 renewed, and 0 complimentary.

February new member sources were:

*29%  
on site*

Orchestra Hall.....	67
Zoo Admissions.....	66
Gold Brochure.....	38
Green/White Card.....	19
Childrens Theatre.....	7
Gift.....	7
Letter.....	3
Audubon.....	2
Science Museum.....	1
National Wildlife.....	1
Zoo Newsletter.....	1

Current renewal percentages for F.Y. '81 are:

	<u>Mailed</u>	<u>Returned</u>	<u>%</u>
5/80	3,160	2,335	73%
6/80	987	726	73%
7/80	407	307	75%
8/80	239	153	64%

	<u>Mailed</u>	<u>Returned</u>	<u>%</u>
9/80	237	147	62%
10/80	105	60	57%
11/80	91	80	87%
12/80	528	280	53%*
1/81	231	163	70%*
2/81	159	111	69%*
3/81	171		*

\*returns not complete

Present membership is 8,171. New members processed since June 1 total 2,147 (through February 28).

B. Membership Campaign

The Childrens Theatre mailing to 15,000 on November 19 yielded 91 new members or a .006% return for a cost of \$2,848 in materials.

The St. Paul Chamber of Commerce mailing of 1,602 on December 16 yeilded 9 new members or a .005% return for a cost of \$245 in materials.

The Minnesota Orchestra mailing of 5,438 on February 6 yielded 105 new members or a .02% return for a cost of \$820 in materials. This special mailing offered our 1981 Calendar free to anyone joining before February 28.

Another calendar incentive letter was mailed to 1,037 former members with expiration dates from 1/80 to 5/80. This yielded 60 renewals or a .05% return for a cost of \$151.

A special mailing will go to 20,000 members of Minnesota Public Radio and 6,000 National Wildlife members on April 1st to offer membership at the current rates until May 1st. The M.P.R. list is a significant acquisition as the organization has never before released or exchanged their member list.

To date, 75 renewals have been received as a result of a ZooNews coupon offering early renewal at the present rate to Society members until May 31.

The "early-bird" coupon will be repeated in the April and May ZooNews issues.

A special letter to those whose expiration date is 2/80 through 5/80 will be sent April 15 to officially give renewal notice.

C. On-Site Membership Program



With the onset of spring-like weather and a simultaneous boost in Zoo attendance, on-site membership sales are also increasing. Since January 22, 1981, 333 memberships are credited to the on-site membership booth. Costs for the same period total \$328.00 representing a indirect profit of \$8332.00.

D. Trial Membership Program

A letter to the 143 people who joined as "trial members", was mailed last week to ask them to extend for the balance of the year. April 30 is the deadline for extending memberships to families (for \$18) or to individuals (for \$12).

II. MARKETING AND PROMOTION

A. Calendars

Discussions are still underway with McGrew Color Graphics to attempt a settlement out of court for shortages, delays and resulting loss of sales with the 1981 Calendar. Accounts receivable total \$6,121.40 with a revised inventory of 1,630. Of that number approximately 25% will be returned for a damage-credit.

B. Advertising Agency

As discussed at the February board meeting, Rumsey, Knutson and Operprillers was selected as the advertising agency to serve our membership program design needs.

Over five of the R.K.O.'s principles are former Martin/William's staff members and are quite familiar with the Society's mission and image.

Membership materials are anticipated by May 15th.

III. PUBLIC RELATIONS, EDUCATION AND MEMBER ACTIVITIES

A. Publications

1. News Releases

- a. 3/18/81 - Families Bring a Gerbil Home in April Zoo Class.
- b. 3/5/81 - Zoo Society Classes Feature Aquariums
- c. 2/25/81 - March Zoo Classes Introduce Children to Animals
- d. 2/12/81 - Zoo Class Features Care of Unusual Pets
- e. 2/12/81 - Learn to Care for Unusual Pets - written for T.V. and radio.

2. Animal Kinddom

The last Minnesota Zoo Society insert in Animal Kingdom appears in the April/May issue to be mailed March 26.

The insert includes 1) a feature on endangered species at the Zoo with a tie in to Animal Sponsorship and photos, 2) black and white reproductions of the two top winning entries in the Photo Contest and 3) a photo story of the Zoo Volunteers who have assisted the Continuing Education Program.

3. ZooNews

An improved newsletter is projected to begin in June. The newsletter will include more emphasis on photos.

B. Member Activities

1. February Monthly Members Day

Forty Society members participated in the February Members Day "Winter Signs of Life". The program presented by Zoo naturalist D. Newbauer emphasized February phenology and included an outdoor hike.

2. March Members Day

The March Members Day was included as a benefit to persons purchasing a trial ski membership in the Society. A behind-the-scenes tour of the green house and a plant tour of the Tropics is offered by Steve Wachter and John Tidwell of the Zoo. Arrangements have been made to handle the additional participants on March 29.

3. April Members Day

An early morning bird walk is offered as the April activity at the Zoo. Zoo Naturalist D. Newbauer hopes to teach song as well as bird identification. The activity is offered at 6 a.m. Saturday, April 25.

4. Milwaukee Zoo Trip Memorial Day Weekend

A bus trip is offered to members to visit the Milwaukee Zoo over Memorial Day weekend this May. The primary participants will probably be Zoo staff and volunteers.

5. Africa Trip

Four members have already pre-registered for the Africa trip, October 4-19, 1981. Fifteen participants are necessary to ensure a Society tour group. If less than fifteen participants register, they will be merged with another Zoo Society group. The trip brochure will be included in the April ZooNews.

C. Education

1. Due to no less than two major disasters at the printer (the roof fell in twice) the Continuing Education Brochure of spring classes was delayed. As a result two early classes were cancelled. All other classes are doing exceptionally well and have been filled to maximum enrollment level.

2. Doug Langefels has been hired as the new half-time Continuing Education Coordinator at the Zoo. Doug is a trained naturalist and part-time monorail guide at the Zoo. He has served as Zoo intern and instructor in the Continuing Education Program. Kathy Lundgren, our first coordinator has been hired by the Zoo to head their Education Department.

Doug will complete the summer curriculum April 1. We will use the headstart to produce an inexpensive flyer which will be distributed through local schools before they close in May.

#### IV. ANIMAL SPONSORSHIP

##### A. Kick-Off Event

The Animal Sponsorship Kick-Off event on March 21 and 22 at the Zoo was responsible for \$17,600 in sponsorships.

With earlier sponsorships of \$15,000 the amount raised to date is approximately \$22,600...or 22% of our \$100,000 goal.

The kick-off was attended by many Society board members and a large group of celebrities including notables like Mayors George Latimer and Donald Fraser.

P.M. Magazine's Steve Doyle, was our honorary zoo ambassador and along with glowns, musicians, volunteers and staff giving animal demonstrations, he entertained the Saturday crowd of 4,200 and the Sunday crowd of 6,700.

Animal sponsors enjoyed the free hotdogs, dilly bars and Pepsi donated by Dairy Queen.

Appreciation goes to all of the Zoo and Society staffers, volunteers and board members who worked so hard for so long to put the kick-off together. It was a great success besides being a fun and entertaining day.

##### B. Kick-Off Program

With \$1,800 donated from 3M and approximately \$2,200 in advertising fees, we produced a 20 page program with a schedule of weekend activities for Zoo visitors.

##### C. Educational Program

The 15 minute educational slide show premiered at the Sponsorship kick-off, and received many compliments from the visiting public. The adult version is complete however the youth version is delayed due to budget cutbacks at the Zoo. It is now scheduled to be ready for elementary school presentations in mid-April.

Steve Doyle narrated the slide show entitled "A Cry for Help"; Mary Lou Martin wrote the script; Zoo staff produced the show.

Educational materials are not yet complete. A review of the various components and further expansion of teachers curriculum materials are needed.

##### D. Information Booths

Volunteers set up and worked at information booths on March 14-15 at Southdale, Brookdale, Ridgedale and on March 14,15 and 20 at Town Square.

The spring volunteer visits to schools to promote the Sponsorship program will be considered a pilot for the educational components of the project. At the end of the school year, the program will be assessed and needs determined to gear up for the full 1981-1982 school year.

V. VOLUNTEER PROGRAM

A. Volunteer Training Class

60 new volunteers are presently attending the Spring training class. Although 125 people applied for this class, the class size is limited because of the facility accommodations, the amount of time Zoo staff have to teach the classes, and the number of jobs for volunteers to do on-site.

B. Volunteer Recognition Event

May 3 has been chosen as the day for the Society to recognize all on-site Zoo volunteers for their contributions during the past year. The Event will begin with an annual meeting at 5:00 p.m., social hour at 6:00 p.m., and buffet dinner at 7:00 p.m. with strolling musicians. Volunteers will receive award certificates along with special recognition items they selected for the various hour categories worked.

Tickets for volunteer guests, staff or board members are available through the Society office for \$5.00.

C. Volunteer Services Committee

Letters were mailed to all volunteers to invite them to apply for scholarships available for the regional AAZPA conference in Peoria, Illinois and the fall national AAZPA conference in New Orleans.

Phil Nelson is chairing the AAZPA Scholarship Committee.

As of 3/24/81, education grants totaling \$243 have been awarded to 5 volunteers. This exciting new program is being received very enthusiastically by the volunteer corps.

VI. ADMINISTRATIVE

A. Zoo Fund Request

*March 26 Mtg. Minutes*

A revised and Zoo Board approved request for funding was received by the Society Zoo Programs Committee on March 20, 1981.

The proposal includes a review of projects where funds were previously committed; a request to release \$38,000 of the previous \$98,400 request; a new request for \$42,000 in grants; an additional request for \$8,000 for continuing education.

The following outlines the Zoo's request.

1. Staff Enrichment.....	\$12,000
2. Internship Program.....	32,000
3. Audio Self-Guided Tour.....	3,000
4. Tropics ZooLab.....	8,000
5. Special Events.....	10,000
6. Advertising.....	15,000
	<u>\$80,000</u>

7. Continuing Education.....\$ 8,000  
\$88,000

B. Zoo Request for Engravograph

A proposal was received from the Zoo on March 20, 1981 to have the Society consider the purchase of an engraving machine to provide for the signage and label needs of the Animal Sponsorship donor board plus other applications such as name tags, gift store items, plaques, awards, etc.

The cost of the machine is \$1,616.

C. Legislative Audit Review

Meetings have occurred with staff people of the Office from the Legislative Auditor and the Society. On one occasion Toni Hengesteg and I met with 4 auditors to discuss relations and authority of the Society with the Minnesota Zoo.

On another occasion 1 auditor visited the Society office to review our records pertaining to any disbursements to the Zoo, in particular Zoo Fund. Volunteer hours, reciprocity and fund-raising were other areas discussed in detail.

D. Reciprocity Committee

Members of the reciprocity committee are meeting to discuss various options, needs and effects to any changes in the formal Reciprocity Agreement between the Zoo and the Society.

VII. FINANCE

A. Year End Audit

The Audit Committee has chosen Peat, Marwick, Mitchell and Company as the audit firm to prepare the Society's year end report, and the necessary tax exempt and charitable form for state and federal agencies.

Peat, Marwick, Mitchell and Company replaces the services for the past 3 years of McGladrey, Hendrickson and Company. The Society Audit Committee recommended the change to encourage new approaches to the existing accounting system.

B. Zoo Fund

The total amount dispursed for Zoo Fund programs in January and March include the following:

<u>January</u>	<u>February</u>
Mercury Travel.....\$792.00	Linda Kozicky.....\$100.00
Reptile Symposium..... 150.00	Wildfowl Trust.....300.00
Olson Graphic.....189.64	Treasurer of Mpls.....123.00
Doug Wolf.....300.00	Linda Kozicky.....100.00
Dr. Donald Hoyt.....545.00	<u>\$623.00</u>
<u>\$1,976.64</u>	

AGENDA

Minnesota Zoological Society  
Board of Directors' Meeting

Thursday, March 26, 1981

7:30 p.m.

Minnesota Zoo  
Board Room

- ~~I.~~ Minutes, February 26 Meeting
- ~~II.~~ Finance Report
  - A. February Statement
- ~~III.~~ Reports
  - A. Minnesota Zoological Garden
  - B. Minnesota Zoological Garden Foundation
- IV. Executive Committee's Report
- V. Executive Director's Report
- VI. Budget Discussion
- VII. Committee Business (action items)
- VIII. Old Business
- IX. New Business

Note: Do not park in circle (fire lane!).

MINNESOTA ZOOLOGICAL SOCIETY

BALANCE SHEET

For Period Ended 2/28/81

A S S E T S

Cash	26,531.81	
WIN Account - Dian Bosworth	68,232.70	
Certificate of Deposit	200,000.00	
*Total Cash and temporary investments	<hr/>	294,764.51
Receivable		2,323.50
Inventories <i>per the calendar</i>		16,684.91
Prepaid Expense		659.95
Property and equipment	10,565.39	
less accumulated depreciation of	5,203.66	5,361.73
Other assets:	<hr/>	
Land		6,000.00
Oil Painting		7,500.00
		<hr/>
Total assets		333,294.60
		<hr/> <hr/>

L I A B I L I T I E S   &   F U N D   B A L A N C E S

Accounts payable		-0-
Accrued liabilities		1,723.23
Unearned membership dues		60,232.82
Holding Account for Special Events <i>cont'd above</i>		1,467.62
		<hr/>
Total liabilities		63,423.67
Unrestricted		202,681.73
Fund balance Restricted for Direct Support to MZG		67,189.20
		<hr/>
Total liabilities and fund balances		333,294.60
		<hr/> <hr/>

\* Cash and temporary investments to the extent of \$ 48,398.00 are restricted for the future payment of membership benefits to the Minnesota Zoological Garden.

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF SUPPORT AND REVENUE, EXPENSES  
AND CHANGES IN FUND BALANCES  
FOR THE PERIOD ENDED: 2/28/81

	CURRENT MONTH		YEAR TO DATE	
	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
Support and revenue:				
Membership dues - deferred				
Recognized income	11,036.13	9,918	85,708.11	89,045
Contributions and bequests	8,877.18	2,073	71,234.68	58,112
Investment income	8,687.35	11,052	20,679.65	21,231
Animal Sponsorship Income	7,130.00	-	7,130.00	-
Auxiliary activities	274.30	4,762	5,789.13	17,512 <i>Calendar</i>
Other - Conferences, meetings and annual meeting	18.00	40	315.50	219
<b>TOTAL SUPPORT AND REVENUE</b>	<b>36,022.96</b>	<b>27,845</b>	<b>190,857.07</b>	<b>186,119</b>
Expenses				
Salaries and related expenses	8,394.65	8,512.50	63,572.46	65,566.50
Occupancy	506.35	830	4,257.15	4,430
Telephone	231.39	181	2,010.44	1,659
Supplies	661.37	3,235	3,983.04	19,190
Rental and Maintenance of Equipment	79.00	125	1,690.89	2,325
Printing and publications	2,128.39	10,006	31,922.56	50,574
Postage and shipping	772.38	1,393	10,080.80	11,812
Publicity/Public Relations	346.70	158	1,231.20	1,222
Conferences	74.99	21	3,319.76	3,334
Travel	452.10	368	1,639.52	2,789
Professional fees	1,931.55	4,787	11,962.22	42,283
Awards and grants	222.50	42	344.08	1,625
Complementary memberships	189.50	237	2,175.50	2,133
Depreciation	106.33	-	957.31	-
Other	-	3,586.50	2,045.49	27,725.50
Operating Expenses	12,116.55	26,875	127,446.54	210,500
ASP Expenses	3,980.65	6,607	13,745.88	26,168
Direct Support to MZG	623.00	-	20,235.76	-
<b>TOTAL EXPENSES &amp; BUDGETS</b>	<b>16,720.20</b>	<b>33,482</b>	<b>161,428.18</b>	<b>236,668</b>
EXCESS (DEFICIENCY) of support and revenue over expenses	19,302.76		29,428.89	
Fund balances at beginning of period: (Adjusted)			<u>173,252.84</u>	
Fund balances at end of period:			<u>202,681.73</u>	

## STATEMENT OF FUNCTIONAL EXPENSES

For the Period Ended 2/28/81

	PROGRAM SERVICES					SUPPORTING SERVICES			TOTAL	BUDGET Year to Date	TOTAL BUDGET
	Marketing & Promotion	Membership Activities	Public Education	Animal Sponsorship	Volunteer Activities	Auxiliary	General Administra- tion	Contribu- tion to Zoo			
401 Salaries	8,241.25	12,279.26	5,187.65	9,803.11	3,025.89	684.13	22,879.95		62,101.24	61,818	86,130+200
401.1 On-site Salaries	1,471.22								1,471.22	3,748.50	5,000
404 Occupancy				600.00			3,657.15		4,257.15	4,430	6,922
405 Telephone	3.79	96.53	11.52	504.42	4.13	4.89	1,385.16		2,010.44	1,659	2,220
406 Supplies	895.35	1,039.94	52.87	617.08	274.31	121.76	981.73		3,983.04	19,190	25,625
407 Rental Equipment	94.00	94.00		290.18			1,212.71		1,690.89	2,325	2,700
408 Printing/Publica.	5,103.93	21,825.93	1,292.77	705.67	505.94	495.17	1,993.15		31,922.56	50,574	64,550
409 Postage/Shipping	5,360.23	3,358.78	56.06	115.73	226.48	369.23	594.29		10,080.80	11,812	15,925
410 Publicity/P.R.	1,182.46	22.00	5.73			21.01			1,231.20	1,222	1,700
411 Conferences/Conv.	83.74	363.11		84.77	1,473.87		1,314.27		3,319.76	3,334	5,400
412 Travel	287.39	381.63	6.52	307.92	168.30	14.60	473.16		1,639.52	2,789	3,892
414 Professional Fees	1,245.04	1,439.00		717.00	25.00		4,064.62		7,490.66	7,161	15,613
414.1 Data Processing Se	1,086.69	578.64	75.00				1,525.58		3,265.91	2,875	4,000
414.2 Promotional Cons.	1,205.65								1,205.65	32,247	37,000
415 Awards and Grants					124.02		32.00		156.02	875	1,000
415.1 Zoo Vap Recog.					134.06				134.06	750	3,500
415.2 Society Recog.		54.00							54.00		700
416 MZG Adm. Membersps							2,175.50		2,175.50	2,133	2,850
417 Comp. Memberships							957.31		957.31		
418 Depreciation							153.00		362.99	16,042	27,510
419 Other		104.00			105.99						
419.1 Hospitality			68.34				58.51		126.85	2,850	
419.2 Open House		761.15							761.15	5,085	6,788
419.3 Search Committee							11.95		11.95		
419.4 On Site Program	782.55								782.55	3,748.50	5,000
									Sub Totals	141,192.42	284,225
										20,235.76	** 40,000 ASI
Direct Support to MZG											
Total to date	27,043.29	42,397.97	6,756.46	**13,745.88	6,067.99	1,710.79	43,470.04	20,235.76	*161,428.18		
Budget/Year to date	94,950	61,744	(Budgeted in M.A.)	**26,168	8,295	(Budgeted in M&P)	45,511		**236,668		
Total Budget	127,000	79,000	**40,000	15,160		63,065				284,225	** 40,000 ASI

\*\* Animal Sponsorship Program (ASP)

\* Includes Zoo Fund

STATEMENT OF FINANCIAL POSITION

RELATIVE TO

RECIPROCITY AGREEMENT

For Period Ended 2/28/81

<u>MONTH</u>	<u>ADMISSION COSTS</u>		<u>ZOO VAP VALUE</u>		<u>DELTA (MZS CREDIT) MZG PAYMENT DUE</u>
	<u>CURRENT MONTH</u>	<u>CUMULATIVE</u>	<u>CURRENT MONTH</u>	<u>CUMULATIVE</u>	
JUNE	7,548.20	7,548.20	9,521.75	9,521.75	*(1,973.55)
JULY	9,590.40	17,138.60	10,092.61	19,614.36	*(2,475.76)
AUGUST	11,290.00	28,428.60	8,572.59	28,186.95	*241.65
SEPTEMBER	7,890.00	36,318.60	9,194.99	37,381.94	*(1,063.34)
OCTOBER	4,172.60	40,491.20	**12,369.51	49,751.45	*(9,260.25)
NOVEMBER	5,904.20	46,395.40	12,363.75	62,115.20	*(15,719.80)
DECEMBER	4,654.00	51,049.60	10,634.00	72,749.60	*(21,700.00)
JANUARY	8,371.40	59,421.00	9,636.90	82,386.50	*(22,965.50)
FEBRUARY	8,011.80	67,432.80	9,298.80	91,685.30	*(24,252.50)
MARCH					
APRIL					
MAY					

\* Total does not include credit to MZS of \$ 88,663.00 for period ending May 31, 1980....

\*\* Adjusted to reflect increase in value of Volunteer hours effective 7/01/80. Value was increased from \$ 3.89 per hr. to \$ 4.20 per hr.

cc: Div. Dir  
9&

MINUTES

Minnesota Zoological Society  
Board of Directors

February 26, 1981  
7:30 p.m.

Field Council Room  
First Floor  
Minnesota Mutual Life Insurance  
345 Cedar, St. Paul

Board Members Present

Dennis P. Albrecht, Vice President & Acting Chairman  
Don Block  
Joseph Bohlen  
Narvel Brooks  
Bruce Douglass, M.D.  
David Dunn  
Karen Ferguson  
Stephanie Fox  
Craig Halvorsen  
Clayton Hatzenbuehler  
Toni Hengesteg  
Ingrid Holley  
Mark Jacobson  
Patricia Leefeldt  
Phillip Nelson  
Terry Nelson  
Marilyn Nordaune  
Marialice Seal  
Vicki Uchida  
Karla Williams, Executive Director

Board Members Absent

Robert Bonawitz, President

Others Present

Kathy Anderson  
Dorothy Molstad  
Phyllis Saltzman  
Peg Wetzel

Vice President and acting chairman Dennis Albrecht called the meeting of the Minnesota Zoological Society Board of Directors to order at 7:40 p.m. D. Albrecht directed the Board's attention to the agenda.

I. Minutes of January 22 Meeting

P. Wetzel informed the Board that Robert Voight, Executive Director of the Foundation wished the minutes of the January meeting to be amended to clarify his statement on page 2, paragraph 2. According to P. Wetzel, R. Voight wished the statement: "L. Freeman asked R. Voight of the 12,000 individuals who would be giving the donations could be identified as Society members. R. Voight agreed that they would be Society." To be changed to clarify that the Society members were identified as potential donors, in addition to corporation, foundation and individuals who have already expressed an interest in the Zoo.

MOTION by L. Freeman to amend the minutes of the January 22 meeting by changing R. Voight's statement to read: "R. Voight agreed that they may be Society members."

Seconded by P. Nelson.

MOTION CARRIED.

MOTION by Bruce Douglass to accept the minutes as amended.

Seconded by D. Block.

MOTION CARRIED.

## II. FINANCE REPORT

Executive Director K. Williams and Finance Officer K. Anderson of the Society staff presented the February financial statement.

The statement was distributed to all Board members and is considered to be a part of these minutes.

MOTION by D. Block to accept the February financial statement.

Seconded by D. Dunn.

MOTION CARRIED.

