



Minnesota State Zoological Board.
Zoo-Related Organizations Files.

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MINUTES
MINNESOTA ZOOLOGICAL SOCIETY
Board of Directors

December 13, 1979

Dain, Bosworth, 6800 France, Edina

Board Members in Attendance:

Dennis Albrecht	Paul Freeman
Joseph Bohlen	Gerard Hegstrom
Robert Bonawitz	Toni Hengesteg
Lloyd Brandt	Phillip Nelson
Dale Chelberg	Terry Nelson
Bruce Douglass	Marilyn Nordaune
Karen Ferguson	Marialice Seal
Stephanie Fox	

Absent:

Sandra Blomquist
Clough Cullen
Daniel Dolan
David Mech

Also in Attendance:

Karla Williams
Beverly Rongren

President R. Bonawitz called the meeting to order at 7:37 p.m. and directed attention to the agenda.

I. Minutes of previous meetings:

L. Brandt moved, G. Hegstrom seconded the approval of the minutes of the October 18, 1979 meeting. Approval was unanimous.

Chelberg moved, Hegstrom seconded the approval of the minutes of the meeting of November 10, 1979. Approval was unanimous.

Concerning the December 4 minutes, P. Freeman suggested that the letters referred to in the minutes become an official part of the minutes. G. Hegstrom suggested that the rather abstruse wording following "that the resignation be accepted " be simplified to "...subject to the approval of the Acting Director." G. Hegstrom moved, D. Chelberg seconded that these changes be approved. L. Brandt seconded that the minutes of the December 4 meeting be approved as amended. Approval was unanimous.

II. Financial Report

Karla Williams presented a report of four pages dated November 30, 1979. D. Albrecht moved, P. Freeman seconded the approval of the report. Approval was unanimous.

III. Executive Committee Report

G. Hegstrom introduced the proposed changes in the bylaws first provided on November 10 and discussed by the Executive Committee. In order to foster board discussion, Hegstrom moved, seconded by Chelberg, that the changes in the bylaws be accepted as corrected in the sheets handed out by Hegstrom.

Discussion proceeded.

B. Douglass asked for a comparison of the function of the current "finance" committee with that of the proposed "audit" committee. Hegstrom responded that "finance" included long range planning and "audit" is self-defined. Hegstrom also pointed out the significance of separating the "audit" function from the office of treasurer.

Further discussion centered upon the apparent expansion of the role of the executive committee.

D. Albrecht supported the necessity for the decisiveness that seems to be inherent in small groups.

M. Seal stated her strong disapproval of giving the executive committee a "Carte Blanche".

P. Freeman, B. Douglass, G. Hegstrom, and L. Brandt spoke in turn in an endeavor to better define the limits of the executive committee's power between regular meetings of the full board and in lieu of the full board.

S. Fox suggested a change in the "presidential appointment of all committee members".

M. Seal requested additional stipulations in regard to the hiring and firing of the executive director.

L. Brandt commented that a group such as the board typically "reacts" well but does not often "act". This realistic observation should be considered in defining executive functions.

G. Hegstrom moved, P. Freeman seconded, that the motion be tabled in order that these more substantive changes could be

incorporated into a new draft to be prepared and submitted to the board prior to the next meeting. The vote to table was unanimous.

Concerning that agenda item b, "board committee structures", it was suggested by the president that in light of the progress on the previous motion that we defer any action.

Concerning c, "short and long range goals", K. Williams suggested that this would be an appropriate time for the Acting Director's report as part of this included a Staffing Plan.

IV. Acting Director's Report

Karla recapitulated the events of the preceding week and defined her staffing recommendations (dated December 13, 1979, attached).

R. Bonawitz summarized the items that required board action:

1. the Staffing Plan
2. review salaries
3. budget increase
4. review of board action of December 4, 1979

1. the Staffing Plan

G. Hegstrom moved, M. Seal seconded that the board approve the staffing plan presented by K. Williams.

B. Douglass asked "Can we afford it?"

T. Hengesteg stated that we have a seven month operating reserve and that this plan would be feasible.

M. Seal stated that she heartily approved of this additional staff.

▼ L. Brandt asked for a clarification of the needs of "membership procurement" and "membership services" in this new plan.

S. Fox asked "How permanent would this staff plan be?"

G. Hegstrom stated that this was a current plan.

Unanimous approval was given.

2. Salary schedule

G. Hegstrom moved, L. Brandt seconded that the board approve the salary schedule attached to the staffing plan. R. Bonawitz indicated that the salary schedule would be subject to modification on a year to year basis. The president also reminded the board of the action it took in the December 4, 1979 special meeting which obligated the board to retain K. Williams on the staff in her former position at the conclusion of her term as acting director, unless other arrangements are made. This means that one position in addition to those specified in the staffing plan presented by K. Williams should be provided in the budget if we are to meet our commitment. The vote on the motion was unanimous.

3. Office budget increase

G. Hegstrom moved, Phil Nelson seconded, that the board authorize the acting Executive Director to spend \$15,000 for office improvements, with the stipulation that individual items over \$1,000 be subject to the approval of the executive committee.

P. Freeman indicated that there was at present an unspent line item in the budget for office equipment of \$2,700 and that this sum could very well meet the acting director's needs until the next board meeting. These funds could be expended without additional board approval.

The motion was withdrawn.

K. Williams indicated that she would return to the board as the needs were better defined.

4. Review of action of December 4

Since the Acting Executive Director did not approve of the provisions of the resignation acceptance action taken December 4, a new action on the part of the board is required.

P. Freeman, T. Hengesteg seconded, that the board authorize the president to contact Chase Davies in order to request her resignation, offering her the same conditions as were included in the previous "confidential" request for resignation (minutes of December 4) with the exception of that portion of item #3

that provided for office services. The president is further authorized, in the event that the requested resignation is not received by him by December 17, to terminate Ms. Davies position with a severance payment equivalent to two week's salary. The vote on the motion was unanimous.

K. Williams presented a fourteen page document dated December 13, 1979 entitled Goals and Policies - a draft for the Minnesota Zoological Society. She requested that the board read it and respond. R. Bonawitz asked for written comments from the board by January 10.

K. Williams reported on the current status of the poster for the 1980 membership drive. She commended L. Brandt and the First Banks for their support of the Society and the four-color advertisements they had underwritten.

G. Hegstrom described a program of the society that was established in early 1979, in which a gift of free society family membership was made to all full-time employees of the Zoological Garden. G. Hegstrom moved, B. Douglass seconded that the society continue this gift membership policy and that it be administered by the personnel department of the garden, working with the society staff. Vote for the motion was unanimous.

V. Committee Business

A. Volunteer Services Committee. Stephanie Fox

S. Fox requested that each board member keep track of the hours that they devote to society obligations. She also requested that board members note the reports by the volunteer delegates to the AAZPA national convention.

S. Fox moved, M. Seal seconded, (as a recommendation of the Volunteer Services Committee) that the funds allocated in

the society budget for AAZPA conventions be used to ensure that the volunteer program at MZG is represented by at least two persons at the AAZPA regional convention and the AAZPA national convention. After discussion it was determined that such board action was not required as the items were previously budgeted and the motion was withdrawn.

B. Zoo Programs, Dennis Albrecht

D. Albrecht reviewed the two page document entitled Zoo Programs Committee that detailed the priorities the committee had established for implementing the grant to the Garden approved in October. The total of \$98,400 is somewhat less than the original \$110,000 requested by the Garden.

