



Minnesota State Zoological Board.  
Zoo-Related Organizations Files.

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# ST. PAUL'S COMO ZOO

MIDWAY PKWY. & KAUFMAN DRIVE • ST. PAUL, MINNESOTA 55103

PHONE: 612-488-3221

## MESSAGE

TO Mr. Donald Bridgewater, Director  
Minnesota State Zoo  
50 Columbus Circle  
St. Paul, MN 55101

SUBJECT State Zoo Guidelines

DATE 16 December 1971

Dear Mr. Bridgewater,

At the "committee" meeting, the desire was expressed by the chairman, Mr. Tilton, that the individual members of the "committee" send memos to you expressing their thoughts on the State Zoo "guidelines".

I have had many thoughts on the subject in the last 15 years I have been occupied with the subject. However, I believe that the action of the State Zoo Board on their meeting of the 10th of December has negated any usefulness any comments to be made by the "committee" might have.

It seems to me that your Board is well on the way to repeat the results of the 1971 effort. Perhaps this is the correct approach. I know that there are some political theorists who believe that all that is needed to get a piece of legislation is to bring it back twice more to the legislative body. I wish you luck.

*John A. Fletcher*  
BY John A. Fletcher, Zoo Director

## REPLY

DATE



SIGNED

MINNESOTA ZOOLOGICAL SOCIETY VOLUNTEER STAFF REPORT

September 20 through December 31, 1971

The following report is submitted to the Board of Trustees of the Minnesota Zoological Society:

I. OFFICE ORGANIZATION AND PROCEDURES:

A. Staffing

Since September 20th, the Minnesota Zoological Society office (including administrative and clerical activities) has been operated on a volunteer basis. The estimated number of hours worked by each volunteer is included below:

	<u>Office</u>	<u>Home</u>		<u>Office</u>	<u>Home</u>
Henny Schoeller	258	65	Hillary Freeman	21	
Gloria Bridgwater	250	10	Joyce Miller	8	15
Dorothy Spaude	252		Elsie Larson	22	
Linda Murtfeldt	110	8	Goeff Rogers	2	
Mary McGee	20	60	Mrs. Strese	8	15
Jean King	5	45	Vi Crawford	70	

B. Office Equipment and Supplies

Inventory on September 20th included:

2 file cabinets	1971 membership cards
1 postage meter	envelopes
letterhead stationery	master plans
mimeo paper	addressograph plates

Upon moving, desks, typewriters, work tables and miscellaneous office supplies were furnished by the Zoo Board.

The following additional equipment was rented, leased or purchased:

1. One telephone
2. One post office box (\$5.40)
3. One hand operated addressograph machine enabling complete mailing procedures to be carried out within the office. (\$230.00)

4. One complete Gestetner printing setup under private lease at \$25 per month.
5. One six-drawer cabinet for addressograph plates (\$35.00).

C. Membership File Reorganization

Membership files and addressograph plates were reviewed. Over 100 plates were found to be either incorrect or in duplicate. These plates have been verified and corrected. The plates have been sorted by zip code and mailings can now be done by bulk rate which results in a savings of approximately \$66 per thousand pieces as compared to first class postage rates previously used.

A cross reference system for recording memberships has been established.

D. Other Procedures

A \$25.00 petty cash fund has been established for miscellaneous small purchases and a routine filing system has been set up. A work system for makeup printing and mailing of the Newsletter (and other mass mailing pieces) has been organized.

A Committee on Office Management has been organized. The members are: Gloria Bridgwater, Mary McGee, Henny Schoeller, and Dorothy Spaude.

Miss Charlene Sullivan of the American National Bank in St. Paul is continuing to serve as our banking agent handling all monies that are mailed directly to the bank as well as monies deposited from our office.

II. PUBLIC INFORMATION

A standard list of newspaper, radio and T.V. contacts for news releases has been established. Ten news releases have been sent out.

Publicity releases are now regularly listed in the Sunday Minneapolis and St. Paul papers, the Ben Kern column (Mpls.), "Here and Coming" column (Mpls.), Family Life Department (St. Paul), sixteen area weekly newspapers, and WCCO, WLOL, and KSTP radio.

Coordination of the fall picnic, one special seminar and five film presentations have been carried out.

III. NEWSLETTER

Mrs. Jean King serves as the editor of the Newsletter and the office has functioned to coordinate this activity. Four issues of the Newsletter have been published.

IV. MEMBERSHIP PROGRAM

A. Renewals

A renewal campaign has been launched for the year 1972 as directed by the Board of Trustees. Each old member who joined the Society before 1 October 1971 received one of the four special membership renewal letters noted below. The new membership categories have been used.

1. A general members letter. This letter was mailed to the membership and included two remittance envelopes and a volunteer recruitment form.
2. Physicians and veterinarians letter. This was a special solicitation memo from Drs. O'Malley and Douglass asking for contributions over and above the general membership fee.
3. Special large donor letter. These personally typed letters were sent to individuals and/or organizations which potentially are in a position to make larger contributions to the Society.
4. Institutional letter. This special letter to banks, savings institutions and businesses was sent out with an appeal similar to the large donor letter.
5. Miscellaneous special letters. In addition to the above letters, special letters were sent to old Board members. Special letters were also sent personally by Mr. Tilton and Mr. Cady.

Membership cards for those new members joining prior to the 1972 renewal campaign were created by modifying some of the excessive inventory of 1971 membership cards. For 1972 a new membership card has been designed and printed by the office staff. All renewing members receive this card. Large donors of \$25 and over receive a special letter and those of \$50 or more receive a master plan.

Through January 7, 1972, there have been 269 renewals as noted below:

TABLE I

<u>Class</u>	<u>1971-2 Family</u>	<u>1972</u>	<u>Board Members</u>	<u>TOTAL</u>
Individual \$8	4	53	1	58
Family \$10	39	166	1	206
Contributing \$25	1	24	1	26
Sustaining \$50	1	17		18
Supporting \$100	3	3	1	7
Patron \$500		1	1	2
				<u>317</u>

This represents 26% of the 1971 memberships renewed during the first four weeks of the renewal campaign.

TABLE II

MAILINGS

<u>Date</u>	<u>Type of Mailing</u>	<u>Approximate Number</u>
	Newsletter	
	October	1160 - first class
	November	1032
	December	(mailed in envelop with membership renewal request)
	General Membership Renewal Letter	533
	Physicians and Veterinarians Renewal Letter	315
	Potential Big Donor Letter	120
	Institutional Renewal Letter	45
	Other special new member letters	100
	Renewal Responses (letters and Membership cards)	317
	Miscellaneous Business Correspondence	25
	News Releases (10 x 24)	240
	Board Correspondence including minutes, agenda and notice of meetings	

B. New Memberships

Although primary emphasis has been given to initiating and carrying out a membership renewal campaign, the initial ground work for a new membership campaign is being laid.

1. Registration cards from the State Fair of 1970 and 1971 are being reviewed and special membership solicitation letters will be sent to them. This represents approximately 1500 letters.
2. A number of mailing lists have been acquired from other organizations and more are desired. A special letter will be sent to these groups. Approximately 2,000 names are already available in this category. New members will receive a 1972 membership card, back issues of the newsletter, a volunteer recruitment form and a letter of welcome.
3. Special letters were prepared and sent for Mr. Tilton, Dr. Douglass, Mr. Cady, and former society board members.

V. MISCELLANEOUS ACTIVITIES

The office staff has served to coordinate the activities of various society committee meetings including mailings, drafting and preparing minutes, preparation of briefing documents and other research. This group has devised ways to modify or revamp a large stock of existing office supplies including letterhead, envelopes,

membership forms, membership cards and second sheets. Due to these modifications, we have not had to make any purchases of materials in these categories (except for paper stock for the Newsletter). At this point, there still exist: 3,000 permit imprinted envelopes, 1,500 letterhead envelopes, 2,000 letterhead sheets, 1,400 second sheets, 20,000 membership remittance envelopes and 1,400 1971 membership cards all now obsolete.

Routine fielding of telephone calls has been carried out for the Zoo Board as well as the Society. General office work has also been done for the Zoo Board.

The fall quarter Zoo Board Newsletter was addressed and mailed to the Zoological Society membership by society volunteers.

#### VI. PROJECTED ACTIVITIES

1. New member recruitment program.
2. Further renewal reminders.
3. Master plan digest.
4. Short History of Zoological Society.

December 10, 1971

MEMORANDUM

To: Dr. Valentine O'Malley, President  
Minnesota Zoological Society

From: Don Bridgwater, Director  
Minnesota Zoological Board

The following three items are submitted to you for action by the Minnesota Zoological Society.

1. Change in Board of Trustee's Ex-Officio Member:  
Mr. Otto Uecker, Chairman, Park Board, Little Falls, has notified my office that he has submitted his resignation to the city council as chairman of the Park Board. In this capacity, he has been an ex-officio member of the zoological society board of trustees and citizens advisory committee for the zoological society. In January, elections will replace Mr. Uecker and the society should take official action with his replacement at that time. The zoological board will also make this change in their citizens advisory committee.
2. Attached please find a copy of a letter from Fred Childress, Information & Education Director, San Diego Zoo, including copies of an invoice for expenses incurred by the San Diego Zoo in hosting a 44 member legislative delegation from Minnesota. When Dr. Schroeder, the director, originally agreed to host such a group, we were talking about 14 legislators only and as you know, prominent members of major Minnesota industries and their wives were added at the last minute. The San Diego Zoo graciously hosted this entire party and frankly expressed to me the fact that they did not have funds to cover such contingencies. I in turn asked them to submit an invoice for their costs.

As you know, the value of this activity greatly outweighs the cost, but the zoological board stands in the position of not being able to pay this fee within the framework of state budget requirements. I would like to submit

this to the society for payment based on the fact that that afternoon in San Diego represents the single most important legislative education opportunity which we have had relative to a state zoological garden. Consideration in this regard would be greatly appreciated.

3. On September 20, 1971, the National Recreation and Parks Association (NRPA) and the American Association of Zoological Parks and Aquariums (AAZPA) jointly announced, following a majority vote by the AAZPA membership, that the AAZPA would from this point on operate as an independent, professional organization. Although much history has gone into this decision, this action is a most important and correct decision in my opinion. Toward this end, I would like to request that the Minnesota Zoological Society consider membership as an institution in the AAZPA. According to the new dues structure, such a membership for an organization-society would be \$100 annually for the Minnesota Zoological Society with those organizations having an operating budget in excess of \$250,000 paying dues of an increased amount. The Minnesota Zoological Society certainly qualifies as a minimal subscribing member and an application should be addressed to Mr. Robert Wagner, Chairman, AAZPA Membership Committee, Jackson Zoological Park, 2918 W. Capitol Street, Jackson, Mississippi 39209. This organization now represents the sole professional body representing the interest of zoos and zoological societies to governmental and other professional organizations.

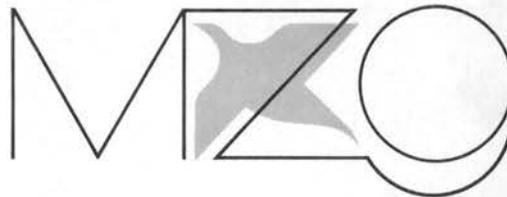
At present, the Minnesota Zoological Society holds two memberships in the NRPA as members of the AAZPA affiliate unit. Unless there is strong objection, these memberships should be consolidated in a single membership with the newly organized AAZPA.

DDB:gb

Enclosures

cc: Henny Schoeller  
Minnesota Zoological Society

MINNESOTA ZOOLOGICAL GARDEN



November 26, 1971

TO: ZOOLOGICAL BOARD ADVISORY COMMITTEE

FROM: JOHN E. TILTON

RE: MEETING - Thursday, December 9, 1971 -  
8:00 P.M.  
Zoological Board Offices  
Veterans Service Building  
St. Paul, Minnesota

As a member of the Advisory Committee of the State Zoological Board, you are invited to participate in a most significant meeting and discussion at the Zoological Board Offices on Thursday, December 9 at 8:00 P.M.

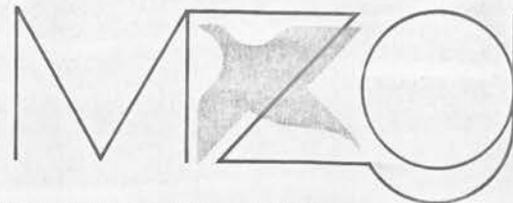
A series of unpublicized meetings with representative legislators (both those who supported and those who opposed the zoo bills at the last session of the legislature) have evolved in recent weeks some proposed changes in the zoo masterplan program designed to put together a generally acceptable package which could meet prompt approval at the next regular session of the legislature. These changes would be important. The Zoological Board would like your view of them. The December 9 meeting should provide ample time for a full discussion.

Could we ask you to telephone 612-221-2426 indicating whether or not you can be present?

To reach the Zoological Board Offices - parking is available on the East side of the building - entrance through double doors adjacent to parking lot - offices East Wing Basement just inside the double doors.

Veterans Service Building located in the Capitol Complex - 20 W. 12th St. and Columbus Avenue (between Wabasha St. and Iglehart).

MINNESOTA ZOOLOGICAL GARDEN



November 22, 1971

MEMORANDUM: FROM JOHN TILTON - TO: FILE

SUBJECT: Conference with Don Bridgwater this date re: program for Zoological Board and Zoological Society.

1. It was agreed we would call a meeting of the Zoo Board Executive Committee for Wednesday, November 24, to consider the following broad agenda:
  - a. Evaluate the conferences with legislators during the special session;
  - b. Evaluate the visit of the legislative leadership to the San Diego Zoo.
  - c. Re-examine the original criteria, objectives and guidelines for the proposed new Minnesota Zoo as outlined in the Masterplan preliminary studies.
  - d. Re-study the phasing of the masterplan with especial reference to the farm-children's zoo, the transport system, the entrance and orientation area.
  - e. Try to agree on a formula that will permit a reduction in first phase spending that will meet the approval of key legislative leaders without restricting zoo facilities to the point where its overall interest and appeal (and concurrent fiscal liquidity) are jeopardized.
  - f. When the executive committee meeting is ended, set up a meeting with the legislators who attended our special session conferences .. appraise them of the executive committee's thinking, invite their suggestions, opinions and criticisms for consideration prior to the meeting of the Board Dec. 10.
  - g. Bridgwater (and Tilton if needed) will try to set up conferences with these industry representatives: Tate of 3M, McMains of NSP, Viitala of Honeywell, Weir of NW Bell, Nadasdy of General Mills. Seek to determine if there is hope for industry assistance in the funding of the zoo .. what assistance they can provide in the legislative task before us. N.B. - Could Bob Edman or Warren Gahlon be of assistance with advice on tactics?
  - h. Both of us will try to come up with some ideas for further funding and program ideas for the state zoological society. (O'Malley has agreed to call Society executive committee meeting and recommend appointment of Henny Schoeller as executive secretary .. working three days weekly at a salary of \$75.00 weekly.)

m 3 S

November 5, 1971

Mr. E. Robert Kinney  
Executive Vice President  
General Mills  
9200 Wayzata Boulevard  
Minneapolis, Minnesota 55440

Dear Bob:

Returned after a month's absence today to find your letter of October 15th enclosing check for \$100 for the Minnesota Zoological Society. Thank you for it.

I note your reference to the Guthrie Theater - - agree Peg and I should support it and am, accordingly, enclosing my check for \$50.00.

Even so, I hope you and I are not forced into this kind of trade-out for every Zoo supporter and every Guthrie backer . . . the potentials for the Kinney and Tilton personal liquidity are not pleasant to contemplate.

I do think you will find participation in the Zoo program in the years ahead a most fruitful experience. (We, of course, are Guthrie fans of long standing.)

Sincerely,

JET vc  
enc.

John E. Tilton, Chairman  
Minnesota Zoological Board

*check given to Society vs*



GENERAL MILLS, INC. • EXECUTIVE OFFICES • 9200 Wyzata Boulevard • Minneapolis, Minnesota 55440

October 15, 1971

E. ROBERT KINNEY  
Executive Vice President

Mr. John E. Tilton, Chairman  
State Zoological Board  
Veterans Service Building  
Columbus Circle  
St. Paul, Minnesota 55101

Dear John:

Your message did reach me and I am enclosing my check, #310, for \$100 to the Minnesota Zoological Society.

As you may know, I am a Trustee of the Guthrie Theatre and I think this may afford me the opportunity to visit with you with my hands out for a contribution to what I think is a very worthwhile contributor to the cultural life of the city of Minneapolis as well as the state of Minnesota.

With best regards, I am

Sincerely,

*Bob Kinney*

ERK:p1  
Enclosure - check # 310 - \$100

MZS

October 12, 1971

Mr. Charles H. Bell  
9200 Wayzata Boulevard  
Minneapolis, Minnesota 55440

Dear Mr. Bell:

This is to thank you for your much appreciated check to the Minnesota Zoological Society.

But I also must tell you I am disturbed by the question you raise in your letter . . . because it proves again what I have feared for a long time: that we have failed to tell our story to the people who count in Minneapolis. (Wheelock Whitney, now a supporter, once asked me why I "wasted" my time on the zoo project.)

Most of them tend to equate the Minnesota Zoological Garden with the Girl Scouts, Little League Baseball and other adolescent activity (in fact, three out of every four zoo goers in the U.S. are adults.) And most of them see the Zoo as a burden on the state and its taxpayers.

In fact, every study we have made indicates the zoo will be supported by user fees alone. And our studies of its economic impact indicate it will yield, when fully operative, about \$1 million annually in new state revenues (admissions, sales, beer taxes, etc.) which can be used to meet some of the pressing problems which concern you and many other people.

Let me add:

1. The Zoo will be the state's foremost recreational resource, its first educational facility (after the University and public school systems), and attract more people than all professional sports combined.
2. It will make Minnesota a world center for animal research (here working closely with the University) and of conservation so far as endangered species are concerned.
3. It will rank with the Minnesota Orchestra and the Guthrie Theater in adding to the quality of life in Minnesota.

Under separate cover we are sending you a copy of the Zoo masterplan. The key, of course, is to make sure we will be self-supporting. That we propose to do. Thanks again for your check.

Sincerely,

John E. Tilton, Chairman

JET vc

CHARLES H. BELL

8200 WAYZATA BOULEVARD  
MINNEAPOLIS, MINNESOTA 55440

October 1, 1971

Mr. John E. Tilton  
3200 W. Calhoun Parkway, #301  
Minneapolis, Minnesota 55416

Dear John:

Thank you very much for your check supporting our Delta Waterfowl Research Station operations. We are very grateful for this continuing support.

Regarding your request for temporary support for your Zoological Society, I am delighted to help you with the suggested contribution of \$100 to tide over the organization until the new zoo is funded.

I know this is a program that you have been very close to, as has my friend Paul Parker, so I am glad to help out. At the same time, I have been disturbed about and there is a question in my own mind whether the scope of the zoo and the tremendous cost that seems to be involved aren't a little out of proportion to the need and to other serious community problems.