## III. REPORTS

### A. Minnesota Zoological Garden

D. Molstad presented the report from the Zoo. Highlights of the report include:

- Staff reorganization has been approved by the Zoo Board.
- The Ojibway art display is scheduled to travel to the American Indian Center, the Duluth Zoo, Chisholm Interpretive Center, Burnsville Center, Winnepeg and the Milwaukee Zocs. The exhibit will return to the Minnesota Zoo in the spring of 1982 rather than the fall of 1981.
- The Steve Martin bird show will return April 11-19.
- A proposal for a gifted and talented youth educational program has been submitted to the Northwest Foundation.
- School attendance is increasing.
- The Zoo co-sponsored the Non-Game Wildlife Poster Contest open to 4th graders, statewide. Entries will be exhibited at the Zoo April 11-19. The winner of the contest will release an otter to the Minnesota river valley and tour the Zoo.
- Bison are now on exhibit on the Northern Trail. Musk oxen have been relocated to their new exhibit on the Northern Trail.
- Governor Quie dedicated the Ski/Conference Center on February 14.

- A group of legislators sent a letter to about 40 state and national corporations asking if they would be interested in buying the Zoo. Neither the Zoo nor the Chairman of the Appropriations Committee were notified of the letter but an article appeared in the Mankato Free Press this week. D. Molstad pointed out that the only similar organization that is operated independently is Busch Gardens which charges \$15 per person for admission. In case board members are questioned about the "Sell the Zoo" letter, they can refer to the comparative revenues published in the Foundation's latest newsletter.

B. Minnesota Zoological Garden Foundation

No Foundation representative was present and no report presented.

IV. EXECUTIVE COMMITTEE REPORT

D. Albrecht presented the Committee report. The Committee charged to evaluate the Executive Director's performance, has asked K. Williams to prepare a report of what has been accomplished since she has directed the activities of the Society.

F.Y. '82 Budget. A budget process has been outlined and distributed to each Board member. Budgets will be developed in Committee and sent to the Executive Committee for review and recommendations. The final budget will be presented to the Board for its approval April 23.

The March board meeting originally scheduled for March 19 has been moved to March 26, 7:30 p.m., Minnesota Zoo.

V. EXECUTIVE DIRECTOR'S REPORT

K. Williams presented a comparison of January/February memberships.

<u>January 1980</u>	<u>1981</u>
Renewals 104	192
New 123	244
<u>February 1980</u>	<u>1981</u>
Renewals 59	159
New 102	211

P. Saltzman reported the current activities of the Animal Sponsorship Program.

- Kick-off celebration, March 21-22 at the Zoo. Local celebrities, clowns, jugglers and music. Dairy Queen has donated food for sponsors. Sponsors will also receive a pass to the Zoo. J. Ahlgren solicited ads for the souvenir Program. I. Holley chairs the entertainment committee for the event. The tapirs will be up for group sponsorship during the kick-off.
- Donations: Honeywell donated \$2700 for printing educational materials. 3M donated \$1600 for printing the souvenir program. N.S.P. donated \$2500 worth of printing for stationery, posters and certificates.

- The brochure is complete. 5,000 will be mailed as a sample to former Zoo Walkers. A mailing list is being developed for brochures.
- Media kits mailed statewide.
- Steve Doyle, host of PM Magazine has agreed to narrate the slide show on endangered species.
- 33 Animal Sponsorship volunteers have been trained.
- Booths at shopping centers have been scheduled.
- Media coverage: Marcia Fleur, KSTP-TV News, Boon & Erickson-WCCO radio, Douglass & Napp-KSTP-FM, Debra Stone-St. Paul SUN, What's New Show, Twin Cities Today Show, Midday Show.

#### VI. COMMITTEE BUSINESS

##### A. Zoo Programs

Chairperson D. Albrecht reported that the Zoo Programs Committee will not recommend funding until the March Board Meeting.

##### B. Volunteer Services Committee

Chairperson S. Fox reported that a board member not currently on the Committee is needed to review applications for volunteer AAZPA scholarships. T. Nelson volunteered to assist.

##### C. Marketing and Promotion

Committee Chairperson D. Block brought to the Board's attention one change in the timetable they received for institution of the new membership rates.

MOTION by I. Holley to change the rate structure timetable so that a mailed notice is sent to members in April.

Seconded by N. Brooks.

MOTION CARRIED.

D. Block reported that Rumsey, Knutson and Oberprillar has been chosen as the Society's new ad agency. Staff will put together a 3-year plan, but funding will be on a per project basis. The Zoo's new agency, Coleman Christianson, was reviewed but the committee did not believe they were the right organization for the Society's needs.

The Marketing and Promotion Committee recommends that a defining policy of family membership be set at all adults limited to two and children 5 through 17 living at the same address.

L. Brandt did not vote on the policy. Marketing and Promotion requests that defining policy be part of the negotiations on the reciprocity agreement.

D. Albrecht asked individuals and committees to give their written input regarding the Reciprocity Agreement to the Reciprocity Committee by early March 5.

K. Williams will send a list of ideas for the reciprocity agreement generated by Marketing and Promotion to all Board members and a copy of the current reciprocity agreement to all members who would like one.

D. Block reported a recommendation by the Marketing and Promotion Committee that a proposal to consider combining the function of the Society and Foundation be brought to the recently created 9-member Inter-Agency Committee recently created by the Zoo Board.

MOTION by D. Block that in order to strengthen the image of the Zoo and eliminate redundant efforts, the Society Board recommends that the 9-member Zoo Inter-Agency Committee consider combining the functions of the Society and Foundation.

Seconded by I. Holley.

MOTION CARRIED.

#### VII. OLD BUSINESS

P. Wetzel presented a verbal outline of member activities for the coming year. Activities fall into 5 categories: 1) member activities; 2) donor recognition; 3) continuing education; 4) special events; 5) travel.

The Society is co-sponsoring the "Profiles in Survival" lecture series presented by the Science Museum of Minnesota. The lecture series features Mary Leakey, April 9; Stanley Temple, April 14; Roger Payne, April 28; and Dian Fossey, May 12. The lecture series brochure will be mailed to all members in March. Members of Society and other co-sponsoring organizations receive a discount on tickets. The Society is committing \$1,000 to fund the series. We hope to offer a series of distinguished lecturers on zoo-related topics every year.

A brochure describing the Society Africa trip offered October 4-19 will be sent to all members sometime in March as well.

P. Wetzel presented a slide show of the 50 photo contest winners and a sample of the slide that will be sent to T.V. stations statewide.

#### VIII. NEW BUSINESS

D. Albrecht presented a copy of Animal Sponsorship financial guidelines recommended by the Finance Committee of the Zoo Board.

MOTION by L. Freeman that the Animal Sponsorship Financial Guidelines recommended by the Audit and Finance Committee of the Zoo Board be sent to the Society Marketing and Promotion Committee for review.

Seconded by P. Nelson.

MOTION CARRIED.

MOTION by P. Nelson to adjourn the meeting.

Seconded by B. Douglass.

MOTION CARRIED.

The meeting was adjourned at 10:20 p.m.

Minutes recorded by P. Wetzel



Calendar of Events.

Poko has 120000 pigs  
SD women's.

*- official from zoo board*

MINNESOTA ZOOLOGICAL GARDENS

Proposed Financial Guidelines for Animal Adoption Program

- I. Understanding that the Society is doing this project on behalf of the <sup>Zoo</sup> animals
- II. A separate fund shall be set up to account for all revenues and all expenses directly associated with the program. A quarterly accounting for all transactions in the fund shall be furnished to the Zoo.
- III. The Zoo has the right to cancel and/or assume the program at the end of any fiscal year of the Society (May 31st) upon 90 days notice prior to May 31st to assume such program.
- IV. The Zoo has the right to any balance in the fund, less a reasonable working fund amount, ~~without prior approval of the Society or its Board of Directors~~ for the purposes of the program donations.

*at the discretion of the Zoo Board*

*(field board, then app. reporting every step of A.S. program KW)*

*(we report to them program but we're running the show.)*

*Larry Neuman motion*

*items 1&2 have general agreement sent to M&P committee -*

*"Response 30 days after 1st mtg. of 9 members"*

2/26/81 KAW

TIME LINE FOR MEMBERSHIP FEE-INCREASE CAMPAIGN

- March 5 ZooNews article for 1st notice to member with coupon to renew at old rate.
- ~~March~~ April 10 Mail SPECIAL NOTICE to all members except those who renewed through the ZOONEWS coupon.
- April 1-5 Mail notice of old rates to M.P.R. list (20,000) and National Wildlife list (7,500)  
-special letter  
-gold brochure  
-B.R.E.  
-window envelope
- April 5 Repeat ZooNews article coupon.
- April 1 Press Release announcing new prices.
- April 30 Deadline for old rates.
- May 15 Mail 3rd renewal notice to May members; include new brochure.
- May 1 New fee schedule takes effect for new members.
- May 31 Deadline for membership at old rates (renewals).

*D. M. ...*

MINNESOTA ZOOLOGICAL SOCIETY

BALANCE SHEET

For Period Ended 1/31/81

ASSETS

Cash	10,660.42	
WIN Account - Dain Bosworth	67,254.38	
Certificate of Deposit	200,000.00	
*Total Cash and temporary investments		277,914.80
Receivable		2,323.50
Inventories		17,056.15
Prepaid Expense		1,076.87
Property and equipment	10,565.39	
less accumulated depreciation of	<u>5,097.33</u>	5,468.06
Other assets:		
Land		6,000.00
Oil Painting		<u>7,500.00</u>
Total assets		<u><u>317,339.38</u></u>

LIABILITIES & FUND BALANCES

** Accounts payable		-0-
Accrued liabilities		1,727.13
Unearned membership dues		63,699.21
Holding Account for Special Events		1,344.87
Total liabilities		<u>66,771.21</u>
Fund balance	Unrestricted	182,755.97
	Restricted for Direct Support to MZG	<u>67,812.20</u>
Total liabilities and fund balances		<u><u>317,339.38</u></u>

\* Cash and temporary investments to the extent of \$ 41,434.00  
are restricted for the future payment of membership benefits to  
the Minnesota Zoological Garden.

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF SUPPORT AND REVENUE, EXPENSES  
AND CHANGES IN FUND BALANCES  
FOR THE PERIOD ENDED: 1/31/81

	CURRENT MONTH		YEAR TO DATE	
	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
Support and revenue:				
Membership dues - deferred				
Recognized income	10,465.88	9,654	74,671.98	79,127
Contributions and bequests	5,461.91	2,679	62,357.50	56,039
Investment income	869.66	3,333	11,992.30	10,179
Net gain on investments				
Auxiliary activities	357.21	4,995	5,514.83	12,750
Other - Conferences, meetings and annual meeting	20.00	40	297.50	179
<b>TOTAL SUPPORT AND REVENUE</b>	<b>17,174.66</b>	<b>20,701</b>	<b>154,834.11</b>	<b>158,274</b>
Expenses				
Salaries and related expenses	6,075.34	8,512.50	55,177.81	57,054
Occupancy	506.35	500	3,750.80	3,600
Telephone	235.41	181	1,779.05	1,478
Supplies	617.08	3,235	3,321.67	15,955
Rental and Maintenance of Equipment	290.15	125	1,611.89	2,200
Printing and publications	3,468.74	3,256	29,794.17	40,568
Postage and shipping	1,504.93	1,393	9,308.42	10,419
Publicity/Public Relations	224.00	158	884.50	1,064
Conferences	68.50	21	3,244.77	3,313
Travel		367	1,187.42	2,421
Professional fees	808.28	4,787	10,030.67	37,496
Awards and grants		41	121.58	1,583
Complementary memberships	246.50	237	1,986.00	1,896
Depreciation	106.33		850.98	
Other	20.00	3,786.50	2,045.49	24,139
	14,171.61	26,600	125,095.22	203,186
Direct Support to MZG	1,976.64		19,612.76	
<b>TOTAL EXPENSES</b>	<b>16,148.25</b>		<b>144,707.98</b>	
<b>EXCESS (DEFICIENCY) of support and revenue over expenses</b>	<b>1,026.41</b>		<b>10,126.13</b>	
Fund balances at beginning of period: (Adjusted)			172,629.84	
Fund balances at end of period:			182,755.97	

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF FUNCTIONAL EXPENSES

For the Period Ended 1/31/81

PROGRAM SERVICES

SUPPORTING SERVICES

	Marketing & Promotion	Membership Activities	Public Education	Animal Sponsorship	Volunteer Activities	Auxiliary	General Administration	Contribution to Zoo	TOTAL	BUDGET Year to Date	TOTAL BUDGET
401 Salaries	7,657.23	10,819.04	4,641.10	7,653.79	2,906.08	639.13	19,610.21		53,926.58	53,722	86,130+200
401.1 On-site Salaries	1,251.23								1,251.23	3,332	5,000
404 Occupancy				500.00			3,250.80		3,750.80	3,600	6,922
405 Telephone	3.79	92.53	2.77	418.68	4.13	4.89	1,252.26		1,779.05	1,478	2,220
406 Supplies	825.42	958.59	52.87	428.54	69.63	121.76	864.86		3,321.67	15,955	25,625
407 Rental Equipment	94.00	94.00		290.18			1,133.71		1,611.89	2,200	2,700
408 Printing/Publica.	5,074.51	20,376.95	1,281.99	177.10	471.36	493.81	1,918.45		29,794.17	40,568	64,550
409 Postage/Shipping	4,828.20	3,253.82	47.77	53.01	219.53	339.14	566.95		9,308.42	10,419	15,925
410 Publicity/P.R.	857.76		5.73			21.01			884.50	1,064	1,700
411 Conferences/Conv.	66.95	354.61		69.33	1,461.57		1,292.31		3,244.77	3,313	5,400
412 Travel	185.22	327.99	3.10	174.60	134.37	7.40	354.74		1,187.42	2,421	3,892
414 Professional Fees	1,245.04	815.00			25.00		4,064.62		6,149.66	6,332	15,613
414.1 Data Processing Se	804.59	478.03	75.00				1,198.75		2,556.37	2,500	4,000
414.2 Promotional Cons.	1,021.28	75.00					228.36		1,324.64	28,664	37,000
415 Awards and Grants					40.02		32.00		72.02	833	1,000
415.1 Zoo Vap Recog.					49.56				49.56	750	3,500
415.2 Society Recog.											700
416 MZG Adm. Membersps											
417 Comp.Memberships							1,986.00		1,986.00	1,896	2,850
418 Depreciation							850.98		850.98		
419 Other		104.00			27.99		231.00		362.99	13,787	27,510
419.1 Hospitality			68.34				58.51		126.85	2,500	
419.2 Open House		761.15							761.15	4,520	6,788
419.3 Search Committee							11.95		11.95		
419.4 On Site Program	782.55								782.55	3,332	5,000

Sub Totals 125,095.22 284,225  
19,612.76 \*\* 40,000 AA

Direct Support to MZG

Total to date 24,697.77 38,510.71 6,178.67 \*\*9,765.23 5,409.24 1,627.14 38,906.46 19,612.76 \*144,707.98

Budget/Year to date 84,286 51,524 (Budgeted in M.A.) \*\*19,561 7,689 (Budgeted in M & P) 40,126 \*\* 203,186

Total Budget 127,000 79,000 \*\*40,000 15,160 63,065 284,225 \*\*40,000 AA

\*\* Animal Sponsorship

\* Includes Zoo Fund

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF FINANCIAL POSITION

RELATIVE TO

RECIPROCITY AGREEMENT

For Period Ended 1/31/81

<u>MONTH</u>	<u>ADMISSION COSTS</u>		<u>ZOO VAP VALUE</u>		<u>DELTA</u> <u>(MZS CREDIT)</u> <u>MZG PAYMENT</u> <u>DUE</u>
	<u>CURRENT</u> <u>MONTH</u>	<u>CUMULATIVE</u>	<u>CURRENT</u> <u>MONTH</u>	<u>CUMULATIVE</u>	
JUNE	7,548.20	7,548.20	9,521.75	9,521.75	*(1,973.55)
JULY	9,590.40	17,138.60	10,092.61	19,614.36	*(2,475.76)
AUGUST	11,290.00	28,428.60	8,572.59	28,186.95	*241.65
SEPTEMBER	7,890.00	36,318.60	9,194.99	37,381.94	*(1,063.34)
OCTOBER	4,172.60	40,491.20	**12,369.51	49,751.45	*(9,260.25)
NOVEMBER	5,904.20	46,395.40	12,363.75	62,115.20	*(15,719.80)
DECEMBER	4,654.00	51,049.60	10,634.00	72,749.60	*(21,700.00)
JANUARY	8,371.40	59,421.00	9,636.90	82,386.50	*(22,965.50)
FEBRUARY					
MARCH					
APRIL					
MAY					

\* Total does not include credit to MZS of \$ 88,663.00 for period ending May 31, 1980....

\*\* Adjusted to reflect increase in value of Volunteer hours effective 7/01/80. Value was increased from \$ 3.89 per hr. to \$ 4.20 per hr.

cc: R. Abraham  
D. Molstad

AGENDA

Minnesota Zoological Society

Board of Directors' Meeting

Thursday, January 22, 1981

7:00 p.m.

Minnesota Zoo - Board Room

\*Special Presentation and Film, "The Minnesota Zoo"  
Robert Voight, Minnesota Zoological Garden Foundation

- I. Minutes, November 20 Meeting
- II. Minutes, November 3 Special Meeting
- III. Finance Report
  - A. November
  - B. December
  - C. 6 Month Membership Recap
- IV. Reports
  - A. Minnesota Zoological Garden
  - B. Minnesota Zoological Garden Foundation
- V. Executive Committee's Report
- VI. Executive Director's
- VII. Committee Business (action items)
  - A. Zoo Programs Committee
- VIII. Old Business
- IX. New Business

Note: The admissions gate will be closed at 7:30 p.m.  
Anyone arriving late must enter through Internal  
Services, Gate 2.

Plan A: Recommended by Marketing and Promotion

- ~~1.~~ Increase membership fee to \$4.00 each family and to \$3.00 each individual.
2. Eliminate ANIMAL KINGDOM insert.
3. ~~Work towards~~ <sup>investigate</sup> replacing ANIMAL KINGDOM and ZOONEWS with a single publication at reduced costs.

Note: The per member increase could take effect immediately while the cost savings of the ANIMAL KINGDOM insert would not be realized under the June/July issue. A savings of approximately \$2.00 would not be available to us until late '82 or '83 fiscal year.

Plan B: Recommended by Activities and Education

1. Eliminate ANIMAL KINGDOM beginning in June.
2. Upgrade ZOONEWS by coordinating efforts with the Zoo and Foundation.

Note: This plan would take effect on June 1, 1981.

<u>Plan A</u>	<u>Plan B</u>
1. \$4.00 income increase	1. \$4.50 savings
.50 savings	2. <u>2.00 expense</u>
3. <u>2.00 savings</u>	
\$4.50 savings plus additional income	\$2.50 savings

→ ? for what why no expense on plan A?

60% of those who responded to survey  
not 60% of total membership  
what % of members responded?

~~PA, BP, MS, BS.~~  
Dinosaurs  
✓ per 2/25/81 ←

MINUTES

Minnesota Zoological Society  
Board of Directors

Minnesota Zoological Garden  
Board Room

Thursday, January 22, 1981  
7:00 p.m.

Board Members Present

Dennis Albrecht  
Don Block  
David Dunn  
Karen Ferguson  
Stephanie Fox |  
Larry Freeman  
Craig Halvorsen  
Clayton Hatzenbuehler  
Mark Jacobson  
Phillip Nelson  
Terry Nelson  
Marilyn Nordaune  
Marialice Seal  
Vicki Uchida  
Karla Williams, Executive Director

Board Members Absent

Joseph Bohlen  
Robert Bonawitz, President  
Narvel Brooks  
Bruce Douglass, M.D.  
Toni Hengesteg  
Ingrid Holley  
Patricia Leefeldt

Others Present

Robert Voigt  
Ed Kohn  
Dorothy Molstad  
Denise Bell  
Peg Wetzel

The meeting of the Minnesota Zoological Society Board of Directors was called to order at 7 p.m. by Vice President and Acting Chairman, D. Albrecht.

I. Minnesota Zoological Garden Foundation Report

Robert Voigt, Executive Director of the Minnesota Zoological Garden Foundation, presented a report of Foundation activities and the video story developed by the Foundation for prospect cultivation. The video story was funded by K. Knopf through the Pako-Dye Foundation. After viewing the video piece, M. Seal requested her objections be recorded about ISIS being called a Minnesota Zoo creation in the program. M. Seal clarified the creation of ISIS as a joint effort from many organizations, especially with the help of Ulysses M. Seal. ISIS is housed at the Minnesota Zoo - supported by the AAZPA and other national organizations. M. Seal reiterated that it was incorrect and politically unwise to state that ISIS was created by the Minnesota Zoo. R. Voigt acknowledged those objections.

R. Voigt reported that the funding request for capitol development had been received but not acted upon by the State legislature. The package called for \$7 million to be solicited from the private sector by the Foundation. R. Voigt estimated that 12,000 individual donations would be required to reach the \$7 million goal. To reach that goal the Foundation would build a base of support and choose appropriate fund resources. The desired cash flow would continue for 8-9 years.

L. Freeman asked R. Voigt if the 12,000 individuals who would be giving the donations could be identified as Society members. R. Voigt agreed that they would be Society members.

II. Approval of Minutes

D. Albrecht called for the next item of business. The minutes of the November 20 Board meeting and amendments to the minutes of the November 3 special meeting were approved as submitted.

MOTION by D. Block  
Seconded by C. Hatzenbuhler

MOTION CARRIED.

III. New Board Appointment

D. Albrecht announced the appointment of L. Freeman to the Society Board. L. Freeman was active in the Society a few years ago and has served as Society Board President. D. Albrecht welcomed L. Freeman's return on behalf of the Board. All Board appointments are now filled.

IV. Finance Report

K. Williams presented the finance report for November and December 1980. The report was distributed to each member and is considered to be a part of these minutes. Included in the Finance Report was a comparison of membership in FY '80 and FY'81 showing roughly an increase of 47% over FY '80.

MOTION by P. Nelson to accept the Finance Report.  
Seconded by D. Block.

MOTION CARRIED.

V. Minnesota Zoological Garden Report

D. Molstad presented a status report from the Zoo. Highlights include:

Animal Sponsorship

- Slide show script in final stages.
- PSA's for TV being developed.

#### Public Affairs

- The radio ad has been adjusted to capitalize on the warm winter.
- A weekend film festival is in the works.
- The zoo continues to be a weekly part of the children's TV program People, Places and Things, Oh My!
- The snow monkeys will be featured on PM Magazine this week.
- Last Sunday's attendance (1/18/81) was a whopping 4,500, bringing attendance short just 15,000 visitors of the projected fiscal year end figure.
- Staff are studying ways to improve participation in the school program which has fallen off lately.

#### Biological Programs

- Musk ox, antelope and pronghorn will be in place sometime in February.
- Tortoise is on exhibit in Tropics.
- Elephant trunk snake exhibit has been redecorated.
- Minnesota river fish exhibit has been improved.

#### Promotions

- Spring promotions include Community Days and Zoo Birthday Celebration.
- A new ad agency has been chosen: Coleman/Christensen.

Ed Kohn informed the Board of Zoo reorganization plans that will be presented to the Zoo Board. Biological Programs will include animal demonstrations in a move to expand animal management expertise into education.

The Visitor Program division would be abolished, establishing instead the Public Affairs Division. D. Bender is recommended to head the new division with assistance from D. Molstad in Promotions and special events.

All scheduling for groups and schools will be handled at one place. Plans for new assignments will be complete within 30 days.

#### Legislative issues:

Ed Kohn informed the Board that a WCCO-TV broadcast incorrectly reported that the Zoo wished to boost admission 75¢ to fund Northern Trail completion.