In a response to a request for clarification from T. Hengsteg, it was determined that the Committee would supervise this program through to completion.

D. Chelberg moved, P. Freeman seconded that the recommendation of the Committee as presented in their document be accepted by the board. Vote on the motion was unanimous.

K. Williams suggested to the board members that advice as to how this grant program might be publicized would be freely accepted.

Other Comments

B. Douglass reported on a recent visit to the Honolulu Zoo.

VI. Old Business

R. Bonawitz reported that a Search Committee to fill the position of executive director has been appointed, as follows;

J. Bohlen

T. Nelson

K. Ferguson

S. Fox

R. Bonawitz

VII. New Business

none

- VIII. Report from Minnesota Zoological Garden , Bev Rongren
Bev Rongren reported on the Zoological Board decision to
move on the Tundra Complex.

G. Hegstrom moved, M. Seal seconded, that the meeting
be adjourned. The vote on the motion was unanimous....
the hour was very late.

Submitted by ,

Dale Chelberg
Secretary

Goals & Policies

GOALS & POLICIES

a draft

for

minnesota zoological society

December 13, 1979

prepared by Karla A. Williams

MINNESOTA ZOOLOGICAL SOCIETY

GOAL : To establish and maintain a broad-based membership organization which provides a direct link between the Minnesota Zoological Garden and the general public so that;

- a. citizens can support the zoo through volunteer and financial means and
- b. citizens have greater opportunities for pursuing their interests in zoo-related topics.

BASIC PHILOSOPHY

> The member is the most important component of the Minnesota Zoological Society. Through membership, the Society becomes an organization of people and subsequently forms a financial base. Both elements together provide for a situation by which programs and services may be implemented, to benefit the member, the organization, and its goal in assisting the Minnesota Zoological Garden and other zoological objectives.

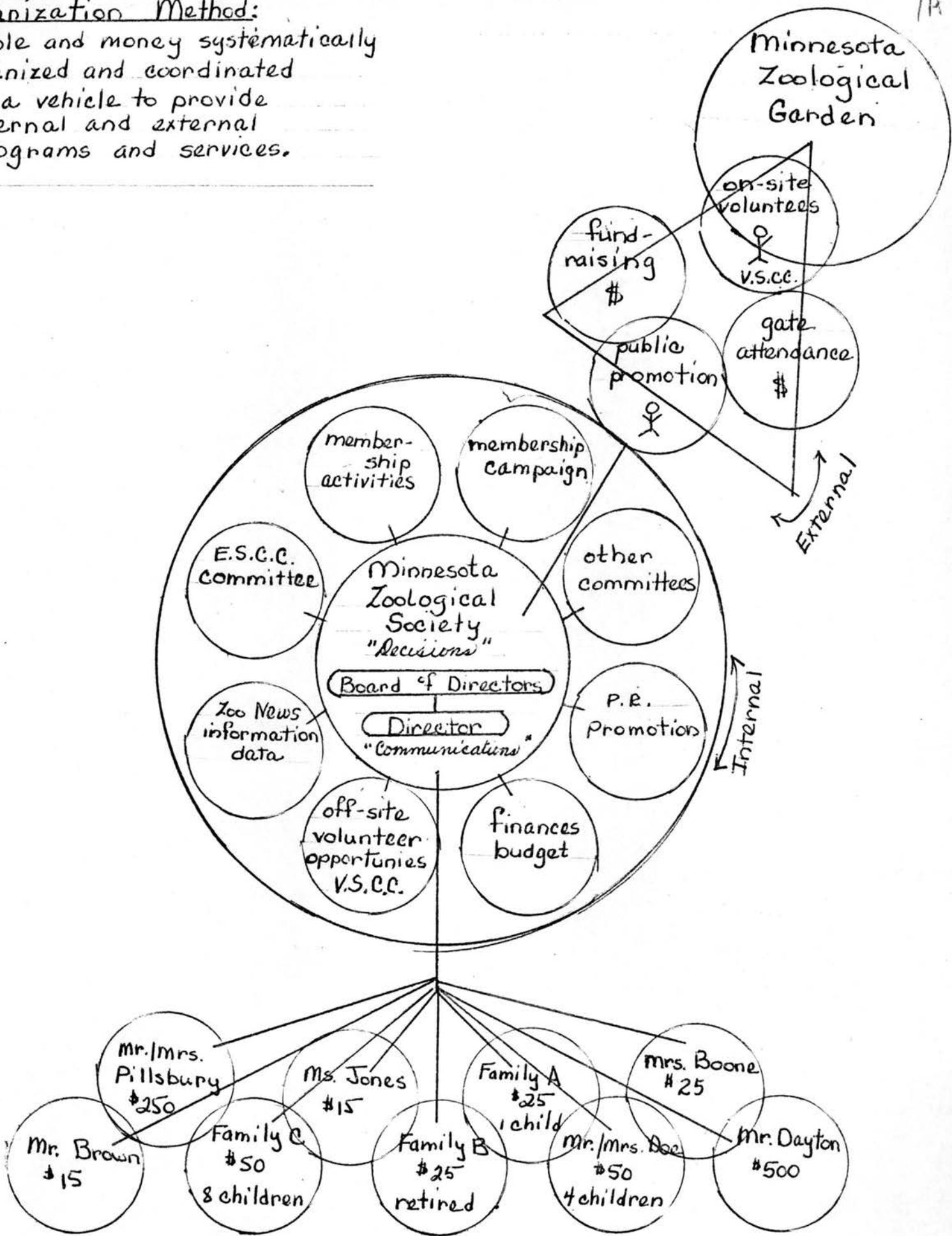
> The Society strives to better inform its members about the interrelationship of man, animals and plants, and to serve as the vehicle for organizing activities to promote concern by the general public for the same.

- Liken it to a motorized vehicle

- 1) The body (Society) needs a driver (people)
- 2) Money (dues) needed to purchase gas to operate
(program/activities)
- 3) Destination reached (goals).
- 4) Decision to take which path to reach destination
(board of directors)
- 5) Mechanic to fine-tune, keep running (executive director)

Organization Method:

people and money systematically organized and coordinated by a vehicle to provide internal and external programs and services.



member Types

prepared by Karla Williams
7/18/77

The major thrust of the Minnesota Zoological Society, therefore, shall be as follows:

- 1) MEMBERSHIP PROGRAM - designed to attract new members and keep old ones.
- 2) MEMBERSHIP SERVICES/PUBLIC RELATIONS PROGRAM - a range of programs and services that keep members informed and anxious to renew.
- 3) VOLUNTEER SERVICES - designed to recruit and train volunteers to work at the zoo and for the society in a wide range of capacities.
- 4) FINANCE PROGRAM - an area where programs are fiscally controlled and guided.
- 5) ADMINISTRATION/ORGANIZATION PROGRAM - a program which coordinates and manages all other functions.

1. MEMBERSHIP PROCUREMENT/RETENTION PROGRAM

PURPOSE: to increase membership in a cost effective manner and maintain a stable membership base that provides an adequate support group for both the society and the zoo.

Policies:

1. to increase membership potential, improve the society's image and broaden the community's awareness of the society's purpose and programs.

GOALS:

- a. to increase the present membership of 6,000 to 7,500 by July 30, 1980.
- b. to increase the annual membership by 2,000 each additional year. $= + 6000 \text{ '83} = 13,500 \text{ ?}$
- c. to achieve a stable ongoing membership base of 7,500 by 1983.
- d. to retain, on an annual basis, a minimum of 75% of the members from the previous year.
- e. to maintain a minimum of 400 donors, annually.