Sincerely,



CHB:bbm  
Enclosure

MAYO CLINIC  
ROCHESTER, MINNESOTA  
DEPARTMENT OF MEDICINE  
DIVISION OF PREVENTIVE MEDICINE AND INTERNAL MEDICINE



BRUCE E. DOUGLASS, M.D., CHAIRMAN  
EDGAR C. GOLDSTON, M.D.  
WILLIAM P. WHARTON, M.D.  
EARL T. CARTER, M.D.  
WILLIAM E. EVANS, III, M.D.  
RALPH A. KILBY, M.D.  
FRED T. NOBREGA, M.D.  
ALAN L. ORVIS, PH.D.

September 17, 1971

Mr. Bridgwater  
Mr. McCarthy  
Dr. O'Malley  
Mr. Tilton

Dear Friends:

As chairman of the Government Relations Committee, I find myself in decidedly unfamiliar territory. Mr. Tilton's prediction of possible review by the legislature in early October indicates to me that we are too late to organize any meaningful activity of the new committee for this fall's session. If any of you can think of specific measures which I could launch or engender prior to October 12, please let me know. Otherwise, my sights must pretty well be leveled at something in the more distant future.

Doctor O'Malley or Mr. McCarthy, please let me know which, if any, of the people listed on the "Committee Recommendations" sheet have agreed to serve; if we have fewer than five members, including myself, suggestions as to other members would be more than welcome from those of you who to whom this letter is addressed. Mr. Bridgwater, please send me whatever information is available on legislators and their actions and reactions, or please refer me to other sources which would have this information.

In other words, I need help from those of you who have had longer experience with our project. Written replies unnecessary, especially if some or all of you will be present at the meetings scheduled for the evenings of September 14 and 21, both of which I plan to attend.

Banzai!

Sincerely,

Bruce E. Douglass, M.D.

BED:lmh

MAYO CLINIC  
ROCHESTER, MINNESOTA  
DEPARTMENT OF MEDICINE  
DIVISION OF ENVIRONMENTAL MEDICINE AND INTERNAL MEDICINE

BRUCE E. DOUGLASS, M.D., CHAIRMAN  
EDGAR C. GOLDSTON, M.D.  
WILLIAM P. WHARTON, M.D.  
EARL T. CARTER, M.D.  
WILLIAM E. EVANS, III, M.D.  
RALPH A. KILBY, M.D.  
FRED T. NOBREGA, M.D.  
ALAN L. ORVIS, PH.D.

August 19, 1971

Mr. Gordon Bailey  
Mr. Don Bridgwater  
Mr. Fred Cady  
Dr. Kendall W. Corbin  
Dr. W. Clough Cullen  
Mr. William Davenport  
Mr. John R. Finnegan  
Mr. John Fletcher

Mr. M. G. Goldberg  
Mr. Kevin Marx  
Mr. James C. McCarthy  
Mrs. J. Paul McGee  
Dr. Valentine O'Malley  
Mrs. Arne Schoeller  
Mr. John Tilton  
Dr. Paul E. Zollman  
Mr. Archie C. Salyards

Dear Friends:

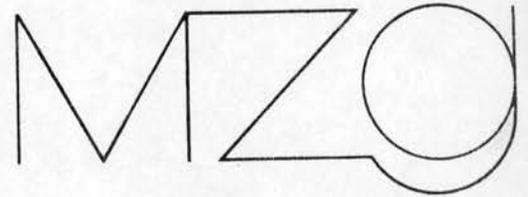
Because the agendas of our Zoological Society meetings are so packed with crucial issues, I will take the liberty of acquainting you in this way with the results of several minor assignments given me recently by Dr. O'Malley. Each little packet is self-explanatory. As is well known, the issues represented have not yet been resolved.

Sincerely,

Bruce E. Douglass, M.D.

BED:bjw

MINNESOTA ZOOLOGICAL GARDEN



June 9, 1971

Dr. Bruce Douglas  
Department of Medicine  
Mayo Clinic  
200 1st St. S. W.  
Rochester, Minnesota 55901

Dear Dr. Douglas:

Thank you for your words of encouragement today.

I hope the enclosed information will be of assistance in your efforts as a member of the Executive Committee of the Zoological Society. If additional information is needed, please feel free to call us.

Relative to transactions between the Dakota County Commissioners and the Zoological Board, no formal discussions have taken place since the legislative session ended.

I am enclosing the resolution which the commissioners passed relative to the last legislative session.

Sincerely,

Donald D. Bridgwater  
Director

DDB vc

Enc:  
Enabling Legislation  
Board Members  
Resolution Re:Society  
Dakota County Resolution

POSITION PAPER OF THE DAKOTA COUNTY BOARD OF COMMISSIONERS

Dakota County has had a park acquisition and development program in the Lebanon Hills area which was instituted in 1966. In 1969 the Dakota County Planning Advisory Commission adopted a five-year park program which included the present site designated by the Minnesota Zoological Board for the Minnesota Zoological Garden. This position has been agreed to by the Dakota County Board of Commissioners. The Dakota County Board of Commissioners has consistently supported the establishment of the zoo in this particular area of the county, and has offered and extended its cooperation to all agencies so that this might become an accomplished fact.

The Dakota County Board has been advised by its County Attorney that, based upon the current law and contingent upon the passage of amendments to the Minnesota Zoological Board Law, the County Board would have authority to acquire this land and lease or convey this land to the State of Minnesota for the purposes of establishing the zoo thereon.

Therefore, it is the position of the Dakota County Board that, assuming the amendments to the Minnesota Zoological Board Law are enacted by the Legislature, the county will do the following things:

1. They would proceed as soon as practicable to acquire by purchase and/or condemnation, the land designated by the Minnesota Zoological Board for the zoo.
2. That the County Board would lease or convey said land to the State of Minnesota. If the land is leased, it would be for a consideration not to exceed the then existing interest rate of the State of Minnesota General Obligation Bonds. If the land is conveyed, the purchase price would be the total cost of acquisition to the county, less any funds received for such acquisition from other sources. Payment of the purchase price to Dakota County shall begin no later than July 1, 1982 and be completed no later than June 30, 1992.

MINNESOTA ZOOLOGICAL BOARD  
 112 Capitol Court Building  
 55 Sherburne Avenue  
 St. Paul, Minnesota 55103  
 221-2426

<u>BOARD MEMBER</u>	<u>ADDRESS</u>	<u>TERM EXPIRATION</u>
F. L. Alexander	1355 Lincoln Avenue St. Paul, Minn. 55105	1/1/75
Lyle Bradley	15202 - 7th Avenue Anoka, Minn. 55303	1/1/71
Reuel Harmon	#1 Sunfish Lane St. Paul, Minn. 55118	1/1/75
Dr. U. S. Seal	9801 Pillsbury Avenue So. Bloomington, Minn. 55420	1/1/73
William Sell	1172 Mahtomedi Avenue Mahtomedi, Minn. 55115	1/1/71
Richard Salet	70 Eginton Road Mankato, Minn. 56001	1/1/75
A. Nicol Smith	3331 E. 1st Street Duluth, Minn. 55804	1/1/73
Gero Thelen	331 E. 1st Street Albany, Minn. 56307	1/1/73
John Tilton (Chairman)	3200 W. Calhoun Parkway Minneapolis, Minn. 55416	1/1/75
Mrs. Walter Weigelt	820 LaBree Avenue No. Thief River Falls, Minn. 56701	1/1/73
Dr. Raul Zollman	819 Memorial Parkway Rochester, Minn. 55901	1/1/71

Telephone Numbers:

	<u>Office</u>	<u>Home</u>
Mr. Alexander	774-8771	698-7031
Mr. Bradley	421-1980	421-1663
Mr. Harmon	647-7231	455-4442
Dr. Seal	725-6767 x581	888-7267
Mr. Sell	733-6522	426-3448
Mr. Salet	507/345-4691	507/387-7112
Mr. Smith	218/722-1407	218/724-6407
Mr. Thelen	845-4075	845-2765
Mr. Tilton	221-2426	920-6902
Mrs. Weigelt		218/681-1350
Dr. Zollman	507/289-3336	507/289-4442

*Roger Hale - Mpls.  
 Adolph Tobler - St. P.*

July 14, 1971

Mr. Ted Smebakken  
Office of the Governor  
State Capitol  
St. Paul, Minnesota 55101

Dear Mr. Smebakken:

I am a member of the Executive Committee of the Board of Trustees of the Minnesota Zoological Society, and the Committee has instructed me to request the assistance of your office in securing information on two subjects:

1. A current list of members of the State Zoological Board, together with expiration dates and such information as may be available as to dates on which re-appointments will be made or considered or new members appointed.
2. Transcripts of such discussions or conferences as may have been held with the Dakota County Board of Commissioners concerning the subject of land acquisition for a possible zoo site.

Such information as you may be able to send me will be much appreciated; I shall appreciate steering if this communication should be addressed otherwise.

With thanks and good wishes,

Sincerely,

BED:lmh

Bruce E. Douglass, M.D.



STATE OF MINNESOTA

OFFICE OF THE GOVERNOR

ST. PAUL 55101

WENDELL R. ANDERSON  
GOVERNOR

July 30, 1971

Dr. Bruce E. Douglass  
Mayo Clinic  
Department of Medicine  
Rochester, Minnesota

Dear Dr. Douglass:

Mr. Smebakken has asked me to reply to your letter of July 14, 1971. Listed below is a current list of the members of the State Zoological Board including the expiration dates for all members. A number of positions on several boards, including the Zoological Board, are available for appointment by the Governor as of July 1. We are currently involved in the consideration of possible appointees to the Zoological Board and would appreciate any input from members of the Board and/or Society that wish to nominate persons for consideration by the Governor.

Lyle Bradley	1-4-71
William Sell	1-4-71
Dr. Paul Zollman	1-4-71
Dr. U. S. Seal	1-73
A. Nicol Smith	1-73
Gero Thelen	1-1-73
Mrs. Walter Weigelt	1-73
F. L. Alexander	1-75
Reuel Harmon	1-75
Richard Salet	1-6-75
John Tilton	1-75

As to your second request for a copy of any discussion this office might have had with the Dakota County Board of Commissioners concerning the land acquisition for a possible new zoo, I have found no such proceedings in conversations with the personnel in this office. I will, however, pursue this request with members of the legislative committees that considered the zoo proposal and forward any documents to you that are made available to me.

Sincerely,

Peter L. Gove  
Staff Assistant to the Governor

PLG/jg

cc: Ted Smebakken

10770-3

July 26, 1971

Mr. R. Mark Ryan  
Fauna Press, Inc.  
P.O. Box 895  
Rancho Mirage  
California 92270

Dear Mr. Ryan:

Allow me to introduce myself by stating that I am a member of the Executive Committee of the Minnesota Zoological Society, an organization of 1,100 members formed for the purpose of promoting development in Minnesota of an outstanding zoological garden and fostering other projects of zoological and botanical interest.

When at some future date a splendid Minnesota Zoological Garden has become a reality, we feel it will be relatively easy to hold our members and expand our numbers. Until that time, however, we recognize the difficulty of securing annual renewals of memberships (currently \$10.00) and we are exploring means of making membership in the Society rewarding and gratifying. To this end we pose the suggestion outlined below.

We feel it might be of great interest to our members to enjoy receiving each month a sample copy of one of the many publications in the field of natural history. Our hope would be to interest publishers, both American and worldwide in providing us on a one-time basis, 1,100 copies of any representative issue, the exact issue to be selected and agreed upon many months in advance. We believe it would prove to be an advantage to publishers to be able to get a sample copy of their periodical into 1100 homes already selected for their serious interest in animals.

I admire your "Fauna" venture and look forward to your reaction to this suggestion.

Sincerely,

Bruce E. Douglass, M.D.

BED:ejb  
cc: Dr. Valentina O'Malley



## FAUNA

*the zoological magazine*

August 10, 1971

Bruce E. Douglass, M.D.  
Department of Medicine  
Mayo Clinic  
200 First Street Southwest  
Rochester, Minnesota 55901

Dear Dr. Douglass:

Many thanks for your most interesting letter about the forthcoming Minnesota Zoological Garden. We are gratified that you may be interested in including FAUNA in your plan to provide members with suitable publications.

It is not entirely clear in your letter whether you propose that we supply 1,100 copies of some future issue gratis or that you wish to arrange purchase of such copies in bulk for mailing to your membership. If the former, I am afraid we are talking about a frightfully expensive way to advertise and, frankly, I doubt that our budget for promotion would allow it. As you no doubt realize, FAUNA is no ordinary nature magazine; the heavy coated paper, square-back binding, large format, and exceptionally fine printing and color work are the most costly available. Consequently, every single copy represents a significant expense. If, on the other hand, you envisage using a portion of the collective membership dues to purchase bulk copies of various magazines, we would be able to supply a quantity of one issue at cost for your purpose.

I believe you are quite right that members of a zoological society usually expect to receive a publication as part of their membership. May I offer a suggestion? Inasmuch as there are so few good natural history magazines, and far fewer still devoted exclusively to wild animal life, why not provide FAUNA to members on a regular basis as part of their membership? FAUNA is certainly the most suitable for people seriously interested in zoology: it is the most complete, authoritative, professional, up-to-date, and highest quality magazine in the field. All our editors and authors are professional zoologists; feature articles report original

research results before publication elsewhere (even in the journals). We could arrange to supply annual subscriptions at a quantity rate which would allow the Zoological Society to provide its members with an outstanding publication regularly, yet retain part of the dues in its treasury for other expenses. Such an arrangement would also eliminate the need for having your own publication department, editors, printing expenses, and so forth, the cost of which is prohibitive to a small organization.

I would be happy to hear from you further and I extend all best wishes for the success of your Zoological Garden.

Cordially,



R. Mark Ryan  
Editor/FAUNA

RMR/km

Soc

July 14, 1971

Dr. Valentine O'Malley  
1960 Summit Avenue  
St. Paul, Minnesota 55105

Dear Dr. O'Malley:

As requested at the Board meeting on July 9th, enclosed herewith are copies of minutes of meetings from November 30, 1970 forward. If you wish minutes of all meetings held since organization of the Board in 1969, please let me know and I will have copies made.

Also enclosed herewith is a copy of an agreement between the Audubon Park Commission and the Zoological Society, New Orleans. Don thought it might be helpful in formulating the agreement mentioned in the Resolution of the Board passed on May 21, 1971.

Don also asked that I obtain tapes of the many hearings in the legislature regarding the zoo bills. I have contacted both the House and Senate committees involved and hope to get them soon. When I do, I will transcribe them for your information.

Sincerely,

VC

Secretary

July 9, 1971

Dr. Valentine O'Malley  
President  
Minnesota Zoological Society  
1960 Summit Avenue  
St. Paul, Minnesota 55105

Dear Dr. O'Malley:

Enclosed is a copy of a telephone bill which shows the phone call I made to Toronto on behalf of the Zoological Society. The charges for this call amount to \$6.49 for which I would appreciate receiving reimbursement.

I cannot tell you what a pleasure it has been working with you these past months, and I deeply regret the circumstances which made it necessary for me to accept another position. Despite the failure of the state zoo program in the Minnesota legislature, I am convinced that this is a viable and exciting program and wish you and the Zoological Society every success in bringing this project to fruition in the next two years.

Sincerely yours,

P. W. Ogilvie, Ph.D.  
Director

PWO:sr

Enclosure

July 7, 1971

Dr. Palmer Beasley  
Department of Epidemiology  
School of Public Health  
University of Washington  
Seattle, Washington 98105

Dear Palmer:

All of us, including Dr. Seal, were very pleased to make your acquaintance last week. It was generally felt that your attitude, as a zoological society member and trustee, should be more frequently held. Personally, I really enjoyed being able to talk with you over lunch and hope that your medical activities in the Twin Cities were successful.

Enclosed is a copy of Dr. Neil Cheek's report on patterns of zoo and park attendance. I think you may find the following extraction of interest: Among adults who had gone to a zoo in the year before the study date, 82% had been to a local park in that same time period, 80% had been to a motion picture, 70% had been to a park more than five miles away, 62% had attended a sporting event, 57% had been to a museum, 48% had attended a concert.

The suggestion of the boat trip as a possible society event was made without much thought. I do not know the per person cost, the itinerary, the number of people necessary to break even. However, if costs are reasonable and a route which would be of interest to your members could be set up, I think it would be a wonderful activity. The Western Division of the American Association of Museums (includes art and historical as well as natural history) has planned a trip for its meeting this fall. What they are doing could be worth imitating, but probably you would have to begin with the idea and work it out for yourself. I don't

Dr. Beasley  
Page 2  
July 7, 1971

know how to contact the people directly involved, but I am sure the national office could direct you to the proper persons. The address is American Association of Museums, 2233 Wisconsin Avenue Northwest, Washington, D. C., 20007.

One suggestion I failed to make the other day: Mrs. Dorothy Visser, 2923 Fairfield Avenue, Cincinnati, Ohio, 45206, formerly Director of Public Relations at the Cincinnati Zoo, initiated very successful activities for their society for many years. On top of that, she has compiled information on what practically everyone else in the country has done and is doing. She has left her position with the Cincinnati Zoo and has been offering consulting services to various zoos.

If you plan to make real changes in the activities and organization of the society, she would be the person to discuss your ideas with.

Please contact me if you find yourself in the Twin Cities again.

Sincerely yours,

Elaine Bressie  
Informational Representative

EB:sr

Enclosure

Via Air Mail



MINNESOTA ZOOLOGICAL SOCIETY  
258 MACALESTER  
ST. PAUL, MINNESOTA 55105  
699-9777

**OFFICERS**  
VALENTINE O'MALLEY, M.D.  
President  
ADOLF TOBLER  
Vice President  
JOHN R. FINNEGAN  
Secretary  
JOHN E. BARRY  
Treasurer  
JAMES C. MCCARTHY  
Executive Secretary

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St. Paul  
JEROME BILDER  
St. Paul  
EDWARD BUCHANAN  
Duluth  
FRED CADY  
Minneapolis  
W. CLOUGH CULLEN, D.V.M.  
Mankato  
WILLIAM DAVENPORT  
Roseville  
WALTER DORLE  
St. Paul  
BRUCE DOUGLASS, M.D.  
Rochester  
TOM EHLERS  
Redwood Falls  
STANLEY HUBBARD  
St. Paul  
GLEN KRAYWINKLE  
Little Falls  
LEONARD O. LUSHOMB  
St. Paul  
CECIL C. MARCH  
North Oaks  
MRS. J. PAUL MCGEE  
Minneapolis  
MRS. HELEN E. MCMILLAN  
Avotin  
FRED P. MEMMER  
St. Paul  
LOUIS H. MEYERS  
St. Paul  
WALTER MILLER  
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HOWARD J. MOORE  
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Moorhead  
MRS. GLENN ROSS  
Excelsior  
JOSEPH D. ROSSILLON, Ph.D.  
Marshall  
MRS. ARNE SCHOELLER  
Minneapolis  
R. M. SCHNEIDER  
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HAROLD B. SHAPIRA  
St. Paul  
JOHN TILTON  
Minneapolis  
D. D. WOZNIAK  
St. Paul  
FRANK W. ZOUBEK  
Minneapolis

## THE MINNESOTA ZOOLOGICAL SOCIETY . . .

The Minnesota Zoological Society was established by a concerned group of private citizens who believe a modern zoological garden is vital to the cultural, recreational, educational and economic future of the State of Minnesota.