E. Kohn reported that 2 requests are before the legislature for capital development.

- 1) \$6.9 million for Northern Trail extension (as reported by R. Voigt)
- 2) \$4 million for the Polar/Marine cluster. \$3 million from the State and \$1 million solicited from the private sector.

The rate structure before the legislature would increase adult admissions to a maximum of \$3.75 in FY '82 and \$4.00 in FY '83.

The objectives of the Zoo budget are 1) to provide service to all Minnesotans and 2) to increase revenues to the State. The FY '82 goal is to return 46% of the Zoo operating expenses to the State as revenue.

D. Albrecht inquired about the status of the Reinhardt/Engels report. E. Kohn replied that the draft report would be presented at the February meeting of Zoo Board.

D. Dunn asked what the fate of Objective X was. E. Kohn said that a refined objective was not necessary. Bringing people to the Zoo is an objective already stated.

P. Nelson inquired about the status of monorail litigation. E. Kohn responded the State was found not to be responsible for defaulted payments. Bond underwriters are being sued in Federal Court. The issue will go to the Supreme Court.

VI. Executive Committee Report

The Executive Committee did not meet.

VII. Director's Report

K. Williams presented the Director's report which was distributed to the Board and is considered to be part of these minutes. Highlights include:

A direct mail membership offer is planned to a different group each month. On-site sales continue to be one of the biggest sources of new members. 220 trial memberships were sold. The program has paid for itself at this point.

McGrew did not accept the Society's request for reimbursement of profit lost on shorted and delayed calendars. M. Jacobson is acting as our attorney.

Martin-Williams has agreed they are no longer able to serve the needs of the Society because of their growth. K. Williams will meet with the Zoo's new agency to see if they could serve the Society.

The Animal Sponsorship event location has been changed to the Zoo.

Action items: 1) Animal Kingdom contract must be renewed January 30.  
2) Lease on office space runs out February 28.

MOTION by D. Block to renew lease on space at 555 Wabasha for another year.

Seconded by L. Freeman.

MOTION CARRIED.

1980 is the Society's 20th anniversary.

VIII. Business

D. Albrecht informed the Board that the M. & P. and A. & E. Committees had both taken up the Animal Kingdom renewal issue and had come to two different recommendations.

M. Jacobson presented the A. & E. Committee's recommendation that rather than increase the cost of membership to keep up with inflation, the free subscription to Animal Kingdom for every member be dropped, and staff's efforts be directed to a more complete local publication. M. Jacobson reported the A. & E. Committee consensus that Animal Kingdom was not a sought after benefit for new or renewing members.

D. Block presented the M. & P. Committee recommendation that membership fees be increased \$4 and Animal Kingdom be retained as a benefit without the 8-page local insert. D. Block reported that 60% of members responding to the renewal questionnaire said they read Animal Kingdom, that a local publication will take at least 6 months to implement and that all zoo societies have raised their rates without harmful impact. The M. & P. Committee recommends that fees increase \$4 for family memberships and \$3 for individual and Animal Kingdom be retained for one year, dropping the local insert and working toward a new local, upgraded newsletter.

In discussion that followed, M. Jacobson stated that \$30 was a price barrier beyond which membership became elitist.

D. Block reported that at 7,500 members the expense breakdown is

\$12.30	Benefits provided
19.20	Operating expense
<u>\$31.50</u>	Total family membership cost

Other elements discussed were increasing zoo admission fees, Animal Kingdom as a national communication tool for zoos in general, and what an upgraded newsletter would look like.

MOTION by L. Freeman to accept the recommendation of the M. & P. Committee with the modification that a phase-out procedure be worked out by the Committee and submitted to the Board for approval.

Seconded by C. Hatzenbuhler.

MOTION CARRIED with one nay vote.

MOTION by M. Seal to amend the motion to read that the Animal Kingdom insert be modified rather than eliminated.

Seconded by P. Nelson.

MOTION DENIED.

MOTION by C. Hatzenbuhler to request free assistance from the United Way for an expert to develop personnel policies fo the Society.

Seconded by M. Jacobson.

MOTION CARRIED.

IX. Committee Business

S. Fox, chairperson of the V.S.C. reported that May 3 was designated as Volunteer Recognition night. The response to the Spring Training Class was very good, she added. S. Fox invited Board members to help interview applicants for the Volunteer Corps.

X. Old Business

None.

XI. New Business

L. Freeman reported that a meeting room was available in downtown St. Paul.

XII. Adjournment

MOTION to adjourn the meeting by L. Freeman.

✓ Seconded by C. Hatzenbuhler

MOTION CARRIED.

D. Albrecht adjourned the meeting at 10:20 p.m.

Minutes recorded by Peg Wetzel.

*E. Kohn*

STATUS REPORT

Minnesota Zoological Society  
January 22, 1981  
Karla A. Williams, Executive Director

I. MEMBERSHIP PROGRAM

A. Membership Receipts

The November receipts included 63 individual level memberships, 138 family level and 14 donor level memberships. Of the 215 processed, there were 90 new, 125 renewed and 0 complimentary.

November new member sources were:

Zoo Admissions.....	22
Gold Brochure.....	21
Green/White card-office.....	21
Gift.....	11
Other special lists.....	8
Zoo Employee.....	4
Audubon Mailing.....	3
Science Museum.....	2
Letter.....	2
Red Brochure.....	1
ZooNews.....	1

The December receipts included 129 individual level memberships, 490 family level and 29 donor level memberships. Of the 644 processed, there were 313 new, 331 renewed, and 0 complimentary.

December new member sources were:

Gift.....	85
Childrens Theatre.....	42
Zoo Admissions.....	38
Green/White card-office.....	29
Gold Brochure.....	14
Audubon.....	8
Science Museum.....	4
National Wildlife.....	2

Current rates of renewals indicate variances from month to month which cannot be attributed to any particular factor. Returns since last report have brought the August, September and October percentages up some, but those months are still below our annual average of 75%.

Renewal returns for the past 9 months are:

	Mailed	Returned	%
5/80	3,160	2,206	69%
6/80	987	767	77%
7/80	407	349	85%
8/80	239	151	63%
9/80	237	143	60%
10/80	105	56	53%
11/80	91	68	75%
12/80	528	results too early to measure	
1/81	231	"	"
2/81	159	"	"

Present membership is 7,799. Included with this report is Attachment A - 3 year membership graph and Attachment B - a membership activity recap of fiscal year '81.

#### B. Membership Campaign

A special mailing to 15,000 Childrens Theatre subscribers was sent November 10. (300 is needed for a 2% return...a level considered to be a success in direct mail.)

The St. Paul Chamber of Commerce mailing included a letter addressing local "growth projections" to business leaders and asking them to join the Society. 1,602 were mailed on December 16. It is too early to judge the success of this campaign.

Letters offering a free calendar as a renewal incentive are being mailed this week to former members with expiration dates from 1/80 to 5/80. This plan should entice "border-line" renewals and help reduce calendar inventory at the same time. If response is high, we may consider other incentives as time goes on. Other non-profit organizations like National Wildlife and National Geographic frequently use incentive techniques with a high measure of success.

#### C. On-Site Membership Program and Gifts

Since November 10, 107 memberships are credited to the on-site membership booth. Costs for the same period total \$308.00 representing a direct profit of \$ 2,902.00.

The on-site efforts were also responsible for a large percentage of our gift membership business. During the same period of time noted above, 126 gifts were processed.

#### D. Trial Membership Program

Dispite the lack of snow this season, 122 persons joined the Society through the trial membership program. We needed about 200 or twice the present number to cover production costs.

The result is a loss of about \$1,500 which will be written off as a public relations expense since the brochures served well as an image carrier for the Society and a promotion for the Zoo ski trails.

We must give special attention now to those who joined and have not been able to use their trial membership to ski as they will be disappointed and may even feel cheated. To compensate, we are considering sending the members the March ZooNews and a cover letter with a special invitation to join us for a behind the scenes tour of the greenhouse on March 29th.

## II. MARKETING AND PROMOTION

### A. Calendars

A meeting with Mark Jacobson last month resulted in a letter on our behalf from Mark to McGrew Color Graphics requesting a settlement and refund of \$8,500 for delays in production and delivery, insufficient delivery and ultimate loss of sales.

A letter responding to our statement and check for \$1,385.80 was received from McGrew on January 8.

Discussion is underway as to our next step.

Calendar sales are beginning to slow down as we progress further into the new year. Without returns from consignment orders, we have about 1,500 in stock.

	Paid	Due	Total Receivable
Book Mark		148.75	
Norma Buchanan		8.00	
The Ark Gallery		350.00	
MN Zoo Foundation		175.00	
Book Fair	44.88	0	
Vicki Belz	16.00	0	
Everett Makepeace	200.00	0	
Carolyn Warweg	262.50	0	
MN Gifts Inc.	93.50	0	
MN Zoo Gardens	1,500.00	0	
B. Dalton	1,160.25	1,322.60	
Lunds (21 boxes @ \$142.80)		2,998.80	
Holiday Stores (40 boxes @ \$89.25)		3,570.00	
Finny Critters	14.00	0	\$8,573.15

### B. Advertising Agency

Discussions with Martin/Williams have taken place recently to review relationships and assess needs from the Society's standpoint as well as Martin/William's. I have asked our Martin/Williams account manager Sally McCree to establish a basis from which to strengthen our communications; to set objectives and parameters to work within.

Martin/Willimas has guided this organization well on our recently completed 3 year "image development campaign". It is now time to examine and measure the campaigns and to develop strategies for and embark on another 3 year marketing campaign.

If Martin/Williams does not wish to continue serving our needs or we feel they cannot meet them, consideration must be given to other agencies.

C. Marketing and Promotion Committee

Animal Sponsorship continues to be a regular item on M. & P.'s agenda. Of particular note, at the January 6 M. & P. meeting members discussed the intent of the approval for the \$40,000 request to sponsor the Animal Sponsor Program. Did the committee and/or the board approve \$40,000 for "kick-off" or for general operating expenses, for 1 fiscal year, for 1 calendar year or a portion thereof?

It was agreed that the attached budget was appropriately designed and if there were anticipated needs with costs exceeding those projected, the staff should come to the Board with a request. Meanwhile the M. & P. Committee should advise the Society board that due to delayed implementation of the program, cash receipts may not be equivalent to expenses before the end of fiscal year '81 (May 30, 1981).

After much discussion about whether to raise the cost of membership, to cut the level of benefits, or both, the M. & P. unanimously approved the following motion.

To raise membership fees by \$4.00 for a family and \$3.00 for a single; to retain Animal Kingdom but to eliminate the local insert; to work towards a replacement for Animal Kingdom by coordinating efforts with both the Zoo and the Foundation anticipating a reduction in publication costs.

Another point of discussion to be noted is the newly established committee goal of 9,350 members for '82 (or a 10% increase) and a 10% increase for subsequent years.

III. MEMBERSHIP PROGRAM

A. Publications

1. News Releases

- 1/21 Zoo Society offers Spring Classes
- 1/14 Zoo Society Seeks Volunteers for two Wild Programs
- 1/7 Zoo Society Offers January Classes
- 12/10 Zoo Classes add Excitement to Winter School Break
- 12/3 Zoo Society Offers Skiers a Trial Membership
- 12/3 Looking for Something to do over the Holiday Break?
- 11/25 Holiday activities at Zoo (exclusive: Twin Cities Reader)

2. Other

800 holiday greetings/Open House invitations were mailed December 1 to Board members, Zoo staff, Volunteers, media and corporate contacts. Approximately 150 guests attended the December 17 event. We are pleased with the response and favorable attitudes generated.

B. Member Activities

1. December Members Day

Naturalist Jim Fitzpatrick presented a program on bird-banding Sunday, December 7, from 12:00-2:00 p.m. Thirty members signed on for the event however only 8 attended. We can only speculate why all the no-shows. December is typically a poor month for attendance because of holiday activities.

2. January Members Day

Cross-country skiing, January 18, cancelled for lack of snow. About 30 members made a request for skis.

3. Special Lecture

Dr. Janet Kear will present a lecture to members January 28 at the zoo. The topic is "the successful reintroduction of the Hawaiian goose". This lecture luckily, serves as a back-up for the ski cancellation. Dr. Kear is at the Zoo to share information with the biological services staff via a program funded by the Society, 10 members have reserved a place.

4. Photo Contest Results

The photo contest entries tripled in number this year from 150 to 500. The contest was open to the public this year and co-sponsored by Pako Photo which provided \$1200 in prizes. The 50 winners were notified by mail January 15. All non-member entrants will receive a letter and membership brochure. All slides will be considered for use in promotional products.

Best of Show: Morris Gildemeister, Hastings  
Non-member  
\$250 Pako Filmshops Gift Certificate or a  
Minolta X-GI 35mm camera

Best of Society: Judy Rouse, South St. Paul  
\$100 Pako Filmshops Gift Certificate

Winners are invited to the Zoo February 8 to receive their awards. Photos will be taken at that time for release to the media.

5. Coloring Contest

Approximately 75 entries were received. Judging takes place next week. Winning entries will be displayed at the Zoo February 7 - March 1.

C. Education

Classes continue successfully. The brochure of spring offerings will be distributed the first weeks of February. The program is interesting and varied, providing courses each month for all elementary grades, adults and families.

D. Publications

The Activities and Education Committee recommends eliminating Animal Kingdom as a benefit in order to cut costs.

The Zoo, Foundation and Society are meeting to discuss a joint effort newsletter, to become a reality within the year.

Staff and A. & E. Committee members are investigating ways to upgrade the Society monthly newsletter.

E. 1981-82 Calendar of Events

A schedule of member and public activities has been formulated and has been approved by the A. & E. Committee. A copy of the calendar is attached for your review.

IV. VOLUNTEER PROGRAM

A. Volunteer Training Class

Letters were mailed to 450 interested persons to invite their participation in the training classes beginning March 14. At this writing 94 potential volunteers have made reservations for the February 7 orientation at the Zoo.

Press releases announcing the classes were mailed last week to metro area newspapers. Notice of volunteer needs for the Animal Sponsor Program was included in the release.

B. Volunteer Services Committee

Letters and forms outlining the V.S.C. Grant Program were mailed to 307 active volunteers on December 16.

Pat Tollefson has ordered adhesive stickers for volunteer hour pins denoting contributions of hours in excess of 1,000.

A request from Stephanie Fox was made for ZooVAP to develop a policy regarding expenditures within the \$500 budget allocated ZooVAP through V.S.C., for the balance of this fiscal year and also for next fiscal year.

Scholarships will be again offered to volunteers wishing to attend the regional AAZPA conference to be held this April in Peoria, Illinois.

V. ANIMAL SPONSORSHIP

A. Animal Sponsorship Advisory Committee

The Committee held its second meeting on December 7, 1980. There was general discussion of program finances, the kick-off, publicity and promotions.

B. Kick-Off Event

Originally an evening party at the Landmark Center on March 21 was being considered to kick off the program. The Advisory Committee has generated some new ideas in regard to launching the program. Included in the new recommendations are a weekend at the Zoo where sponsorships would be sold; and a special invitation party involving auctioning of sponsorships. Further planning for the kick-off has been referred to the "Kick-Off" sub-committee for further development.

The Animal Sponsorship Advisory Committee would like the Zoo Board to consider free admission to the Zoo for all individuals who come to sponsor an animal during the Animal Sponsorship Weekend. Further details regarding this request will be presented at the February O. & P. Committee meeting.

C. Promotional Materials

Artist John Alcorn has been commissioned to do the art work for the promotional pieces presented at the December O. & P. Committee meeting.

Brooke Kenney, art director of the program is donating his time to the project. Some minor revisions have been made in the brochure design to cut costs in printing.

NSP has donated the printing of 5,000 posters, 2,500 letterheads and envelopes, and 1,200 certificates.

The first opportunity to sponsor an animal will be sent to Society members via the February-March issue of Animal Kingdom. The Society insert of this edition will feature the Animal Sponsorship Program including an animal price list and sponsorship papers.

D. Educational Program

The rough draft for the 12 minute educational slide show has been developed by volunteer Mary Lou Martin.

During January the narration will be edited, and the audio-visual components of the program will be developed. February is the deadline for the completion of the slide show.

E. Volunteer Program

The training program for Animal Sponsorship volunteers has been developed. Zoo staff will conduct a seven hour on-site session for all volunteers who have not previously been through volunteer training to familiarize participants with zoo history and operations. Phyllis Saltzman will facilitate two additional sessions, one focusing on the Animal Sponsorship program in general, and the following session addressing the specifics of volunteer responsibilities. Volunteer training will begin in late January.

Volunteer Floyd Bosshardt has agreed to organize the Sponsorship Information Booth Project. We hope to staff information booths at the shopping centers and skyways the week that the program is kicked off (March 15-22).

VI. ADMINISTRATIVE

A. Zoo Programs Committee

This committee has met twice to discuss requests from Minnesota Zoo staff in anticipation of fund availability.

At the first meeting Ed Kohn and Sandy Friedman presented a list of programs needing assistance. At the second meeting, Sandy Friedman presented a revised and prioritized list of needs which the committee then assessed. The committee will present it's recommendation to the Society Board Executive Committee on January 22.

B. Animal Kingdom Contract Due January 30

A notice has been received from Animal Kingdom advising us of the January 30 deadline to renew our contract for an additional year. There will be no price increase keeping the 5,000 minimum order at \$4.50 per person or a 3,000 no insert minimum order at \$4.00 per person.

C. Office Lease Expires February 28

The Society's agreement with Hillcrest Development to rent space at 555 Wabasha expires on February 28, 1981. The lease can be extended for another year or longer (in increments of 1 year) if desired for 10% rate increase annually. Our present rent is \$314.35 per month ( or \$5.39 a square foot for 700 square feet). The 10% increase raises our rent to \$5.93 a square foot or \$31.00 more per month. These figures do not include rental of 3 parking spaces at \$15 each per month or the basement storage room at \$60 per month.

My recommendation is to renew our lease for one year.

E. Personnel Policy

An application has been filed with the Voluntary Action Center, a division of United Way for management assistance to develop a complete set of personnel policies for the Minnesota Zoological Society.

F. Legislative Auditor Review

Staff from the State of Minnesota office of the Legislative Auditor are conducting a financial and compliance audit of the Minnesota Zoo for years ended June 30, 1978, 1979 and 1980. The scope of the audit includes 1) financial and legal relationships among the

Minnesota Zoo, Minnesota Zoological Board, Minnesota Zoological Garden Foundation, Minnesota Zoological Society and Minnesota Zoo Ride Inc., 2) feasibility as propriety of combining the financial information of all zoological organizations into one report, 3) feasibility of expressing an opinion on the financial statements of the Minnesota Zoological Garden, 4) current status of monorail funding and 5) follow-up of prior audit recommendations.

In the process of this audit, conversations will occur with Society staff and board members to help clarify relationships and areas of activity.

## VII. FINANCIAL

### A. Investments

On November 17, the Society purchased one 90 day certificate of deposit for \$100,000 accruing interest at 15.125% to mature on February 17 which will yield \$3,812.48. Another 90 day certificate of deposit was purchased on November 20 for \$100,000 which is accruing interest at 15.375%, to mature on February 18, and will yield \$3,790.80.

At present our Dain Bosworth account balance is \$67,254.38. During the month of November and December interest rates fluctuated between 10.25% and 17.25%, yielding interest of \$386.60 in November and \$869.66 in December.

### B. Zoo Fund

The total amount dispursed for Zoo Fund programs in November and December was \$3,109.89 including the items listed below:

#### November

11/15 Aimee Ysebaert	\$100.00
Received check from D.Schneider	301.20
11/30 Treasurer of Minneapolis (reissued check orignally made out to D. Schneider)	<u>297.96</u>
Total for November	\$ 96.76

#### December

Aimee Ysebaert	\$100.00
International Crane Foundation	90.10
Sandy Friedman	135.03
Mercury Travel	488.00
Chery Sandvik	200.00
Linda Ritter	500.00
Mary Lou Martin	<u>500.00</u>
Total for December	\$2,013.13

MINNESOTA ZOOLOGICAL SOCIETY

BALANCE SHEET

For Period Ended 12/31/80

A S S E T S

Cash	12,236.09	
WIN Account - Dain Bosworth	66,384.72	
Certificate of Deposit	200,000.00	
*Total Cash and temporary investments	<u>278,620.81</u>	278,620.81
Receivable		2,323.50
Inventories		17,304.97
Prepaid Expense		435.72
Property and equipment	10,565.39	
less accumulated depreciation of	<u>4,991.00</u>	5,574.39
Other assets:		
Land		6,000.00
Oil Painting		<u>7,500.00</u>
Total assets		<u><u>317,759.39</u></u>

L I A B I L I T I E S   &   F U N D   B A L A N C E S

** Accounts payable		-0-
Accrued liabilities		1,881.50
Unearned membership dues		65,215.26
Holding Account for Special Events		1,120.87
Total liabilities		<u>68,217.63</u>
Fund balance    Unrestricted		179,752.92
Restricted for Direct Support to MZG		<u>69,788.84</u>
Total liabilities and fund balances		<u><u>317,759.39</u></u>

\* Cash and temporary investments to the extent of \$ 37,554.00  
are restricted for the future payment of membership benefits to  
the Minnesota Zoological Garden.