Policy Questions:

1. Should the annual membership program provide excess funds for zoo support on a regular basis and to what extent?
2. Would reduced rates for out-state and out-of-state publics, with limited admissions plan, be beneficial to our goals?
3. Would the development of a "season-ticket" jeopardize or enhance our present levels of membership?

Guidelines:

1. Realistic membership recruitment and retention goals should be developed for financial planning purposes.
2. Coordinate all solicitation approaches in a timely fashion with the Foundation.

Work Elements:

1. design, implement, administer and evaluate a cost effective membership retention and acquisition program for 1980.
2. define membership potential by researching and evaluating members attitudes, interests and satisfaction level, society image and awareness, and demographics.
3. implement program to sell memberships on site in a highly visible area.
4. develop incentive program for present members to assist in procurement.
5. promote corporate sponsorships and group memberships.
6. develop membership program as a year-round campaign.

2. MEMBERSHIP SERVICES/PUBLIC RELATIONS PROGRAM

PURPOSE: to provide activities that will reinforce the value of membership, enhance the member's experience in the Society, and encourage the member to help promote the zoo to others.

Policies:

1. Plan and implement a wide range of activities for persons of every age, education and interest (demographics).
2. Assist the zoo in designing and implementing special events which will result in positive public relations for the organizations.
3. Zoo News is one of the more valuable communications tools and should be used to the best advantage.

GOALS:

- a. to design and implement a minimum of two educational programs a month--for members only.
- b. to provide an ongoing series of activities that are FREE to members.
- c. to plan at least one activity for each age group.
- d. to develop a month^{ly} year-round continuing education program in cooperation with the zoo.
- e. to issue a minimum of two press releases per month
- f. to improve all communications (Zoo News, Animal Kingdom, membership mailings) to members.
- g. to plan 2 to 5 special events (annually)-open to the public.

Policy Questions:

1. Would a high quality lecture series be feasible (financially) and benefit our already existing "local" lecture series?
2. Is there a way to provide a place for members to meet and relax (member's lounge)?
3. Would the increase of activities in out-state Minnesota (through lectures and animal programs) generate additional members?
4. Would a move of the Society office to the zoo site be advantageous and help achieve our goals?

Guidelines:

1. To retain members we must not only serve them, but do so in such a way that we are perceived as pursuing their interests.
2. Members activities should highlight areas where the Society has provided financial assistance.
3. Use activities as a source for ongoing public relations via the news media.
4. Periodic surveys are necessary to see if the membership needs and expectations are being met.

Work Elements:

1. evaluate current programs for incorporation into 1980 plan of action.
2. establish membership profile.
3. plan special zoo day, twice a year, to demonstrate the value of the Society support to the zoo.
4. consider 'hot-line' with updated information on the zoo and Society activities.
5. plan social event to generate wide based support and interest.

3. VOLUNTEER SERVICES PROGRAM

PURPOSE: to identify, recruit and assist in maintaining a corps of volunteers who will provide the necessary services to enhance the zoo visitor's experience, assist Society staff, and through these efforts, satisfy the personal needs and growth potential of each volunteer.

Policies:

1. Provide the number of volunteers necessary to supplement zoo staff in their responsibility to provide public education programs.
2. Recognize volunteers for their contribution and reinforce the volunteer services.

GOALS:

- a. to maintain a base of 300 trained zoo-site volunteers.
- b. to recruit a minimum of _____ volunteers a year.
- c. to sponsor a special event, once a year, to recognize participating volunteers.

Policy Questions:

1. How can we define further, the responsibilities of ZooVap and V.S.C. as they pertain to their respective roles in policy setting and whether there is an overlap of responsibilities and/or authority?

Work Elements:

1. prepare promotional/response pamphlets to aid in volunteer recruitment.
2. evaluate current off-site society needs and identify areas where new volunteer programs could be implemented.
3. analyze current "drop-out" rate to determine goals for future recruitment and maintenance programs.
4. develop questionnaire which will result in information about volunteer needs and/or provide a forum for such.
5. assist zoo staff in designing regular and timely orientations.
6. improve communications with potential volunteers by establishing a "call-back" system.
7. plan awards ceremony and order appropriate recognition items.

4. FINANCE PROGRAM

PURPOSE: to exercise financial responsibility and control which will assure self-sufficiency through membership, make annual commitments of funds to the zoo and, through special fund-raising activities, provide additional funds to broaden the operation of both the Society and the zoo.

Policies:

1. Work towards debt-free, well managed and relatively low risk ventures.
2. Work towards presenting a united front in all fund-raising and promotional endeavors.
3. Help strengthen Society and zoo performance by providing funds for long term growth.

GOALS:

- a. to achieve an annual income of at least \$238,000 through membership dues, donations and sales.
- b. to provide financial assistance to the zoo through sponsorship of special events.
- c. to maintain a reserve fund balance account of at least \$100,000.
- d. to identify a potential special event fund-raiser for implementation in 1980.

Policy Questions:

1. What portion of the membership fee should be earmarked for direct services, administrative support, tax deduction and funds for the zoo.

Policy Questions:

1. What portion of the membership fee should be earmarked for direct services, administrative support, tax deduction and funds for the zoo.
2. Is there wide-spread interest in providing research funds for breeding of captive animals?

Work Elements:

1. evaluate and revise budget and finance forms and procedures.
2. prepare annual audit of expense budget and management procedures.
3. evaluate estimates of income from membership and special fund events.
4. develop investment policies.

5. ADMINISTRATION/ORGANIZATION PROGRAM

PURPOSE: to effectively manage and maintain the operation of the Society by assuring that the board and staff function at the fullest potential and greatest possible effort.

Policies:

1. Strengthen communications between the zoo, society and foundation staff and board.
2. Represent the public's (members) concern and attitudes for the zoo as a community project and resource.
3. Hire qualified staff to plan for and carry out the goals of the Society.

GOALS:

- a. strengthen the present efforts by immediately increasing staff to 4 full-time and 1 $\frac{3}{4}$ -time.
- b. sell memberships on the zoo site by May 1, 1980.
- c. improve the appearance and effectiveness of the office working environment by February 1, 1980.
- d. determine suitability of office location by June 30, 1980.
- e. hire an Executive Director by June 30, 1980.
- f. establish a board committee charter by February, 1980.
- g. adopt a short range plan by June 30, 1980.

Policy Questions:

1. Is there a way to bring the zoo organizations together to provide a clear understanding of relationships and roles both for members and the public?
2. Does the Society's position of "serving" the zoo, include such things as management services for the zoo's concessions or operations?
3. Would the society membership be better served if the office relocated on the zoo site?

Guidelines:

1. Establish relationships with organizations having complimentary interests.
2. All communications should be positive and progressive in nature.

Work Elements:

1. obtain information about other zoo problems and the role of other societies, to provide a broader base for long-range planning.
2. develop policies for 1980 calendar and product distribution in future efforts.
3. develop personnel policy.
4. maximize efficiency of staff and office procedures.



Society
~~X Public~~

12101 Johnny Cake Ridge Road
Apple Valley, MN 55124
612/432-9010

December 26, 1979

Mr. Richard Laybourn
197 River Woods Lane
Burnsville, Minnesota 55337

Dear Mr. Laybourn:

Thanks very much for your thoughtfulness in sending me the Monitor clipping on animal adoption programs.