Statistically, zoos are the greatest form of family entertainment in the United States, attracting more people each year than all athletic contests combined.

In addition to recreation, the zoo is a living museum of natural history and will be used as such through integration into school programs at all levels as an extension of the total educational program.

The role of zoos in conservation and the preservation of endangered species is rapidly increasing in scope and effect. Without good zoos to provide care, shelter and research facilities, many species will be moved one step closer to extinction.

By enlisting broad public support for the new and exciting concept developed by the Minnesota State Zoological Board, the Society plans to assist in providing a comprehensive zoological facility for the State of Minnesota. This zoological garden will include a vast representation of the animal kingdom, housed in areas approximating as closely as is possible their natural habitat.

Your support and assistance can insure the success of this challenging endeavor. Join us now and help translate hope for a major league zoo into a reality!

Please enroll my family in the —



I enclose \$10.00 (ten dollars) for our family membership.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

**Make checks payable to:** Minnesota Zoological Society

**Mail to:** Minnesota Zoological Society, John E. Barry, Treasurer  
American National Bank and Trust Company  
P. O. Box 3309 — St. Paul, Minnesota 55165

June 24, 1971

Dr. Stacey Day  
Department of Pathology  
Jackson Hall  
University of Minnesota  
Minneapolis, Minnesota 55455

Dear Dr. Day:

It was quite pleasant visiting with you on the telephone today. I am particularly happy that you have come to Minnesota and even more appreciative of your offer to assist in the support of the Minnesota Zoological Garden.

As I noted on the phone, our future plans remain quite tentative until the legislature has declared its intent relative to our plan. I am forwarding a copy of the Master Plan and a set of our Newsletters. I am also mentioning our conversation to Dr. U. S. Seal, particularly concerning your interest in zoos and your history of activities with the Cincinnati Zoo and the London Zoological Society.

I hope that it would be possible for you to become a member of the Minnesota Zoological Society and am forwarding information about this group to you.

Thank you for your interest.

Sincerely yours,

Donald D. Bridgwater  
Assistant Director

DDB:sr

Enclosures

June 23, 1971

Mr. Jim McCarthy  
Minnesota Zoological Society  
258 Macalester Street  
St. Paul, Minnesota 55105

Dear Jim:

Enclosed find a letter and check from First National Bank of Minneapolis. Please handle as is customary. They had originally sent a check but had designated "Pay to the Order of Minnesota Zoological Board," so this is a re-issue.

Thanks so much for all your help in making the Zoological Society annual meeting a success. Gunter Voss was highly impressed with the quality of organization and with the responsiveness of the membership.

Again, many thanks.

Sincerely yours,

Donald D. Bridgwater  
Assistant Director

DDB:sr

Enclosure

# FIRST MINNEAPOLIS FOUNDATION



120 SOUTH SIXTH STREET  
MINNEAPOLIS, MINN. 55402

A.C. 612 • ~~XXXX XXXX~~  
370-4625

June 11, 1971

Mr. John E. Tilton, Chairman  
Minnesota Zoological Garden  
112 MEA Building  
55 Sherburne  
St. Paul, Minnesota 55103

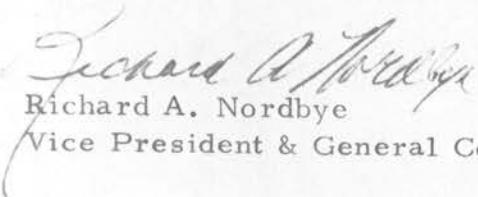


Dear Mr. Tilton:

Pursuant to our discussion and your letter of June 1, 1971, enclosed is First Minneapolis Foundation check for \$100 payable to the Minnesota Zoological Society.

We wish to designate Messrs. George H. Dixon and Gordon Murray, our President and Chairman of the Board respectively, to receive the two Minnesota Zoological Society memberships from this contribution.

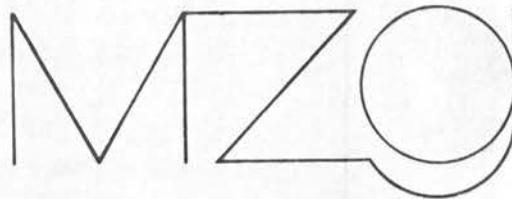
Sincerely,

  
Richard A. Nordbye  
Vice President & General Counsel

RAN:jp  
Enc.

MINNESOTA ZOOLOGICAL GARDEN

*Zoo Society*



June 9, 1971

Dr. Bruce Douglas  
Department of Medicine  
Mayo Clinic  
200 1st St. S. W.  
Rochester, Minnesota 55901

Dear Dr. Douglas:

Thank you for your words of encouragement today. I hope the enclosed information will be of assistance in your efforts as a member of the Executive Committee of the Zoological Society. If additional information is needed, please feel free to call us.

Relative to transactions between the Dakota County Commissioners and the Zoological Board, no discussions have taken place since the legislative session ended.

I am enclosing the resolution which the commissioners passed relative to the last legislative session.

Sincerely,

DDB vc

Donald D. Bridgwater  
Director

Enc.  
Enabling Legislation  
Board Members  
Resolution Re: Society  
Dakota County Resolution

SUGGESTED  
MEMBERSHIP ACTIVITIES - MINNESOTA ZOOLOGICAL SOCIETY

Although the Zoological Society and the Zoological Board are independent organizations with differing roles, they do have a common interest in Minnesota Zoological Garden, and the success of the Zoological Society is desired by the Zoological Board.

A recent meeting of the Membership Committee of the Society had to be postponed. Because of the urgent need to begin membership activities immediately, the activities outlined below should be considered in order to acquire maximum memberships at minimum cost. After a basic membership has been built up, other methods of gaining memberships and also fund-raising activities can be undertaken.

A mail campaign can be accomplished at relatively low cost, compared to possible gains, if the mailing lists used include people with a probable built-in interest. At this time, the Society has in its possession lists of former members of the Society. The Zoological Board has made available names of those who indicated an interest in such an organization on zoo registration slips, names of those receiving the Newsletter, and lists of conservation organizations in the state. The returns from such a mail campaign should more than offset the costs. If budget permits, a membership form which can also be used as a return envelope should be included. Since the Society has no clerical staff at this time, it would be well to assemble a volunteer group to do part of the work on this campaign.

Members of the Zoological Board Speakers Bureau have been furnished some information on the Society and asked to mention it in the course of speaking engagements. It would be desirable for the Society itself to furnish more materials on this subject, including a membership application. Also, it would probably be effective for the Society to solicit speaking engagements for the purpose of promoting the Society. Many organizations which do not want a full program on the subject would be willing to devote time at the end of a meeting to this cause. An animal could be taken, and those who purchase memberships at that time could have a polaroid picture made of him or herself with the animal. With an approved person to handle the animal, the kinkajou or, on occasion, the cheetah belonging to the Board might be used for this purpose.

In November, Dorothy Visser advised the Board and staff on the formation of a zoological society and possible benefits which the new zoo could derive from such an organization. In a report following her visit, Mrs. Visser outlined methods of obtaining memberships in a preliminary campaign. She detailed a filing system for prospective members and discussed the management of a mail campaign. Mrs. Visser suggested obtaining membership lists of various civic and service organizations for use in mail campaigns. Unfortunately, lack of funds at this time probably requires that actual use of such lists be deferred until a later date.

Larger department stores throughout the state might be interested in using a zoo/animal theme to promote the

Society. At the same time, such a display would draw people into those stores. Displays of animal-related merchandise; a zoo theme in coffee shops or restaurants; zoo posters; and a membership booth should be included. An animal display might also be used in cooperating stores, but the animals and enclosures would have to be carefully selected because of the Zoological Board policy of not exhibiting animals in ways contrary to the philosophy of the zoo.

Mrs. Visser discussed corporate memberships as part of her report. John Tilton, as a member of the Zoological Society Board, has already begun inquiring in this direction.

Three types of activities were suggested by Mrs. Visser in her report. Some would be open to the general public; some to members only; all would help raise money and promote interest. She has done some preliminary work on the poster show and found that artist John Ruthven would be willing to make a limited edition of prints of an appropriate animal (probably snowy owl) available to the Zoological Society for sale at \$100 each in conjunction with the poster show, as well as later. It is recommended that Mrs. Visser be brought in as a consultant to the Zoological Society to help plan these events.

Attached is a copy of Mrs. Visser's report. Available for examination are: examples of John Ruthven's work; sample filing card for membership prospects; the program for an event similar to Zooauc; and the suggested envelope format for a mail campaign.



# MEMBERSHIP ROSTER

May 31, 1971

## OFFICERS

O'Malley, Valentine, M.D., President  
1960 Summit Ave.  
St. Paul, Minn. 55105

Tobler, Adolf, Vice-President  
915 Edmund Avenue  
St. Paul, Minn. 55104

Finnegan, John R., Secretary  
Northwestern Publications  
55 East Fourth St.  
St. Paul, Minn. 55101

Barry, John E., Treasurer  
American National Bank  
419 Robert St.  
St. Paul, Minn. 55101

McCarthy, James C., Executive Secretary  
258 Macalester St.  
St. Paul, Minn. 55105

## TRUSTEES

Bailey, Gordon  
Bailey Nurseries, Inc.  
1325 Bailey Road  
St. Paul, Minn. 55119

Bilder, Jerome  
649 Como Ave.  
St. Paul, Minn. 55103

Buchanan, Edward  
903 Northland Ave.  
Duluth, Minn. 55804

Cady, Fred  
Honeywell, Inc.  
2701 Fourth Ave. S.  
Minneapolis, Minn. 55408

Cullen, Dr. W. Clough  
730 South Front  
Mankato, Minn. 56001

Davenport, William  
1158 West Skillman  
St. Paul, Minn. 55113

Dorle, Walter  
Northwestern State Bank  
875 Minnehaha Ave.  
St. Paul, Minn. 55101

Douglass, Dr. Bruce  
Department of Medicine,  
Mayo Clinic  
200 First St. S. W.  
Rochester, Minn. 55901

Ehlers, Tom  
521 East Third St.  
Redwood Falls, Minn. 56283

Kraywinkle, Glen  
Chamber of Commerce  
Little Falls, Minn. 56345

LaShomb, Leonard O.  
AFL-CIO  
414 Auditorium St.  
St. Paul, Minn. 55102

March, Cecil C.  
16 Buffalo Road  
North Oaks, Minn. 55110

McGee, Mrs. J. Paul  
2876 Burnham Boulevard  
Minneapolis, Minn. 55116

McMillan, Mrs. Helen E.  
1230 Second Drive  
Austin, Minn. 55912

Memmer, Fred P.  
666 LaBore Road  
St. Paul, Minn. 55117

Meyers, Louis H.  
Twin City Federal Savings & Loan  
395 Robert St.  
St. Paul, Minn. 55101

Miller, Walter  
Union Brass and Metal  
501 Lawson Ave. W.  
St. Paul, Minn. 55117

Moore, Howard I.  
2843 Churchill  
St. Paul, Minn. 55113

Mooty, John W.  
Roanoke Building  
109 South Seventh St.  
Minneapolis, Minn. 55402

O'Neill, Joseph T.  
1381 Summit Ave.  
St. Paul, Minn. 55105

Ordway, Richard  
Dellwood,  
White Bear Lake, Minn. 55110

Paper, Lewis  
1944 Bayard Ave.  
St. Paul, Minn. 55116

Phillips, Dr. Eugene  
1502 Sixth Ave. S.  
Moorhead, Minn. 56560

Ross, Mrs. Glenn  
Box 106, Route 5  
Christmas Lake, Highway 41  
Excelsior, Minn. 55331

Rossillon, Dr. Joseph D.  
Southwest Minn. State College  
Marshall, Minn. 56258

Schoeller, Mrs. Arne  
1924 James Ave. S.  
Minneapolis, Minn. 55403

Schneider, R. M.  
The Catholic Bulletin  
244 Dayton Ave.  
St. Paul, Minn. 55102

Shapira, Harold B.  
1832 Colvin Ave.  
St. Paul, Minn. 55116

Tilton, John  
3200 Calhoun Parkway  
Minneapolis, Minn. 55416

Wozniak, D. D.  
538 Minnesota Building  
St. Paul, Minn. 55101

Zoubek, Frank W.  
1885 North Chatsworth  
St. Paul, Minn. 55113

## EX-OFFICIO

Dunn, David F.  
Parks & Recreation Department  
Olmsted County Courthouse  
Rochester, Minn. 55901

Fletcher, John  
Como Zoo  
Kaufman Drive, Midway Parkway  
St. Paul, Minn. 55103

Norton, Basil  
Duluth Zoo  
7210 Fremont St.  
Duluth, Minn. 55807

Ogilvie, P. W., Dr.  
12624 Parkwood Drive  
Burnsville, Minn. 55378

Tyson, Tom  
Redwood Falls Zoo  
412 South Minnesota St.  
Redwood Falls, Minn. 56283

Uecker, Otto  
Parks & Recreation Dept.  
Little Falls, Minn. 56345

Worde, Kenneth  
423 Pleasant  
Mankato, Minn. 56001

## A

Ackman, L. V.  
2201 Huntington Pt. Road E.  
Wayzata, Minn. 55391

Adams, Harold R., M.D.  
587 Summit Ave.  
St. Paul, Minn. 55102

Addington, Leonard M.  
4823 Dupont Ave. S.  
Minneapolis, Minn. 55409

Adicoff, Arnold, M.D.  
3311 Fairchild Ave.  
Wayzata, Minn. 55391

Albrecht, Dennis  
4815 Culver Road  
Minneapolis, Minn. 55422

Albrecht, H. P.  
3200 W. Calhoun Pkwy.  
Minneapolis, Minn. 55416

Alexander, Firmin L.  
1355 Lincoln Ave.  
St. Paul, Minn. 55105

Allen, Eline D.  
671 East Wheelock Parkway  
St. Paul, Minn. 55106

Allen, Dr. James R.  
5708 Wycliffe Road  
Edina, Minn. 55436

Andre, James C.  
50 E. Oaks Road  
St. Paul, Minn. 55110

American Association of  
University Women  
2115 Stevens Ave.  
Minneapolis, Minn. 55404

American National Bank, The  
419 Robert St.  
St. Paul, Minn. 55101

American State Bank of Mankato, Inc.  
302 North Front St.  
Mankato, Minn. 56001

Amren, Dr. & Mrs. Don P.  
6404 Warren Ave.  
Minneapolis, Minn. 55435

Andersen, Dr. Harold J.  
400 19th St. S.W.  
Austin, Minn. 55912

Anderson  
636 Keller Parkway  
St. Paul, Minn. 55117

Anderson, Dr. David W. Family  
626 Pineview Court  
St. Paul, Minn. 55113

Anderson, W. Robert  
330 Prospect Ave.  
Minneapolis, Minn. 55419

Anderson, Jo & Ronnie & Family  
126 South Fourth  
LeSueur, Minn. 56058

Anderson, Dr. Thomas P. Family  
709 No. Tyrol Trail  
Minneapolis, Minn. 55416

Andrews, Jeffrey F.  
6817 Valley View Road  
Edina, Minn. 55435

Ankeny, DeWalt, Jr.  
553 Harrington Road  
Wayzata, Minn. 55391

Applebaum, Mrs. Has  
631 Mt. Curve Blvd.  
St. Paul, Minn. 55116

Apt, Sue  
9300 Cedar Ave. S. — Apt. 212  
Bloomington, Minn. 55420

Arnold, Thomas B.  
Turnpike Road  
Golden Valley, Minn. 55416

Atwater State Bank  
Atwater, Minn. 56209

Audette, Robert  
2665 Second Ave. E.  
North St. Paul, Minn. 55109

Auerbach, Mr. & Mrs. Ronald W.  
5234 Abbott Ave. S.  
Minneapolis, Minn. 55410

Austin, Mrs. L. Thomas  
721 Fairmount Ave.  
St. Paul, Minn. 55105

Autrey, Wm. A., M.D.  
Doctors Park  
St. Cloud, Minn. 53601

## B

Baker, David R., M.D.  
946 Washington St.  
Anoka, Minn. 55303

Baker, Roger L.  
3200 W. Calhoun Parkway, Apt. 503  
Minneapolis, Minn. 55416

Barry, Mr. & Mrs. George  
7208 Oaklawn Ave.  
Minneapolis, Minn. 55435

Baskerville, W. G., Sr.  
4507 Edina Blvd.  
Minneapolis, Minn. 55424

Batalden, Janice  
2220 - 14th Ave. So.  
Minneapolis, Minn. 55404

Baumgardner, R. H.  
1410 Normandale  
Minneapolis, Minn. 55403

Baumgartner, C. John, M.D.  
5000 West 39th St.  
Minneapolis, Minn. 55416

Beach, Dr. Northrop  
6825 Point Drive  
Edina, Minn. 55435

Bealka, Neil M., M.D.  
801 Lake Drive  
Stillwater, Minn. 55082

Bechdolt, Dr. W. E.  
447 - 11th Ave. S.  
South St. Paul, Minn. 55075

Beihoffer, Mr. & Mrs. D. E.  
2331 Arthur St. N.E.  
Minneapolis, Minn. 55418

Bellomo, John, M.D.  
873 South Hampton  
Fairmont, Minn. 56031

Blomfield, R. A.  
12 MacLynn Road  
Excelsior, Minn. 55331

Bloom, Mr. & Mrs. David & Family  
4301 Beverly Ave.  
Minneapolis, Minn. 55422

Benjamin, Charles I., M.D.  
Glenwood, Minn. 56334

Benjamin, Edwin G., M.D.  
4502 Lakeview Drive  
Minneapolis, Minn. 55424

Bergh, George S.  
1324 West Minnehaha Parkway  
Minneapolis, Minn. 55419

Bergh, Solveig M.  
2615 Park Ave.  
Minneapolis, Minn. 55407

Berman, Dr. David  
410 Sunset Blvd.  
Minneapolis, Minn. 55411

Blackwood, William D.  
Quarters 5 B  
Fort Snelling  
St. Paul, Minn. 55111

Blake, Paul S., M.D.  
1050 Medical Arts Bldg.  
Minneapolis, Minn. 55402

Blomquist, Mrs. Calvin  
1658 Highway 110, Rt. 10  
Inver Grove Heights, Minn. 55075

Blumenthal, Mr. & Mrs. Harry  
6304 York Ave. S.  
Minneapolis, Minn. 55435

Bologna, Camillo V., M.D.  
1715 South 14th St.  
Moorhead, Minn. 56560

Booth, Mr. & Mrs. Eugene R.  
9250 W. 23rd St.  
Minneapolis, Minn. 55426

Boots, Henry J.  
RFD 1  
Redwood Falls, Minn. 56283

Bolmgren, Warren  
3824 Zenith Ave. N.  
Minneapolis, Minn. 55422

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- Buchstein, H. F.  
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St. Paul, Minn. 55101

Wilkland, R. N.  
3307 W. 88th St.  
Minneapolis, Minn. 55431

**Z**

Zagaria, James F., M.D.  
1824 Bush Ave.  
St. Paul, Minn. 55119

423 - 2750

Betty Wilson 2<sup>nd</sup> House

Back side to Fargue

Dominica Lane

MINUTES OF MEETING

MINNESOTA ZOOLOGICAL SOCIETY  
LONG-RANGE PLANNING COMMITTEE

Thursday, June 10, 1971

7:30 p.m. Roseville Professional Center

Present: Dr. W. Clough Cullen, Mankato  
John Fletcher, Director, Como Zoo  
Dr. Valentine O'Malley, Society President  
Mrs. Arne Schoeller, Minneapolis  
Mrs. J. Paul McGee, Minneapolis  
William Davenport, Roseville  
James C. McCarthy, Society Executive Secretary

Absent: Dr. Bruce Douglass, Rochester  
Archie Salyards, Duluth  
Dr. Philip Ogilvie, Director, Minnesota Zoological Garden

William Davenport, Committee Chairman, presented an outline of thoughts on the purpose and objectives of the Society.