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF SUPPORT AND REVENUE, EXPENSES  
AND CHANGES IN FUND BALANCES  
FOR THE PERIOD ENDED: 12/31/80

	CURRENT MONTH		YEAR TO DATE	
	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
<b>Support and revenue:</b>				
Membership dues - deferred (Recognized) income	9,963.71	10,139	64,206.10	69,473
Contributions and bequests	6,230.49	7,129	56,895.59	53,560
Investment income	386.60	972	11,122.64	6,846
Net gain on investments				
Auxiliary activities	614.65	4,522	5,157.62	7,755
Other - Conferences, meetings and annual meeting	16.50	6	277.50	139
<b>TOTAL SUPPORT AND REVENUE</b>	<b>17,211.95</b>	<b>22,768</b>	<b>137,659.45</b>	<b>137,573</b>
<b>Expenses</b>				
Salaries and related expenses	8,317.56	8,512.50	49,102.47	48,541.50
Occupancy	506.35	500	3,244.45	3,100
Telephone	219.01	181	1,543.64	1,297
Supplies	456.62	2,010	2,704.59	12,720
Rental and Maintenance of Equipment	420.04	125	1,321.74	2,075
Printing and publications	6,826.95	8,806	26,325.43	37,312
Postage and shipping	754.41	1,368	7,803.49	9,026
Publicity/Public Relations	70.73	158	660.50	906
Conferences	350.98	21	3,176.27	3,292
Travel	79.48	520	1,187.42	2,054
Professional fees	1,229.85	4,787	9,222.39	32,709
Awards and grants	40.02	42	121.58	1,542
Complementary memberships		237	1,739.50	1,659
Depreciation	106.33		744.65	
Other	146.49	3,686.50	2,025.49	20,352.50
<b>Sub Totals</b>	<b>19,524.82</b>	<b>30,954</b>	<b>110,923.61</b>	<b>176,586</b>
Direct Support to MZG	2,013.13		17,636.12	
<b>TOTAL EXPENSES</b>	<b>21,537.95</b>		<b>128,559.73</b>	
<b>EXCESS (DEFICIENCY) of support and revenue over expenses</b>	<b>(4,326.00)</b>		<b>9,099.72</b>	
Fund balances at beginning of period: (Adjusted)			170,653.20	
Fund balances at end of period:			179,752.92	

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF FUNCTIONAL EXPENSES

For the Period Ended 12/31/80

		PROGRAM SERVICES				SUPPORTING SERVICES			TOTAL	BUDGET Year to Date	TOTAL BUDGET	
		Marketing & Promotion	Membership Activities	Public Education	Animal Adoption	Volunteer Activities	Auxiliary	General Administra- tion				Contribu- tion to Zoo
401	Salaries	7,096.07	9,504.89	4,040.70	7,034.16	2,549.04	549.25	17,186.61		47,960.72	45,626	86,130+200-
401.1	On-site Salaries	1,141.75								1,141.75	2,915.50	5,000
404	Occupancy				400.00			2,844.45		3,244.45	3,100	6,922
405	Telephone	3.79	84.20	2.77	346.43	4.13	4.89	1,097.43		1,543.64	1,297	2,220
406	Supplies	347.10	948.61	36.00	404.43	69.63	56.76	842.06		2,704.59	12,720	25,625
407	Rental Equipment	94.00	94.00		207.00			926.74		1,321.74	2,075	2,700
408	Printing/Publica.	2,581.59	19,983.31	1,276.27	152.64	469.26	491.35	1,371.01		26,325.43	37,312	64,550
409	Postage/Shipping	4,060.70	2,593.13	42.22	40.79	197.04	339.24	530.37		7,803.49	9,026	15,925
410	Publicity/P.R.	633.76		5.73			21.01			660.50	906	1,700
411	Conferences/Conv.	66.95	346.11		69.33	1,711.57		982.31		3,176.27	3,292	5,400
412	Travel	185.22	327.99	3.10	174.60	134.37	7.40	354.74		1,187.42	2,054	3,892
414	Professional Fees	1,245.04	635.00					4,064.62		5,944.66	5,503	15,613
414.1	Data Processing Se	735.89	361.45	75.00				1,080.75		2,253.09	2,125	4,000
414.2	Promotional Cons.	721.28	75.00					228.36		1,024.64	25,081	37,000
415	Awards and Grants					40.02		32.00		72.02	792	1,000
415.1	Zoo Vap Recog.					49.56				49.56	750	3,500
415.2	Society Recog.											700
416	MZG Adm. Membersps											
417	Comp.Memberships							1,739.50		1,739.50	1,659	2,850
418	Depreciation							744.65		744.65		
419	Other		104.00			27.99		231.00		362.99	11,532	27,510
419.1	Hospitality			48.34				58.51		106.85	1,950	
419.2	Open House		761.15							761.15	3,955	6,788
419.3	Search Committee							11.95		11.95		
419.4	On Site Program	782.55								782.55	2,915.50	5,000
Sub Totals									110,923.61		284,225	
									17,636.12		** 40,000 AA	
Direct Support to MZG												
Total to date		19,695.69	35,818.84	5,530.13	8,829.38	5,252.61	1,469.90	34,327.06	17,636.12	*128,559.73		
Budget/Year to date		73,622	48,054	(Budgeted in M.A.)	**12,953	7,086	(Budgeted in M&P)	34,871		176,586		
Total Budget		127,000	79,000		40,000	15,160		63,065			284,225	40,000 AA

\* Includes Zoo Fund

MINNESOTA ZOOLOGICAL SOCIETY  
STATEMENT OF FINANCIAL POSITION

RELATIVE TO

RECIPROCITY AGREEMENT

For Period Ended 12/31/80

<u>MONTH</u>	<u>ADMISSION COSTS</u>		<u>ZOO VAP VALUE</u>		<u>DELTA (MZS CREDIT) MZG PAYMENT DUE</u>
	<u>CURRENT MONTH</u>	<u>CUMULATIVE</u>	<u>CURRENT MONTH</u>	<u>CUMULATIVE</u>	
JUNE	7,548.20	7,548.20	9,521.75	9,521.75	*(1,973.55)
JULY	9,590.40	17,138.60	10,092.61	19,614.36	*(2,475.76)
AUGUST	11,290.00	28,428.60	8,572.59	28,186.95	*241.65
SEPTEMBER	7,890.00	36,318.60	9,194.99	37,381.94	*(1,063.34)
OCTOBER	4,172.60	40,491.20	**12,369.51	49,751.45	*(9,260.25)
NOVEMBER	5,904.20	46,395.40	12,363.75	62,115.20	*(15,719.80)
DECEMBER	4,654.00	51,049.60	10,634.00	72,749.60	*(21,700.20)
JANUARY					
FEBRUARY					
MARCH					
APRIL					
MAY					

\* Total does not include credit to MZS of \$ 88,663.00 for period ending May 31, 1980....

MINNESOTA ZOOLOGICAL SOCIETY

BALANCE SHEET

For Period Ended 11/30/80

A S S E T S

Cash	12,908.08	
WIN Account - Dain Bosworth	65,998.12	
Certificate of Deposit	200,000.00	
*Total Cash and temporary investments		278,906.20

Receivable		2,383.50
Inventories		17,854.65
Prepaid Expense		929.13
Property and equipment	10,565.39	
less accumulated depreciation of	4,884.67	5,680.72
Other assets:		
Land		6,000.00
Oil Painting		7,500.00

Total assets 319,254.20

L I A B I L I T I E S   &   F U N D   B A L A N C E S

** Accounts payable	-0-
Accrued liabilities	1,761.02
Unearned membership dues	62,205.97
Holding Account for Special Events	1,419.45

Total liabilities 65,386.44

Fund balance	Unrestricted	182,065.79
	Restricted for direct support to MZG	71,801.97

Total liabilities and fund balances 319,254.20

\* Cash and temporary investments to the extent of \$ 31,848.00 are restricted for the future payment of membership benefits to the Minnesota Zoological Garden.

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF SUPPORT AND REVENUE, EXPENSES  
AND CHANGES IN FUND BALANCES  
FOR THE PERIOD ENDED: 11/30/80

	CURRENT MONTH		YEAR TO DATE	
	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
<b>Support and revenue:</b>				
Membership dues - deferred income	9,677.41	8,000	54,242.39	59,334
Contributions and bequests	2,884.07	2,000	50,665.10	46,231
Investment income	5,283.15	803	10,736.04	5,874
Net gain on investments				
Auxiliary activities	382.49	738	4,542.97	3,233
Other - Conferences, meetings and annual meeting	13.00	9	261.00	128
<b>TOTAL SUPPORT AND REVENUE</b>	<b>18,240.12</b>	<b>11,550</b>	<b>120,447.50</b>	<b>114,800</b>
<b>Expenses</b>				
Salaries and related expenses	8,195.87	7,671.50	40,784.91	40,029
Occupancy	606.35	500	2,738.10	2,600
Telephone	474.49	181	1,324.63	1,116
Supplies	268.56	1,910	2,247.97	10,710
Rental and Maintenance of Equipment	411.15	125	901.70	1,950
Printing and publications	499.42	1,956	19,498.48	28,506
Postage and shipping	1,444.77	1,368	7,049.08	7,658
Publicity/Public Relations	21.01	158	589.77	748
Conferences	60.74	21	2,825.29	3,271
Travel	265.27	368	1,107.94	1,534
Professional fees	1,349.39	4,787	7,992.54	27,922
Awards and grants		792	81.56	1,500
Complementary memberships	377.50	237	1,739.50	1,422
Depreciation	106.33		638.32	
Other	472.35	3,487.50	1,879.00	16,666
Sub Totals	14,553.20	23,562	91,398.79	145,632
Direct Support to MZG	96.76		15,622.99	
<b>TOTAL EXPENSES</b>	<b>14,649.96</b>		<b>107,021.78</b>	
<b>EXCESS (DEFICIENCY) of support and revenue over expenses</b>	<b>3,590.16</b>		<b>13,425.72</b>	
<b>Fund balances at beginning of period: (Adjusted)</b>			<u>168,640.07</u>	
<b>Fund balances at end of period:</b>			<u>182,065.79</u>	

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF FUNCTIONAL EXPENSES

For the Period Ended 11/30/80

		PROGRAM SERVICES					SUPPORTING SERVICES			TOTAL	BUDGET Year to Date	TOTAL BUDGET
		Marketing & Promotion	Membership Activities	Public Education	Animal Adoption	Volunteer Activities	Auxiliary	General Administra- tion	Contribu- tion to Zoo			
401	Salaries	6,104.03	8,327.55	3,297.16	5,063.18	2,307.19	399.67	14,382.90		39,881.68	37,530	86,130+200
401.1	On-site Salaries	903.23								903.23	2,499	5,000
404	Occupancy				300.00			2,438.10		2,738.10	2,600	6,922
405	Telephone	3.32	73.51	2.77	274.18	4.13	4.40	962.32		1,324.63	1,116	2,220
406	Supplies	231.48	909.56	36.00	307.01	41.06		722.86		2,247.97	10,710	25,625
407	Rental Equipment				207.00			694.70		901.70	1,950	2,700
408	Printing/Publica.	2,157.72	13,864.79	1,263.75	27.32	473.84	490.81	1,220.25		19,498.48	28,506	64,550
409	Postage/Shipping	3,736.26	2,512.52	20.02	35.68	124.13	231.07	389.40		7,049.08	7,658	15,925
410	Publicity/P.R.	568.75					21.01			589.77	748	1,700
411	Conferences/Conv.	60.45	337.70		69.33	1,461.57		896.24		2,825.29	3,271	5,400
412	Travel	176.76	297.99	2.56	136.48	134.37	5.04	354.74		1,107.94	1,534	3,892
414	Professional Fees	735.18	585.00					4,064.62		5,384.80	4,674	15,613
414.1	Data Processing Se	735.89	361.45	75.00				938.39		2,110.73	1,750	4,000
414.2	Promotional Cons.	193.65	75.00					228.36		497.01	21,498	37,000
415	Awards and Grants							32.00		32.00	750	1,000
415.1	Zoo Vap Recog.					49.56				49.56	750	3,500
415.2	Society Recog.											700
416	MZG Adm. Membersps											
417	Comp.Memberships							1,739.50		1,739.50	1,422	2,850
418	Depreciation							638.32		638.32		
419	Other		104.00			18.01		153.00		275.01	9,277	27,510
419.1	Hospitality			48.34						48.34	1,500	
419.2	Open House		761.15							761.15	3,390	6,788
419.3	Search Committee							11.95		11.95		
419.4	On Site Program	782.55								782.55	2,499	5,000
Sub Totals										91,398.79		284,225
Direct Support to MZG										15,622.99		**40,000 AA
Total to date		16,389.28	28,210.22	4,745.60	6,420.18	4,613.86	1,152.00	29,867.65	15,622.99	*107,021.78		
Budget/Year to date		62,958	37,834	(Budgeted in M A )	**8,694	6,530	(Budgeted in M & P)	29,616		145,632		
Total Budget		127,000	79,000	*40,000	15,160			63,065			284,225	40,000 AA

\* Includes Zoo Fund

MINNESOTA ZOOLOGICAL SOCIETY  
STATEMENT OF FINANCIAL POSITION

RELATIVE TO

RECIPROCITY AGREEMENT

For Period Ended 11/30/80

<u>MONTH</u>	<u>ADMISSION COSTS</u>		<u>ZOO VAP VALUE</u>		<u>DELTA</u> <u>(MZS CREDIT)</u> <u>MZG PAYMENT</u> <u>DUE</u>
	<u>CURRENT</u> <u>MONTH</u>	<u>CUMULATIVE</u>	<u>CURRENT</u> <u>MONTH</u>	<u>CUMULATIVE</u>	
JUNE	7,548.20	7,548.20	9,521.75	9,521.75	*(1,973.55)
JULY	9,590.40	17,138.60	10,092.61	19,614.36	*(2,475.76)
AUGUST	11,290.00	28,428.60	8,572.59	28,186.95	*241.65
SEPTEMBER	7,890.00	36,318.60	9,194.99	37,381.94	*(1,063.34)
OCTOBER	4,172.60	40,491.20	**12,369.51	49,751.45	*(9,260.25)
NOVEMBER	5,904.20	46,395.40	12,363.75	62,115.20	*(15,719.80)
DECEMBER					
JANUARY					
FEBRUARY					
MARCH					
APRIL					
MAY					

\* Total does not include credit to MZS of \$ 88,663.00 for period ending May 31, 1980....

MINUTES

Minnesota Zoological Society  
Board of Directors

Minnesota Zoological Garden Board Room  
November 20, 1980  
7:30 p.m.

Board Members Present

Dennis P. Albrecht  
Joseph G. Bohlen  
David F. Dunn  
Karen Ferguson  
Stephanie Fox  
Craig J. Halvorsen  
Toni Hengesteg  
Ingrid M. Holley  
Mark E. Jacobson  
Patricia Leefeldt  
Phillip R. Nelson  
Marilyn Nordaune  
Marialice Seal  
Vicki Uchida  
Karla A. Williams, Executive Director

Board Members Absent

Don Block  
Robert Bonawitz  
Narvel Brooks  
Bruce E. Douglass, M.D.  
Clayton Hatzenbuhler  
Terry Nelson

Others Present

Kathy Anderson  
Denise Bell  
Ed Kohn  
Katherine Rosebear  
Peg Wetzel

Vice President D. Albrecht called the meeting to order at 7:35 p.m. and directed the Board's attention to the agenda.

I. Minutes - October 18 Meeting

Minutes were approved as submitted

II. Financial Report

Executive Director K. Williams presented the October financial report considered to be a part of these minutes. She highlighted an adjustment made on the reciprocity statement reflecting a change in the value of volunteers hours from \$3.89 to \$4.20. Another adjustment in the statement is the cost of producing the 1981 calendar which appeared in error on the September statement as a printing expense. The cost

of producing the calendar should be considered an asset as inventory and the change is reflected in the October statement.

MOTION by S. Fox to accept the October financial statement.

Seconded by T. Hengesteg.

MOTION CARRIED.

### III. Minnesota Zoological Garden Report

Zoo Director Ed Kohn presented the Garden report in the absence of Dick Abraham, recently designated as the Society liaison for the Zoo. E. Kohn reported that activities in the Education Department include:

- 1) an agreement to develop a public service announcement and slide show for the "animal adoption" program.
- 2) an in-house bird show to premiere at Town Square, downtown St. Paul, this Friday and Saturday.
- 3) revising the monorail brochure for the winter season.
- 4) a new touch tank installed in ZooLab which will be ready in about two weeks.
- 5) submission of a \$43,000 grant proposal to the National Science Foundation to develop a program for teenagers who are hearing impaired.

Promotion activities reported by E. Kohn include additional activity during Thanksgiving consisting of performances by the drummer and singer who were part of the Objiway opening activities.

Publicity includes:

- 1) the continuing weekly appearance of Ken Young, Mr. Zoo, on WCCO TV's PM Magazine.
- 2) continuing appearance of Nancy Gibson, P.R. Coordinator, on the What's New TV program.
- 3) weekly air time on a new TV program, "People, Places and Things, Oh My!" This children's program replaces "Eureka". Two programs now being taped are about getting the Zoo ready for winter and ZooLab.

E. Kohn noted that the Zoo had received accreditation from the AAZPA and read some highly favorable comments from the letter written by the accreditation committee recommending accreditation.

Short-range development includes:

\$1.5 million program funded by the Foundation.

The Zoo Board approved use of funds for additional exhibit improvements: bat cave, new sloth bear barrier (to keep children from climbing on barrier and exposing themselves to the danger of falling into the exhibit), gibbon tree replacement, improve below-water aspect of beaver exhibit, remove hidden perch in lynx exhibit, \$50,000 for a pedestrian pathway out to the new musk oxen exhibit, snow monkey tree replacement, new tortoise exhibit, dolphin feeding station.

E. Kohn brought to the Board's attention an article written by Mike Barrett which appeared in last Tuesday's Pioneer Press. E. Kohn noted that Barrett said zoo attendance is substantially down. Actually total attendance is down only 2.5% from last year which the zoo staff feels can be recovered with the ski program and a good Spring. Kohn hypothesized that Barrett's comments sprung from his review of attendance reports which showed July up 3%, August up 16%, September down 32%, October down 27% and November down 2%. Kohn cited revenue reports indicating that fiscal year 1981 through October was \$98,000 over last year, or a 7.5% increase over fiscal '80.

T. Hengesteg asked whether the Zoo will ask the legislature for funding for African elephants. E. Kohn replied that the next exhibit planned is the Tundra exhibit on the Northern Trail because \$1.5 million of services (including monorail) are already in place. Following the tundra, plans call for a 20,000 square foot exhibit of Asian large mammals to be built on the west north face of the Tropics building. Also, an Alpine exhibit and a freshwater aquarium are being considered.

E. Kohn emphasized the importance of the Society's grants to the Zoo. He stated that the Zoo had not yet spent all of the funds donated because some of the programs entail a slow start. One of the important things about the Society's grants to the zoo, according to Kohn, is that the zoo is not forced to commit dollars within a strict calendar year. He cited Biotelemetry as one of the slow starting programs.

#### IV. Minnesota Zoological Garden Foundation Report

K. Rosebear reported the Foundation annual meeting took place November 6. Stan Nelson a retired group vice president of Honeywell, was elected President. Margee Kinney was elected to a third term as Vice President. Malcolm McDonald of Collateral Control Corporation was elected to a second term as vice president. Other officers elected are Dean McNeal, former SVP of Pillsbury, as Secretary and W. Andrew Boss, president of St. Anthony Park Bank, as Treasurer. New board members are D. Stephen Farley, SVP of the trust committee for Northwestern National Bank, Hazel Reinhardt, research director for the Minneapolis Star and Tribune, and Herbert Goldenberg, owner of Red Line Medical Supply Company.

The video film of the Zoo story was shown at the annual meeting, reported Rosebear. The film needs editing but when complete it can be run for the Society Board. The film was funded by Ken Knopf.

The letter to J. Hetlund, Chairman of the Zoo Board, regarding the function of the Interboard Committee and approved by the Society Board, was also approved by the Foundation Board. The letter has been signed by presidents of both Boards and sent to J. Hetland.

\$1 million was transferred to the Zoo from the Foundation.

V. Reciprocity Agreement

D. Albrecht brought to the Board's attention the memo of November 14 they received from K. Williams outlining Zoo Board members objections to Trial Membership Program. Appointed to the Reciprocity Committee are, C. Hatzenbuhler, T. Hengesteg, C. Halvorsen and someone from V.S.C to be appointed by R. Bcnawitz.

VI. Executive Director's Report

K. Williams presented the Directors report for the months of September and October which are considered to be a part of these minutes. Highlights from the report include announcement of a new trial membership designed to introduce cross-country skiers to the Zoo.

The Society was shorted 1,000 calendars from their order, representing a loss in sales of \$5,000. A series of production problems at McGrew delayed delivery and the shortage could be made-up, but not until about the first of the year. Such a delay would not assist sales. K. Williams recommended that the matter be turned over to a lawyer. T. Hengesteg stated that the selection of an attorney was important.

MOTION by P. Nelson that K. Williams will seek legal advice on the question of the calendar.

Seconded by I. Holley.

MOTION CARRIED.

P. Wetzel presented a report of monthly member activities and continuing education which is considered to be part of the minutes. Highlighted was the air time given the Photo Contest by Chuck Napp of KSTP-FM.

VII. Committee Reports

A. Zoo Programs

D. Albrecht presented the guidelines developed by the Zoo Programs Committee, considered to be a part of these minutes.

MOTION by M. Seal to accept the zoo programs guidelines developed by that Committee. Seconded by J. Bohlen.

E. Kohn noted for the Board that the Zoo Board must approve any funding requests the Zoo makes to the Society. He recommended that the Boards interact on a committee level. E. Kohn also noted that a status report of Society grant funds spent to date will be presented to the Board in December.

D. Albrecht added that at its next meeting the Executive Committee should determine how much funds will be available for grants to the Zoo at the end of the fiscal year.

MOTION CARRIED.

B. Approval of Committee Charters

MOTION by S. Fox to approve the Society Board Committee Charters as drafted.

Seconded by T. Hengesteg.

I. Holley, chairperson of Member Activity Committee noted that the committee changed its name to Activities and Education Committee.

M. Jacobson stated his belief that the committees should share their objectives with the full Board, so that any overlap in functions could be noted.

K. Williams suggested that one committee could report at each monthly meeting.

MOTION CARRIED.

VIII. Action Items

A. Zoo Programs Request

J. Bohlen speaking for the Zoo Programs Committee requested that research grants program be reinstated as part of the Society's functions. Such grants would provide financial assistance to investigators for starting or continuing biological research projects related to the Zoo.

During the years 1973-75 this program was active and financially supported by the Society. Then it was postponed for financial reasons.

If the Research Grants Program are continued, it would fulfill 3 of the 4 stated goals of the Zoo. Those are Research, Conservation, Education, Recreation.

The Program Committee agrees that a Research Grant Program would provide many benefits to the Zoo and the Society at a modest investment:

- 1) Results of supported research would add to the body of biological knowledge in the specific area of Zoo and Minnesota wildlife.
- 2) Publication of research findings in professional and Zoo-related journals would give the Minnesota Zoo international recognition as a contributor to the field.
- 3) Support of Zoo research would provide evidence that the Zoo and the Society are actively engaged in carrying out their stated goals.
- 4) Financial assistance to an investigator will assist him or her in establishing a career in research, hopefully Zoo-related research.

- 5) General notice of a Research Grants Program in Universities and Colleges will motivate investigators to consider conducting research on Zoo or Minnesota wildlife.
- 6) Publication of annual reports from funded investigators in the Zoo News will describe the research results and also inform the members that the Society is active in Zoo-related research.

The committee would require a modest budget of \$5-10,000. Publishable research in the fields of Zoo animal and Minnesota wildlife can be accomplished with a few thousand dollars.

A review committee would consider proposals and an annual report would be required. The grant money would be distributed in June or later.

T. Hengesteg clarified for the Board that a motion would be in concept. The \$5-10,000 for research grants would come out of next year's budget and will not affect this year's financial statement.

M. Seal noted that the Society would need the agreement of the Zoo staff to use zoo animals for research.

J. Bohlen reiterated that the research would not be limited to zoo animals but would include Minnesota wildlife.

E. Kohn told the board that research was incorporated in the zoo statutes and that the zoo would be as responsive as the Society wished. He suggested the Zoo would meet with J. Bohlen if he wished to talk through what assistance was necessary. E. Kohn noted that the Zoo would have to determine whether any proposed study could be accommodated at the Zoo in terms of space and access and how the zoo staff would be available to monitor research activities on site.

MOTION by T. Hengesteg that a bipartisan research committee be established with an initial budget of \$250 this fiscal year and not more than \$10,000 from the next fiscal year to grant research funds.

Seconded by S. Fox.

MOTION CARRIED.

B. Holiday Open House

K. Williams requested \$150 be allocated to an office open house on Wednesday, December 17 for members of all three boards, the Animal Adoption Advisory Committee, volunteers, zoo staff and media.

MOTION by D. Dunn to allocate \$150 for a Holiday office open house.

Seconded by P. Leefeldt.

MOTION CARRIED.

C. Use of Society Poster in Other Media

K. Williams shared with the Board a request from Kind magazine of

Minutes

November 20, 1980

Page 7

the U.S. Humane \Society to use the poster as an insert in that magazine.

Discussion indicated a need for policy on the use of copy rights owned by the Society.

MOTION by I. Holley that the request be sent to the Marketing and Promotion Committee to recommend a policy.

Seconded by P. Leefeldt.

MOTION CARRIED.

MOTION to adjourn the meeting by J. Bohlen.

Seconded by P. Nelson.

The meeting adjourned at 9:35 p.m.