The idea is well worth our attention. St Louis and Brookfield programs have been particularly successful.

I will ask the Minnesota Zoological Society to join us in thorough consideration.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Ed Kohn". The signature is fluid and cursive, with a long horizontal line extending to the right.

Edward Kohn
Director

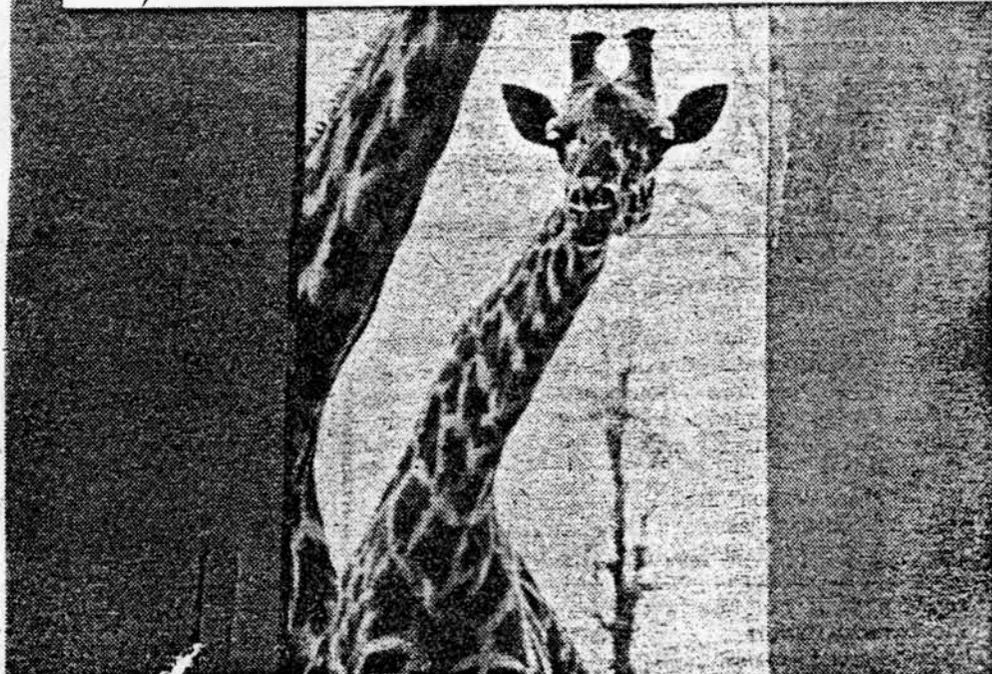
EK:gd

cc Lloyd Brandt, MZS
Karla Williams, MZS
Management Group

In appreciation of the Zoo
and well aware of its finan-
cial difficulties, I am en-
closing a clipping from the
Monitor.

12/20/79

S. y.
Richard Laybourn
197 River Woods La
Ramsville, Mo.



By R. Norman Matheny, staff photographer

Lovable, loyal, and 'adoptable' — these giraffes are looking for foster parents

How about 'adopting' an animal for Christmas, and helping a zoo?

By Peter N. Spotts
Staff correspondent of
The Christian Science Monitor

Chicago

If you have waded through stores, catalogs, and newspaper ads, and you still do not know what to give that "person who has everything" for Christmas, here are some suggestions:

How about part interest in a one-ton walrus named Olga? Or perhaps your prospective recipient might enjoy knowing that he or she is the proud adopted parent of a "hissing cockroach" or a fuzzy "Mexican red-legged tarantula. You also have the option of giving someone the adoption rights to an arm or a leg of a grizzly bear.

Fear not. The bear will remain in one piece, as will all of the other animals, insects, and birds. And they all will remain comfortably ensconced in a zoo.

Several major zoos around the country, faced with rising inflation and tightening budgets, have turned to animal adoption programs to help offset the increasing costs of feeding and maintaining their animals.

Under such programs, individuals or groups contribute money to cover a period of time — usually a year — toward an animal. The money is earmarked for a certain fund, such as food or habitat improvement. In return, the new "zoo parent" receives some sort of recognition for his or her contribution, and generally speaking, the zoos set aside special days or have special programs for the zoo parents.

One such zoo is the Brookfield Zoo near Chicago, where Olga, the aforementioned walrus who munches her way through \$13,000 worth of fish every year, is up for "adoption."

"We're looking for about 900 to 1,000 parents," zoo spokeswoman Joyce Gardella says. "We have about half that number now."

Zoo adoption programs have been in place in some zoos since 1974, and have met with varying degrees of success.

"But in almost every institution that has set up an adopt-an-animal program, there have been two effects," says Robert Wagner, executive director of the American Association of Zoological Parks and Aquariums. "The programs have brought in much needed revenue. And they have given the public an extra opportunity to become personally involved with their local zoo."

"The new parents really identify with their adopted animal," says Janet Powell, spokeswoman for the St. Louis Zoo. "By the second week of the program, in March [1978], we adopted out just about every animal that had a tinge of green on it for St. Patrick's Day," she says.

"A lot of people adopt animals as gifts," says Dixie Lee Maiselbach, a volunteer in the animal adoption office at the San Francisco Zoo.

"Our hissing cockroach is really popular, and it costs only \$15 a year. Our Mexican red-legged tarantula is about \$100 a year. With our more expensive animals, like our grizzly bears or gorillas at \$10,000 a year, you can adopt an arm or a leg," she says with an expression indicating this is the hottest deal in slightly used animals in years.

As for Olga, an adoption costs a mere \$15, for which the adopter receives an 8-by-10 inch illustration of Olga with a wreath around her neck (she was singularly uncooperative at a photo session and would permit only her favorite inner tube around her neck), an iron-on T-shirt decal, an adoption certificate, and a name plate on the zoo's adoption board that reads "Olga Walrus" — John Smith.

And you thought you had run out of gift ideas!

Minnesota Zoological Society

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706



October 19, 1979

Mr. Robert E. Hamilton
5232 Logan Avenue S.
Minneapolis, MN 55419

Dear Mr. Hamilton:

Thank you for taking the time to bring the admission ticket you received at the Minnesota Zoological Garden to our attention. The questions you pose in your letter of October 15th certainly deserve additional inquiry. As a result, I am referring a copy of your letter and this response to Ed Kohn at the Minnesota Zoological Gardens for his review. However, at the current time the matter is believed to be an oversight or a product of human error. In general, the Minnesota Zoological Society is charged for all Society members admitted to the zoo. This charge is offset by the value of volunteer services that the Society provides the zoo such as staffing the information booths at the zoo. As such, the correct recording of the Society member admissions is of great concern to the Society. Thanks again for bringing this matter to our attention.

Very truly yours,

Toni Hengesteg

Toni Hengesteg
Treasurer

cc: Ed Kohn
Robert L. Bonawitz
Chase Davies

jff

Sandra C. Stokesbary
4203 Wentworth Avenue South
Minneapolis, Minnesota 55409
October 17, 1979

Ed Kohn, Director
Minnesota Zoological Garden
12101 Johnny Cake Ridge Road
Apple Valley, Minnesota 55124

Dear Ed,

Just a note confirming our conversation today.

Our trip winner, Carol Myron will be leaving October 24 on her trip to Disneyland and the San Diego Zoo. Zoo Walk 79' appreciates the zoo staff's help in getting out a press release and photos. Background information may be obtained from files at the MZG Foundation and from Vicki Uschida.