It was unanimously accepted that the Society must become an effective action agency in promoting the development of a superior zoo for the State of Minnesota. Assuming the Legislature will not fund the Zoo plans during the special session, the Society is faced with the challenge to devote the next two years to motivation instead of hibernation. We must succeed in 1973.

The Committee therefore recommends to the Board of Trustees the following:

Action-Committee Plan

1. Membership Development

- (A) Public Information & Publicity
- (B) Speakers Bureau
- (C) Zoo News and Publications
- (D) Zoo-Mobile
- (E) Exhibits
- (F) State Fair
- (G) Seminars in beginners zoology, stressing zoo exhibits

2. Finance

- (A) Foundation Grants and Aids
- (B) Bequests (Contact attorneys, Trust Officers)
- (C) General Fund Drives
- (D) Corporate Gifts
- (E) Wildlife Print Sales, etc.
- (F) Site Acquisition
- (G) Specific project gifts

3. Government Relations

4. Zoo Planning and Review

5. Zoo Society Federation--Out State Zoo Relations

6. Membership Meetings and Tours

Detailed information regarding the work program and Committee responsibilities will be made available at the annual meeting on June 22.

John Fletcher moved the acceptance of the organization plan in concept. Mrs. Schoeller seconded the motion. Vote: Unanimous in favor.

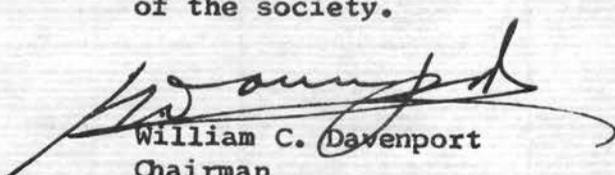
DULUTH ZOO TOUR

Mrs. Schoeller and Mrs. McGee, with Jim McCarthy and the Arrowhead Zoological Society, will plan a visit to the Duluth Zoo on either August 14 or 21.

ACTION COMMITTEE ORGANIZATIONAL MEETING

President O'Malley recommended a meeting for the latter part of September to include the members of all Committees as outlined.

The Long Range Planning Committee will be responsible for finding the necessary chairmen and co-ordinating the activities of the society.

  
William C. Davenport  
Chairman

June 1, 1971

Mr. Richard A. Nordbye  
Vice President & General Counsel  
First Minneapolis Foundation  
120 South Sixth Street  
Minneapolis, Minnesota 55402

Dear Mr. Nordbye:

As per our conversation of this date, I am returning your check for \$100 payable to the Minnesota Zoological Garden with the request that it be re-issued payable to the Minnesota Zoological Society. The Society, as I explained, is the non-governmental arm of the State Zoological Board and the State Zoological Garden.

Memberships in the Society are \$50 each and are credited to individuals and not businesses or institutions. Accordingly, you may wish to designate two members of your staff to which these memberships should be credited.

At some time down the road, I suspect this kind of membership will be a prized and cherished asset. As I explained to you, we believe we have an even chance that the entire zoo project still will be funded.

In any event, we are grateful for your cooperation in this matter.

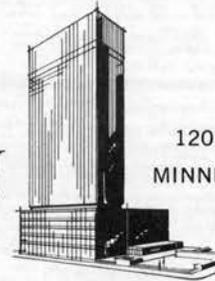
Sincerely yours,

John E. Tilton, Chairman

JET:sr

Enclosure

# FIRST MINNEAPOLIS FOUNDATION



120 SOUTH SIXTH STREET  
MINNEAPOLIS, MINN. 55402  
A.C. 612 • ~~332-4625~~  
370-4625

April 7, 1971



Mr. John E. Tilton, Chairman  
Minnesota Zoological Garden  
112 MEA Building  
55 Sherburne  
St. Paul, Minnesota 55103

Dear Mr. Tilton:

First Minneapolis Foundation is pleased to enclose its check  
for \$100 as a contribution to the Minnesota Zoological Garden.

We wish you success in your program.

Sincerely,

Richard A. Nordbye  
Vice President & General Counsel

RAN:jp  
Enc.



May 25, 1971

**OFFICERS**

VALENTINE O'MALLEY, M.D.  
*President*  
ADOLF TOBLER  
*Vice President*  
JOHN R. FINNEGAN  
*Secretary*  
JOHN E. BARRY  
*Treasurer*  
JAMES C. McCARTHY  
*Executive Secretary*

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Mankato  
WILLIAM DAVENPORT  
Roseville  
WALTER DORLE  
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Rochester  
TOM EHLERS  
Redwood Falls  
STANLEY HUBBARD  
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GLEN KRAYWINKLE  
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CECIL C. MARCH  
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MRS. J. PAUL McGEE  
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MRS. HELEN E. McMILLAN  
Austin  
FRED P. MEMMER  
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St. Paul  
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St. Paul  
HOWARD I. MOORE  
St. Paul  
JOHN W. MOOTY  
Minneapolis  
JOSEPH T. O'NEILL  
St. Paul  
RICHARD ORDWAY  
White Bear Lake  
LEWIS PAPER  
St. Paul  
EUGENE PHILIPPS, Ph.D.  
Moorhead  
MRS. GLENN ROSS  
Excelsior  
JOSEPH D. ROSSILLON, Ph.D.  
Marshall  
MRS. ARNE SCHOELLER  
Minneapolis  
R. M. SCHNEIDER  
St. Paul  
HAROLD B. SHAPIRA  
St. Paul  
JOHN TILTON  
Minneapolis  
D. D. WOZNIAK  
St. Paul  
FRANK W. ZUBEK  
Minneapolis

Dear Zoological Society Member:

This letter will be brief, but it contains a most crucial request for immediate action.

As I am sure you know, the Zoo Bill suffered an eleventh-hour defeat in the House by the smallest possible margin; but this doesn't mean the end of our hopes for a major zoological garden, IF ENOUGH OF YOU WILL ACT NOW!

The Governor has recommended reconsideration of the Zoo Bill during the special session to leaders of the legislature, and our collective and individual voices can influence the legislators' reaction to this recommendation.

Therefore, I urge each of you to write, call, or - best of all - talk to your legislators personally as soon as possible, urging them to support reconsideration of this vital legislation during the special session.

With your immediate help, we might very well generate sufficient momentum to save the Zoo Bill and launch construction of the zoological garden we all have so earnestly sought.

This responsibility is momentarily situated in our collective hands, so please WRITE, CALL OR SEE your legislator as soon as possible -- prior to the Memorial Day weekend.

Sincerely yours,

Valentine O'Malley, M.D., President  
Minnesota Zoological Society



April 26, 1971

**OFFICERS**

VALENTINE O'MALLEY, M.D.  
President  
ADOLF TOBLER  
Vice President  
JOHN R. FINNEGAN  
Secretary  
JOHN E. BARRY  
Treasurer  
JAMES C. MCCARTHY  
Executive Secretary

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JOSEPH D. ROSSILLON, Ph.D.  
Marshall  
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Minneapolis  
R. M. SCHNEIDER  
St. Paul  
HAROLD B. SHAPIRA  
St. Paul  
JOHN TILTON  
Minneapolis  
D. D. WOZNIAK  
St. Paul  
FRANK W. ZUBEK  
Minneapolis

Dear Citizens League Member:

This is an easy letter to write . . .

Easy, because the Citizens League has a deep and long-standing interest in the development of a modern zoological garden in our state.

This interest, first translated into action with a comprehensive Citizens League study five years ago, actually provided the impetus for the Minnesota Zoological Society's first membership drive in 1966. The Society membership campaign, as you may recall, was instrumental in the establishment of the Zoo Advisory Committee of the Metropolitan Council which eventually led to the formation of the Minnesota State Zoological Board, developers of the plans now being studied by the Legislature.

As members of the original Citizens League Zoo Committee and the subsequent Metropolitan Council committee appointed to study the need and feasibility of a zoological garden, Mr. Cady and I have maintained a close relationship with those groups working toward a major league zoo for our state; and, to return to this letter's opening sentence, find it relatively easy to ask your support of the project by joining the Minnesota Zoological Society.

As the enclosed copy of the first Society newsletter indicates, a statewide membership campaign has been launched for the purpose of aiding in the development of the state zoo, working toward the establishment and improvement of smaller zoological facilities throughout the state, as well as conducting general programs of education and information dedicated to the conservation of our natural resources.

Previous Citizens League concern has been instrumental in bringing us to the threshold of the establishment of a Minnesota Zoological Garden. We urge you to join the Society (\$10.00 per year for a family membership) and make our final thrust a success by completing the form on the back of the newsletter and returning it in the enclosed self-addressed envelope.

With a large, active membership of concerned citizens, we can and will see fruition of the Citizens League recommendations, based on the extensive research our organization initiated five years ago.

Sincerely yours,

John W. Mooty

Fred Cady

Enclosure



# ZOO NEWS



VOL. 1

APRIL, 1971

NO. 1

## Dear Member of the Minnesota Zoological Society:

The Society's spring membership drive has now been officially launched and is gaining momentum; because it will be reported fully elsewhere in this newsletter, I feel it would be appropriate to discuss immediate objectives, other than membership building.



**VALENTINE O'MALLEY, M.D.** Obviously, as indicated by our name, the Minnesota Zoological Society is pledged to support and labor for the establishment of a state zoological garden. Our entire purpose is, and will be, directed toward aiding in the creation of the finest zoo possible. And no one can legitimately question the scope or quality of the Minnesota State Zoological Board's proposed master plan. Our efforts, therefore, must be unequivocally dedicated to eliminating the qualifier "proposed" and making the plan a reality.

Legislation is now in the critical position of being placed in committees for the purpose of being examined and subsequently challenged. As a society and as individuals, we must also hear and respond to these challenges.

I urge each of our members to write, call or talk personally with your own representatives or any legislators with whom you are acquainted.

Our elected officials are responsive to

public opinion, particularly from groups and organizations joined together for a common purpose, as in the case with the Minnesota Zoological Society. By working together and making our voices heard, we can be of immeasurable assistance in bringing a zoological garden to our state.

In addition to your own senators and representatives, here are key members of the legislature to be urged to give support to the zoo bills sponsored by Senator Joseph O'Neill and Representative Howard Albertson:

Senator Donald Sinclair, Chairman of the Senate Finance Committee

Representative Richard W. Fitzsimons, Chairman of the House Appropriations Committee

Representative Thomas Newcomb, Chairman of the House Committee on Governmental Operations

Senator Wayne Popham, Chairman of the Senate Committee on Civil Administration.

I cannot over-emphasize the importance of your efforts. In a close election, one vote can be decisive, and legislators genuinely want to know the opinions of the people they represent before casting their one vote.

With your help we will be able to provide Minnesota and future Minnesotans with the finest zoo possible.

Sincerely yours,

*Valentine O'Malley*  
Valentine O'Malley, M.D.

## LEGISLATIVE PROPOSALS pertaining to the Minnesota Zoological Garden are listed below:

### Senate File No. 1361; House File No. 1714.

The major bill amends the current provisions of Minnesota Statutes 1969, Section 85A.02, Subdivision 5, and Section 85A.04, by adding a section providing for a building fund and authorizing the issuance of twenty-year State of Minnesota general obligations bonds. These bonds provide \$19.1 million for construction; \$3.5 million for inflationary costs during the construction period; \$1.8 million for fees; \$1 million as a contingency fund; \$0.6 million for land acquisition; \$5 million for a transportation system; and \$1 million for capital equipment. In addition to the above \$32 million, \$5.5 million will be provided to pay up to 6½% interest on bonds sold during the anticipated period of construction and development.

### Senate File No. 1364; House File No. 1697.

The second bill is an act appropriating to the Zoological Board fund in addition to \$140,907 for fiscal 71/72 and \$144,207 for fiscal 72/73 recommended by Governor Anderson. The bill requests an additional \$130,048 for fiscal 71/72 and an additional \$820,142 for fiscal 72/73 for the purchase of equipment, animals and materials and for staff salaries. The bill further appropriates \$800,000 to the Board to enable it to make grants to other zoos within the state.

### Senate File No. 1363; House File No. 1715.

The final bill authorizes Minnesota Zoological Garden to sell publications. The monies resulting from such sales will automatically be appropriated to the Board for its use in the preparation of future publications.

# Membership Campaign is Launched . . .



FIRST MEMBERSHIP in the Minnesota Zoological Society's 1971 campaign is presented to Governor Wendell R. Anderson by Dr. Valentine O'Malley, Society president.

Valentine O'Malley, M.D., president of the Minnesota Zoological Society, officially launched the spring membership drive by presenting Governor Wendell R. Anderson with an honorary membership. This effort was supplemented by an invitation to all Society trustees to present honorary memberships to the mayors of their communities. (As shown elsewhere in this newsletter, trustees from Mankato, Minneapolis and St. Paul also participated in creating public awareness of the Society membership drive by involving mayors of their communities.)

Even though memberships are still arriving from our mailing to the original charter members, our growth efforts have been intensified. Letters have been sent from board members, prominent in their fields, to all veterinarians and physicians in the state, seeking family memberships.

Special letters, seeking \$50.00 sustaining memberships from banks and savings and loan associations, have also been sent by two Society trustees, Mr. Walter Dorle and Mr. Louis Meyers,

prominent members of the financial world.

The bulk of the clerical work thus far was accomplished Saturday, March 27, when the Como Docents provided a volunteer task force to stuff, seal and sort almost 7,000 pieces of mail. It's too early to assess final results, but the response to date has been most encouraging.

We are currently negotiating with various civic and conservation groups for permission to use their mailing lists. This is a time-consuming job of reaching the right person, followed by waiting for official approval, but here again we have received encouraging news.

If any of our members are willing to send letters about the Minnesota Zoological Society to any organizations to which you belong, it would be deeply appreciated. We will assist in preparing letters to meet your approval and will handle the mechanics of mailing if you will supply us with a list of addresses of persons whom you think might join the Society.

## BULLETINS

Please mark Tuesday, June 22, on your calendar and reserve it for the first ANNUAL MEETING of the Society. Specific time, location and program details will appear in the next issue of ZOO NEWS. For an ideal combination of business and pleasure, plan to attend our first major get-together.

The Society is very pleased to announce the availability of the Minnesota Zoological Board's proposed master plan in book form.

A plan book which thoroughly explains the concept of the new zoo and is replete with the architect's original drawings, this attractive document is also the official summarization of the master plan submitted by the Board to the legislature.

A charge of \$5.00 is necessary to cover printing, mailing and handling. The supply is limited and will be handled on a "first come" basis from those who write or call the office. (Minnesota Zoological Society, 258 Macalester Street, St. Paul, Minnesota 55105, or call 699-9777.

## MZS BUSINESS NOTES

The past six months have seen a great deal of activity by the Society all directed toward a redefinition and clarification of purpose, scope and function as we attempt to coordinate a major membership drive with an effort to make the Minnesota Zoological Garden a reality.

At this point, following eight meetings of the Board of Trustees, numerous committee and planning sessions, considerable progress is apparent. The Society has been rejuvenated, our Board expanded to provide true statewide representation, new By-laws have been approved by the Board — pending ratification by the membership at the annual meeting on June 22 and thoroughly democratic election procedures have been established.

It is impossible, in this newsletter to submit a complete listing of the new By-laws, but we wish to direct your attention to the procedure that will govern our 1971 election.

A nominating committee, consisting of Dr. W. Clough Cullen, Mankato, chairman; Mr. Fred Cady, Minneapolis; Dr. Bruce Douglass, Rochester; Dr. Carl Goossen, Minneapolis and Mr. Archie Salyards, Duluth, has been appointed. The committee solicits your suggestions for candidates for the Board of Trustees, all of whom will be elected for terms of one, two or three years, with balloting conducted by mail during the month preceding the annual meeting on June 22. (Ballots will be mailed on May 22 and must be returned within two weeks for tabulation and preparation for installation at the annual meeting on June 22.)

Nomination may also be made by petition, signed by a minimum of 25 Society members. In future years, petitions will have to be filed 60 days prior to the annual meeting; but, because this is a year of reactivation and membership building, petitions will be accepted until May 7. Please send petitions to the office (258 Macalester Street — St. Paul 55105). Suggested nominees for the Board may also be sent to the office or directly to any member of the nominating committee.

The present officers, Board and nominating committee are, and will be responsive to your suggestions, so please make your wishes known. And, by all means, plan to vote and attend the annual meeting on June 22!

## . . . . . and Gathers Momentum

As the accompanying pictures attest, the Society membership campaign is swinging into high gear with public officials, Minnesota Zoological Society trustees and members all working to help build a larger and stronger organization.

More members are needed and we urge every reader of the newsletter to join our efforts to bring a major-league, zoological garden to Minnesota by returning the blank on the back with ten dollars for your family membership.

If you have already joined, pass it on to a friend and urge him to join you and the Society in a most challenging and worthy endeavor.

At this writing, 508 families have become members. We hope to double that number in our report to the membership which will appear in the May newsletter!



ZOOLOGICAL SOCIETY OFFICERS, vice president Adolf Tobler, center, and treasurer John E. Barry, right, present an honorary membership to St. Paul mayor, Charles McCarty.



MEMBERSHIP COMMITTEE CHAIRMAN, Mrs. Arne Schoeller, presents an honorary Society membership to Minneapolis mayor, Charles Stenvig.



MANKATO'S DEER PARK is visited by MZS trustee, Dr. W. Clough Cullen, right, and Mankato mayor, Vern Lundin as Dr. Cullen enrolled Mayor Lundin as an honorary member of the Society.

## WE GET HELP

A special note of appreciation is in order to the volunteers who have helped us thus far with our mailings. These dedicated people, spearheaded by the Como Zoo Docents, who graciously donated their leisure time to the monotonous necessities of mass mailings cannot be sufficiently thanked. It is efforts such as these that will assure us success as we strive to build the finest zoo in the world.



YOUNG VOLUNTEERS, David Lease, 8, left, and his four-year-old brother, Steven, are joined by an energetic lion cub in processing mailings to potential Minnesota Zoological Society members during a recent "mailathon" by the Como Zoo Docents in behalf of the Society.

## BUT WE NEED MORE, MUCH MORE, HELP!

A corps of dedicated, diligent volunteers is essential to the continued growth and effectiveness of the Society.

With your help — filing, typing, telephoning, processing mailings and recruiting new members — to name only a few tasks, we can operate more efficiently and economically as we strive to build a larger and stronger organization, dedicated to enhancing our environment and improving the quality of life in our state.