Recorded by P. Wetzel

MINNESOTA ZOOLOGICAL SOCIETY  
Amendment To Minutes

SPECIAL MEETING OF THE BOARD  
November 3, 1980  
Society Office, St. Paul, MN

President Robert Bonawitz wishes to clarify the following statements as recorded in the minutes of the Special Meeting of the Board on November 3. (Changes are underlined.)

Page 2, first paragraph: R. Bonawitz's statement amended to read "...the resulting role confusion has allowed the Foundation to proceed with a proposal apparently in conflict with a Society program."

Page 2, fifth paragraph: R. Bonawitz's statement amended to read: "that it was his opinion that the Zoo Board should establish a mission statement. Then each of the three organizations should establish objectives which would be reviewed to be sure that they are consistent. The draft letter requests a representative committee be formed for this purpose with recommendations by February 15, 1981."

Page 2, sixth paragraph: Amended to read "Discussion ensued regarding the individual roles, responsibilities and perceived framework of each board and organization. R. Bonawitz added that members of Zoo staff had approached him to intervene in their behalf with the Zoo Board. R. Bonawitz reported that he had spoken to the Zoo Board Chairman on this issue but apparently no action was taken."

Board member David Dunn, wishes to have an additional statement in the official minutes:

Page 3, ninth paragraph: "D. Dunn expressed his understanding of staff problems that can arise when a program moves from a building stage to an operational one. He added that in his experience, changes in staff are frequent occurrences when the program focus changes to implementation. Mr. Dunn stated that in his opinion, the staffing of the Zoo is not a matter for Society involvement."

## "LEADERSHIP FOR THE 80'S"

Don Salverda  
2nd Vice President  
(Guest Columnist)  
Association of Minnesota Counties

Eric Fromm has written, "the history of man is a graveyard of great cultures that come to catastrophic ends because of their incapability for planned, rational, voluntary reaction to challenge."

These ominous words offer every public official a challenge for the 80's - a challenge to provide the best leadership that we can individually and collectively offer as we plan and cope with the changes that the next ten years will bring.

As we look to the leadership challenges of the 80's, and as we strive to improve the confidence level of the public to government, we must each ask ourselves, "are we part of the problems in our communities or are we part of the solution?" We're part of the problem if we're not providing the right kind of leadership or if we're providing no leadership. We're part of the solution if we're providing the right kind of leadership.

I believe there are a number of leadership dimensions with which we should each be concerned. I would like to comment on four dimensions that we each can evaluate ourselves as we move into the decade of the 80's.

**1) Leadership involves direction setting.** Every organization worth its salt has a purpose -- a mission that the members of the organization know and understand. The mission is then transferred into goals and objectives and is further broken down into tasks so each member of the total group feels he/she is making a contribution to the total organization purpose.

Unfortunately, too many government organizations and officials do not have a clear picture as to the overriding purpose of the organization, nor agreement on the primary goals. As a result, many of the employees lose sight of their role in the overall big picture. As a consequence, morale suffers and the organization becomes inefficient, and the taxpayer suffers.

Leadership is far more than holding office and position power; it involves setting directions for the organization which we lead.

**2) Leadership involves the understanding and motivation of people.** Many of the problems in our organizations and problems we have as public officials are due to our inability to get along with each other. Too many times in organizations the egos and attitudes of the individuals in the group become major obstacles and stumbling blocks for the team work and cooperation that is necessary to make an organization vibrant and effective. (It's disheartening to read in the papers of the childish game playing that goes on in too many of our chambers.)

People are different - some are highly results, challenge, and change oriented, others are more people oriented and place greater importance on the harmony of the group. Still others place more value on security and maintaining the status quo. And, then there are those who are highly detail oriented. People also have different knowledge and skill levels.

In order to build our organizations, we've got to take our people where they are, and then create an environment in which they can motivate themselves. The challenge of leadership is to know ourselves, to respect and understand the differences in the people with whom we work and to build on the strengths of every individual.

**3) Leadership involves the development of our people.** Our greatest organizational resource is our people, yet it concerns me how little we do to develop this most important resource. We want improved performance from our staff, yet we strip our budgets of training and development monies. Psychologists tell us that the average person uses some 10-30 percent of his/her potential. Productivity measurements tell us that individual productivity is down in America. I submit to you that one of the greatest challenges we have as leaders in our counties is to develop and improve our staffs to become more productive, to be equipped academically, attitudinally and skill-wise for the changing and challenging years ahead.

Our employees, likewise, should be willing to invest in themselves, by attending seminars and workshops on their own time and at their own expense and by getting involved in meaningful volunteer work, all of which should provide growth and development and improved effectiveness.

**4) Leadership involves self-development.** Holding public office is an awesome responsibility. The job of county commissioner is becoming more and more complex and demanding.

If we are to be on top of our jobs, we've got to be growing in our competence and effectiveness as well. Without continuous growth we too will become obsolete. Like old, worn out machinery, we'll need replacement, but we can guard against early obsolescence by: 1) taking care of our health, 2) being on top of technology, future directions, and management improvements that will help us and our counties become more effective in the delivery of our services, and 3) by keeping an optimistic attitude about the future.

In summary, I believe the 80's will be challenging years for everyone in public office. I further believe that if we use a positive approach to leadership responsibilities, incorporating the four dimensions of leadership I suggest - we'll be equipped to meet future challenges head on.

In so doing, we'll be creating an environment in our counties for improved employee performance, we'll win public confidence and respect, we'll be leading our organizations by example, we'll help to contribute to a better tomorrow in each of our counties, and finally, the experience will be stimulating, rewarding and fun.

MEMBERSHIPS 1980 vs 1981  
( Fiscal years )

Attachment B

	June 79	June 80	+ or - %	July 79	July 80	+ or - %	Aug 79	Aug 80	+ or - %	Sept 79	Sept 80	+ or - %	Oct 79	Oct 80	+ or - %	Nov 79	Nov 80	+ or - %	TOTAL
Individual \$ 18.50	159	200	26%	66	181	174%	93	132	42%	65	69	6%	40	62	55%	53	63	19%	
Family \$ 28.50	718	875	22%	317	713	125%	292	474	59%	178	242	36%	108	185	71%	168	138	<18%	
Supporting \$ 50.00	55	62	13%	14	43	207%	22	27	23%	21	13	<38%	5	16	220%	3	8	167%	
Major \$ 100.00	30	40	33%	11	25	127%	14	15	7%	14	10	<40%	5	9	80%	3	6	100%	
Patron \$ 500.00	-0-	1	100%	-0-	-0-	-	-0-	-0-	-	-0-	-0-	-0-	-0-	-0-	-	-0-	-0-	-	
Organization \$ 20.00	-0-	-0-	-	-0-	-0-	-	-0-	-0-	-	1	1	-0-	-0-	1	100%	-0-	-0-	-	
TOTAL MEMBERSHIPS	962	1,172	22%	402	962	135%	427	642	52%	279	335	20%	158	273	73%	227	215	<5%	
TOTAL IN \$	29,154 <sup>50</sup>	36,237 <sup>50</sup>	24%	12,055 <sup>50</sup>	28,319 <sup>50</sup>	135%	12,713 <sup>50</sup>	18,201 <sup>50</sup>	48%	5,245 <sup>50</sup>	9,823 <sup>50</sup>	12%	4,568 <sup>50</sup>	8,139 <sup>50</sup>	78%	6,213 <sup>50</sup>	6,098 <sup>50</sup>	<2%	
Adv. Members	98	244	+146	44	378	+334	50	273	+223	51	179	+128	53	102	92%	120	90	<25%	
Complimentary	26	12	<14	5	21	+16	1	22	+21	-	7	+7				4			
Newsletters	838	933	11%	359	585	63%	376	275	<27%	228	156	<32%	105	170	62%	103	125	21%	

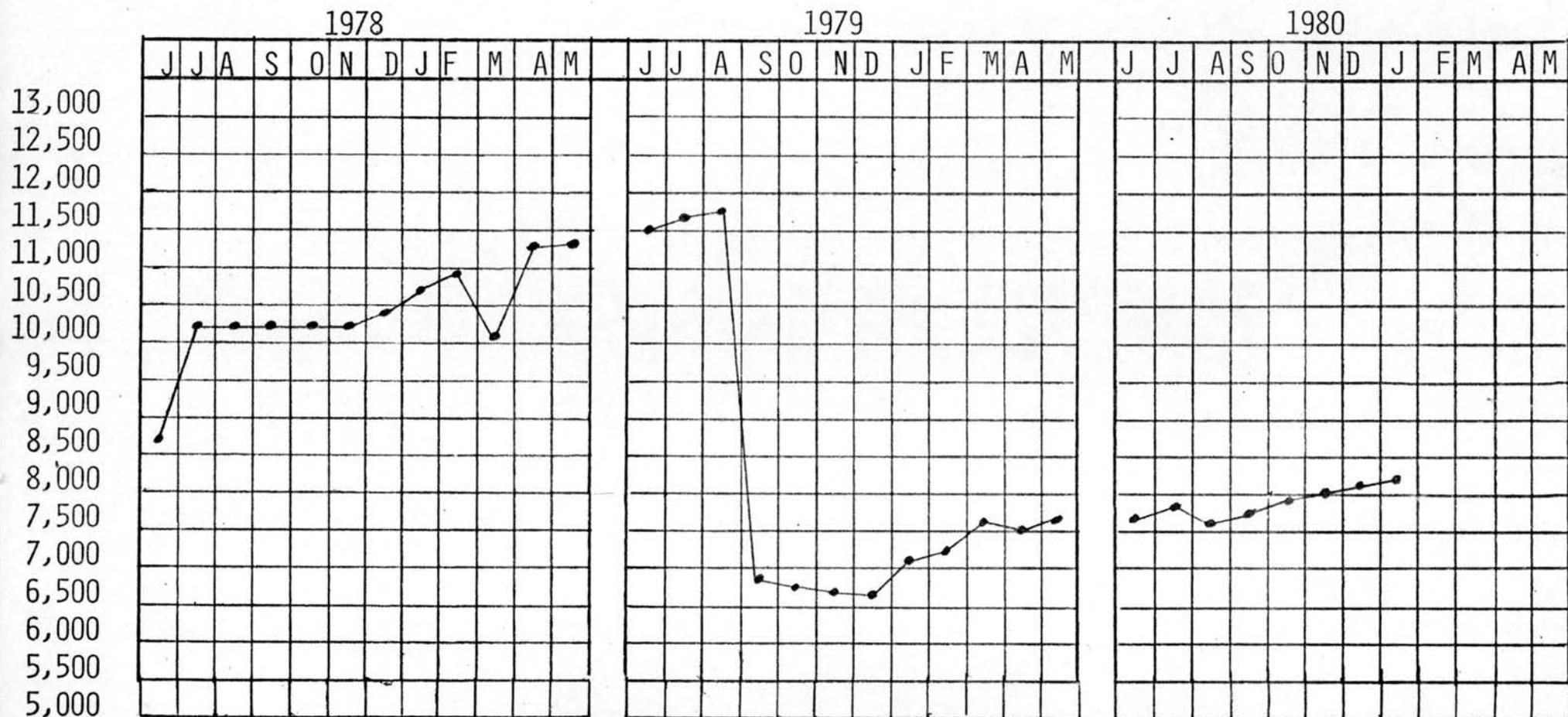
## MEMBERSHIPS 1980 vs 1981

( Fiscal years )

	Dec 79	Dec80	+ or - %	Jan80	Jan 81	+ or - %	Feb 80	Feb81	+or- %	Mar80	Mar81	+ or - %	Apr 80	Apr 81	+or- %	May80	May81	+or- %	TOTAL
\$ 18.50	81	129	59%	37			26			39			25			446			
\$ 28.50	338	490	45%	178			132			165			160			1,620			
\$ 50.00	7	15	114%	10			4			2			2			118			
\$100.00	9	14	56%	2			1			8			6			200			
\$500.00							1									3			
\$ 20.00																			
Totals	435	644	48%	227			164			214			193			2,387			
\$ Totals	12,381	18,501	49%	6,457			5,043			6,324			5,722			23,821			
New Members	318	313	-5	123			102			132			129			214			
Complimentary	1	—	—				3			26			1			28			
Renewals	116	331	+215	104			59			56			63			2,145			

MEMBERSHIP RECORDS

ATTACHMENT A



MINNESOTA ZOOLOGICAL SOCIETY

BALANCE SHEET

For October 31, 1980

ASSETS

Cash	30,351.23	
WIN Account-Dain Bosworth	49,158.72	
Certificate of Deposit	<u>200,000.00</u>	
Total Cash and temporary investments		279,509.95
Receivable		4,383.50
Inventories		*19,374.58
Prepaid Expense		1,186.66
Property and equipment	8,985.39	
less accumulated depreciation of	<u>4,778.34</u>	4,207.05
Other assets:		
Land		6,000.00
Oil Painting		<u>7,500.00</u>
Total assets		<u><u>322,161.74</u></u>

LIABILITIES & FUND BALANCES

Accounts payable		-0-
Accrued liabilities		1,691.22
Unearned membership dues		68,384.27
Holding Account for Special Events		<u>1,808.65</u>
Total liabilities		<u>71,884.14</u>
Fund balance	Unrestricted	178,378.87
	Restricted for direct support to MZG	<u>71,898.73</u>
Total liabilities and fund balances		<u><u>322,161.74</u></u>

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF SUPPORT AND REVENUE, EXPENSES  
AND CHANGES IN FUND BALANCES  
FOR THE PERIOD ENDED: 10/31/80

	CURRENT MONTH		YEAR TO DATE	
	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
Support and revenue:				
Membership dues - deferred income	9,501.16	10,958	44,564.98	51,334
Contributions and bequests	2,980.80	4,090	47,781.03	44,231
Investment income	64.27	987	5,452.89	5,071
Net gain on investments				
Auxiliary activities	3,210.29	259	4,160.48	2,495
Other - Conferences, meetings and annual meeting	64.00	22	248.00	119
TOTAL SUPPORT AND REVENUE	15,820.52	16,316	102,207.38	103,250
Expenses				
Salaries and related expenses	8,058.51	7,671.50	32,589.04	32,357.50
Occupancy	506.35	500	2,131.75	2,100
Telephone	211.92	331	850.14	935
Supplies	471.10	1,910	1,979.41	8,800
Rental and Maintenance of Equipment	117.52	1,325	490.55	1,825
Printing and publications	*(6,404.54)	8,246	18,999.06	26,550
Postage and shipping	1,355.14	1,368	5,604.31	6,290
Publicity/Public Relations		158	568.76	590
Conferences	778.21	1,550	2,764.55	3,250
Travel	292.32	367	842.67	1,166
Professional fees	1,519.45	4,787	6,643.15	23,135
Awards and grants		41	81.56	708
Complementary memberships		237	1,362.00	1,185
Depreciation	106.33		531.99	
Other	347.80	3,485.50	1,406.65	13,178.50
Sub Totals	7,360.11	31,977	76,845.59	122,070
Direct Support to MZG	7,584.74		15,526.23	
TOTAL EXPENSES	14,944.85		92,371.82	
EXCESS (DEFICIENCY) of support and revenue over expenses	875.67		9,835.56	
Fund balances at beginning of period: (Adjusted)			168,543.31	
Fund balances at end of period:			178,378.87	

\* Adjusted \$ 12,367.50 for purchase of Calendars. The Calendars were purchased for resale and therefore are an inventory item. See Page One ASSETS - Inventories.

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF FUNCTIONAL EXPENSES

For the Period Ended October 31, 1980

PROGRAM SERVICES					SUPPORTING SERVICES			TOTAL	BUDGET Year to Date	TOTAL BUDGET
Marketing & Promotion	Membership Activities	Public Education	Animal Adoption	Volunteer Activities	Auxiliary	General Administra- tion	Contribu- tion to Zoo			
401 Salaries	5,497.07	7,049.69	2,655.63	3,057.26	1,794.74	129.59	11,572.21	31,756.19	30,275	74,130+200
401.1 On-site Salaries	832.85							832.85	2,082.50	5,000
404 Occupancy				100.00				2,031.75	2,100	5,322
405 Telephone	3.32	60.59		33.12	4.13	3.18	745.80	850.14	935	1,830
406 Supplies	231.48	909.56	36.00	178.12	41.06		583.19	1,979.41	8,800	20,625
407 Rental Equipment							490.55	490.55	1,825	1,500
408 Printing/Publica.	2,147.22	13,512.47	1,257.05		452.64	486.01	1,143.67	18,999.06	26,550	59,550
409 Postage/Shipping	3,111.33	1,945.52	16.42	1.70	103.70	91.62	334.02	5,604.31	6,290	14,725
410 Publicity/P.R.	568.76							568.76	590	1,300
411 Conferences/Conv.	60.45	321.29		45.00	1,461.57		876.24	2,764.55	3,250	5,200
412 Travel	104.49	277.47	2.56	29.70	90.99	3.60	333.86	842.67	1,166	2,392
414 Professional Fees	735.18	285.00					3,784.62	4,804.80	6,345	15,113
414.1 Data Processing Se	611.89	150.00	75.00				504.45	1,341.34	1,250	3,000
414.2 Promotional Cons.	193.65	75.00					228.36	497.01	15,540	37,000
415 Awards and Grants							32.00	32.00	708	1,000
415.1 Zoo Vap Recog.					49.56			49.56		3,500
415.2 Society Recog.										700
416 MZG Adm. Membersps										
417 Comp. Memberships							1,362.00	1,362.00	1,185	2,850
418 Depreciation							531.99	531.99		
419 Other		104.00					153.00	257.00	7,021	17,500
419.1 Hospitality									1,250	
419.2 Open House		761.15						761.15	2,825	6,788
419.3 Search Committee							11.95	11.95		
419.4 On Site Program	376.55							376.55	2,082.50	5,000
								Sub Totals	76,845.59	284,225
Direct Support to MZG									15,526.23	
Total to date	14,474.24	25,451.74	4,042.66	3,444.90	3,998.39	714.00	24,719.66	15,526.23	*92,371.82	
Budget/Year to date	52,465	34,465	(Budgeted in MA)	** 4,986	5,224	(Budgeted in M&P)	24,930		122,070	
Total Budget	127,000	79,000		15,160		63,065				284,225

\* Includes Zoo Fund

\*\* 40,000 AA

MINNESOTA ZOOLOGICAL SOCIETY  
STATEMENT OF FINANCIAL POSITION

RELATIVE TO

RECIPROCITY AGREEMENT

For Period Ended 10/31/80

<u>MONTH</u>	<u>ADMISSION COSTS</u>		<u>ZOO VAP VALUE</u>		<u>DELTA</u> (MZS CREDIT) MZG PAYMENT DUE
	<u>CURRENT MONTH</u>	<u>CUMULATIVE</u>	<u>CURRENT MONTH</u>	<u>CUMULATIVE</u>	
JUNE	7,548.20	7,548.20	9,521.75	9,521.75	*(1,973.55)
JULY	9,590.40	17,138.60	10,092.61	19,614.36	*(2,475.76)
AUGUST	11,290.00	28,428.60	8,572.59	28,186.95	*241.65
SEPTEMBER	7,890.00	36,318.60	9,194.99	37,381.94	*(1,063.34)
OCTOBER	4,172.60	40,491.20	**12,369.51	49,751.45	*(9,260.25)
NOVEMBER					
DECEMBER					
JANUARY					
FEBRUARY					
MARCH					
APRIL					
MAY					

\* Total does not include credit to MZS of \$ 88,663.00 for period ending May 31, 1980....

\*\* Adjusted to reflect increase in value of Volunteer hours effective 7/01/80. Value was increased from \$ 3.89 per hr. to \$ 4.20 per hr..

MINNESOTA ZOOLOGICAL SOCIETY

BALANCE SHEET

For August 31, 1980

A S S E T S

Cash	68,373.11	
WIN Account - Dain Bosworth	48,555.12	
Certificate of Deposit	200,000.00	
*Total Cash and temporary investments		316,928.23
Receivable		20.00
Inventories		8,507.20
Prepaid Expense		803.50
Property and equipment	8,985.39	
less accumulated depreciation of	4,565.68	4,419.71
Other assets:		
Land		6,000.00
Oil Painting		7,500.00
Total assets		344,178.64

L I A B I L I T I E S   &   F U N D   B A L A N C E S

**	Accounts payable	-0-	
	Accrued liabilities	1.98	
	Unearned membership dues	76,871.86	
	Holding Account for Special Events	2,137.44	
	Total liabilities		79,011.28
	Fund balance    Unrestricted	193,274.11	
	Restricted for direct support to MZG	71,893.25	
	Total liabilities and fund balances		344,178.64

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF SUPPORT AND REVENUE, EXPENSES  
AND CHANGES IN FUND BALANCES  
FOR THE PERIOD ENDED: August 31, 1980

	CURRENT MONTH		YEAR TO DATE	
	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
<b>Support and revenue:</b>				
Membership dues - deferred income	9,167.62	8,700.00	25,932.48	24,734.00
Contributions and bequests	8,957.82	6,933.00	39,906.44	28,754.00
Investment income	4,200.60		4,785.02	
Net gain on investments				
Auxiliary activities	148.22		240.13	
Other - Conferences, meetings and annual meeting	24.00	2,335.00	171.00	4,631.00
<b>TOTAL SUPPORT AND REVENUE</b>	<b>22,498.26</b>	<b>17,968.00</b>	<b>71,035.07</b>	<b>58,119.00</b>
<b>Expenses</b>				
Salaries and related expenses	5,862.53	6,171.50	18,092.54	18,514.50
Occupancy	406.35	400.00	1,219.05	1,200.00
Telephone	163.27	151.00	480.65	453.00
Supplies	569.36	1,735.00	790.35	5,180.00
Rental and Maintenance of Equipment	65.52	125.00	279.36	375.00
Printing and publications	407.66	7,396.00	6,719.35	16,548.00
Postage and shipping	1,563.18	1,243.00	3,734.25	3,704.00
Publicity/Public Relations	235.00	108.00	568.76	324.00
Conferences	9.28	-0-	349.76	-0-
Travel	43.20	200.00	413.71	599.00
Professional fees	2,344.80	4,662.00	4,267.92	13,786.00
Awards and grants	50.00	42.00	81.56	125.00
Complementary memberships	436.00	237.00	1,192.50	711.00
Depreciation	106.33	-0-	319.33	-0-
Other	-0-	2,423.50	268.95	7,269.50
<b>Sub Totals</b>	<b>12,262.48</b>	<b>24,894.00</b>	<b>38,778.04</b>	<b>68,789.00</b>
Direct Support to MZG	3,740.09		7,531.71	
<b>TOTAL EXPENSES</b>	<b>16,002.57</b>		<b>46,309.75</b>	
<b>EXCESS (DEFICIENCY) of support and revenue over expenses</b>	<b>* 6,495.69</b>		<b>*24,725.32</b>	
Fund balances at beginning of period: (Adjusted)			168,548.79	
Fund balances at end of period:			193,274.11	

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF FUNCTIONAL EXPENSES

For the Period Ended August 31, 1980

PROGRAM SERVICES					SUPPORTING SERVICES			TOTAL	BUDGET Year to Date	TOTAL BUDGET
Marketing & Promotion	Membership Activities	Public Education	Animal Adoption	Volunteer Activities	Auxiliary	General Administra- tion	Contribu- tion to Zoo			
401 Salaries	3,845.50	4,169.56	1,372.36	520.84	867.24	6,972.96		17,748.46	18,514.50	74,130+200
401.1 On-site Salaries	344.08							344.08		5,000
404 Occupancy						1,219.05		1,219.05	1,200.00	5,322
405 Telephone	3.32	45.90				431.43		480.65	453.00	1,830
406 Supplies	231.48	92.76			41.06	425.05		790.35	5,180.00	20,625
407 Rental Equipment						279.36		279.36	375.00	1,500
408 Printing/Publica.	288.00	6,087.26			29.59	32.36		6,719.35	16,548.00	59,550
409 Postage/Shipping	1,620.14	1,672.41			86.15	101.54		3,734.25	3,704.00	14,725
410 Publicity/P.R.	568.76					254.01		568.76	324.00	1,300
411 Conferences/Conv.	60.45	31.93			(8.43)	265.81		349.76	-	5,200
412 Travel	50.58	79.92			49.50	233.71		413.71	599.00	2,392
414 Professional Fees	735.18	155.00				2,624.85		3,515.03	3,787.00	15,113
414.1 Data Processing Se	398.44					354.45		752.89	750.00	3,000
414.2 Promotional Cons.									11,728.00	37,000
415 Awards and Grants						32.00		32.00	125.00	1,000
415.1 Zoo Vap Recog.					49.56			49.56		3,500
415.2 Society Recog.										700
416 MZG Adm. Membersps										2,850
417 Comp. Memberships						1,192.50		1,192.50	711.00	
418 Depreciation						319.33		319.33		
419 Other		104.00				153.00		257.00	3,575.00	17,500
419.1 Hospitality									750.00	
419.2 Open House									1,695.00	6,788
419.3 Search Committee						11.95		11.95		
419.4 On Site Program									1,249.50	5,000
Sub Totals								38,778.04		284,225
Direct Support to MZG								7,531.71		
Total to date	8,145.93	12,438.74	1,372.36	520.84	1,114.67	133.90	15,051.60	7,531.71	*46,309.75	
Budget/Year to date	31,479.00	21,387.00	-	-	1,865.00	-	14,058.00		68,789.00	
Total Budget	127,000.00	79,000.00	-	-	15,160.00	-	63,065.00			284,225.00

\* Includes Zoo Fund

MINNESOTA ZOOLOGICAL SOCIETY  
STATEMENT OF FINANCIAL POSITION  
RELATIVE TO  
RECIPROCITY AGREEMENT  
FOR THE PERIOD ENDED August 31, 1980

<u>MONTH</u>	<u>ADMISSION COSTS</u>		<u>ZOO VAP VALUE</u>		<u>DELTA</u> <u>(MZS CREDIT)</u> <u>MZG PAYMENT</u> <u>DUE</u>
	<u>CURRENT</u> <u>MONTH</u>	<u>CUMULATIVE</u>	<u>CURRENT</u> <u>MONTH</u>	<u>CUMULATIVE</u>	
JUNE	7,548.20	7,548.20	9,521.75	9,521.75	*(1,973.55)
JULY	9,590.40	17,138.60	10,092.61	19,614.36	*(2,475.76)
AUGUST	11,290.00	28,428.60	8,572.59	28,186.95	*241.65
SEPTEMBER					
OCTOBER					
NOVEMBER					
DECEMBER					
JANUARY					
FEBRUARY					
MARCH					
APRIL					
MAY					

\* Total does not include credit to MZS of \$ 88,663.00 for period ending May 31, 1980....