The Zoo Walk Committee would like the presentation of the \$5,000 for Como Zoo to occur in front of the polar bear exhibit, hopefully, with the bear in view. I am to present the check on behalf of all the volunteers, and we would like you to accompany me.

Originally, the date the Committee had in mind was during the winter holiday season. Now, the time and date likely to get the most press is our preference.

One of our members has suggested that Nancy Gibson get a St. Paul paper to cover the event with a photographer and then obtain photo copies which she can then distribute to other major newspapers. Please feel free to use whatever resources available, since the concern of the committee is simply to get some good press for the Zoo Walk and MZG.

Please let me know of tentative plans.

Thank you,

Sandra C. Stokesbary
Sandra C. Stokesbary
Chairperson
Zoo Walk 79'

M 2 B

OCT 15 1979

Minnesota Zoological Society

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706



Ed
For your information
cd

October 12, 1979

TO: Executive Committee

FROM: Chase C. Davies

SUBJECT: Request for funds by the Zoological Garden

At the last Executive Committee meeting I was directed to come with a recommendation in this matter to the Committee meeting in mid-November.

That time line has been changed and I will have a recommendation in hand October 18.

In essence - the funds are available, the projects are sound, and they do offer direct Society benefits as well as benefits to the Zoo and the public.

Ed and Bev will give about an hour presentation to the Board, including question time. Bob and I met with Ed and Bev on Thursday, October 11, and discussed the presentation. We feel it will include some backgrounding which led to these particular projects being chosen, some expansion of the description of the programs and identification of benefits to the various segments of the public using the Zoo.

Please add this topic to the list for the Executive Committee meeting - 5:00 p.m. this Thursday.

OCT 15 1979

Minnesota Zoological Society

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706



Ed

October 12, 1979

TO: Board of Directors

FROM: Chase C. Davies

SUBJECT: Request for funds by the Zoological Garden

Last summer, the Society requested that the zoo identify those projects and programs needing financial support and in accord with Society interests.

Enclosed are a letter from Ed Kohn to Bob Bonawitz detailing those programs and projects and the resolution of the Garden Board formally requesting funds for same.

Please review these documents carefully prior to the Board meeting. Ed Kohn and Beverly Rongren (Society Liaison to the Garden) will present the request, explain them more fully, explore Society benefits in these programs and answer questions.

Please be prepared to act on this request October 18.

Minnesota Zoological Society



555 Wabasha Street
Saint Paul, Minnesota 55102
Telephone 612 222-1706

Paul I. Freeman
President
Minneapolis

Lloyd L. Brandt
Vice-President
North Oaks

DeWayne H. Walker, D.V.M.
Secretary
Coon Rapids

Robert L. Bonawitz
Treasurer
Apple Valley

Chase C. Davies
Executive Director

October 4, 1979

Mr. Edward Kohn
General Director
Minnesota Zoological Garden
12101 Johnny Cake Road
Apple Valley, Minnesota 55124

Dear Ed:

October 1 has come and gone and it seems appropriate to record the understanding I have of the Reciprocity Agreement and admissions policies at this time.

The Zoo now has five levels of entrance rates. The Society has three levels. They appear as follows:

Age	Zoo price	Society price
0-5	free	free
6-11	1.00	1.00
12-16	1.50	1.00
Adult	3.00	2.00
Senior Citizen	1.50	2.00

According to Sue Johnson the group rates are not being changed until January 1, 1980. Since the Society rates are based on the group rates I feel the above is accurate.

Ed, we need to meet and talk about the price structures and how that affects the Society and when. If changes are going to affect Society membership rates, that decision needs to be made in a timely way. We are committed to holding our rates as long as feasible. Part of that feasibility study includes projecting surplus for uses other than Society operations and activities.

Can we meet during the week of October 15?

Sincerely,

Chase C. Davies

Copies: Rongren, Iserman, Bonawitz

OCT 5 1979

Minnesota Zoological Society



555 Wabasha Street
Saint Paul, Minnesota 55102
Telephone 612 222-1706

Paul I. Freeman
President
Minneapolis

Lloyd L. Brandt
Vice-President
North Oaks

DeWayne H. Walker, D.V.M.
Secretary
Coon Rapids

Robert L. Bonawitz
Treasurer
Apple Valley

Chase C. Davies
Executive Director

October 4, 1979

Mr. Edward Kohn
General Director
Minnesota Zoological Garden
12101 Johnny Cake Road
Apple Valley, Minnesota 55124

*Ed. Bob would like
a mtg w/ you, Chase
and me to preliminarily
discuss funding proposal,
check through outstanding
issues etc.
This could be
incorporated
Bev*

Dear Ed:

October 1 has come and gone and it seems appropriate to record the understanding I have of the Reciprocity Agreement and admissions policies at this time.

The Zoo now has five levels of entrance rates. The Society has three levels. They appear as follows:

Age	Zoo price	Society price
0-5	free	free
6-11	1.00	1.00
12-16	1.50	1.00
Adult	3.00	2.00
Senior Citizen	1.50	2.00

According to Sue Johnson the group rates are not being changed until January 1, 1980. Since the Society rates are based on the group rates I feel the above is accurate.

Ed, we need to meet and talk about the price structures and how that affects the Society and when. If changes are going to affect Society membership rates, that decision needs to be made in a timely way. We are committed to holding our rates as long as feasible. Part of that feasibility study includes projecting surplus for uses other than Society operations and activities.

Can we meet during the week of October 15?

Sincerely,

Chase C. Davies

Copies: Rongren, Iserman, Bonawitz

*No problem
reciprocity
says "at group rates"
when group rates change
So do
credit
levels
Bev*

*To assist Bob's schedule
I'd suggest late afternoon
the 16th or 18th
Nov 12: Bev - returns for
approval
decision
Ed*

SEP 27 1979

Copied Mgmt. Group
B

Minnesota Zoological Society

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706



September 26, 1979

TO: All Society Board members
FROM: Chase Davies

RE: Executive Committee meeting

Regular October Board Meeting

The Executive Committee is meeting October 2, 1979 at 5:00 p.m. in the Society office.

October 18 there will be a regular Board of Directors meeting at 7:30 p.m.

PLACE: Dain Bosworth Inc.
(formerly Dain, Kalmon and Quail)
6800 France Avenue South
Suite 165

For directions, call Paul Freeman at 371-7635
AGENDA for the Board meeting will come later.