If you have any moderately free time — evenings, weekends or during the regular working day, please write or call the office: 258 Macalester Street — St. Paul 55105 — 612-699-9777.

Help the Society help present and future generations by giving of your time and talent. Both are needed and will be greatly appreciated!



MINNESOTA ZOOLOGICAL SOCIETY  
 258 MACALESTER  
 ST. PAUL, MINNESOTA 55105  
 699-9777

**OFFICERS**  
 VALENTINE O'MALLEY, M.D.  
 President  
 ADOLF TOBLER  
 Vice President  
 JOHN R. FINNEGAN  
 Secretary  
 JOHN E. BARRY  
 Treasurer  
 JAMES C. MCCARTHY  
 Executive Secretary

**TRUSTEES**  
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 St. Paul  
 JEROME BILDER  
 St. Paul  
 EDWARD BUCHANAN  
 Duluth  
 FRED CADY  
 Minneapolis  
 W. CLOUGH CULLEN, D.V.M.  
 Mankato  
 WILLIAM DAVENPORT  
 Roseville  
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 Marshall  
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 JOHN TILTON  
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 St. Paul  
 FRANK W. ZOUBEK  
 Minneapolis

THE MINNESOTA ZOOLOGICAL SOCIETY . . .

The Minnesota Zoological Society was established by a concerned group of private citizens who believe a modern zoological garden is vital to the cultural, recreational, educational and economic future of the State of Minnesota.

Statistically, zoos are the greatest form of family entertainment in the United States, attracting more people each year than all athletic contests combined.

In addition to recreation, the zoo is a living museum of natural history and will be used as such through integration into school programs at all levels as an extension of the total educational program.

The role of zoos in conservation and the preservation of endangered species is rapidly increasing in scope and effect. Without good zoos to provide care, shelter and research facilities, many species will be moved one step closer to extinction.

By enlisting broad public support for the new and exciting concept developed by the Minnesota State Zoological Board, the Society plans to assist in providing a comprehensive zoological facility for the State of Minnesota. This zoological garden will include a vast representation of the animal kingdom, housed in areas approximating as closely as is possible their natural habitat.

Your support and assistance can insure the success of this challenging endeavor. Join us now and help translate hope for a major league zoo into a reality!



Please enroll my family in the —

I enclose \$10.00 (ten dollars) for our family membership.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

Make checks payable to: Minnesota Zoological Society

Mail to: Minnesota Zoological Society, John E. Barry, Treasurer  
 American National Bank and Trust Company  
 P. O. Box 3309 — St. Paul, Minnesota 55165

**Minnesota Zoological Society**

John E. Barry, Treasurer

American National Bank and Trust Company

P. O. Box 3309

St. Paul, Minnesota 55165

Please enroll me as a **FAMILY MEMBER**

I enclose ten dollars (\$10.00)



Name \_\_\_\_\_ Address \_\_\_\_\_  
(please print)

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

April 13, 1971

Mr. Lewis Paper  
Highway 280 at Highway 36  
St. Paul, Minnesota 55101

Dear Lew:

Sorry this letter was inadvertently left out of the packet.  
I hope it will help to reassure you.

Sincerely yours,

P. W. Ogilvie, Ph.D.  
Director

PWO:gb

Enclosure

LEWIS PAPER  
HIGHWAY 280 AT HIGHWAY 36  
SAINT PAUL, MINNESOTA 55101



April 8, 1971

P. W. Ogilvie, Ph. D., Director  
Minnesota Zoological Garden  
112 MEA Building  
55 Sherburne Avenue  
St. Paul, Minnesota 55103

Dear Phil:

I read the enclosed report with some interest.

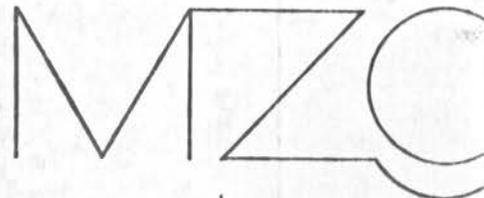
I noted no information on the track record of the reporter in context. As a result, I stay relatively neutral.

Sincerely yours,

Lewis Paper

enc

MINNESOTA ZOOLOGICAL GARDEN



April 6, 1971

Honorable Wayne G. Popham  
Member, Minnesota Senate  
Room 328, State Capitol  
St. Paul, Minnesota

Dear Senator Popham:

Yesterday you raised a question about the margin of error we could expect in the Stanford Research projections of attendance. I had raised the same question with Stanford Research and received an answer yesterday. Their answer was that their projection was accurate to plus or minus 200,000 of the attendance estimated. In other words, in the first year of operation, we could anticipate that the attendance would be between 2.3 million and 2.7 million. With regard to the accuracy of their projections in the past, let me only cite three examples:

For the Montreal Expo '67, they estimated in March of 1964, a potential attendance of 45 million and potential revenue of \$208.2 million. The actual attendance at Expo was 50,306,648. The total revenues were \$242.5 million.

For Seattle Century 21, Stanford Research estimated attendance at 8 to 10 million and average expenditure of \$5.19 per capita. The actual attendance was 10,892,000 with an average receipt of \$5.03 per capita.

In 1962, Stanford Research projected attendance for Sea Life Park in Hawaii for 1968 at 537,000, actual attendance for 1968, the fifth year of operation, has been reported publicly "as more than 500,000".

I do hope that these figures will give you some indication of the confidence that we place in the Stanford Research projections. Throughout we have instructed SRI to estimate attendance and income most conservatively and expenses and interest at the highest realistic level, thus providing a further fiscal planning margin.

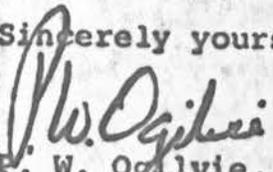
Senator Wayne G. Popham

- 2 -

April 6, 1971

Should you have any further questions, please feel free to call upon me.

Sincerely yours,

  
P. W. Ogilvie, Ph.D.  
Director

PWO:gb

cc: Sen. Ashbach  
Sen. Blatz  
Sen. Coleman  
Sen. Dosland  
Sen. Hughes (K.)  
Sen. Jude  
Sen. Novak  
Sen. Wolfe  
Sen. O'Neill  
Sen. Arnold  
Sen. Glewe  
Rep. Albertson  
Rep. Searle  
Rep. Knutson  
Rep. Barr  
Rep. Sommerdorf  
Rep. Munger  
Rep. Dirlam

March 16, 1971

Mr. Vance C. De Mong  
North Memorial Hospital  
3220 Lowry Avenue North  
Minneapolis, Minnesota 55422

Dear Vance:

Thank you so much for your \$25.00 contribution to the Minnesota Zoological Garden. We cherish friends like you.

I should add, however, that this project needs help at the moment in the state legislature. If you have friends there and can speak a good word, we shall be extremely grateful.

Sincerely,

John E. Tilton  
Chairman

JT:gb

DEPARTMENT of Administration

## Office Memorandum

TO : John Tilton, Chairman  
Minnesota State Zoological Board  
Room 112, MEA Building

DATE: March 12, 1971

FROM : William Siemers *WS*  
Assistant Director  
Budget Division

SUBJECT: Advisory Committee use of Minnesota State Zoological Board Offices, clerical help and supplies.

It has come to our attention that the Minnesota Zoological Society may be named as advisory committee to the Minnesota State Zoological Board in the near future. The question has arisen whether the Society, upon such appointment, may use the Board's offices, clerical help and supplies.

If such use is confined to existing personnel allotments and allotted quantity of supplies, it is the view of the budget division that such use would be financially proper. It is also the view of the budget division that such use would be within what the Legislature intended in M.S. 1969, Chapter 85a.

WS:cja



Adopted Resolution

The Minnesota Zoological Society, dedicated to the establishment of a major state zoological garden, supports the concepts and plan outlined in the proposal of the Minnesota Zoological Board with the following observations:

1. The society believes that it can be of service in the future planning and development of the zoo and hopes that it will be asked to participate in further refinement of Phase One plans and planning of subsequent phases. The Society feels that there should be greater emphasis on Minnesota exhibits, particularly the Minnesota fishlife. ~~The Society also urges the Board to include traditional animals such as elephants, rhinos and hippos in its overall planning for a completed zoological garden.~~

2. The Society urges that the Minnesota Zoological Board accept sites in the metropolitan area such as the Bailey farm which can be obtained through donation or at little basic cost and utilize these sites in overall planning; such sites could be made available for public use, if not complete zoos, for picnic parks and wildlife refuges.

3. The Society recognizes the basic importance of the financing proposals as outlined in the Zoological Board plan. The Society apprehends that the attendance projections will be challenged and scrutinized because of the necessity to pay off the interest and principal on the bonds. Because of this concern, we believe the Zoological Board and the Minnesota Legislature should review the financing proposals very carefully. The Legislature should appropriate adequate funds for the next biennium for the Zoological Board operations.

February 25, 1971

Mr. Jim McCarthy  
Executive Secretary  
Minnesota Zoological Society  
258 Macalester  
St. Paul, Minnesota 55105

Dear Jim:

There is attached a Northwestern National Bank check for \$200.00 covering four \$50.00 memberships in the society as well as a copy of a letter from Mr. E. Peter Gillette, Jr. of the bank who made these arrangements.

Since I have been out of town for ten days and the check is dated February 9, it might be well to cash this promptly.

May I ask also that you drop a note to Mr. John Pulver, Assistant Vice President, thanking him for the check and his interest and suggest he forward to you the names of the other three men to whom these memberships are to be assigned.

Sincerely,

John E. Tilton  
Chairman

JET:gb

Enclosure

cc: Mr. E. Peter Gillette, Jr.  
Northwestern National Bank  
of Minneapolis  
7th and Marquette  
Minneapolis, Minnesota 55480

Northwestern National Bank  
of Minneapolis

E. PETER GILLETTE, JR.  
VICE PRESIDENT

February 23, 1971

Mr. John E. Tilton  
Chairman  
Minnesota State Zoological Society  
55 Sherburne  
St. Paul, Minnesota 55103

Dear John:

Confirming our earlier conversation, I am pleased to enclose a check in the amount of \$200.00 made payable to the Minnesota State Zoological Society to pay for four individual memberships. It is our understanding that these memberships will be renewed each year by the bank.

The first membership should be identified with Mr. John W. Pulver, Assistant Vice President, and any communications should be addressed to him here at the bank. We are continuing to identify additional members of our staff who would take an active membership in the affairs of the Society. I will forward those names to you as they become identified.

Sincerely,



EPG:jmm

Enclosure: Check No. 69075

February 17, 1971

Mr. John Finnegan  
Northwest Publications, Inc.  
55 East 4th Street  
St. Paul, Minnesota 55101

Dear John:

Enclosed you will find the worksheets on the development of attendance in financial projections. I do hope that these answer your various questions. We have also enclosed a copy of Mr. Bloomer's report which I believe was sent to you earlier. Should there be anything else you would like to have of this material, please feel free to call upon me.

I do regret the delay in getting this material to you; however, you must understand that this final and extended report has just come to my desk.

Sincerely,

P. W. Ogilvie, Ph.D.  
Director

PWO:gb

Enclosure

cc: Dr. Valentine O'Malley  
1960 Summit Avenue  
St. Paul, Minnesota 55105

February 14, 1971

Mr. John E. Tilton, Chairman  
Minnesota State Zoological Board

Dear Mr. Tilton:

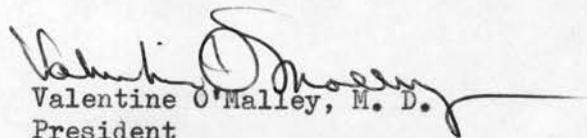
Herewith is formally transmitted a copy of the resolution adopted February 13, 1971 by the Board of Trustees of the Minnesota Zoological Society.

The resolution, as you see, supports the concept and plans for the new state zoo as presented by your Board to the Minnesota legislature.

There apparently has been some question raised by members of your Board about the mention of sites in Item two of the resolution. The reference to sites should not be interpreted as opposition to the Lebanon Hills site as proposed in the Phase One plans. The sites mentioned would be additional land which could be used for zoo purposes. I hope this clears up that point.

The Board of Trustees of the Minnesota Zoological Society hopes that the 1971 legislature will establish a state zoo and that our group and yours will work as partners in the years ahead to build a unique and valuable zoological garden.

Sincerely yours,

  
Valentine O. Malley, M. D.  
President  
Minnesota Zoological Society

February 14, 1971

Mr. John Tilton  
Chairman, Minnesota Zoological Board  
112 Minnesota Education Association Building  
55 Sherburne Avenue  
St. Paul, Minnesota 55101

Dear John:

I was sorry to hear that some of your Board members misconstrued our resolution adopted yesterday. This is to record the fact that the intent of the meeting, as embodied in the resolution, was to endorse the master plan for the Minnesota Zoological Garden unequivocally.

The cautionary language contained in the resolution in no way reflects a feeling by the Society that the plan is incomplete or unacceptable. Such language was intended to indicate that members of the Society do not feel themselves to be in a position to evaluate the technical and fiscal data used in arriving at Zoological Board projections and plans since we have not been exposed to the many months of continuous study by the Board and staff. The resolution does not indicate any feeling of dissatisfaction with the work done by the Zoological Board.

Again, I want to convey to you and the members of your Board our enthusiasm for the formation of an association to insure that this very important project becomes a reality. We look forward to assisting and working with you in any way you desire.

Sincerely,

February 10, 1971

MEMORANDUM

To: Elaine Bressie  
From: P. W. Ogilvie  
Re: Plan for Zoological Society Membership Recruitment

Please have ready for the Zoological Board Meeting on Friday, February 12th, a complete plan for a zoological society membership recruitment and a summary of Dot Visser's report. If it is the wish of the Board, I would like you to present this plan to the Minnesota Zoological Society Board on Saturday, 13 February.

Under any circumstances, I would like you to plan to represent the staff at the board meeting of the Zoological Society on Saturday.

PWO:gb

February 10, 1971

Dr. Valentine O'Malley  
1960 Summit Avenue  
St. Paul, Minnesota 55105

Dear Dr. O'Malley:

I apologize for the tardiness of this reply, but I have just received the final report from our consultants and thought that you should have this current detail.

I do hope the enclosed material answers all of your questions, but should you have any further, please feel free to call upon me.

Sincerely,

P. W. Ogilvie, Ph.D.  
Director

PWO:gb

Enclosure

- (1) Detailed Budget Request  
for this Biennium
- (2) Bloomers Report
- (3) Attendance Projections

February 9, 1971

Mr. Eugene A. Philipps  
Moorhead State College  
Moorhead, Minnesota 56560

Dear Gene:

I certainly understand the problems that you have in getting to the Twin Cities for meetings of the Zoological Society Board and appreciate your agreement to serve on this board anyway.

The news that you sent of your president's agreement to help us educate the legislature is most welcome and any way that we can assist him in this effort, we would be only too delighted to attempt.

Do keep up the good work in the west and should you get to the Twin Cities for any other purpose, be sure to stop by and see us. With my very best wishes, I remain,

Sincerely,

P. W. Ogilvie, Ph.D.  
Director

PWO:gb



February 3, 1971



Dr. Philip Ogilvie, Director  
Minnesota Zoological Garden  
112 Capitol Court Building  
55 Sherburne Avenue  
St. Paul, Minnesota 55103

Dear Phil:

I am very sorry that I could not attend the last meeting of the Board of Trustees. I do not think, for a number of reasons including the weather, that I will be able to attend this Saturday's meeting. I have been in touch, however, with the President of the Board.

When I informed our President of my appointment to the Board, he wrote me a letter in which he pointed out that the Legislative Building Commission has not made a recommendation in regard to the Minnesota Zoological Garden, but suggested that a building appropriation be left until the Legislature has made a decision. He mentioned that in the next few months he will be seeing a great number of legislators and that he is willing to assist the Board of Trustees in anyway he can. This, I am sure you will agree, is an encouraging sign. The Zoo can use as much support as possible and we could do a lot worse than have a college president supporting the idea.

When I am next in the Cities (and that may not be until spring) I will give you a call.

Cordially,

  
Eugene A. Philipps

EAP:jae

*Encl: 4 registration cards  
from faculty. - Gave these to Elaine  
S.*

DEPARTMENT Attorney General*Office Memorandum*

TO : John Tilton, Chairman  
Minnesota State Zoological Board

DATE: 2/22/71

FROM : Richard B. Riley, Special Assistant Attorney General *RBR*

SUBJECT: Advisory Committee Use of Minnesota State Zoological Board Offices, Clerical Help, and Supplies

In the Board's memo of January 12, 1971, you point out that M.S. 1969, Sec. 85(a).02, Subdivision 4, states, "The Board may appoint an advisory committee consisting of persons who are members of zoological societies or who have similar background or interest in such societies or zoo management." You further point out that there is a very distinct possibility that the Minnesota Zoological Society may be appointed as the advisory committee by the Board in the near future. You then inquired if, upon such appointment, the Society could use the Board's facilities, clerical help, and supplies.

It is my view that the Society could, upon such appointment, use the facilities, clerical help and supplies of the Board. First of all, such an advisory committee constitutes a quasi-state agency when authorized by statute. Such use by the committee should therefore be permissible. Secondly, there is practical precedent in the State of Minnesota for such use. Advisory committees are also permitted to be named by the State Junior College Board under statute. Such committees have been named, and are using Junior College facilities and supplies at the present time.

Any such use by the Minnesota Zoological Society of the Board's offices, clerical help, and supplies must, of course, be limited to purposes of promoting and supporting the Minnesota Zoological Board and Minnesota Zoological Garden.

RBR/pla



james c. mcCarthy and associates  
public relations and promotion

258 macalester  
st. paul, minnesota 55105

telephone 699-0166 & 698-1926

January 28, 1971

Dr. Philip Ogilvie, Director  
Minnesota Zoological Garden  
Suite 112, M.E.A. Building  
55 Sherburne Avenue  
St. Paul, Minnesota 55103



Dear Phil:

At the last meeting of the zoological society board, our members asked for some specific information dealing with the attendance projections and fees recommended to finance the proposed zoo plan.

We have not yet received them and hope that we can get the data prior to the February 6 meeting of our board.

As you know, one of the major questions about the plan is its financing, and unless some of the doubts can be erased, some individuals may not be willing to support the plan.

We are particularly interested in:

1. The supporting evidence for the attendance projections of 2.5 million the first year, going up to 4 million by the year 2,000.
2. The breakdown on local, regional, Wisconsin, Iowa and other state attendance; this involves the percent of attendance from geographic areas.
3. The report from Mr. Bloomer on projected tourism increase in the years ahead.
4. The specific amount of money the zoo board will request of the state for financing the next two years of operation. This involves staff requests, numbers, salaries, consultant fees, etc.
5. What percentage of the 2.5 million visitors would be in the months of May through October and what in November through April. What percentage would be in the main tourist months of June, July and August.

Of course, if there are any other working papers dealing with this subject that are available, we would appreciate getting them.

Sincerely,

*Valentine O'Malley*  
Valentine O'Malley, M.D.

MEMORANDUM

TO: Al French  
FROM: John E. Tilton  
DATE: January 28, 1971

Here is the draft of the letter from Dr. O'Malley to Dr. Ogilvie we discussed on the phone this morning.