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF SUPPORT AND REVENUE, EXPENSES  
AND CHANGES IN FUND BALANCES  
FOR THE PERIOD ENDED: July 31, 1980

	CURRENT MONTH		YEAR TO DATE	
	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
<b>Support and revenue:</b>				
Membership dues - deferred				
income	8,640.36	8,230.00	16,764.86	16,034.00
Contributions and bequests	13,437.29	6,418.00	30,948.62	21,821.00
Investment income	116.39		584.42	
Net gain on investments				
Auxiliary activities	19.79		91.91	
Other - Conferences, meetings and annual meeting	34.00	224.00	147.00	2,296.00
<b>TOTAL SUPPORT AND REVENUE</b>	22,247.83	14,872.00	48,536.81	40,151.00
<b>Expenses</b>				
Salaries and related expenses	5,682.69	6,171.50	12,230.01	12,343.00
Occupancy	406.35	400.00	812.70	800.00
Telephone	160.84	151.00	317.38	302.00
Supplies	94.24	1,735.00	220.99	3,445.00
Rental and Maintenance of Equipment	141.32	125.00	213.84	250.00
Printing and publications	6,181.58	1,756.00	6,311.69	9,152.00
Postage and shipping	853.84	1,243.00	2,171.07	2,461.00
Publicity/Public Relations	333.76	108.00	333.76	216.00
Conferences	247.50	-	340.48	-
Travel	153.91	199.00	170.51	399.00
Professional fees	1,872.12	4,562.00	1,923.12	9,124.00
Awards and grants	31.56	41.00	31.56	83.00
Complementary memberships	464.50	237.00	756.50	474.00
Depreciation	106.50	-	213.00	-
Other	153.00	2,422.50	268.95	4,846.00
<b>Sub Totals</b>	16,883.71	19,151.00	26,515.56	43,895.00
Direct Support to MZG	3,537.62		3,791.62	
<b>TOTAL EXPENSES</b>	20,421.33		30,307.18	
<b>EXCESS (DEFICIENCY) of support and revenue over expenses</b>	* 1,826.50		*18,229.63	
Fund balances at beginning of period: (Adjusted)			164,808.70	
Fund balances at end of period:			183,038.33	



7/80

11

MINNESOTA ZOOLOGICAL SOCIETY

BALANCE SHEET

MAY 31, 1980

A S S E T S

Cash	58,182.78	
Certificates of Deposit	119,583.33	
Marketable Securities	83,000.00	
*Total Cash and temporary investments	<u>260,766.11</u>	
Receivable		2,084.00
Inventories		9,003.82
Prepaid Expense		.964.33
Property and equipment	9,451.28	
less accumulated depreciation of	<u>4,011.52</u>	5,439.76
Other assets:		
Land		6,000.00
Oil Painting		<u>7,500.00</u>
Total assets		<u><u>291,758.02</u></u>

L I A B I L I T I E S   &   F U N D   B A L A N C E S

** Accounts payable		-
Accrued liabilities		2.08
Unearned membership dues		58,075.84
Accounts payable to MZG & for Special Events		831.06
Total liabilities		<u>58,908.98</u>
Fund balance    Unrestricted		153,424.08
Restricted for direct support to MZG		<u>79,424.96</u>
Total liabilities and fund balances		<u><u>291,758.02</u></u>

\* Cash and temporary investments to the extent of \$ 54,024.00 are restricted for the future payment of membership benefits to the Minnesota Zoological Garden.

\*\* Accounts payable includes:   -0-



MINNESOTA ZOOLOGICAL SOCIETY,  
STATEMENT OF FUNCTIONAL EXPENSES

FOR THE PERIOD ENDED March 31, 1980

	Program Services				Supporting Services			Budget Year to Date	Total Budget	
	Membership Procurement	Membership Activities	Volunteer Services	Auxiliary	General Adm.	Contribution to Zoo	Other			Total
401 Salaries	11,800.92	7,256.59	1,590.00	1,215.00	16,404.54		3,960.00	42,227.05	40,288.	50,300.
402 Payroll taxes, etc.					174.97			174.97		
403										
404 Occupancy					3,732.86			3,732.86	3,757.	4,525.
405 Telephone	35.50	25.90		6.31	1,158.39			1,226.10	1,400.	1,680.
406 Supplies	474.07	1,735.74	11.95	119.04	784.79		12.99	3,138.58	4,830.	11,150.
407 Rental equipment					1,329.44			1,329.44	1,768.	2,110.
408 Printing/Publications	7,797.08	18,513.82	253.55	76.25	616.24			27,256.94	48,839.	57,739.
409 Postage/Shipping	2,676.07	2,324.38	131.13	(131.66)	616.03			5,615.95	7,588.	10,908.
410 Publicity/Public Relations	56.27	79.00			79.87			215.14	250.	300.
411 Conferences/Conv./Mtgs.	13.12	122.05	1,087.58		1,206.61			2,429.36	3,315.	3,335.
412 Travel	323.72	656.15	152.11	58.76	690.83		18.54	1,900.11	2,500.	3,000.
413										
414 Professional fees	4,321.60	758.16	11.00	313.50	3,420.52			8,824.78		
414.1 Data Processing Service	825.14				850.83			1,675.97	55,250.	59,600.
414.2 Promotional Consultants	24,570.46							24,570.46		
415 Awards and Grants		149.00	448.80					597.80		
415.1 Zoo Vap Recognition			10.00					10.00	3,440.	3,540.
415.2 Society Recognition					57.20			57.20		
416 MZG Adm.-Memberships										
417 Complementary memberships	85.50	28.50			1,518.50			1,632.50	4,275.	4,275.
418 Depreciation & Amort.					460.00			460.00		
419 Other	289.48	1,262.21	142.00		2,959.66		1,949.17	6,602.52		
419.1 Hospitality		19.15			23.51			42.66	17,730.	23,987.
419.2 Open House		790.80		32.00	.71			823.51		
419.3 Search Committee					731.38			731.38		
									2,700.*	2,700.*
								135,275.28 sub.		
Direct support to MZG						12,966.55		12,966.55		
TOTAL TO DATE	53,268.93	33,721.45	3,838.12	1,689.20	36,816.88	12,966.55	5,940.70	148,241.83	197,930.	239,149.
BUDGET/YEAR TO DATE	81,995.	49,612.	6,265.	14,250.	45,808.	-	-	197,930.		
TOTAL BUDGET	106,550.	58,584.	6,315.	14,350.	53,350.	-	-	239,149.		

\* Capital Improvements

MINNESOTA ZOOLOGICAL SOCIETY,

STATEMENT OF FUNCTIONAL EXPENSES

FOR THE PERIOD ENDED February 29, 1980

*Ann  
Machis*

	Program Services				Supporting Services			Total	Budget Year to Date	Total Budget
	Membership Procurement	Membership Activities	Volunteer Services	Auxiliary	General Adm.	Contribution to Zoo	Other			
401 Salaries	10,353.42	5,869.71	1,590.00	1,215.00	13,682.04		3,960.00	36,670.17	35,536.	50,300.
402 Payroll taxes, etc.					174.97			174.97		
403										
404 Occupancy					2,920.16			2,920.16	3,373.	4,525.
405 Telephone	27.41	25.90		6.31	952.13			1,011.75	1,260.	1,680.
406 Supplies	474.07	1,738.07		119.04	668.46		12.99	3,012.63	4,670.	11,150.
407 Rental equipment					1,257.42			1,257.42	1,598.	2,110.
408 Printing/Publications	7,697.78	18,158.82	253.55	76.25	549.09			26,735.49	46,464.	57,739.
409 Postage/Shipping	2,567.10	2,290.05	126.89	(119.09)	572.05			5,437.00	5,083.	10,908.
410 Publicity/Public Relations	56.27	79.00			79.87			215.14	225.	300.
411 Conferences/Conv./Mtgs.	13.12	122.05	916.14		1,181.61			2,232.92	3,210.	3,335.
412 Travel	103.75	628.25	152.11	58.76	637.19		18.54	1,598.60	2,250.	3,000.
413										
414 Professional fees	4,321.60	708.16	11.00	150.00	3,420.52			8,611.28		
414.1 Data Processing Service	825.14				900.83			1,725.97	40,435.	59,600.
414.2 Promotional Consultants	22,204.21							22,204.21		
415 Awards and Grants		149.00	448.80					597.80		
415.1 Zoo Vap Recognition			10.00					10.00	3,340.	3,540.
415.2 Society Recognition					57.20			57.20		
416 MZG Adm.-Memberships										
417 Complementary memberships	85.50	28.50			907.50			1,021.50	4,275.	4,275.
418 Depreciation & Amort.					414.00			414.00		
419 Other	289.48	1,262.21	142.00		2,959.66		1,949.17	6,602.52		
419.1 Hospitality		19.15			23.51			42.66	13,900.	23,987.
419.2 Open House		790.80		32.00	.71			823.51		
419.3 Search Committee					731.38			731.38		
									2,700.*	2,700.*
								124,108.28 sub.		
Direct support to MZG						12,856.21		12,856.21		
TOTAL TO DATE	49,018.85	31,869.67	3,650.49	1,538.27	32,090.30	12,856.21	5,940.70	136,964.49	168,319.	239,149.
BUDGET/YEAR TO DATE	58,423.	47,259.	6,190.	14,000.	42,447.	-	-	168,319.		
TOTAL BUDGET	106,550.	58,584.	6,315.	14,350.	53,350.	-	-	239,149.		

\* Capital Improvements

2/80

# Minnesota Zoological Society

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706

December 31, 1979

*file*

To: DAC  
From: GDH



Fiscal year start	164,000
Expenses to 12/31	105,000
Fund balance increase	22,000
Liabilities	18,000

Therefore income to date as of 12/31 is 145,000 in FY 1978-79

186,000	current fund balance
-145,000	income to date
<hr/>	
41,000	fund balance
- 46,000	non-liquid assets therefore unavailable
<hr/>	
- 5,000	truly unencumbered and available for FY 1978-79
+ 60,000	available from unearned income at 12,000 per month through 5/79
<hr/>	
65,000	
- 52,015	fixed costs to 5/31/79
<hr/>	
12,985	
- 16,205	minimum of variable costs known at this time (1/18/79)
<hr/>	
- 3,220	amount coming from current fiscal year for operations this year not including the following
	Nominating committee
	Year end costs, audit etc.
	1st renewal design and printing
	2nd renewal design and printing
	Donor party
	advertising

Total cash available to Society 1/18/79	139,143.69
Estimate to year end (Fixed and minimal variable)	68,219.00
	<hr/>

Total cash available at this time for variable or undetermined costs (see list above)	70,924.60
---	-----------

MINNESOTA ZOOLOGICAL SOCIETYBALANCE SHEET - December 31, 1978A S S E T S

Cash	26,066.69	
Certificates of Deposit	200,000.00	
Marketable Securities	--	
* TOTAL CASH and temporary investments		226,066.69
Receivable		32,366.04
Inventories		5,431.05
Property and equipment	4,915.23	
less accumulated depreciation of	3,394.18	1,521.05
Other assets:		
Land		6,000.00
Oil painting		2,500.00
		<hr/>
Total assets		273,884.83
		=====

LIABILITIES AND FUND BALANCES

** Accounts payable		17,200.00
Accrued liabilities		687.41
Unearned membership dues		68,647.31
Accounts payable to MZG		388.28
Total liabilities		<hr/> 86,923.00
Fund balance		186,961.83
Total liabilities and fund balances		273,884.83
		=====

\* Cash and temporary investments to the extent of \$96,298.00  
are restricted for the future payment of membership benefits  
to the Minnesota Zoological Garden.

\*\* Accounts payable includes: Publications \$ 17,200.00

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF SUPPORT AND REVENUE, EXPENSES

AND CHANGES IN FUND BALANCES

FOR THE PERIOD ENDED December 31, 1978

	CURRENT MONTH		YEAR TO DATE	
	Actual	Budget	Actual	Budget
Support and revenue:				
Membership dues - deferred	12,700.36		84,185.26	
income				
Contributions and bequests	5,578.05		25,841.59	
Investment income	1,019.44		5,936.45	
Net gain on investments	-		3,281.25	
Auxiliary activities	319.50		6,883.50	
Other - Conferences, meetings and annual meeting	5.00		1,758.95	
TOTAL SUPPORT AND REVENUE	19,622.35		127,887.00	
Expenses				
Salaries and related				
expenses	3,193.32	4,030	19,569.23	21,940
Occupancy	280.60	360	2,244.80	8,400
Telephone	142.44	165	672.99	1,135
Supplies	(38.48)	150	227.83	765
Rental and Maintenance of				
Equipment	57.30	60	486.32	460
Printing and publications	21,511.48	10,755	51,800.01	53,230
Postage and shipping	3,893.86	1,840	11,494.97	8,520
Visual aids, etc.	-	-	441.38	2,650
Conferences - Travel	-	900	69.30	2,200
Conferences - Other costs	15.81	10	1,629.53	1,040
Other travel	697.31	150	1,380.83	845
Professional fees	(24,472.58)	1,060	11,417.52	36,400
Awards and grants	409.00	-	869.82	2,500
Depreciation	69.00	-	483.00	-
Other	-	900	1,961.27	5,145
Hospitality	14.45		80.04	-
Publicity - Public relations	206.50		206.50	-
TOTAL EXPENSES	5,980.01	20,380	105,035.34	145,230
EXCESS (DEFICIENCY) of support and revenue over expenses	13,642.34		22,851.66	
Fund balances at beginning of period			164,110.17	
Fund balances at end of period			186,961.83	

MINNESOTA ZOOLOGICAL SOCIETY  
STATEMENT OF FUNCTIONAL EXPENSES  
FOR THE PERIOD ENDED December 31, 1978

	Program Services				Volunteer Services	Auxiliary	Supporting Services		Other	Total	Budget Year to Date
	Membership Procurement	Membership Activities	Environ. Education	Research			General Administration	Fund Raising			
401 Salaries	1,721.65	765.15			324.00	162.00	16,327.50	72.00		19,372.30	21,940
402 Payroll taxes, etc							123.24			123.24	
403 Employee benefits							73.69			73.69	
404 Occupancy							2,244.80			2,244.80	8,400
405 Telephone	23.27						649.72			672.99	1,135
406 Supplies	24.33	81.41			4.19		117.90			227.83	765
407 Rental & maintenance of equipment							486.32			486.32	460
408 Printing & publications	26,396.15	22,880.31			19.35	2.30	2,523.55			51,800.01	53,230
409 Postage & shipping	8,961.45	554.02					1,957.85			11,494.97	8,520
410 Visual aids, films & media		75.00	349.95		16.43					441.38	2,650
Conferences, conventions and meetings:										69.30	2,200
411 Travel					8.00		69.30			69.30	1,040
412 Other direct expenses	14.00	105.58	375.00		80.15		1,126.95			1,629.53	845
413 Other travel	564.07	199.31				.45	536.85			1,380.83	36,400
414 Professional fees	7,840.13	210.60				41.60	3,325.19			869.82	2,500
415 Awards and grants					460.82		409.00				
418 Depreciation & amort.							483.00			483.00	-
419 Other	40.13	959.95			40.00		921.19			1,961.27	5,145
419.1 Hospitality		72.75			5.69		1.60			80.04	-
417 Publicity/public relations								206.50		206.50	2,000*
<b>Total to date</b>	<b>45,585.18</b>	<b>25,904.08</b>	<b>724.95</b>		<b>958.63</b>	<b>206.35</b>	<b>31,377.65</b>	<b>278.50</b>		<b>105,035.34</b>	<b>147,230</b>
<b>Budget- Year-to-date</b>	<b>60,000.00</b>	<b>38,465.00</b>	<b>4,490.00</b>	<b>1,800.00</b>	<b>2,205.00</b>		<b>39,270.00</b>	<b>1,000.00</b>		<b>147,230.00</b>	

\* Asset budgetted to office equipment

Account #	Original Budget	Board Approved Revisions	New Final Budget	Year to Date Expenses	Unexpended (to year end)	Estimate to year end	Over (Under) Budget	Comments F = FIXED V = VARIABLE
401-2	43,330			19,569.23	23,760.77	18965 F	(4760) V	Bookeeper part time
404	10,200			2,244.80	7,955.20	1750 F	(6406) F	
405	1,960			672.99	1,287.01	550 F	(735) V	long distance calls
406	1,525			227.83	1,297.17	750 V	(548) V	
407	835			486.32	348.68	350 V	15 V	
408	97,665			51,800.01	45,864.99	20175 F +V	(25690) V	+ renewal pieces + nominating committee
409	22,950			11,494.97	11,455.03	4560 F +V	(6896) V	+ mailed brochures
410	2,650			441.38	2,208.62	1600 F	(609) F	
411	5,100			69.30	5,030.70	500 V	(4530) V	AAZPA regional conventio
412	1,590			1,629.53	(39.53)	---		Annual meeting changed
413	1,520			1,380.83	139.17	1000 V	860 V	
414	91,275			11,417.52	79,857.48	1020 F +V	(78,838) V	+ Martin Williams + Audit
415	23,600			869.82	22,730.18	3050 F	(19680) F	
416								
417				206.50		1500 V	1700 V	
418				483.00		345 F	828 F	
419	10,635			2,041.31	8,593.69	11594 V	3000 V	
161	3,150			105,035.34 525.22	209,799.66 2,624.78	500 V	(2125) V	
TOTAL	317,985			105,560.56	212,424.44	68219 V	144412 V	+ above + variables

----- Estimated for budget income data

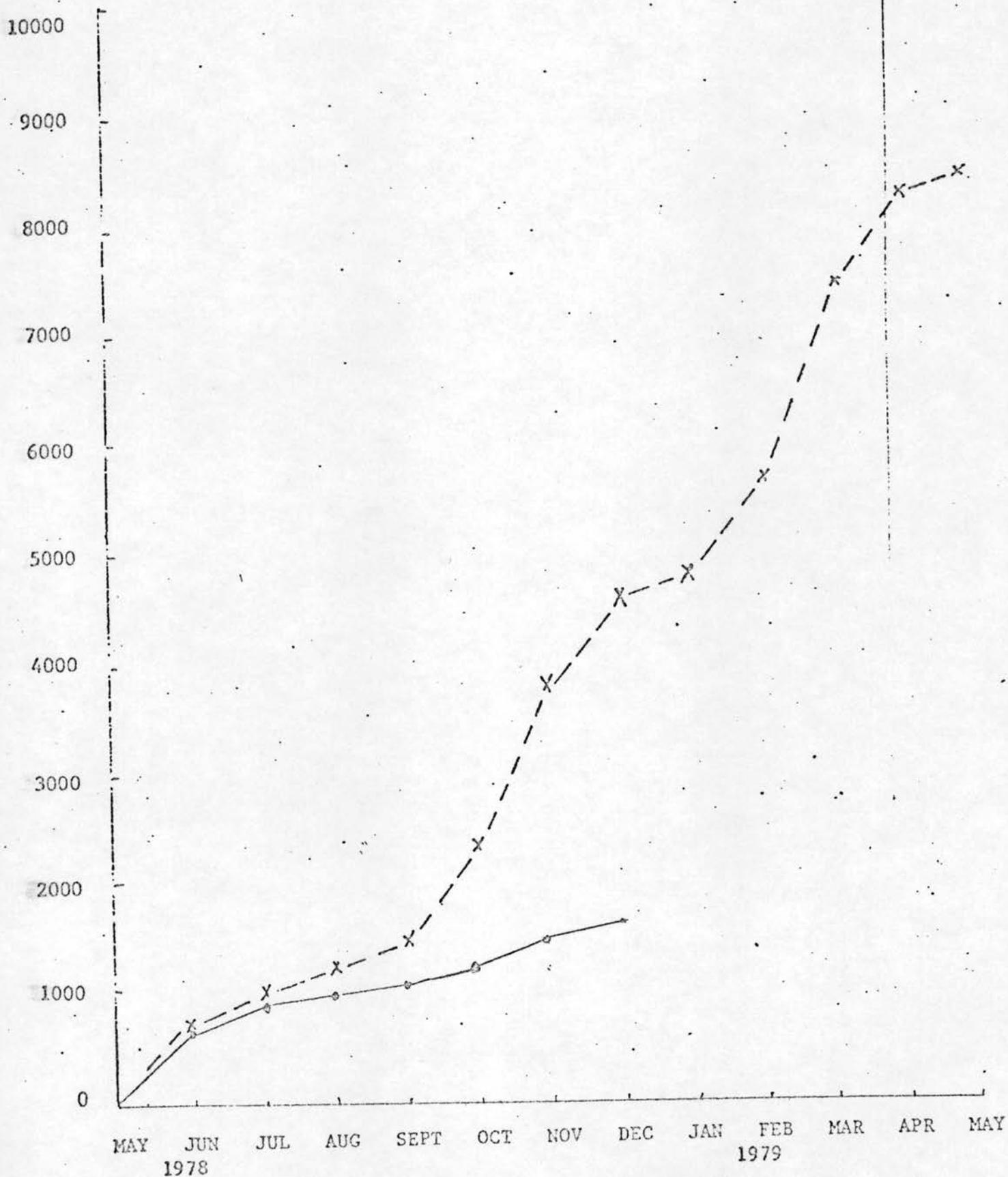
----- Actual

o = Renewal

Month December 1978

Estimated # 700

Actual # 138



PROPOSED BUDGET - MZS 1978-79

MEMBERSHIP QUANTITY DATA

MONTH	BUDGET	ACTUAL	BUDGETTED		New & Renewals TOTAL	ACTUAL		
	Cum # Memb	Cum # Memb	No. Memberships Family	Indiv		No. Memberships Family + S, Donor, P.	Indiv	TOTAL
MAY	New Only							
JUNE	635	593	570	65	635	456	67	593
JULY	825	779	147	43	190	142	44	186
AUG	1025	860	170	30	200	63	18	81
SEPT	1225	902	170	30	200	23	19	42
OCT	2225	1078	850	150	1000	130	46	176
NOV	3725	1311	1275	225	1500	164	69	233
DEC	4425	1449	595	105	700	97	41	138
JAN	4525		85	15	100			
FEB	5525		850	150	1000			
MAR	7525		3825	675	4500			2500 renewals
APR	8225		2295	405	2700			2000 renewals
MAY	8525		1530	270	1800			1500 renewals
TOT	--		12362	2163	14525			