Enclosures with this memo:

Board list of all current members. Please check yours for accuracy,
call the office with changes.
Minutes of the September Board meeting

MINNESOTA ZOOLOGICAL SOCIETY

BOARD OF DIRECTORS

P.Y. 1979 - 1980

Dennis P. Albrecht * 12501 James Rd. Minnetonka MN 55343 H: 546-5061 W: 370-6920	Daniel F. Dolan * 16 Oriole Lane North Oaks, MN 55110 H: 484-3106 W: 227-7777	Terry Nelson * 132 Strese Lane Apple Valley, MN 55124 H: 432-2624 W: 451-6822 Ext. 73
Sandra Blomquist 80 1658 Highway 110 Inver Grove Hts. MN 55075 H: 451-8540	Karen Ferguson 81 855 Cliff Road Eagan, MN 55123 H: 454-3909	Marilyn Nordaune 81 13701 Diamond Path West Apple Valley, MN 55124 H: 423-3132
Joseph G Bohlen 81 5219 Minnetoga Terrace Minnetonka, MN 55343 H: 933-1850 W 376 1474	Stephanie Fox 81 14601 55th Street South Afton, MN 55001 H: 436 5843 W 778-4992	Marialice Seal 81 9801 Pillsbury Avenue S. Bloomington, MN 55420 H: 888-7267
<u>President</u> Robert L. Bonawitz 80 CDC Mail Station PLY-011 2300 Berkshire Lane N. Minneapolis, MN 55441 H: 454-7680 W: 553-4982	<u>Past President</u> E 80 Paul I. Freeman Dain Bosworth, Inc. 6800 France Ave S. Suite Edina, MN 55435 163 H: 827-5036 W: 371-7635	<u>Executive Director</u> Chase C. Davies 555 Wabasha Street North St. Paul, MN 55102 H: 633-1663 W: 222-1706
Lloyd L. Brandt * 31 East Oaks Road North Oaks, MN 55110 H: 484-2888 W: 370 5176	<u>Vice President</u> E 80 Gerard D. Hegstrom 2011 West 49th Street Minneapolis, MN 55409 H/W 929-6608 330-3010	<u>Openings</u> 2 appointed positions 9-15-79
<u>Secretary</u> E 80 Dale Chelberg 118 West Teresa Drive West St. Paul, MN 55118 H: 451-3337 W: 221-9450	<u>Treasurer</u> E 80 Toni Hengesteg 3385 Chandler St. Paul, MN 55112 H: 484-1938 W: 224-4678 Ext. 288	* appointed 1980 or 1981 end of term of office E - Executive Committee
W. Clough Cullen 81 628 Moreland Ave Mankato, MN 56001 1-507-345-3381	L. David Mech, Ph. D. 80 1315 66th Avenue N.E. Minneapolis, Mn 55432 H: 574-1197 W: 645-5229	
Bruce E Douglass, M.D. * Dept. of Medicine Mayo Clinic Rochester, MN 55901 H: 507-289-1002 W: 507-284-7573	Phillip R. Nelson 81 1573 Wachtler Avenue Mendota Heights, MN 55118 H: 457-1550	

MINNESOTA ZOOLOGICAL SOCIETY
BOARD MEETING MINUTES
September 15, 1979

The meeting was called to order at 1:10 p.m. in the classroom of the Minnesota Zoological Garden.

IN ATTENDANCE

Dennis Albrecht	Tony Hegesteg
Dale Chelberg	Paul Freeman
Karen Ferguson	Marialice Seal
Dave Mech	Jerry Hegstrom
Jan Humphrey	Bruce Douglas
Bob Bonowitz	

ABSENT

Sandy Bloomquist	DeWayne Walker
Larry Freeman	Ben Oehler
Ron Cottone	Lloyd Brandt

ALSO IN ATTENDANCE

Chase Davies	Ed Kohn
Bev Rongren	Karla Williams

AUGUST MEETING MINUTES

Paul Freeman called for corrections and Bev Rongren of the Zoo staff, commented that attendance was not up for the year but rather down from last year. However, she indicated that it was improving in August in relation to June and July. She also indicated that there are several pair of slow Loris which are in quarantine for a nocturnal exhibit.

FINANCIAL REPORT

Chase Davies reported on the financial condition of the Society which is generally quite good. She indicated that the Zoo Walk proceeds to the Society will be somewhere around \$8,000 and has not yet been received. The Society expenses have run below budget although one of the major items not yet billed is for the Society's Animal Kingdom subscriptions. Apparently the publishers are late in their billing and this money may have to be held as an accounts payable.

NOMINATING COMMITTEE

Terry Nelson reported on the results of the election of directors. Of fifteen candidates, seven were elected and those are:

Joseph Bohlen	Karen Ferguson
Clough Cullen	Stephanie Fox
Phil Nelson	Marilyn Nordaune
Marialice Seal	

Paul Freeman then reported on the seven members appointed by the Chairman of the Zoo Board and those are:

Dennis Albrecht	Lloyd Brandt
Dan Dolan	Terry Nelson
Dr. Bruce Douglas	

He then commented on Larry Freeman's condition which is serious but stable. Larry contracted meningitis after an earlier operation this summer.

Paul Freeman then presented the slate of proposed officers which include:

Bob Bonowitz	President
Jerry Hegstrom	Vice President
Dale Chelberg	Secretary
Tony Hegesteg	Treasurer

Bruce Douglas moved to approve Bob Bonowitz as President by unanimous voice vote. Seconded by Dave Mech the motion passed. Dr. Douglas then moved to approve the Vice President, Secretary and Treasurer in a similar manner and seconded by Dave Mech, the motion was approved.

MEMBERSHIP ACTIVITIES

Karen Ferguson deferred to Karla Williams who reported on the special Members Day at the Zoo. Special tours, clowns, balloons, animal demonstrations and many other activities were taking place later in the day. Of special interest was the first public rides on the Monorail. This event is one of the special attractions that members received as part of their membership benefit package.

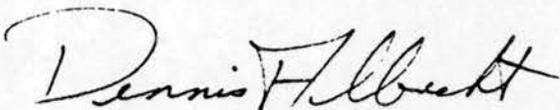
NEW BUSINESS

Mr. Freeman indicated the Annual Meeting would convene in the Theater at 2:00 p.m. Ed Kohn reported on the MZG Foundation. The major goal for it currently is the capital drive campaign to raise monies for the expansion of the northern trek. Chase Davies mentioned the need for a new resolution regarding signatures of new officers. The resolution reads as follows:

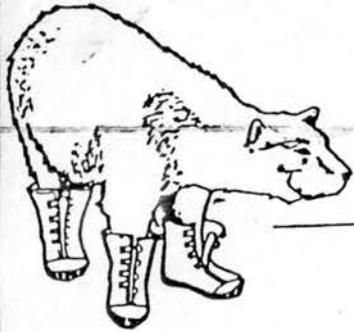
The following resolution was moved and unanimously passed by the Board:
Resolved that the American Bank and Trust Company and First National Bank of St. Paul are designated as a depositor for the funds of the Corporation and that two signatures are required on all checks.

The meeting was adjourned at 1:40 p.m.

Respectfully submitted,



Dennis Albrecht
Acting Secretary



fzw SEP 10 1979

ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

September, 1979

Dear Zoo Walk 79 Volunteer:

In recognition of your valuable time and services contributed to the support of Zoo Walk 79 and the Minnesota Zoological Garden, we proudly present you with an official Zoo Walk 79 patch.

This patch cannot be bought, it must be earned and you did that by volunteering your spirited and enthusiastic services to help us build the Northern Trek. Iron it on to your favorite hat, shirt or jacket, and wear it with pride.

Sincerely,

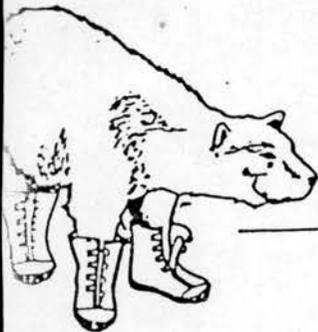
A handwritten signature in cursive script that reads "Sandra Stokesbary".

SANDRA STOKESBARY
Chairperson
Zoo Walk 79
Operating Committee

SS:jf

Enclosure

Co-sponsored by the Minnesota Zoological Society and the Minnesota Zoological Garden Foundation for the benefit of the Minnesota Zoo.