I am advising Phil of our conversation and will trust the two of you to have this data in our hands by the meeting February 6.

JET:sr

Enclosure

Mr. Tilton: Following is a letter which Mim McCarthy dictated today on the phone. This letter is being sent to Dr. Ogilvie from Dr. O'Malley--McCarthy thought you would want to read it today since you are going out of town and it probably won't arrive until tomorrow.

At the last meeting of the Zoological Society Board, our members asked for some specific information dealing with the attendance projections and fees recommended to finance the proposed zoo plan.

We have not yet received them and hope that we can get the data prior to the February 6 meeting of our board.

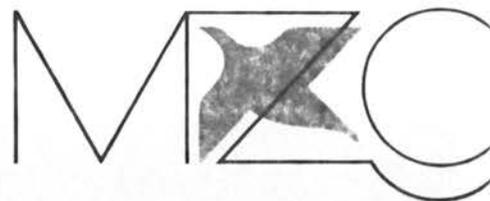
As you know, one of the major questions about the plan is its financing, and unless some of the doubts can be erased, some individuals may not be willing to support the plan.

We are particularly interested in:

1. The supporting evidence for the attendance projections of 2.5 million the first year going up to 4 million by the year 2000.
2. The breakdown on local, regional, Wisconsin, Iowa, and other state attendance; this involved the percentage of attendance from geographic areas.
3. The report from Mr. Bloomer on projected tourism increase in the years ahead.
4. The specific amount of money the zoo board will request of the state for financing the next 2-years of operation. This involves staff requests, numbers, salaries, consultant fees, etc.
5. What percentage of the 2.5 million visitors would be in the months of May through October and what in November through April. What percentage would be in the main tourist months of June, July, August.

Of course, if there are any other working papers dealing with this subject that are available, we would appreciate getting them.

MINNESOTA ZOOLOGICAL GARDEN



January 22, 1971

Dr. Valentine O'Malley  
1960 Summit Avenue  
St. Paul, Minnesota 55105

Dear Dr. O'Malley:

I am forwarding to you copies of the letters which were mailed to members of the Zoological Society introducing our Master Plan which was also enclosed.

The letter addressed to Mr. Bailey was sent to old members, the letter to Mr. Buchanan was sent to new members, and the letter to Mr. LaShomb was sent personally as his name was given to us at a later date.

Sincerely yours,

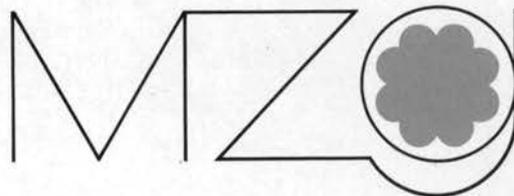
John E. Tilton, Chairman

JET:sr

Enclosures

Old Members

MINNESOTA ZOOLOGICAL GARDEN



January 11, 1971

Mr. Gordon Bailey  
Bailey Nurseries, Inc.  
1325 Bailey Road  
St. Paul, Minnesota 55119

Dear Mr. Bailey:

It is with a great deal of pride that we of the Zoological Board enclose herewith a copy of the master plan for the new Minnesota State Zoological Garden.

I hope you take time to read this plan carefully. We believe the concept it embodies and the plan itself establish new highs in excellence and that you will share with us the excitement we feel in proceeding with this planning.

I want you to know, too, how happy I am that the Zoological Society and the Zoological Board at last seem to have found a sound working agreement and that together we can bring to the people of Minnesota an outstanding zoological program.

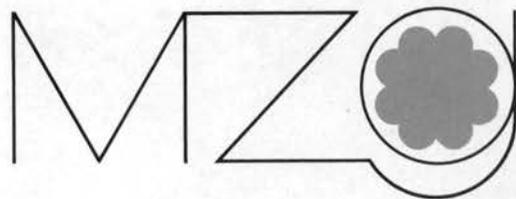
Sincerely,

John E. Tilton, Chairman

JET:sr

*New Members*

MINNESOTA ZOOLOGICAL GARDEN



January 11, 1971

Mr. Edward Buchanan  
903 Northland Avenue  
Duluth, Minnesota 55804

Dear Mr. Buchanan:

It is with a great deal of pride and satisfaction that I extend my personal welcome to you as a member of the board of the Minnesota Zoological Society and as a new recruit in the overall zoological program contemplated for Minnesota.

There is attached herewith a copy of the master plan for the new state zoological garden. I hope you can take the time to study it carefully. We believe the plan itself and the program it encompasses establish new highs in this field throughout the world.

We look forward to working with you in the future and together to build for the state and all of the zoological gardens contained therein a splendid program whose benefits will continue through the years.

Sincerely,

*John E. Tilton*  
John E. Tilton, Chairman

JET:sr

LABOR

January 20, 1971

Mr. Leonard O. LaShomb  
Executive Vice President  
Minnesota AFL-CIO  
414 Auditorium Street  
St. Paul, Minnesota 55103

Dear Mr. LaShomb:

Congratulations on your appointment to the board of the State Zoological Society. I know you will share with all of us involved in this fascinating program some of the excitement we feel at the benefits it promises to bring to the people of Minnesota.

I want you to know that the Zoological Board stands ready to assist the Society in any reasonable program to advance our mutual objectives.

Sincerely,

John E. Tilton,  
Chairman

JET:gb

MAYO CLINIC

ROCHESTER, MINNESOTA

DEPARTMENT OF MEDICINE

DIVISION OF ENVIRONMENTAL MEDICINE AND INTERNAL MEDICINE

BRUCE E. DOUGLASS, M.D., CHAIRMAN  
EDGAR C. GOLDSTON, M.D.  
WILLIAM P. WHARTON, M.D.  
EARL T. CARTER, M.D.  
WILLIAM E. EVANS, III, M.D.  
RALPH A. KILBY, M.D.  
FRED T. NOBREGA, M.D.  
ALAN L. ORVIS, PH.D.

PREVENTIVE MEDICINE  
OCCUPATIONAL MEDICINE  
AVIATION MEDICINE



January 20, 1971

Mr. John E. Tilton  
Chairman, Minnesota State Zoo Board  
112 MEA Building  
55 Sherburne  
St. Paul, Minnesota 55103

Dear Mr. Tilton:

Thank you very much for your kind letter of welcome to membership on the Board of Trustees of the Minnesota Zoological Society.

The session last Saturday was most interesting and informative and I was tremendously impressed by the amount of hard work and careful planning that has been accomplished. This certainly looks like a winning team and I will be proud to be a member.

With best wishes.

Sincerely,

Bruce E. Douglass, M.D.

BED:jh

MAYO CLINIC

ROCHESTER, MINNESOTA



January 22, 1971

Governor Wendell Anderson  
State Capitol Building  
St. Paul, Minnesota

Dear Governor Anderson:

The other day I had the opportunity of learning details of the proposal for establishment of a Minnesota Zoological Garden. One cannot fail to note the great care and loyal dedication with which the plans have been drawn.

I have a greater than average acquaintance with zoos and their problems and as a citizen of the state it is a pleasure for me to be able to offer enthusiastic backing to the Zoo Board's plan. The proposal appears both sound and exciting - its implementation might well mark another milestone in Minnesota's demonstration to the world that the natural scene can be handsomely and carefully preserved for the delight and education of future generations.

Respectfully,

Bruce E. Douglass, M.D.

BED:jh



*Society*

Northwestern National Bank  
of Minneapolis

January 19, 1971

Mr. John E. Tilton  
c/o Minnesota Zoological Society  
55 Sherburne  
St. Paul, Minnesota 55103

Dear John:

As you learned from my secretary last week, Northwestern Bank is prepared to contribute to a new zoological association which will support the proposed new garden and the many programs involved in that project. I understand that the Society is now offering sustaining memberships at \$50.00 each which would be carried in the name of an individual. I also understand that these are non-transferable.

I am wondering, John, if the Society might be willing to carry three of our four memberships in the name of our bank, which might later be redesignated in the name of an individual officer or employee who has expressed a particular interest in the work and progress of the Society? One person has already so expressed a desire to hold such a membership. I am also wondering whether it might be possible in the future to transfer the name of a membership to another employee should the original holder leave the employment of the bank.

Perhaps, John, after you have had a chance to review these matters you might want to give me a call at 372-8147 so that we might discuss them in greater detail.

Kindest regards.

Sincerely,

*Peter*

EPG:jmm



Zoo Society

**St. Paul Dispatch and Pioneer Press**

55 EAST FOURTH STREET

ST. PAUL, MINNESOTA 55101

TELEPHONE (AREA 612) 222-5011

JOHN R. FINNEGAN

Executive Editor

January 11, 1972

Mr. Don Bridgewater  
Director  
Minnesota Zoological Board  
Veterans Service Building  
St. Paul, Minnesota

Dear Mr. Bridgewater;

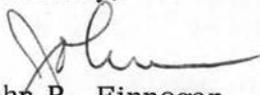
Dr. O'Malley believes the society should have a formal position on the zoo plan that will be presented to the 1973 legislature.

You are a member of the Zoo Review committee of the society which has been charged with examining the initial proposal and deciding whether that plan or some modification of it should be supported by the society.

I am setting the first meeting of our committee for Friday, January 21 at 7:30 p. m. in the Zoo Board offices in the Veterans Service Building.

I hope you will be able to attend. Please inform me if you are unable to make the session.

Sincerely,



John R. Finnegan  
Executive Editor

JRF:vz

## MINNESOTA ZOOLOGICAL SOCIETY

Minutes - Board of Trustees Meeting, January 16, 1971, held  
at the Holiday Inn (St. Paul).

The following were present:

Valentine O'Malley, M.D., President	Mrs. Glenn Ross
Adolf Tobler, Vice President	Mrs. Arne Schoeller
John R. Finnegan, Secretary	R. M. Schneider
Gordon Bailey	Harold B. Shapira
Fred Cady	John Tilton
W. Clough Cullen, D.V.M.	D. D. Wozniak
William Davenport	Frank W. Zoubek
Walter Dorle	John Fletcher
Bruce Douglass, M.D.	P. W. Ogilvie, Ph. D.
Glen Kraywinkle	James McCarthy
Mrs. J. Paul McGee	
Louis H. Meyers	
Joseph T. O'Neill	

President O'Malley called the meeting to order at 10:30 a.m. and extended a brief welcome to all members of the Board of Trustees, particularly the newly appointed members who would be officially installed later in the meeting.

The first item of business was approval of the agenda as distributed to all in attendance. Upon a motion by Mr. Cady and a second by Mr. Tobler, the agenda was unanimously approved.

Minutes of the December 29, 1970, Board meeting, as previously circulated to the Board, were unanimously approved.

### Treasurer's Report:

In the absence of Mr. Barry, Mr. McCarthy reported that \$120.00 had been received in dues from members of the Board of Trustees and had been deposited on January 13. This deposit, added to the amount on hand, resulted in a balance of \$3,222.47 as of January 13, 1971.

### Report of Executive Committee:

A four-part summary of activities by the Executive Committee was presented for consideration and disposition by the Board with the following results:

1. A list of thirteen nominees for membership on the Board of Trustees of the Minnesota Zoological Society, twelve submitted by the State Zoo Board, and Mr. Leonard A. LaShomb, who was nominated by Mr. Tobler, was unanimously approved upon a motion by Mr. Tobler and a second by Mrs. Schoeller.

2. A second recommendation, suggesting that the Society defer employment of a full-time executive secretary until a total of \$30,000.00 was on hand or pledged, was amended upon a motion by Mr. Cady in which the \$30,000.00 figure was deleted by substituting the phrase "until adequate funds in the opinion of the Board of Trustees are available."

The recommendation, as amended, was unanimously approved.

3. Following a general discussion in which recommendations that further consideration be given to establishing various pricing structures and soliciting other similar organizations, the recommendation regarding a special solicitation for \$50.00 membership from all Minnesota banks, was not acted upon. Through general agreement it was decided to defer action, pending investigation and recommendations by a special subcommittee of the Finance Committee.
4. The Board unanimously agreed that the current executive secretary should be authorized to make such purchases as necessary to conduct the business of the Society.

#### Minnesota Zoological Society History:

For the benefit of new Trustees, not conversant with past activities of the Society, Mr. Schneider presented a brief summary of the Society's activities during the past fifteen years to help bring a major zoological garden to the State of Minnesota. The Society, he noted, began in 1955 as an organization dedicated to filling the cages at Como Zoo. During the years, Mr. Schneider reported, the organization had developed from a local to a county to a statewide group that had acquired sites for a zoo, attempted to obtain legislation to create such a facility and had actually played an important role in the legislative session that had developed the Minnesota State Zoological Board.

#### Committee assignments:

In an effort to become operative as quickly as possible, Dr. O'Malley indicated the need for the immediate establishment of various committees and directed the attention of the Board to the suggested list that was included with the materials in the Board books. He thanked those who had accepted the various assignments and asked for preferences from the members present. (The current committee structure is listed on the memorandum of February 3 reminding the Board of the February 6 meeting).

### Membership Drive:

Commenting on the membership drive, Mr. McCarthy suggested a delegation of authority to a small group (preferably the Executive Committee) so that decisions could be made rather quickly concerning the mechanics of launching a membership drive. He indicated a belief that a three-part campaign was in order, consisting of the following components:

1. A general drive for \$10.00 family memberships, designed to broaden the strength and size of the Society and increase its general effectiveness. While not particularly rewarding from a financial basis, Mr. McCarthy indicated a belief that a large membership would be essential to the success of the organization.
2. A special drive, similar to the suggested appeal to banks, to obtain operating funds based upon a membership cost of approximately \$50.00.
3. A campaign for large contributions from a relatively few number of individuals, firms and foundations.

Mr. McCarthy also noted that immediate planning was necessary to determine the mechanics of the campaign and that various questions such as the benefits of the \$10.00 membership to the prospective member, target date for official launching of the campaign, a heavy publicity and promotional campaign and the solicitation of members of all zoological societies from throughout the state were key factors in the planning of a general membership campaign.

In the course of the general discussion, it was agreed that the membership campaign would be directed primarily by the Membership Committee, contingent upon approval of the Executive Committee and subsequently of the Board of Trustees.

The discussion also indicated a need for change in the Bylaws regarding categories of membership, fees for the various types of membership, etc. A feasible way of handling this, it was agreed by the Board, would be for the Membership Committee to study the current Bylaws, assess their workability, and make recommendations to the Bylaws Committee to implement the desired changes. At this point, Dr. Ogilvie strongly recommended that all memberships be of an annual nature with no provision for life membership except as honorary memberships.

Following a motion by Mr. Cady and a second by Mr. Schneider, the above course of action was unanimously approved.

Because the pre-determined time for adjournment was close at hand, Dr. O'Malley announced that our tax status was being studied by Mr. Wozniak and Mr. Wozniak had indicated in a letter that there seemed to be no urgency at this point regarding a definitive determination of the tax status of the association. Mr. Wozniak indicated that he would pursue this matter and report his findings to the Board of Trustees at a subsequent meeting.

At this point Senator Joseph O'Neill, a member of the Society's Board of Trustees and primary sponsor of the Zoo Bill, emphasized the importance of support by the Society, noting that the bill would be prepared during the next couple of weeks with the hope that it could be included, in short form with provisions for bonding authority, in the budget message of the Governor. Senator O'Neill indicated a belief that it was going to be difficult to obtain legislative approval, but it was his conviction that it was a strong program and the cooperation of the Zoological Society and Zoological Board would be big factors in the ultimate success of the legislation. Prior to adjourning, Dr. O'Malley suggested the need for another meeting of the Board within the very near future. Following a brief discussion, it was moved by Mr. Cady, seconded by Mrs. Schoeller, and unanimously agreed that the next meeting of the Board of Trustees would be held at 10:30 a.m., Saturday, February 6, in the St. Paul Arts and Science Center.

The meeting was adjourned at 12:20 p.m.

Respectfully submitted,

John R. Finnegan  
Secretary



FIRST NATIONAL BANK OF MINNEAPOLIS, P.O. BOX A512, MINNEAPOLIS, MINNESOTA 55480

RICHARD A. NORDBYE  
VICE PRESIDENT AND GENERAL COUNSEL  
(612) 370-4625

December 10, 1970



Mr. John E. Tilton, Chairman  
Minnesota Zoological Garden  
112 MEA Building  
55 Sherburne  
St. Paul, Minnesota 55103

Dear Mr. Tilton:

Your letter of December 8, 1970 addressed to Mr. Gordon Malen has been referred to me as Secretary of our bank's Charitable Contributions Committee.

Your request for five sustaining memberships will be considered by the Committee in January for inclusion in our 1971 contributions budget, and I will advise you of their decision.

Sincerely,

Richard A. Nordbye  
Vice President & General Counsel

RAN:jp

12-7-70

Board  
MINNESOTA ZOOLOGICAL SOCIETY

## Estimate of Cost to Produce Each of Six Magazines in Varying Quantities

<u>Magazine</u>	<u>3 M</u>	<u>5 M</u>	<u>10 M</u>	<u>15 M</u>	<u>20 M</u>
Animal Kingdom (32 Page & Cover)	98¢ ea.	66 ¢ ea.	41 ¢ ea.	31 ¢ ea.	26 ¢ ea.
Zoonooz (16 Page & Cover)	\$1.17 ea.	78 ¢ ea.	46 ¢ ea.	35 ¢ ea.	30 ¢ ea.
les Carnets de Zoologie (16 Page, Self Cover)	39 ¢ ea.	28 ¢ ea.	17-1/2 ¢ ea.	14 ¢ ea.	13 ¢ ea.
Buffalo Zoologic (8 Page, Self Cover)	16-1/2 ¢ ea.	12 ¢ ea.	8 ¢ ea.	7 ¢ ea.	5-1/2 ¢ ea.
Field Museum of Natural History (20 Pages & Cover)	53 ¢ ea.	39 ¢ ea.	26 ¢ ea.	21 ¢ ea.	19 ¢ ea.
Lincoln Park (16 Page Newsletter)	16-1/2 ¢ ea.	11 ¢ ea.	7 ¢ ea.	6 ¢ ea.	5-1/2 ¢ ea.

MINNESOTA ZOOLOGICAL GARDEN



November 19, 1970

Mr. Reuel Harmon  
#1 Sunfish Lane  
St. Paul, Minnesota 55118

Dear Mr. Harmon:

Enclosed are six publications which have formats that might be suitable for Zoological League use. I doubt that we would use exactly the same size, number of pages, paper quality, etc. as any one of these, but a knowledge of comparative cost will be helpful in making general plans. A run of 3000 would hopefully be our bottom number with 20,000 at the top. Would it be possible to get rough figures for each of the cutoff points in-between for each of these.

1. Animal Kingdom; full-color glossy cover; black and white only inside.
2. Zoonooz; full-color glossy cover on two sides; color photographs inside.
3. Les Carnets de Zoologie; cover same paper as inside; two colors used throughout.
4. Buffalo Zoologic; black and white only.
5. Field Museum of Natural History; two color on cover; black and white inside.
6. Lincoln Park; newsletter format; two color masthead.

The library will need to have these returned.  
Thank you for this assistance.