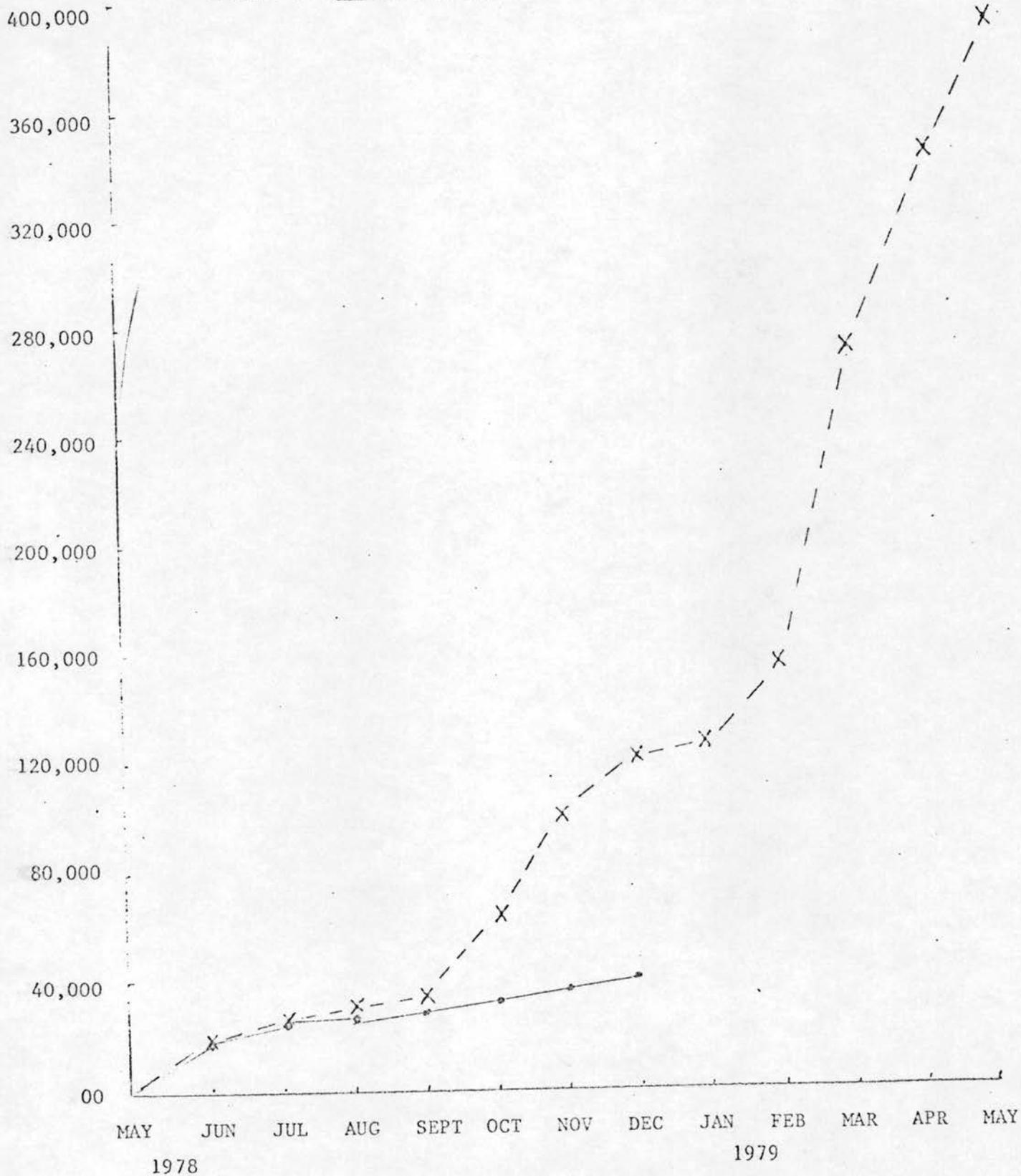
----- = Estimated

----- = Actual

Month December 1978

Estimated \$ 18,901

Actual \$ 4,209



MONTH	BUDGET Cum # Memb	ACTUAL Cum # Memb	BUDGETTED			ACTUAL			
			No. Memberships Family	Indiv	TOTAL	No. Memberships Family	Indiv	TOTAL	
MAY									
JUNE	17,500	17,629.50	16,300	1,200	17,500	16,450	1239.50	17,689.50	
JULY	22,549	22,549.25	4,249	800	5,049	4,046.25	813.50	4,859.75	
AUG	27,949	24,825.25	4,845	555	5,400	1,643	333.00	2,276	
SEPT	33,349	25,832.25	4,845	555	5,400	655.50	351.50	1,007.00	
OCT	60,349	30,077.75	24,225	2,775	27,000	3,320.50	925.00	4,245.50	Audit adjustment down \$2300
NOV	100,849	37,075.75	36,337	4,163	40,500	5,731.50	1266.50	6,998.00	
DEC	119,750	41,284.75	16,958	1,943	18,901	3,450.50	758.50	4,209.00	
JAN	122,749		2,422	277	2,699				
FEB	149,440		24,225	2,775	27,000				
MAR	270,949		109,013	12,487	121,500				
APR	343,849		65,407	7,493	72,900				
MAY	392,449		43,605	4,995	48,600				
TOT			352,431	40,018	392,449				

MINNESOTA ZOOLOGICAL SOCIETYSTATEMENT OF FINANCIAL POSITIONRELATIVE TORECIPROCITY AGREEMENTFOR THE PERIOD ENDED December 1978

<u>MONTH</u>	<u>ADMISSION COSTS</u>		<u>ZOO VAP VALUE</u>		<u>DELTA</u>
	<u>CURRENT MONTH</u>	<u>CUMULATIVE</u>	<u>CURRENT MONTH</u>	<u>CUMULATIVE</u>	<u>(MZS CREDIT) MZG PAYMENT DUE</u>
	3,537	3,537	18,823.20	18,823.20	(15,286.20)
JUNE	13,817	17,354	11,515.68	30,338.88	(12,984.88)
JULY	15,939	33,293	12,389.52	42,728.40	( 9,435.40)
AUGUST	13,490	46,783	13,985.84	56,714.24	( 9,931.24)
SEPTEMBER	6,719	53,502	13,616.24	70,330.48	(16,828.48)
OCTOBER	6,661	60,163	10,924.50	81,254.98	(21,091.98)
NOVEMBER	4,770	64,933	9,214.48	90,469.46	(25,536.46)
DECEMBER	4,589	69,522	8,272.88	98,742.34	(29,220.34)
JANUARY					
FEBRUARY					
MARCH					
APRIL					
MAY					

MZG/MZS  
QUARTERLY REPORT  
 March 1979 - May 1979

<u>Membership Attendance</u>	<u>Number</u>	<u>Charge</u>	<u>Totals</u>
Adult	7,711	\$2.00	\$15,422.00
Child	5,243	\$1.00	<u>5,243.00</u>
TOTAL QUARTER USAGE			<u><u>\$20,665.00</u></u>

<u>Volunteer Credit Hours</u>	<u>Hours</u>	<u>Rate</u>	<u>Total</u>
Current Quarter Credit	8,115.00	\$3.52	<u><u>28,564.80</u></u>

TOTAL QUARTER USAGE	\$20,665.00
LESS CURRENT QUARTER CREDITS	28,564.80
LESS PREVIOUS QUARTER CREDITS (DEBITS)	34,261.58
LESS ADJUSTMENT TO FIRST QUARTER	<u>688.04</u>
CREDIT (DEBIT) CARRY FORWARD:	<u><u>\$42,849.38</u></u>

MZG/MZS  
ANNUAL REPORT

January 1, 1978 - May 31, 1979

<u>Membership Attendance</u>	<u>Number</u>	<u>Charge</u>	<u>Totals</u>
Adult	35,960	\$2.00	\$71,920.00
Child	27,188	1.00	<u>27,188.00</u>
TOTAL USAGE May 22, 1978 - May 31, 1979:			<u>\$99,108.00</u>

<u>Volunteer Credit Hours</u>	<u>Hours</u>	<u>Rate</u>	<u>Totals</u>
Total Credits To Date:	40,328.80	\$3.52	<u>\$141,957.38</u>

TOTAL YEAR END CREDIT (DEBIT): \$42,849.38

*Society Budget*  
*SAB 11/20/79*

MINNESOTA ZOOLOGICAL SOCIETY

BALANCE SHEET

OCTOBER 31, 1979

A S S E T S

Cash	14,832.38	
Certificates of Deposit	153,000.00	
Marketable Securities	94,300.00	
*Total Cash and temporary investments		262,132.38
Receivable		--
Inventories		23,172.69
Prepaid Expense		1,117.74
Property and equipment	6,430.88	
less accumulated depreciation of	3,689.52	2,741.36
Other assets:		
Land		6,000.00
Oil Painting		7,500.00
		<u>302,664.17</u>
Total assets		<u><u>302,664.17</u></u>

L I A B I L I T I E S   &   F U N D   B A L A N C E S

** Accounts payable		--
Accrued liabilities		806.13
Unearned membership dues		56,438.13
Accounts payable to MZG & for Special Events		616.69
		<u>57,860.95</u>
Total liabilities		<u>57,860.95</u>
Fund balance		<u>244,803.22</u>
Total liabilities and fund balances		<u><u>302,664.17</u></u>

\* Cash and temporary investments to the extent of \$ 19,796.00  
are restricted for the future payment of membership benefits to  
the Minnesota Zoological Garden.

\*\* Accounts payable includes:

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF SUPPORT AND REVENUE, EXPENSES  
AND CHANGES IN FUND BALANCES  
FOR THE PERIOD ENDED: OCTOBER 31, 1979

	CURRENT MONTH		YEAR TO DATE	
	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
Support and revenue:				
Membership dues - deferred income	8,479.29		39,262.08	
Contributions and bequests	2,235.25		32,798.50	
Investment income	897.37		4,611.71	
Net gain on investments	-		-	
Auxiliary activities	235.27		2,694.31	
Other - Conferences, meetings and annual meeting	20.00		169.50	
TOTAL SUPPORT AND REVENUE	11,867.18		79,536.10	
Expenses				
Salaries and related expenses	3,348.74	3,357.	17,964.46	18,306.
Occupancy	635.54	364.	1,776.85	1,820.
Telephone	134.03	140.	488.30	700.
Supplies	115.02	160.	849.69	2,600.
Rental and Maintenance of Equipment	177.64	167.	925.62	845.
Printing and publications	7,145.94	6,425.	17,429.92	33,464.
Postage and shipping	161.05	385.	3,479.95	2,675.
Publicity/Public Relations	69.22	25.	206.69	125.
Conferences	395.96	510	1,918.32	2,870.
Travel	196.95	250.	1,079.35	1,250.
Professional fees	159.57	2,310.	10,092.04	10,855.
Awards and grants	-	50.	57.20	890.
Complementary memberships	-	-	823.50	4,275.
Depreciation	46.00	-	230.00	-
Other	832.02	1,770.	5,649.43	5,625.
TOTAL EXPENSES	13,417.68	15,913.	62,971.32	86,300.
EXCESS (DEFICIENCY) of support and revenue over expenses	(1,550.50)		16,564.78	
Fund balances at beginning of period:			228,238.44	
Fund balances at end of period:			244,803.22	

MINNESOTA ZOOLOGICAL SOCIETY  
CUMULATIVE  
STATEMENT OF FUNCTIONAL EXPENSES

FOR THE PERIOD ENDED October 31, 1979

	<u>Program Services</u>				<u>Supporting Services</u>		<u>Total</u>
	<u>Membership Procurement</u>	<u>Membership Activities</u>	<u>Volunteer Services</u>	<u>Auxiliary</u>	<u>General Administration</u>	<u>Other</u>	
401 Salaries	5,811.34	2,184.60	960.00	765.00	7,747.27	360.00	17,828
402 Payroll taxes, etc.					136.25		136
403							
404 Occupancy					1,776.85		1,776
405 Telephone	1.77	20.33		6.31	459.89		488
406 Supplies	398.12	103.23		2.37	332.98	12.92	849
407 Rental equipment					925.62		925
408 Printing/publications	6,742.00	10,376.53			311.39		17,429
409 Postage & Shipping	1,769.59	1,403.30	78.79	(28.07)	256.34		3,479
410 Publicity/Public Relations	56.27	79.00			71.42		206
411 Conferences/conventions/ and meetings		6.36	849.65		1,062.31		1,918
412 Travel	73.27	453.17	98.39	43.92	392.06	18.34	1,079
414 Professional fees	46.10	524.16		150.00	3,193.35		3,913
414.1 Data Processing Service	692.30				537.41		1,229
414.2 Promotional Consultant Services	4,948.72						4,948
415 Awards and Grants					57.20		57
417 Complementary memberships					823.50		823
418 Depreciation & amort.					230.00		230
419 Other	9.48	1,055.71	117.00	32.00	2,486.07	1,949.17	5,649
TOTAL TO DATE	20,548.96	16,206.39	2,103.83	971.53	20,799.91	2,340.70	62,971
BUDGET/YEAR TO DATE	17,338.	30,865.	3,290.	13,300.	23,707.	-	88,500

\* Capital I

MINNESOTA ZOOLOGICAL SOCIETY  
CUMULATIVE  
STATEMENT OF FUNCTIONAL EXPENSES

FOR THE PERIOD ENDED October 31, 1979

Program Services				Supporting Services		Total	Budget Year to Date
Membership Procurement	Membership Activities	Volunteer Services	Auxiliary	General Administration	Other		
5,811.34	2,184.60	960.00	765.00	7,747.27	360.00	17,828.21	18,306.
				136.25		136.25	
				1,776.85		1,776.85	1,820.
1.77	20.33		6.31	459.89		488.30	700.
398.12	103.23		2.37	332.98	12.99	849.69	2,600.
				925.62		925.62	845.
6,742.00	10,376.53			311.39		17,429.92	33,464.
1,769.59	1,403.30	78.79	(28.07)	256.34		3,479.95	2,675.
56.27	79.00			71.42		206.69	125.
	6.36	849.65		1,062.31		1,918.32	2,870.
73.27	453.17	98.39	43.92	392.06	18.54	1,079.35	1,250.
46.10	524.16		150.00	3,193.35		3,913.61	} 10,855.
692.30				537.41		1,229.71	
4,948.72						4,948.72	
				57.20		57.20	890.
				823.50		823.50	4,275.
				230.00		230.00	-
9.48	1,055.71	117.00	32.00	2,486.07	1,949.17	5,649.43	5,625.
							* 2,200.
20,548.96	16,206.39	2,103.83	971.53	20,799.91	2,340.70	62,971.32	88,500.
17,338.	30,865.	3,290.	13,300.	23,707.	-	88,500.	

\* Capital Improvements

MINNESOTA ZOOLOGICAL SOCIETY  
STATEMENT OF FINANCIAL POSITION  
RELATIVE TO  
RECIPROCITY AGREEMENT  
FOR THE PERIOD ENDED OCTOBER 31, 1979

MONTH	ADMISSION COSTS		ZOO VAP VALUE		DELTA (MZS CREDIT) MZG PAYMENT DUE
	CURRENT MONTH	CUMULATIVE	CURRENT MONTH	CUMULATIVE	
JUNE	7,199	7,199	9,968.67	9,968.67	( 2,769.67)
JULY	8,205	15,404	8,827.38	18,796.05	( 3,392.05)
AUGUST	6,522	21,926	8,719.43	27,515.48	(5,589.48 )
SEPTEMBER	7,349	29,275	10,055.66	37,571.14	(8,296.14 )
OCTOBER	4,352	33,627	9,912.69	47,483.83	(13,856.83 )
NOVEMBER					
DECEMBER					
JANUARY					
FEBRUARY					
MARCH					
APRIL					
MAY					

\* Total does not include credit to MZS of \$ 49,191.34 for period ending May 31, 1979.....

MINNESOTA ZOOLOGICAL SOCIETYBALANCE SHEET - April 30, 1979A S S E T S

Cash	73,277.14	
Certificates of Deposit	100,000.00	
Marketable Securities	<u>102,165.00</u>	
* TOTAL CASH and temporary investments		275,442.14
Receivable		22,887.84
Inventories		5,595.97
Property and equipment	5,085.78	
less accumulated depreciation of	<u>3,670.18</u>	1,415.60
Other assets:		
Land		6,000.00
Oil painting		2,500.00
		<u>313,841.55</u>
		=====
Total assets		313,841.55

LIABILITIES AND FUND BALANCES

** Accounts payable		42,472.00
Accrued liabilities		750.68
Unearned membership dues		56,113.03
Accounts payable to MZG		<u>420.47</u>
Total liabilities		99,756.18
Fund balance		214,085.37
Total liabilities and fund balances		<u>313,841.55</u>
		=====

\* Cash and temporary investments to the extent of \$ 117,536.00  
are restricted for the future payment of membership benefits  
to the Minnesota Zoological Garden.

** Accounts payable includes:	Printing/Pub	27,200
	Supplies	2,000
	Zoo Walk '79	3,000
	Prof Fees	10,272

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF SUPPORT AND REVENUE, EXPENSES

AND CHANGES IN FUND BALANCES

FOR THE PERIOD ENDED April 30, 1979

	CURRENT MONTH		YEAR TO DATE	
	Actual	Budget	Actual	Budget
Support and revenue:				
Membership dues - deferred income	14,508.28		137,458.52	
Contributions and bequests	42,651.25		72,259.95	
Investment income	796.69		14,319.52	
Net gain on investments	-		3,281.25	
Auxiliary activities	72.23		6,989.76	
Other - Conferences, meetings and annual meeting	5.00		1,779.95	
	<hr/>		<hr/>	
TOTAL SUPPORT AND REVENUE	58,033.45		236,088.95	
Expenses				
Salaries and related expenses	3,423.58	4,130	32,568.95	38,660
Occupancy	703.71	360	3,687.94	9,840
Telephone	133.41	165	1,233.63	1,795
Supplies	228.69	150	2,712.11	1,375
Rental and Maintenance of Equipment	241.02	60	890.04	775
Printing and publications	7,335.66	13,260	81,208.03	96,530
Postage and shipping	2,239.62	1,690	16,069.66	21,425
Visual aids, etc.	4.85	-	483.16	2,650
Conferences - Travel	-	600	69.30	5,100
Conferences - Other costs	-	10	1,812.15	1,080
Other travel	107.50	125	2,031.39	1,370
Professional fees	6,504.46	21,090	33,296.03	89,890
Awards and grants	368.25	8,000	2,829.27	13,400
Depreciation	69.00	-	759.00	-
Other	753.47	1,500	5,788.96	9,145
Hospitality	10.77	-	392.13	-
Publicity	-	-	282.00	-
	<hr/>		<hr/>	
TOTAL EXPENSES	22,123.99	51,140	186,113.75	293,035
EXCESS (DEFICIENCY) of support and revenue over expenses	35,909.46		49,975.20	
	<hr/>		<hr/>	
Fund balances at beginning of period			164,110.17	
Fund balances at end of period			214,085.37	

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF FUNCTIONAL EXPENSES

FOR THE PERIOD ENDED April 30, 1979

	Program Services						Supporting Services			Budget Year to Date	
	Membership Procurement	Membership Activities	Environ. Education	Research	Volunteer Services	Auxiliary	General Admin.	Fund Raising	Other		Total
01 Salaries	3,860.29	2,003.79			612.00	162.00	25,372.50	216.00		32,226.58	38,660
02 Payroll taxes, etc.							268.68			268.68	
03 Employee benefits							73.69			73.69	
04 Occupancy							3,687.94			3,687.94	9,840
05 Telephone	40.92	14.75					1,177.96			1,233.63	1,795
06 Supplies	2,177.21	161.39			16.44		357.07			2,712.11	1,375
07 Rental & maintenance of equipment	81.00						809.04			890.04	775
08 Printing/publications	29,927.19	45,858.86			65.00		2,856.98	2,500.00		81,208.03	96,530
09 Postage & shipping	10,381.18	1,999.51			74.78	(8.85)	3,623.04			16,069.66	21,425
10 Visual aids, films & media		87.93	364.95		16.43		13.85			483.16	2,650
Conferences/conventions/ and meetings:											
11 Travel							69.30			69.30	5,100
12 Other direct expenses	23.50	110.15	385.00		8.00		1,277.58	7.92		1,812.15	1,080
13 Other travel	620.84	457.40	5.00		112.37	.45	814.29	21.04		2,031.39	1,370
14 Professional fees	26,957.14	317.33	355.00		116.57	41.60	5,458.39	50.00		33,296.03	89,890
15 Awards and grants		509.00			1,654.07		666.20			2,829.27	13,400
17 Publicity/public relations								282.00		282.00	-
18 Depreciation & amort.							759.00			759.00	-
19 Other	40.13	971.91			40.00		982.45	3,754.47		5,788.96	9,145
19.1 Hospitality		110.13			280.40		1.60			392.13	-
											3,150*
Total to date	<u>74,109.40</u>	<u>52,602.15</u>	<u>1,109.95</u>	<u>-</u>	<u>2,996.06</u>	<u>195.20</u>	<u>48,269.56</u>	<u>576.96</u>	<u>6,254.47</u>	<u>186,113.75</u>	<u>296,185</u>
Budget/Year to date	<u>139,720.00</u>	<u>69,650.00</u>	<u>7,030.00</u>	<u>14,400.</u>	<u>2,285.00</u>	<u>-</u>	<u>60,100.00</u>	<u>3,000.00</u>	<u>-</u>	<u>296,185.00</u>	

\* Asset Budgetted to office equipment.