SEP 27 1979

Routed to Mgmt. Grp.

13

ZOO WALK 79

33 East Wentworth Avenue • West St. Paul, Minnesota 55118 • (612)457-3640

Operating Committee
Zoo Walk 79
Wednesday, September 12, 1979
4:00 p.m.
First Bank
Public Affairs - Conference Room
1140 Soo Line Building
Minneapolis, Minnesota 55401

Minutes

A meeting of the Operating Committee of Zoo Walk 79 was held Wednesday, September 12, 1979, at 4:00 p.m., in the First National Bank, Public Affairs Conference Room, 1140 Soo Line Building, Minneapolis, Minnesota 55401.

Members Present: Sandra Stokesbary, Chairperson; Lou Gelfand, Minnesota Zoological Garden Foundation (MZGF); Margee Kinney, MZGF; Lloyd Brandt, Minnesota Zoological Society (MZS); David Spong, MZS.

Members Absent: Robert Ferguson, MZG.

Others Present: John Francis, Acting Project Director; Robert Voigt, Executive Director MZGF; Kathryn Rosebear, Administrative Assistant MZGF; Chase Davies, Executive Director MZS; and Vicki Uchida, Administrative Assistant MZG.

The meeting was called to order at 4:18 p.m.

I. Minutes.

Sandra Stokesbary, Chairperson, asked that the minutes of the July 11, 1979, meeting be approved. Margee Kinney motioned for the approval. David Spong seconded. Motion carried.

II. Financial Report.

Kathryn Rosebear presented the August, 1979, Financial Report, including a projection of funds available for the MZG.

III. Old Business.

A. Pledge Retrieval Update.

Sandra Stokesbary reviewed the pledges collected by the pledge retrieval program, and explained the letter of apology issued to paid sponsors from Mailhouse, Incorporated.

B. Zoo Walk Award Winners.

Sandra Stokesbary noted that all award letters and patches have been sent to appropriate walkers and workers.

C. Disneyland Trip Winner.

Sandra Stokesbary reviewed the presentation of the prizes being presented to Carol Myron, trip winner.

D. Disposition of Supplies.

Margee Kinney motioned that the telephone answering machine be donated to the MZGF. Lloyd Brandt seconded. Motion carried. Margee Kinney motioned that all office supplies be donated to the MZG. Lloyd Brandt seconded. Motion carried.

E. 1977, 1978 and 1979 Walk Records.

All walk records will be stored at the MZG.

F. Other.

Robert Voigt mentioned the status of a claim for unemployment benefits made by the 1978 assistant to the project director of Walk with the Animals.

IV. New Business.

A. Disbandment of Zoo Walk 79 Operating Committee.

The Zoo Walk 79 Operating Committee will no longer meet, as the Zoo Walk 79 project closes September 30, 1979.

Margee Kinney motioned for the meeting to adjourn. David Spong seconded. Motion carried. Meeting adjourned at 4:58 p.m.

Respectfully submitted,

JOHN FRANCIS
Acting Project Director

8/15/79 Mailed to Zoo Walk - 130

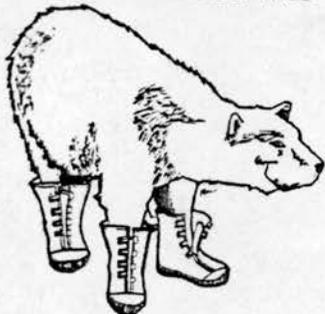
ZOO WALK FACTS

- In 1977 and 1978, more than 14,500 Walkers raised 425,000 pledge dollars for the Beluga Whale and Minnesota Wildlife Exhibits.
- Zoo Walk '79 pledge donations will be designated for future construction of the Northern Trek, the large outdoor exhibit at the Minnesota Zoo. (3/79)

ZOO FACTS

- Over 1.2 million people have visited the Minnesota Zoological Garden during its first year of operation.
- More than 110,000 school age children have discovered the unparalleled educational experience offered at the Minnesota Zoo since May of 1978.
- The Minnesota Zoo will be open from 9:00 a.m. to 7:00 p.m. daily from May through September.

ZOO WALK 79



33 East Wentworth Avenue
West St. Paul, Minnesota 55118

Andrew Mitchell

Non-Profit Org.
U.S. POSTAGE
PAID
St. Paul, MN
Permit NO. 5460

AK

PSUT-0390020207110 00500

E JOHN
12101 JOHNNYCAKE
APPLE VALLEY MN 55123

(OPEN HERE)

Important

**DETACH THIS FLAP AND ENCLOSE IT WITH YOUR DONATION CHECK
TO AVOID FURTHER MAILINGS**

DIRECTIONS

1. Look at the label on the other side of this flap.
2. The first letter is the first initial of the first name of the walker you sponsored.
3. The next four letters are the first four letters of your walker's last name.
4. The last four numbers are the amount that you pledged your walker to walk

EXAMPLE

PSUTH 11111000001 0500

First initial - Phil

Next 4 letters - Sutherland

Amount Pledged - \$5.00

5. MAKE CHECKS OUT TO: ZOO WALK 79

PLEASE DO NOT MAIL CASH!

ZOO WALK 79 HOT LINE 457-3640

6. Mail check in this envelope.

YOUR TAX DEDUCTIBLE DONATION HELPS US BUILD THE NORTHERN TREK!

Thank You

**PLEASE DETACH ABOVE FLAP AND ENCLOSE WITH YOUR
DONATION CHECK.**

Thank You!

Please indicate your present address here

NAME _____

ADDRESS _____

CITY & ZIP _____

PHONE _____

PLACE
15c STAMP
HERE



zoo walk 79

c/o THE FIRST NATIONAL BANK OF ST. PAUL
332 MINNESOTA STREET
ST. PAUL, MINNESOTA 55101

FIRST ANNUAL MEMBERS OPEN HOUSE

It's A

Family Affair

Saturday, Sept. 15

4 - 7:30 p.m.

- tour behind-the-scenes
- visit with Zoo Staff
- animal demonstrations
- bus rides to Internal Services
- free drawings
- music • clowns • balloons
- picnic supper

Letter from the President - Paul Freeman

Dear Members,

While a visit to the Zoo on any day is an exciting experience, special surprises await those who join us for the First Annual Member's Open-House Sept. 15.

For the very first time, all Society members are invited to visit areas of the Zoo not generally open to the public. A look behind-the-scenes will provide members with a keener understanding and greater appreciation of the complex task of operating a first-rate zoo.

Billed as a "family-affair," this open-house is guaranteed to be a fun-filled event suitable for members of all ages. There will be animal demonstrations, music, clowns, free drawings, balloons and a picnic supper for those who reserve ahead of time.

Buses will transport members to the Zoo's Internal Services Complex to see the greenhouse, photo studio, exhibit design department, veterinary lab and animal health facilities. Animal holding areas in the main Zoo complex will be open for touring and staff members will be on hand to answer your questions. This is your opportunity to meet the Zoo director, associate directors, horticulturalists, zoologists, zookeepers, administration and education department staff.

I would encourage you to arrive by 4 p.m. so you will have time to see everything. There will be a parking lot reserved especially for you. And ... be sure to bring your membership card as this special event is designed for "member's only."

I especially look forward to having this opportunity to meet each of you!

Cut along dotted line

Yes, I want to become a member of the Minnesota Zoological Society and have free admission for one year to the Minnesota Zoo.

Check your membership level.