Sincerely,

Elaine Bressie  
Informational Representative

EB:sr  
Enclosures



THE MINNESOTA ZOOLOGICAL BOARD  
SUITE 112, 55 SHERBURNE AVE.  
SAINT PAUL, MINNESOTA

## MEMORANDUM

Date \_\_\_\_\_

To: dr. ogilvie

From: vi

Subject

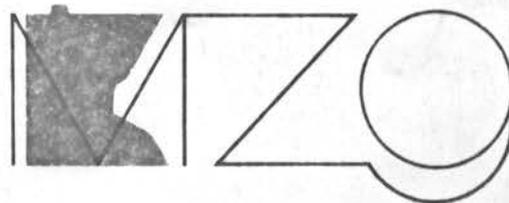
Reuel Harmon talked to Lew Paper -  
Lew is calling a meeting of the Society  
Board for October 28 at 7:30 P.M. at  
Mr. Joe's , 1964 University Avenue, St. Paul.  
He would like to have Mr. Davenport,  
Mr. Tilton, Dr. Ogilvie and Mr. Harmon  
present.

Then on November 6 the Zoo Board would  
meet and at that meeting the Zoo Board  
would elect over 50% of the members of the  
Society Board, which has to be done in  
order to have the Minnesota Zoological  
Society qualify in a legal way to  
carry on functions of a non profit organization

By the time the Zoo Board has its meeting  
on the 6th, we would have a slate of  
Society Board members to be elected by  
the Zoo Board

Then - after all this - the two Boards  
can set a date for a joint meeting.

MINNESOTA ZOOLOGICAL GARDEN



M E M O R A N D U M

TO: Minnesota Zoological Board  
FROM: Elaine Bressie  
Informational Representative  
DATE: October 29, 1970  
SUBJECT: Zoological Society

1. The board of the Minnesota Zoological Society met on October 28 to consider reorganization as a citizens' support group for Minnesota Zoological Garden. No agreement was reached, and a decision has been postponed until November 24. Although a satisfactory solution would be very desirable, it does not appear to be imminent. However, we are still faced with the need for an organization ready to begin membership drive activities no later than January 1. We are going ahead with certain planning activities in the meantime. If an agreement should be reached with the Zoological Society, we can dovetail our efforts then.

2. Dot Visser, formerly Public Relations Director of the Cincinnati Zoo and a well-known consultant on zoological society organization and fund raising, has been invited to the November 30 meeting of the Zoological Board to discuss plans for our zoological society.

3. Government of the society will be set up along lines similar to the proposed by-laws which you previously received. The society should function under the direction of a state agency in order to be considered a public foundation and, thus, qualify for 50% charity status and be able to accept gifts from private foundations.

4. A statewide committee to effect a membership drive should be set up. The staff has worked out a preliminary list of 50 names, which is by no means complete or final. Additions to the list of persons to be invited to work on the committee are needed. Members of the organization committee will serve as an ad hoc society board until first society election.

5. The function of the zoological society will be to support the zoo through various projects. A society would be valuable in

Board Members

Page 2

October 29, 1970

building public support for the zoo as we prepare to go before the legislature. Also, there are certain expenses which cannot be paid by the state which a society could meet. Another area for society assistance is unexpected expenses not covered by the zoo budget. Later, the society might sponsor certain exhibits or take an active part in educational and promotional activities of the zoo.

6. Several ideas for a membership drive have been examined. Perhaps a combination of several types of activities would be most effective. However it is done, we must insure that the cost of attracting members does not exceed the membership fee. The people appointed to the organization committee can contact large numbers of people directly. The mass media will be used. Expensive mass mailings will be avoided unless we know in advance that the recipients are likely to be interested.

A benefit, either a performance or a ball, is a good way of building the treasury and, at the same time, attracting attention to the zoological society. We can base part of the membership drive on the opportunity to name our new cheetah. The winner could be refunded the price of his membership. An animal art show, worked out through the Arts Council, could be part of creating public interest in the society and the zoo.

7. After the zoo is constructed, the problem of what to offer society members becomes a simple one. At this time, however, we should expect to attract only those persons more interested in the establishment of this zoo than in the benefits they can derive from membership.

Membership cards would be furnished to society members. We can plan Preview Parties where members would be able to see newly completed construction (unveilings, so to speak) which would be open only to society members and the press. With food and beverages, these could be popular events. Even now, we could begin a public lecture series, bringing in noted speakers.

A quarterly publication for members would deal with Minnesota zoo progress, as well as interesting developments in other zoos. Manuscripts and photos from other sources might be solicited. There will still remain a need for the Newsletter.

The most important thing we will offer is involvement with the state zoo.

sr

September 23, 1970

Mr. Lewis Paper  
President, Minnesota Zoological Society  
Highway 280 at Highway 36  
St. Paul, Minnesota 55101

Dear Mr. Paper:

This acknowledges your letter of September 18 and the suggestion that Dr. Ogilvie and I get together with you and your people sometime in late October or Early November to discuss proposed changes in your Articles and By-laws.

As per your request, I am attaching the calendar sheet indicating the afternoons and/or evenings on which I would be unable to attend such a meeting. Dr. Ogilvie is out of town until Monday and will be in touch with you promptly on his return.

Meanwhile, it occurs to me that one ideal date, if it can be arranged, would be Friday, November 6. That is the date of our regular State Zoological Board meeting which begins at 8:00 A.M. and is usually finished by lunch time or shortly thereafter. Since all of our people will be in the city on that date, it would be an ideal time for them to meet your people in an informal way, if such can be conveniently arranged.

I will keep my calendar clear until I hear from you.

Sincerely,

JET vc  
enc.

John E. Tilton, Chairman

LEWIS PAPER  
HIGHWAY 280 AT HIGHWAY 36  
SAINT PAUL, MINNESOTA 55101

September 18, 1970



Mr. John E. Tilton, Chairman  
Minnesota Zoological Garden  
112 MEA Building  
55 Sherburne Avenue  
St. Paul, Minnesota 55103

Dear John:

As you undoubtedly know the end of 1969 Congress passed a Tax Reform Act which includes many more pages than I can read about charitable organizations. In fact about one-half of the law puts severe restrictions on "private foundations". The time I have spent for the Minnesota Zoological Society has had the purpose of being sure that we are not a private foundation. Once that status can be assured, we could again become a vehicle for helping the Minnesota Zoological Garden.

Earlier this week Jack Hannaford called me with a way in which this objective could be attained. I am attaching a copy of a letter from him outlining the structure. On or about October 1, I will send you copies of a proposed revised set of Articles and By-Laws implementing this proposal. Our present Articles call for three days' notice before a vote could be taken on such a proposal. Please indicate on the attached calendar those days on which you could not be available in the late afternoon or evening, and return to me in the enclosed envelope.

Yours truly,

Lewis Paper

encs

MICHAEL J. DOHERTY  
WILFRID E. RUMBLE  
FRANCIS D. BUTLER  
J. C. FOOTE  
IRVING CLARK  
HAROLD JORDAN  
THEOPHIL RUSTERHOLZ  
FRANK CLAYBOURNE  
PIERCE BUTLER  
JOHN L. HANNAFORD  
ANDREW SCOTT  
JOSEPH M. FINLEY  
HENRY D. FLASCH  
EUGENE M. WARLICH  
JOHN J. MCGILL, JR.  
THOMAS E. ROHRICHT  
PERRY M. WILSON, JR.

DOHERTY, RUMBLE & BUTLER

ATTORNEYS AT LAW

1500 FIRST NATIONAL BANK BUILDING

SAINT PAUL, MINNESOTA 55101

TELEPHONE 227-7621-AREA CODE 612

RALPH K. MORRIS  
BRUCE E. HANSON  
BOYD H. RATCHY  
DANIEL W. O'BRIEN  
J. LAWRENCE MCINTYRE  
RICHARD A. WILHOIT  
BURTON G. ROSS  
ROBERT C. FOX  
JAMES F. MCGOVERN  
JOHN G. HOESCHLER  
PAUL A. HILSTAD  
WILLIAM J. COSGRIFF  
VANCE K. OPPERMAN  
HAROLD S. RUTTENBERG

September 17, 1970

Mr. Lewis Paper  
Paper, Calmenson & Company  
Highway #36 at Highway #280  
St. Paul, Minnesota 55101

Re: Minnesota Zoological Society

Dear Lewis:

At your request, we have reviewed the status of the Minnesota Zoological Society under the Tax Reform Act of 1969 and have concluded that, as presently constituted, the Society is a private foundation under the Act. Since, if at all possible, it is more desirable for a tax exempt organization to be a non-private foundation rather than a private foundation, we recommend that certain changes be made in the Society in order to qualify it as an organization other than a private foundation, as set forth below.

Section 507(b)(1)(B) of the Code provides in effect that the Society may terminate its status as a private foundation (1) by meeting the requirements of Section 509(a)(3) by December 31, 1970, (2) by notifying the Internal Revenue Service of the Society's intention to terminate its private foundation status (before the 90th day after the day on which the regulations under Section 507 become final and these regulations have not been issued yet), and (3) by establishing to the satisfaction of the Internal Revenue Service that the Society in fact meets the requirements of Section 509(a)(3).

The Society meets the requirements of Section 509(a)(3) if it (1) "is organized, and all times thereafter is operated, exclusively for the benefit of . . ." a governmental unit (a State or any political subdivision thereof), (2) "is operated, supervised, or controlled by or in connection with . . ." such governmental unit, and (3) is not controlled (directly or indirectly) by any "disqualified persons" other than foundation managers (officers and directors) or the governmental unit. In simpler terms, if the Society is organized and operated for the benefit of the State of

DOHERTY, RUMBLE & BUTLER

Mr. Lewis Paper  
September 17, 1970  
Page Two

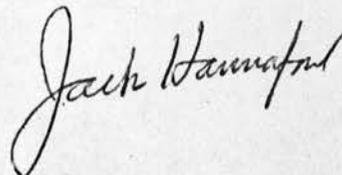
Minnesota and is controlled by or in connection with the State, the Society will not be a private foundation, assuming it is not controlled by certain disqualified persons.

While we had hoped to await the issuance of the regulations, we now believe that action is necessary in order to avoid the December 31, 1970 deadline. Subject to the remote possibility of regulations which would restrict the Society from this proposed course of action, we recommend that the Society amend its Articles of Incorporation and By-Laws in order to insure its status as an organization which is organized and operated for the benefit of and controlled by or in connection with the State of Minnesota by, through and for the Minnesota Zoological Gardens (as established by Chapter 85A, Minnesota Statutes).

You will receive a copy of our proposed amendments, drafted in accordance with our conversations, before the end of this month.

If you have any questions, please call me or Bob Fox in our office.

Sincerely,



JLH:cb



THE MINNESOTA ZOOLOGICAL BOARD  
SUITE 112, 55 SHERBURNE AVE.  
SAINT PAUL, MINNESOTA

MEMORANDUM

Date 9/23/70

To: PHIL

From: DON

Subject Meeting with Lewis Paper and the  
Zoological Society

*See  
201500  
file*

In reference to Mr. Paper's letter +n your correspondence, Mr. Tilton and I worked out a series of dates on which a liaison meeting can be held.

These include: Oct. 12 - afternoon & evening  
Oct. 15 - afternoon after 2:30  
Oct. 21 - afternoon  
Oct. 26 - afternoon  
Oct. 27 - afternoon  
Oct. 30 - evening  
(probably morning)

Also- Nov. 2, 4, 5/and 6 after  
board meeting.

Mr. Tilton has written a letter preferring the afternoon of November 6.

If any of these alternatives are impossible, please check with John right away.

LEWIS PAPER

HIGHWAY 280 AT HIGHWAY 36

SAINT PAUL, MINNESOTA 55101

September 18, 1970



P.W. Ogilvie, PH.D., Director  
Minnesota Zoological Garden  
112 MEA Building  
55 Sherburne Avenue  
St. Paul, Minnesota 55103

Dear Phil:

As you undoubtedly know the end of 1969 Congress passed a Tax Reform Act which includes many more pages than I can read about charitable organizations. In fact about one-half of the law puts severe restrictions on "private foundations". The time I have spent for the Minnesota Zoological Society has had the purpose of being sure that we are not a private foundation. Once that status can be assured, we could again become a vehicle for helping the Minnesota Zoological Garden.

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Yours truly,

Lewis Paper

encs

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WILLIAM J. COSGRIFF  
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HAROLD S. RUTTENBERG

September 17, 1970

Mr. Lewis Paper  
Paper, Calmenson & Company  
Highway #36 at Highway #280  
St. Paul, Minnesota 55101

Re: Minnesota Zoological Society

Dear Lewis:

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DOHERTY, RUMBLE & BUTLER

Mr. Lewis Paper  
September 17, 1970  
Page Two

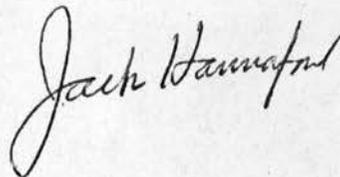
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You will receive a copy of our proposed amendments, drafted in accordance with our conversations, before the end of this month.

If you have any questions, please call me or Bob Fox in our office.

Sincerely,



JLH:cb

I will be available for a meeting of the Minnesota Zoological Society, on the following dates, in late afternoon or evening:

(Please X-out the dates you cannot attend)

October	12	13	14	15	16
October	19	20	21	22	23
October	26	27	28	29	30
November	2	3	4	5	6
November	9	10	11	12	13

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LEWIS PAPER

**PAPER, CALMENSON & CO.**

HIGHWAY 280 AT HIGHWAY 36

ST. PAUL, MINN. 55101



September 1, 1970

Mr. Fred J. Dullanty  
Vice President  
Seattle Trust & Savings Bank  
Seattle, Washington 98121

Dear Mr. Dullanty:

I would like to take this opportunity to thank you for the many courtesies you extended to Mr. Harmon during his recent visit.

We were most happy to receive your good wishes for our state zoo project and have placed your name on the mailing list for our Newsletter so you will be kept posted on plans and progress.

At Mr. Harmon's suggestion, we are enclosing some information on the Pittsburgh Zoological Society contained in a letter dated May 20, 1970, from Reed, Smith, Shaw & McClay.

Sincerely yours,

P. W. Ogilvie, Ph.D.  
Director

PWO:sr

Enclosure

Via Air Mail

September 1, 1970

Mr. Mort Frayn  
Frayn Printing Company  
2518 Western Avenue  
Seattle, Washington 98121

Dear Mr. Frayn:

We are delighted to learn of your interest in our state zoo project for Minnesota. At Mr. Harmon's suggestion, we have placed your name on the mailing list for our Newsletter so you will be kept up to date on developments.

We are enclosing some information on the status of the Pittsburgh Zoological Society contained in a letter dated May 20, 1970, from Reed, Smith, Shaw & McClay. I hope this will be of use to you.

Sincerely yours,

P. W. Ogilvie, Ph.D.  
Director

PWO:sr

Enclosure

Via Air Mail



PROGRESSIVE PRINTERS & PUBLISHERS—1999 SHEPARD ROAD—SAINT PAUL, MINNESOTA 55116—698-0831

August 27, 1970



Dr. P. W. Ogilvie  
Minnesota Zoological Garden  
112 MEA Building  
55 Sherburne  
St. Paul, Minnesota 55103

Dear Phil:

Here are the names of the two men I mentioned to you who would like to have the information you supplied to Louis Paper regarding the status of zoological societies under the recent legislation.

Thank you.

Regards,

Reuel D. Harmon

Mr. Fred J. Dullanty  
Vice President  
Seattle Trust & Savings Bank  
Seattle, Washington 98121

Mr. Mort Frayn  
Frayn Printing Company  
2518 Western Avenue  
Seattle, Washington 98121

July 29, 1970

Mr. Lewis Paper  
Paper, Calmenson & Company  
Highway 280 at Highway 36  
St. Paul, Minnesota

Dear Lew:

I have finally gotten an answer that makes sense to our request for opinions on the new "private foundation law."

I hope this letter from Pittsburgh is of some use to you. Sorry to take so long.

Sincerely yours,

P. W. Ogilvie, Ph.D.  
Director

PWO:sr

Enclosure

cc: A. N. Smith  
F. L. Alexander  
J. E. Tilton  
R. Harmon

REED, SMITH, SHAW & McCLAY

UNION TRUST BUILDING

PITTSBURGH, PA.

MAILING ADDRESS  
P. O. BOX 2009  
PITTSBURGH, PA. 15230

TELEPHONE  
AREA CODE 412  
281-6185

CABLE ADDRESS  
REEDSMITH

May 20, 1970

Mr. J. F. Bissonnette, Executive Director  
Pittsburgh Zoological Society  
P. O. Box 5072  
Pittsburgh, Pennsylvania 15206

Dear Mr. Bissonnette:

You have inquired whether Pittsburgh Zoological Society ("Society") is a publicly supported organization as described in Section 170(b)(1)(A)(vi) of the Internal Revenue Code of 1954. We understand that your inquiry is prompted by requests from private foundations for the opinion of Counsel on the present tax-exempt status of the Society.

By letter dated February 1, 1949, the National Office, Internal Revenue Service, ruled that the Society, on the basis of its organization and operation solely for educational and scientific purposes, was exempt from federal income tax under the predecessor provision to Section 501(c)(3) of the Internal Revenue Code of 1954 and that contributions to the Society were deductible by donors in the manner and to the extent provided by the predecessor provisions to Section 170. A copy of the said letter is enclosed. The Society has not requested a ruling that it is a publicly supported organization as described in Section 170(b)(1)(A)(vi).

We have reviewed the Society's sources of revenue during the four taxable years immediately preceding its current taxable year, its methods of operation and its activities. The total amount of the support which the Society has received from membership dues alone exceeds 33-1/3% of its total support for such four taxable years. In addition, the Society received during the same period substantial contributions and bequests from both members and non-members and, as noted below, the City of Pittsburgh has furnished without charge valuable facilities. The Society has always had a governing body which is comprised of public officials and of citizens who are broadly representative of the interests and views of the public at large. Presently serving on the governing board are

Mr. J. F. Bissonnette

-2-

May 20, 1970

two members of our law firm. The Society has approximately 6,600 members presently and at the end of 1969 it had approximately 5,800 members.

Each year a national certified public accounting firm makes an examination of the Society's financial records and prepares a detailed report which periodically is published by the Society and is available on request.

Under agreements with the City of Pittsburgh, the Society has been granted the authority to operate and maintain the Children's Zoo, the Underground Zoo and the Aquarium. All facilities at the Pittsburgh Zoo, including the Children's Zoo, the Underground Zoo and the Aquarium, are owned by the City of Pittsburgh, which also operates the Main Zoo. These facilities are furnished by the City of Pittsburgh to the Society without charge. The Society provides funds for improvements of the general facilities of the Pittsburgh Zoo and for the purchase of animals. It annually makes available to the public financial reports which explain in detail its operations and activities.

On the basis of the foregoing, in our opinion the Society meets the so-called "mechanical test" set forth in Treasury Regulation §1.170-2(b)(5)(iii)(b) and therefore the Society is a publicly supported organization as described in Section 170(b)(1)(A)(vi) and is not a "private foundation" described in new Section 509(a). Grants to the Society by private foundations are "qualifying distributions" as defined in new Section 4942(g). Grants to the Society by private foundations are not "taxable expenditures" as defined in new Section 4945(d)(4) and the private foundations are not required to exercise "expenditure responsibility" as described in new Section 4945(h).