Account #	Original Budget	Board Approved Revisions	New Final Budget	Year to Date Expenses	Unexpended (to year end)	Estimate to year end	Over (Under) Budget	Comments
401-2	43,330			32,568.95	10,761.05			
404	10,200			3,687.94	6,512.06			
405	1,960			1,233.63	726.37			
406	1,525			2,712.11	(1,187.11)			
407	835			890.04	(55.04)			
408	97,665			81,208.03	16,456.97			
409	22,950			16,069.66	6,880.34			
410	2,650			483.16	2,166.84			
411	5,100			69.30	5,030.70			
412	1,590			1,812.15	(222.15)			
413	1,520			2,031.39	(511.39)			
414	91,275			33,296.03	57,978.97			
415	23,600			2,829.27	20,770.73			
416								
417				282.00	(282.00)			
418				759.00	(759.00)			
419	10,635			6,181.09	4,453.91			
161	3,150			186,113.75 sub 695.77	2,454.23			
TOTAL	317,985			186,809.52	131,175.48			

PROPOSED BUDGET - MZS 1978-79

MEMBERSHIP QUANTITY DATA

MONTH	BUDGET	ACTUAL	BUDGETTED		New & Renewals TOTAL	ACTUAL		TOTAL	
	Cum # Memb	Cum # Memb	No. Memberships Family	Indiv		No. Memberships Family + S, Donor, P.	Indiv		
MAY	New Only								
JUNE	635	593	570	65	635	456	67	593	
JULY	825	779	147	43	190	142	44	186	
AUG	1025	860	170	30	200	63	18	81	
SEPT	1225	902	170	30	200	23	19	42	
OCT	2225	1078	850	150	1000	130	46	176	
NOV	3725	1311	1275	225	1500	164	69	233	
DEC	4425	1449	595	105	700	97	41	138	
JAN	4525	1546	85	15	100	78	19	97	
FEB	5525	1597	850	150	1000	36	15	51	
MAR	7525	1653	3825	675	4500	48	8	56	2500 renewals
APR	8225	3829	2295	405	2700	1791	385	2176	2000 renewals
MAY	8525		1530	270	1800				1500 renewals
TOT	--		12362	2163	14525				

----- = Estimated for budget income data

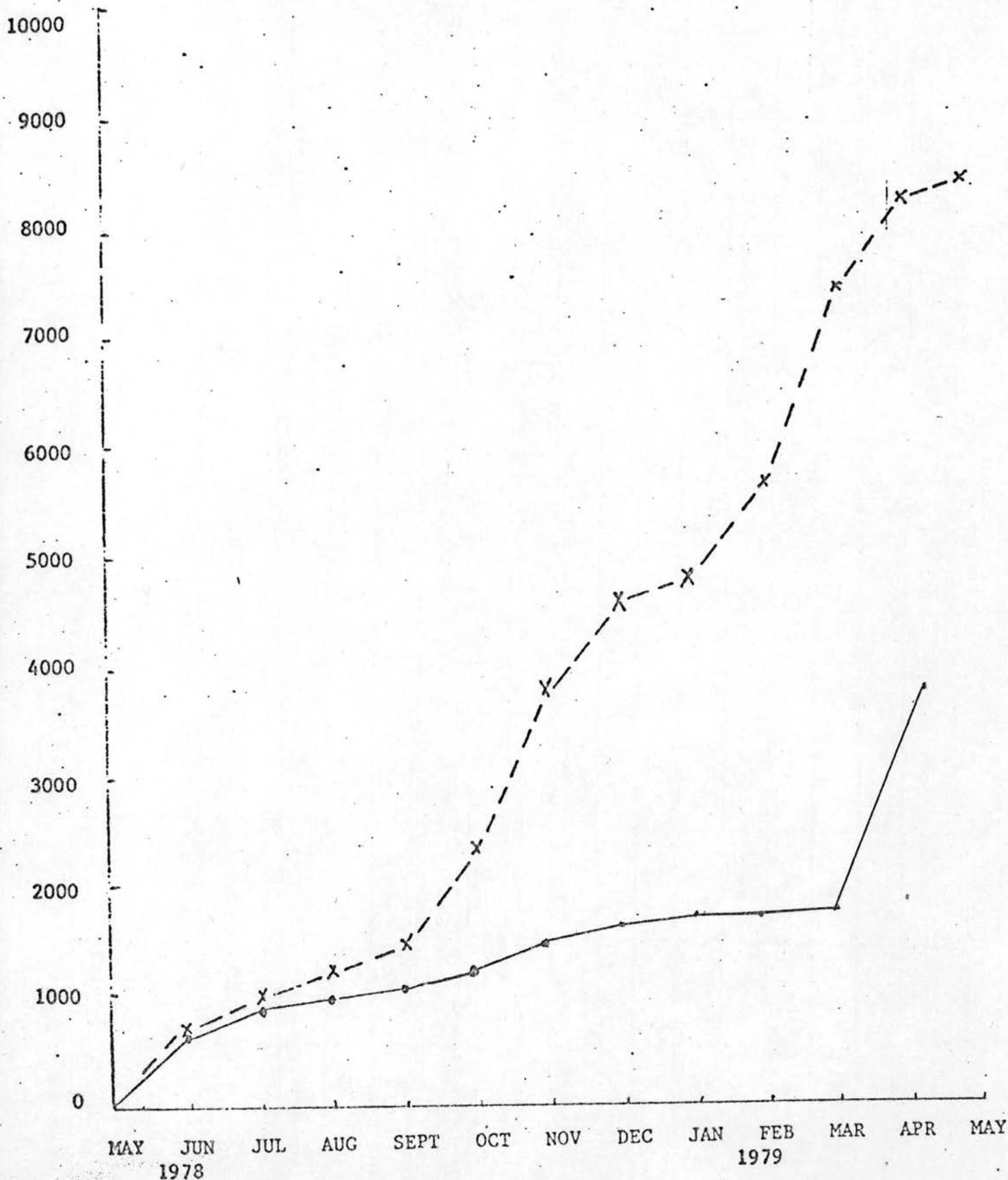
———— = Actual

o = Renewal

Month April 1979

Estimated # 2700

Actual # 2176



MONTH	BUDGET	ACTUAL	BUDGETTED			ACTUAL			
	Cum # Memb	Cum # Memb	No. Memberships Family	Indiv	TOTAL	No. Memberships Family	Indiv	TOTAL	
MAY									
JUNE	17,500	17,629.50	16,300	1,200	17,500	16,450	1239.50	17,689.50	
JULY	22,549	22,549.25	4,249	800	5,049	4,046.25	813.50	4,859.75	
AUG	27,949	24,825.25	4,845	555	5,400	1,643	333.00	2,276	
SEPT	33,349	25,832.25	4,845	555	5,400	655.50	351.50	1,007.00	
OCT	60,349	30,077.75	24,225	2,775	27,000	3,320.50	925.00	4,245.50	Audit adjustment down \$2300
NOV	100,849	37,075.75	36,337	4,163	40,500	5,731.50	1266.50	6,998.00	
DEC	119,750	41,284.75	16,958	1,943	18,901	3,450.50	758.50	4,209.00	
JAN	122,749	44,759.75	2,422	277	2,699	3,123.50	351.50	3,475.00	
FEB	149,440	46,063.25	24,225	2,775	27,000	1,026.00	277.50	1,303.50	
MAR	270,949	47,722.25	109,013	12,487	121,500	1,511.00	148.00	1,659.00	
APR	343,849	126,602.75	65,407	7,493	72,900	71,758.00	7,122.50	78,880.50	
MAY	392,449		43,605	4,995	48,600				
TOT			352,431	40,018	392,449				

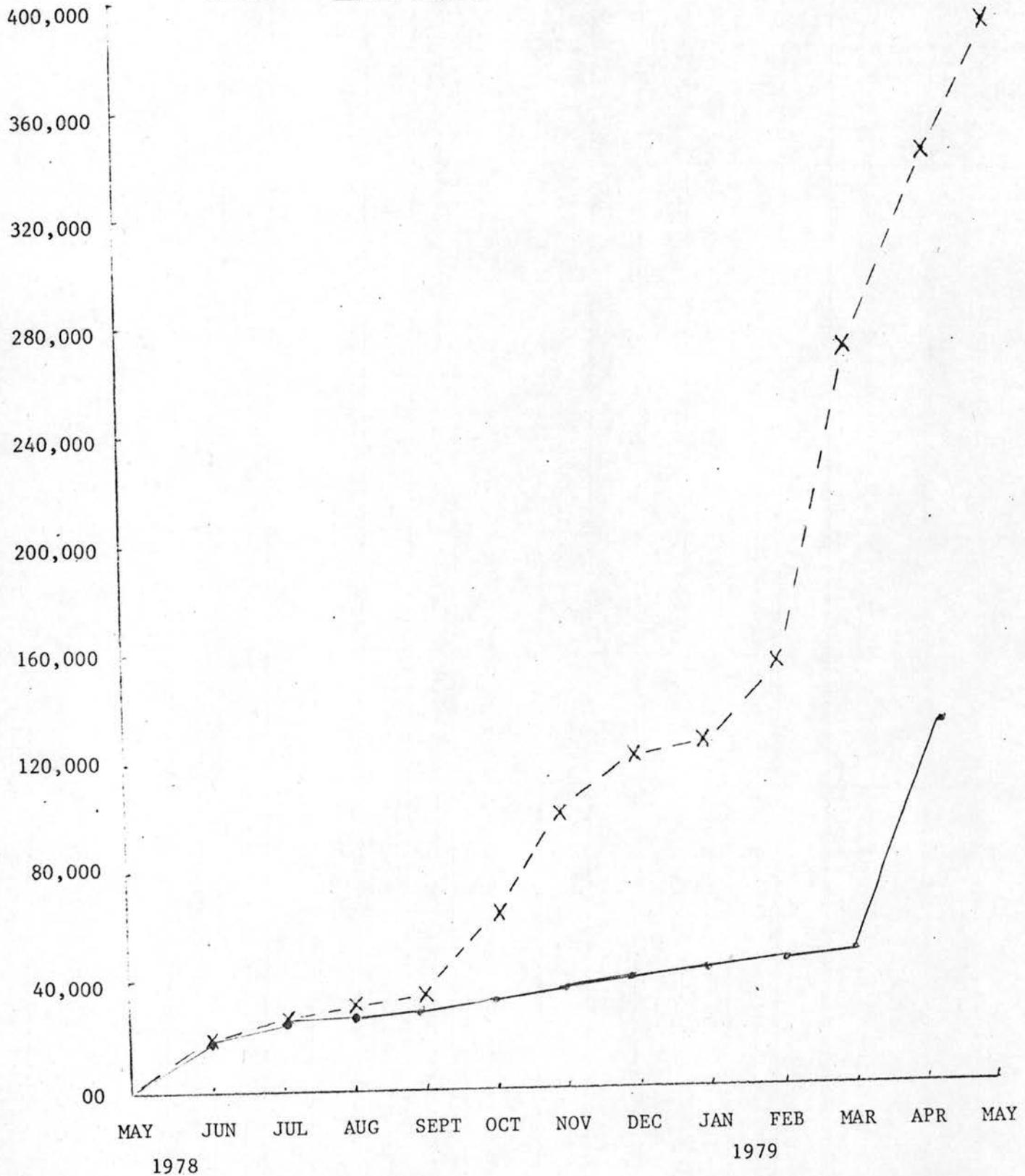
----- = Estimated

———— = Actual

Month April 1979

Estimated \$ 72,900

Actual \$ 78,880.50



MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF FINANCIAL POSITION

RELATIVE TO

RECIPROCITY AGREEMENT

FOR THE PERIOD ENDED April 1979

<u>MONTH</u>	<u>ADMISSION COSTS</u>		<u>ZOO VAP VALUE</u>		<u>DELTA</u>
	<u>CURRENT MONTH</u>	<u>CUMULATIVE</u>	<u>CURRENT MONTH</u>	<u>CUMULATIVE</u>	<u>(MZS CREDIT) MZG PAYMENT DUE</u>
	3,537	3,537	18,823.20	18,823.20	(15,286.20)
JUNE	13,817	17,354	11,515.68	30,338.88	(12,984.88)
JULY	15,939	33,293	12,389.52	42,728.40	( 9,435.40)
AUGUST	13,490	46,783	13,985.84	56,714.24	( 9,931.24)
SEPTEMBER	6,719	53,502	13,616.24	70,330.48	(16,828.48)
OCTOBER	6,661	60,163	10,924.50	81,254.98	(21,091.98)
NOVEMBER	4,770	64,933	9,214.48	90,469.46	(25,536.46)
DECEMBER	4,589	69,522	8,272.88	98,742.34	(29,220.34)
JANUARY	4,184	73,706	7,670.96	106,413.30	(32,707.30)
FEBRUARY	5,425	79,131	6,979.28	113,392.58	(34,261.58)
MARCH	6,281	85,412	8,408.40	121,800.98	(36,388.98)
APRIL	7,004	92,416	9,328.00	131,128.98	(38,712.98)
MAY					

MINNESOTA ZOOLOGICAL SOCIETY - ESTIMATED INCOME AND EXPENSE FIGURES:

INCOME	June '76-June '77 (current)	June '77-June '78	June '78-June '79	June '79-June '80
Memberships	343 @ \$8.00 = \$ 2,744.00 637 @ 10.00 = \$ 6,370.00 176 @ 25.00 = \$ 4,440.00 23 @ 50.00 = \$ 1,250.00 25 @ 100.00 = \$ 2,500.00 <u>1224 members = \$17,164.00</u> horse show 7,500.00 contributions 456.00 <u>\$24,959.00</u>	1000 @ \$15.00 = \$15,000.00 3558 @ \$25.00 = \$88,950.00 20 @ \$50.00 = \$ 1,000.00 10 @ 100.00 = \$ 1,000.00 2 @ 500.00 = \$ 1,000.00 <u>5000 members = \$106,950.00</u>	2458 @ \$15.00 = \$ 36,870.00 5000 @ \$25.00 = \$125,000.00 20 @ \$50.00 = \$ 1,000.00 10 @ 100.00 = \$ 1,000.00 2 @ 500.00 = \$ 1,000.00 <u>7500 members = \$164,970.00</u>	3000 @ \$15.00 = \$ 45,000.00 6920 @ \$25.00 = \$173,000.00 25 @ \$50.00 = \$ 1,250.00 15 @ 100.00 = \$ 1,500.00 2 @ 500.00 = \$ 1,000.00 <u>10,000 members = \$221,750.00</u>
EXPENSES	June '76-June '77 (current)	June '77-June '78	June '78-June '79	June '79-June '80
Office Rental	\$ 3,100.00	\$ 3,500.00	(moved) \$ 4,500.00	\$ 4,800.00
Office Expenses				
Supplies, paper	5,000.00	5,000.00	6,000.00	7,000.00
Equipment	300.00	1,300.00	1,300.00	1,500.00
Repair	300.00	300.00	300.00	300.00
Machine Rental	1,000.00	3,000.00	3,500.00	3,800.00
Postage	1,500.00	2,000.00	3,000.00	4,000.00
Staff Salaries	7,500.00	30,000.00	35,000.00	40,000.00
Telephone	970.00	1,000.00	1,100.00	1,200.00
Committees	675.00	675.00	750.00	800.00
Publicity	1,000.00	1,000.00	1,500.00	2,000.00
Scholarship Awards	750.00	750.00	750.00	750.00
Outside Printing	700.00	1,000.00	1,200.00	1,500.00
Speakers Bureau	150.00	150.00	200.00	200.00
Legal and Accounting	500.00	500.00	600.00	700.00
Dues/Membership	170.00	200.00	200.00	200.00
Insurance	150.00	250.00	300.00	300.00
Miscellaneous	1,000.00	1,200.00	1,500.00	2,000.00
Membership Drive		70,000.00	30,000.00	20,000.00
Newsletter		7,500.00	11,250.00	15,000.00
	<u>\$24,765.00</u>	<u>\$129,325.00</u>	<u>\$100,950.00</u>	<u>\$105,050.00</u>
Profit or Loss	<u>+\$194.00</u>	<u>-\$22,575.00</u>	<u>+\$64,020.00</u>	<u>+\$116,700.00</u>

*See Notes  
last page*

FINANCIAL STATEMENT

1976 Minnesota Aid-to-the-Zoo Horse Show  
MZS account books

INCOME

Advertising	\$13,770.00	
Century Club	6,800.00	
Tickets	6,848.88	
Box Seats	1,642.00	
Donations	1,190.00	
Donations to cover Clown Programs	3,200.00	
Programs (print sales)	1,575.00	
Transfer from '76 account	375.00	
Misc.	2,290.00	
Show Starter - cash refund	23.22	
Sponsors - prize money	300.00	
Button purchase - refund	22,575.00	
Raffle money - Century Club	120.00	
	476.00	
	<u>\$61,185.80</u>	
Transfer from H.S. Account	7,000.00	
	<u>\$68,185.80</u>	\$68,185.80

EXPENSES

Meetings- direct h.s. exp.	\$ 303.70	
Trophies- direct h.s. exp.	24.00	
Supplies	236.90	
Dues- direct h.s. exp.	690.00	
Misc.	20.11	
Stamps	172.00	
Stabling- direct h.s. exp.	200.00	
Programs	7,309.87	
Program separations	616.00	
Horse Show Secretary - h.s.exp.	500.00	
Insurance-direct h.s. exp.	790.00	
Posters	88.40	
Buttons	120.00	
Starter for Show - cash	300.00	
Art Contest	40.00	
Clown Entertainment	3,200.00	
Sponsors	23,325.00	
Party	169.31	
C.C. Furniture	341.90	
C.C. Telephone	376.68	
C.C. Consultant	1,316.00	
C.C. Office Rental	540.00	
C.C. Refreshments	330.00	
C.C. Supplies	784.34	
C.C. General Administrative	310.94	
C.C. Account- Staff	1,789.30	
C.C. Equipment Rental	55.40	
C.C. Postage	170.40	
C.C. Publicity	141.21	
Publicity - direct h.s. exp.	1,804.58	
C.C. Answering Service	32.00	
C.C. Artwork	85.00	
C.C. Raffle	14.00	
	<u>\$46,197.04</u>	\$46,197.04

Karla A. Williams  
January 1977

PROJECTED INCOME & EXPENSES

ADVERTISING

The Barbers	\$280.00
Excalle's Farm	200.00
Gould	280.00
Northwestern Nat.	180.00
Tack n Stuff bal.	140.00
Holiday Station	400.00
Allison Williams ('75)	280.00
Bankers of American ('75)	130.00
Hastings ('75)	280.00
Prom Catering ('75)	130.00
	<u>\$2,300.00</u>

DONATIONS

Bernei Smaby	\$100.00
Ellerbe	100.00
	<u>\$200.00</u>

TOTALS

Advertising	\$2,300.00
Century Club	1,500.00
Directorys	440.00
Donations	200.00
	<u>\$4,440.00</u>

CENTURY CLUB

Mrs. Vic Excalle	100.00
Mrs. Robert Engelstad	100.00
Mrs. F. Fleischacker	100.00
Mrs. Elgyn Gable	100.00
Mrs. Thomas Garrett	100.00
Grain Belt Breweries	100.00
Virginia Iverson	200.00
Mrs. Harold Kuller	100.00
Minnesota Bearing	100.00
Mrs. Dennis Mitchell	100.00
Mrs. Micharl Parish	100.00
Al & Bonne Porte	100.00
Mr. Robert Tengdin	100.00
Mrs. J.H.D. Whiting	100.00
	<u>\$1,500.00</u>

Balance from previous page

Income	\$68,185.80
Expenses	<u>\$46,197.04</u>
	\$21,988.76

Check to	
Zoo	16,000.00
current bal.	<u>\$ 5,988.76</u>

Accts. rec.	4,440.00
	<u>\$10,428.76</u>

Due Society	<u>7,500.00</u>
	2,928.75 balance

DIRECTORY ADVERTISING

Earl Brown Farm	40.00
Brandywine Farm	40.00
Cottonwood Acres	40.00
Eden Prairie Stables	40.00 for '75
Meadowhill Farm	80.00 for '75/'76
Northridge Farm	40.00
Oakland Farm	40.00
Sterner Stables	40.00 for '75
Esquire Farm	40.00 for '75
Wit's End Farm	40.00 for '75
	<u>\$440.00</u>

ESTIMATED ATTENDANCE FIGURES BY MINNESOTA ZOOLOGICAL SOCIETY MEMBERS:

\$15.00 single membership - one person would attend the Zoo two times a year.  
 \$25.00 family membership - two persons (adults) and one child would attend the Zoo two times a year. \*  
 \$50.00 family membership - two persons (adults) and one child would attend the Zoo two times a year. \*  
 100.00 family membership - two persons (adults) and one child would attend the Zoo two times a year. \*  
 500.00 family membership - two persons (adults) and one child would attend the Zoo two times a year. \*

\* guest membership passes would probably be allowed but are not figured in the attendance figures below as the amount has not been determined by the Society.

ACTUAL USE	June '77-June '78	June 78'-June '79	June '79-June '80
\$15.00 SINGLE	two month period not able to be determined at this time	2,458 visits @ \$7.00=\$17,206.00	3,000 visits @ \$7.00=\$21,000.00
\$25.00 FAMILY (one child)		10,000 visits @ \$7.00=\$70,000.00	13,840 visits @ \$7.00=\$96,880.00
		5,000 visits @ \$2.50=\$12,500.00	6,920 visits @ \$2.50=\$17,300.00
\$50.00 FAMILY (one child)		40 visits @ \$7.00= 280.00	50 visits @ \$7.00= 350.00
		20 visits @ \$2.50= 50.00	25 visits @ \$2.50= 62.50
100.00 FAMILY (one child)		20 visits @ \$7.00 = 140.00	30 visits @ \$7.00= 210.00
		10 visits @ \$2.50 = 25.00	15 visits @ \$2.50= 37.50
500.00 FAMILY (one child)		4 visits @ \$7.00 = 28.00	4 visits @ \$7.00= 28.00
		2 visits @ \$2.50 = 5.00	2 visits @ \$2.50= 5.00
		<u>\$93,984.00</u>	<u>\$127,323.00</u>

PROPOSED ARRANGEMENT BETWEEN THE MINNESOTA ZOOLOGICAL SOCIETY AND THE MINNESOTA ZOOLOGICAL GARDEN:

	June '78-June '79	June '79-June '80	Future years
Actual use by members	\$93,984.00 (gate loss)	\$127,323.00 (gate loss)	?
Annual Donation by Society to offset gate loss used by members	- \$63,000.00 (volunteer hours worked)	- \$75,000.00 (volunteer hours worked)	?
Balance owed by Society	= \$30,984.00 (cash donation)	= \$52,323.00 (cash donation)	

PROPOSED METHOD OF SOCIETY ACCOUNT AND DISPURSEMENT OF FUNDS:

<u>June '78-June '79</u>		<u>June '79-June '80</u>	
Society Income	\$164,970.00	Society Income	\$221,750.00
Society Expenses	- \$100,950.00	Society Expense	- \$105,050.00
	\$ 64,020.00 net income		\$116,700.00 net income
	- \$ 30,984.00 cash donation to Zoo		- \$ 52,323.00 cash donation to Zoo
	\$ 33,036.00 net profit		\$ 64,377.00 net profit
	- ? any deficit from previous year		- ? any deficit
	\$ 33,036.00		\$ 64,377.00 additional donation to Zoo
	- \$20,000.00 Society Reserve Account **		
	13,036.00 additional donation to Zoo		

\*\* The Society will maintain a Reserve Account of \$20,000.00 or 25% of their net profit - whatever is greater

*Edine  
Womens  
Club*

? Can we truly do unlimited?  
Based upon known usages at other zoos - is that sufficient -  
Peter Long -

Steve - we need also to answer the group sales ??