Under new Section 508, the Society may have to give notice that it is not a private foundation. No action is required to be, or can be, taken under Section 508 until regulations prescribed thereunder become final. We shall advise you further when the regulations are published. At that time, you should consider requesting the National Office, Internal Revenue Service, to rule that the Society is a publicly supported organization as described in Section 170(b)(1)(A)(vi).

Very truly yours,

*Reed, Smith, Shaw & McClay*

JHB:TJM:chf  
Enclosure

Pittsburgh Zoological Society

Mechanical Test To Determine If the Society  
Is a Publicly Supported Organization Under  
Section 170(b)(1)(A)(vi) of the Code

<u>Receipts</u>	<u>1969</u>	<u>1968</u>	<u>1967</u>	<u>1966</u>	<u>Total</u>
1. Memberships	\$ 65,122	\$ 66,474	\$ 48,210	\$ 33,714	\$213,520
2. Investment Income	5,337	4,981	4,447	11,468	26,233
3. Gifts and Bequests	<u>52,496</u>	<u>41,408</u>	<u>107,671</u>	<u>180,135</u>	<u>381,710</u>
4. Total Support	\$122,955	\$112,863	\$160,328	\$225,317	\$621,463
5. 1% of Total Support					\$ 6,215
6. Test: 1/3 of Total Support					\$207,154
7. Qualifying Contributions					\$213,520
8. Contributions (Line 7) as % of Total Support (Line 4)					34.3

4-24-70  
Copy mailed to  
Mr. Paper

MCCUTCHEN, BLACK, VERLEGER & SHEA  
COUNSELORS AT LAW  
615 SOUTH FLOWER STREET  
LOS ANGELES, CALIFORNIA 90017

TELEPHONE 620-9000  
AREA CODE 213  
CABLES MACPAG

AT SAN FRANCISCO  
MCCUTCHEN, DOYLE, BROWN & ENERSEN  
601 CALIFORNIA STREET

Zoo Society

April 16, 1970



P. W. Ogilvie, Ph. D.  
Director  
The Minnesota Zoological Board  
Suite 112, M.E.A. Building  
55 Sherbourne Avenue  
St. Paul, Minnesota 55103

Dear Mr. Ogilvie:

Your letter of March 12, 1970, was referred to me by Kaye on March 16, 1970. I say that so you will realize the delay has been mine and not hers.

I do not know the present legal status of your society and consequently can only refer you to what our society did to qualify as a tax exempt charitable organization, qualifying under an educational exemption.

While the tax laws have changed considerably, I am sure that your organization, if it contains the proper incorporating clauses in its charter, should be able to and probably will qualify for a charitable exemption.

You will find enclosed, the following documents:

1. Copy of our articles of incorporation.
2. By-laws.
3. Copy of our exemption letter.
4. Form 1023, exemption application.

The magic clause that permits the qualification for exemption is Article X. The recipient of the assets upon dissolution or winding up of the corporation, must go to a non-taxable entity. We use the City of Los Angeles. Your local considerations will determine what entity your group would want to receive your assets in the event of a winding up or a dissolution.

As a further suggestion, you should enlist the aid

P. W. Ogilvie, Ph. D.  
April 16, 1970  
Page 2

and assistance of one of your leading law firms. It is entirely possible that you may have a firm who would be willing to assist you "ex bono publico". Undoubtedly, one of your leading law firms could help you and could possibly arrange a preliminary meeting with your District Director of Internal Revenue so that you can have an early consideration of your application.

I hope this will serve some of your purposes. If you or anyone working with you wishes any further information, I shall be most pleased to assist you as best I can.

Very truly yours,



Max K. Jamison  
of McCUTCHEN, BLACK, VERLEGER & SHEA

cc: Mrs. Jamison

XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Suite 112, M.E.A. Building  
55 Sherburne Avenue  
St. Paul, Minnesota 55103

March 12, 1970

Mr. Lewis Paper, President  
Minnesota Zoological Society  
1944 Bayard Avenue  
St. Paul, Minnesota 55116

Dear Lewis:

I certainly enjoyed last evening's dinner and the opportunity to meet you. Enclosed you will find the listing of the Citizen's Advisory Committee by Task Forces together with the dates in April and early May on which I have open evenings. I have also enclosed for your information a copy of the Greater Los Angeles Zoo Association By-Laws. As I mentioned last night, this is probably one of the most effective organizations in the United States.

As discussed last night, Mr. John Berry, Treasurer, is the only officer not included in the Committee of One Hundred together with yourself. I have this morning requested Bill Davenport to place your name as a member of the Operations Task Force and Mr. Berry as a member of the Finance Task Force. I hope this meets with your approval.

I have also today written to New York, Los Angeles, San Diego and Pittsburgh requesting any information regarding defined status under the new federal legislation covering foundations.

Again, my thanks for a very pleasant evening. Looking forward to seeing you again, I remain,

Sincerely yours,

P. W. Ogilvie, Ph. D.  
Director

PWO:sr

Enclosures

THE MINNESOTA ZOOLOGICAL BOARD

Suite 112, M.E.A. Building  
55 Sherburne Avenue  
St. Paul, Minnesota 55103

Dr. P. W. Ogilvie--Free Evenings:

Wednesday, April 8, 1970

Thursday, April 9, 1970

Monday, April 13, 1970

Tuesday, April 14, 1970

Wednesday, April 15, 1970

Thursday, April 16, 1970

Tuesday, April 28, 1970

Friday, May 1, 1970

Thursday, May 7, 1970

Monday, May 11, 1970

XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Suite 112, M.E.A. Building  
55 Sherburne Avenue  
St. Paul, Minnesota 55103

March 12, 1970

Dr. Charles Schroeder, Director  
San Diego Zoological Garden  
P. O. Box 551  
San Diego, California 92112

Dear Charlie:

I am sure that your society has investigated new changes in status involved by the new federal legislation regarding charitable foundations. It would be very helpful to us if your attorney could send to us any I.R.S. or other federal opinions regarding this matter. We are about to re-activate the Zoological Society in Minnesota, and the question has been raised by its officers of whether or not they are subject to the foundation legislation.

Many thanks in advance for your cooperation.

Sincerely yours,

P. W. Ogilvie, Ph. D.  
Director

PWO:ar

Via Air Mail

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Suite 112, M.E.A. Building  
55 Sherburne Avenue  
St. Paul, Minnesota 55103

Called 14 April

March 12, 1970

Mr. Joseph F. Bissonnett  
Executive Director  
Pittsburgh Zoological Society  
P. O. Box 5072  
Pittsburgh, Pennsylvania 15206

Dear Joe:

I am sure that your society has investigated new changes in status involved by the new federal legislation regarding charitable foundations. It would be very helpful to us if your attorney could send to us any I.R.S. or other federal opinions regarding this matter. We are about to re-activate the Zoological Society in Minnesota, and the question has been raised by its officers of whether or not they are subject to the foundation legislation.

Many thanks in advance for your cooperation.

Sincerely yours,

P. W. Ogilvie, Ph. D.  
Director

PWO:sr

Via Air Mail

XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX

Suite 112, M.E.A. Building  
55 Sherburne Avenue  
St. Paul, Minnesota 55103

March 12, 1970

Mr. William G. Conway  
General Director  
New York Zoological Park  
185th St. & Southern Blvd.  
Bronx, New York 10460

Dear Bill:

I am sure that your society has investigated new changes in status involved by the new federal legislation regarding charitable foundations. It would be very helpful to us if your attorney could send to us any I.R.S. or other federal opinions regarding this matter. We are about to re-activate the Zoological Society in Minnesota, and the question has been raised by its officers of whether or not they are subject to the foundation legislation.

Many thanks in advance for your cooperation.

Sincerely yours,

P. W. Ogilvie, Ph. D.  
Director

FWO:sr

Via Air Mail

XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Suite 112, M.E.A. Building  
55 Sherburne Avenue  
St. Paul, Minnesota 55103

Called 13 April 70

March 12, 1970

Mrs. Max K. Jameson, President  
Greater Los Angeles Zoological Assn.  
5333 Zoo Drive  
Los Angeles, California 90027

Dear Kay:

I am sure that your society has investigated new changes in status involved by the new federal legislation regarding charitable foundations. It would be very helpful to us if your attorney could send to us any I.R.S. or other federal opinions regarding this matter. We are about to re-activate the Zoological Society in Minnesota, and the question has been raised by its officers of whether or not they are subject to the foundation legislation.

Many thanks in advance for your cooperation.

Sincerely yours,

P. W. Ogilvie, Ph. D.  
Director

PWO:sr

Via Air Mail

Minutes - Meeting, Membership and Board of Directors, Minnesota Zoological Society, 7:45 p.m., December 4, 1969, St. Paul Arts and Science Center.

Fourteen members being present in response to the publication of the 10-day legal notice, President Harmon declared the meeting official with a quorum present.

Reading of the minutes of the last membership meeting, February 17, 1967, was waived.

Resignations of Directors Holtz, Carnes, Openheimer, Johnson, Ridder, Schilling, Skellet, Troy, Clapp and Parker were accepted.

Reelection of the remaining incumbent directors was moved by Schneider and seconded by Shapira. All were reelected unanimously. They are:

Jerome Bilder	Mrs. J. Paul McGee	Lewis Paper
Fred Cady	Fred Memmer	R. M. Schneider
Stanley Hubbard	Howard Moore	Harold Shapira
Reuel Harmon	Joseph O'Neill	Adolf Tobler
Cecil March	Richard Ordway	D. D. Wozniak

Nominations for new directors were presented by Schneider, seconded by Shapira. Unanimously elected were Gordon Bailey, Bailey Nurseries, donor of the Bailey zoo site; John Barry, vice president of the American National Bank; Walter Dorle, president, Northwestern State Bank; John R. Finnegan, Assistant Executive Editor, Northwest Publications; James McCarthy, McCarthy and Associates; Louis H. Meyers, vice president, Twin City Federal Savings and Loan; Walter Miller, general manager, Union Brass and Metal; Dr. Valentine O'Malley, internist and conservationist; Mrs. B. H. Ridder, Jr., wife of the publisher of the Dispatch-Pioneer Press and Mrs. Arne Schoeller, zoo enthusiast and wife of the former director of the Citizens League.

Those attending the membership meeting were Bailey, Barry, Bilder, Harmon, March, McCarthy, Memmer, Miller, O'Malley, Schneider, Schoeller, Shapira, Tobler, and Wozniak.

The membership meeting was adjourned. The session then was reconvened by President Harmon as a meeting of the Society Board of Directors.

The written resignations of President Harmon and Secretary Schneider as officers and Treasurer Holtz as officer and board member were read and unanimously accepted.

Schneider presented the report of the nominating committee: Paper, president; Tobler, vice president; McCarthy, secretary and Barry, treasurer. Nominations were closed and the slate of new officers was elected unanimously.

In the absence of Paper, Harmon continued to chair the meeting by request.

Harmon read the financial report of former treasurer Holtz showing a current bank balance in excess of \$4,000 and ownership of stocks valued at approximately \$5,000.

The board voted unanimously that a resolution of appreciation be entered in the minutes for retiring officers and directors.

A letter from John Tilton, chairman of the State Zoological Board was read. It offered office space and secretarial help for the Society and suggested that a joint effort be made to establish the society's future role so that the state board and the society could work together. After considerable discussion, it was decided to accept Mr. Tilton's offer of office space and secretarial help. It also was decided to appoint a society committee to meet with the State Zoo Board to help plan the future role of the society.

A letter was read from Northern States Power Company offering the society land under its power lines at the Bailey site. Action on this was deferred for further study upon a motion by Memmer and a second by Wozniak.

The secretary was instructed to write letters of appreciation to Mr. Tilton and the Northern States Power Company. He was further instructed to prepare letters acknowledging the acceptance of resignations, and the election of new directors and officers who were unable to attend the meeting.

Harmon gave a brief history of the society, the need for its continued existence and growth, and a report on the activities of the State Zoo Commission, of which he is vice chairman.

New board members asked that they be briefed further on background activities of the society.

The new secretary was instructed to plan a newsletter to all members of the Minnesota Zoological Society, bringing them up to date on the society's activities.

The meeting adjourned at 9:30 p.m.

Respectfully submitted,

R. M. Schneider  
and  
James C. McCarthy

November 29, 1968

Mr. Rueul Harmon, President  
Minnesota Zoological Society  
Webb Publishing Company  
1999 Shepard Road  
St. Paul, Minnesota

Dear Rueul:

With reference to the letter I mailed to you on a Metropolitan Council letterhead this week covering some precise opportunities for Zoological Society cooperation in the zoo campaign there are now these new developments:

We have the promise of a little more money from the Council to make some duplicate slides.

One of our members has come up with a proposal which, it seems to me, may hold some potential for your group. It is that we establish during the Christmas shopping season as many "Projection Theaters" as we can afford in the shopping areas. These units are self-contained outdoor visual devices which coordinate a talking tape with a series of slides repeating the message over and over again during the day. It seems to me there is a real opportunity here to combine the drive of the emergency zoo committee, the campaign for enactment of Metropolitan Zoo legislation and a drive for additional members to the Zoological Society. These units cost money — running from \$516 to \$664 each exclusive of slides and film cartridges but they would reach literally hundreds of thousands of people and get our combined programs before a really mass audience with minimal effort.

I'll call you about this early next week. Meanwhile you might see if your people would have any interest in acquiring one or more of these machines.

Sincerely,

John E. Tilton  
Associate Publisher  
and  
Chairman, Zoo Advisory Committee

JET:df

cc: Bob Jorvig  
Metropolitan Council



OFFICERS  
PRESIDENT  
REUEL D. HARMON  
VICE PRESIDENT  
W. H. OPPENHEIMER  
VICE PRESIDENT  
ADOLPH T. TOBLER  
TREASURER  
HARRY L. HOLTZ  
SECRETARY  
R. M. SCHNEIDER  
•  
JAMES C. MCCARTHY  
ASST. SECRETARY  
699-0166 OR 698-1926

June 5, 1968

Mr. John E. Tilton, Chairman  
Zoo Advisory Committee  
Sun Newspapers  
12 Suburban Square  
Hopkins, Minnesota 55343

Dear John:

Thanks much for your letter suggesting how the Minnesota Zoological Society can help with the zoological garden project through an aggressive membership campaign. I shall take this up with the members of our Executive Committee at the earliest opportunity and let you know what we will be able to do.

May I congratulate you and your committee on the very thorough job of analysis and the well-organized report containing your recommendations which you will shortly present to the Metro Council.

I do appreciate the way in which you have kept the Zoological Society informed as your studies progressed.

Regards,

A handwritten signature in black ink, appearing to read 'Reuel', with a long horizontal flourish extending to the right.

Reuel D. Harmon  
President



May 29, 1968

Mr. Reuel D. Harmon, President  
Minnesota Zoological Society  
Webb Publishing Company  
1999 Shepard Road  
St. Paul, Minnesota 55116

Dear Reuel:

Because I had no opportunity to visit with you last night, I want to take the liberty of using this letter to make a suggestion.

It now seems to me the Minnesota Zoological Society has a golden opportunity to move into a full-fledged membership campaign. I think the society has a great opportunity to enlist support both in the legislature and elsewhere for the zoo committee's report and I would urge you to move promptly to capitalize upon it.

You operate the finest printing house in Minnesota. I should like to suggest that the society use a modest portion of its funds to reproduce the introduction and statement of philosophy and summary of recommendations of the Zoo Advisory Committee's report together with an appeal for support in your membership campaign.

I am attaching the kind of statement which could be included in such a publication. Arranged with some attractive art, it seems to me this might comprise an interesting 8-10 page mailing piece. Please note too that I am suggesting a \$100 annual sustaining membership (I'll be the first customer here) and some assumptions which I believe you may now fairly make in connection with your new role in the zoo program. What I am trying to say I think is that you now know where you stand in this picture and that you have something very worthwhile to sell to prospective members.

If this proposal meets with your approval, you can count on me to assist in any possible way I can in building your society into a tower of strength behind the movement for a new Metropolitan Zoo.

Sincerely,

John E. Tilton, Chairman  
Zoo Advisory Committee

cc: Ray Schneider  
James McCarthy

df  
Encl.

BBC: Jim Hetland

C  
O  
P  
Y

January 24, 1968

C  
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P  
Y

Mr. Rueul D. Harmon, President  
Webb Publishing Company  
1999 Shepard Road  
St. Paul, Minnesota 55416

Dear Rueul:

If your news letter has not yet gone out, I would suggest the change marked on the second page be made. The reason is that our committee has no authority whatsoever. We can only recommend and I am fearful the Metropolitan Council may feel we are exceeding our authority if we seem to start making decisions.

I appreciated your letter of January 22. Like you, I hope this marks the beginning of a long and mutually pleasant relationship between our two organizations.

Sincerely,

John E. Tilton  
Associate Publisher

df  
Encl.



MINNESOTA  
Zoological  
SOCIETY

OFFICERS

PRESIDENT  
REUEL D. HARMON

VICE PRESIDENT  
W. H. OPPENHEIMER

VICE PRESIDENT  
ADOLPH T. TOBLER

TREASURER  
HARRY L. HOLTZ

SECRETARY  
R. M. SCHNEIDER

JAMES C. MCCARTHY  
ASST. SECRETARY

699-0166 OR 698-1926

Board of Directors

Jerome J. Bilder  
649 Como Avenue  
St. Paul

Fred Cady  
Honeywell, Inc.  
2701 Fourth Avenue S.  
Minneapolis

Norris K. Carnes  
1940 Edgumbe Road  
St. Paul

William D. Clapp  
9 Oriole Lane  
North Oaks

Stanley E. Hubbard  
KSTP-TV  
3415 University Ave.  
St. Paul

Russell M. Johnson  
666 S. Mississippi River Blvd.  
St. Paul

Cecil C. March  
16 Buffalo Road  
North Oaks

Mrs. J. Paul McGee  
2867 Burnham Blvd.  
Minneapolis

Fred P. Memmer  
666 LaBore Road  
St. Paul

Howard I. Moore  
3901 France Ave. S.  
Minneapolis

John Mooty  
300 Roanoke Building  
Minneapolis

H. C. Nicholls  
N. W. Bell Telephone Co.  
224 S. Fifth Street  
Minneapolis

Joseph T. O'Neill  
1381 Summit Avenue  
St. Paul

Richard Ordway  
400 Summit Avenue  
St. Paul

Lewis Paper  
1944 Bayard Avenue  
St. Paul

Paul Parker  
General Mills, Inc.  
9200 Wayzata Blvd.  
Minneapolis

B. H. Ridder Sr.  
St. Paul Dispatch-Pioneer Press  
55 E. Fourth St.  
St. Paul

Paul A. Schilling  
2048 Lower St. Dennis Rd.  
St. Paul

Harold B. Shapira  
1632 Colvin Ave.  
St. Paul

Oliver Skellet  
740 River Drive  
St. Paul

Phil Troy  
2215 St. Clair Ave.  
St. Paul

F. John Ward  
662 Goodrich Ave.  
St. Paul

D. D. Wozniak  
538 Minnesota Bldg.  
St. Paul