- Family - \$28.50
- Individual - \$18.50
- New Member
- Supporting - \$50.00 (Family plus 4 guest passes)
- Donor - \$100.00 (Family plus 6 guest passes)
- Renewal

My check is enclosed.

Please charge to my Visa Mastercharge Signature of card holder _____
Account Number _____ Expiration Date _____

Name (please print clearly) _____
 Address _____
 City _____
 State _____ Zip _____
 Daytime Phone (____) _____

Send this application - along with your check or credit card information to:
 Minnesota Zoological Society
 555 Wabasha St.
 St. Paul, Minnesota 55102
 Your membership card will arrive in approximately three weeks.

To order a gift membership please attach a separate sheet for each one.

Total number in family (parents plus children 5 to 19 living at your address). _____

Minnesota Zoological Society

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706

SEP 10 1979

*Copy routed to Mgmt. Group
Original to E.K.'s incoming mail*



AGENDA MINNESOTA ZOOLOGICAL SOCIETY Board Meeting

Saturday, September 15, 1979
12:30 p.m. - M.Z.G. Education Wing

- I. Minutes
- II. Finance Report
- III. Committee Business
 - Nominating Committee
 - Membership Activities
 - Other
- IV. Old Business
- V. New Business
- VI. Other Reports
 - MZG Board
 - MZGF Board

MINNESOTA ZOOLOGICAL SOCIETY
BOARD MEETING MINUTES
AUGUST 16, 1979

The meeting was called to order in the Board room of the Minnesota Zoological Garden at 7:50 p.m.

IN ATTENDANCE

Dale Chelberg	Jan Humphrey
Karen Ferguson	Ben Oehler
Paul Freeman	Marialice Seal
Toni Hengesteg	DeWayne Walker

ABSENT

Dennis Albrecht	Larry Freeman
Sandy Bloomquist	Jerry Hegstrom
Lloyd Brandt	Dave Mech
Ron Cottone	Dave Spong
Bruce Douglas	

ALSO IN ATTENDANCE

Chase Davies	Bev Rongren
Ed Kohn	

I. JULY MINUTES

The minutes of the July 19, 1979 meeting were reviewed. The following corrections were made: Two misspellings were corrected; Toni Hengesteg's first name was incorrectly spelled Tony. Bob Bonowitz's last name was incorrectly spelled Bonowitz. Marialice Seal also wished to have the record set straight regarding her comment on the renewal expenditure proposal. She wished the minutes to read that she could not justify spending \$64,000 for renewal and expansion of membership if it exceeded estimated income.

II. FINANCE REPORT

Chase Davies distributed the balance sheet ending July 31, 1979. Chase gave special attention to the first page and accounts payable. This item is down to zero as a consequence of finally being billed by Animal Kingdom. No comments were issued regarding the remaining balance sheet notations. Chase then distributed to each member, for their review, a copy of the audited financial statement as of May 31, 1979 with auditor's report. No comments were issued.

III. COMMITTEE BUSINESS

Membership Activities Committee: Karen Ferguson discussed the upcoming open house events. She further described other events such as; an art show in the spring sponsored by the MZG and MZS, possible winter carnival snow sculpturing on the Garden site, the upcoming International Year of the Child. Dale Chelberg described the membership activities lecture series on going October through April. At this time Chase Davies distributed draft copies for the upcoming Board meeting and annual meeting.

Nominating Committee: Paul Freeman briefly described the balloting process. There were no comments and no further committee business.

Paul Freeman mentioned the incorporation of the Environmental Committee with the Membership Activities Committee. Such action requires an amendment to the by-laws; however, no further discussion ensued and the subject was tabled as the Chairperson, Ron Cottone, was not in attendance.

IV. OLD BUSINESS

Paul Freeman distributed for Board review a membership procurement program for 79-80. Paul then distributed a summary objective and budget sheet for membership drives. Dale Chelberg made the motion to accept the membership procurement budget as part of the total budget. Jan Humphrey seconded the motion. Paul asked for discussion; Marialice Seal asked the status on renewals and Chase reported that the total was approximately 6,000 members. Ben elaborated on the membership numbers and expressed satisfaction for them. Marialice expressed concern that the ratio of expense for membership procurement to renewal income has increased markedly, numbers going down and costs for procurement up. Paul agreed that we must spend our monies carefully but that the procurement budget is an investment in the future. Paul remarked that the Zoo is a better product now than it was 12 months ago and the 40% of non-renewal people should be reachable. Dale commented that other items could be obtained with MZS monies but procurement is the base. Ben commented on the fine job Chase has done to tighten financial expenditures. Ben further stated that next year we will get more for our investment. Marialice Seal expressed concern that if minimal procurement numbers are not obtained we won't have funds available for the following year. Ben summarized that we must be careful but must make a good effort if any will be done. Toni further mentioned the substantial monetary reserves held by the Society. Dale asked for the question. Paul noted the motion, the motion was carried unanimously.

Chase mentioned the two conventions upcoming; AAZPA in which volunteers will attend and a Regional Zoo Support Organization Conference in Louisville that Chase will attend.

V. NEW BUSINESS

Chase mentioned the pricing of the new calendar and the fact that B. Dalton has shown interest in securing it. Marialice mentioned that the Zoo Board was very impressed with the calendar.

VI. REPORTS

Minnesota Zoological Garden - Bev Rongren described the Youth Festival (International Year of the Child) activities to be accomplished by the MZG. The activities include: essay contest on zoo subjects,

science fair, pre-school functions, foreign language tours, etc. The following zoo facts were also described:

- Attendance is up from last year for June, July and August to date; June 132,000, July 176,000.
- 124 of 1,000 cars randomly selected in the parking lot one day had out-of-state licenses.
- The muntjac section was redone to prevent escape.
- The baby beaver is swimming, a television special will be forthcoming on the beavers.
- The hydrophones are working again.
- A slow loris is in quarantine for the oriental nocturnal section.
- Acquired a pair of harbor seals to tentatively be combined with the beluga whales.

Ed Kohn described the loss of the female Asiatic Tapir. Ed also described the completion of the steel work on the monorail with operation of the train by September 15.

Minnesota Zoological Garden Foundation:

Ed Kohn described a 1.2 million dollar transfer from the Foundation to the Garden. The money will be used for expanding the lunch room, some minor Northern Trek changes, modification of winter access.

Chase commented that the Zoo Walk has resulted in approximately \$111,000 income to date in the bank.

There was no further business. The meeting was adjourned at 9:35 p.m.

Respectfully submitted,

DeWayne Walker
Secretary, MZS

8TH ANNUAL MEETING
MINNESOTA ZOOLOGICAL SOCIETY
June 15, 1978

The meeting was called to order by President Paul Freeman at 8:55 p.m. at the Calhoun Beach Club.

Mr. Freeman welcomed all those attending and introduced a number of guests from the Society, the Foundation, the zoo staff and the MZG Board of Directors.

The minutes and treasurers report and officers report were presented. Larry Freeman as Chairman of the Nominating Committee introduced the newly elected and appointed members. Those members are:

BY ELECTION

Paul Freeman
Karla Williams
Sandy Bloomquist
Dale Chelberg
Liza Nagle
Dave Mech
Paul Zollman

BY APPOINTMENT

Jan Humphrey
Lloyd Brandt
Terry Nelson
Ben Oehler
Larry Freeman
Marialice Seal

Dennis Albrecht then gave the report on the Nominating Committee for the officers for the coming year. These are:

President	- Paul Freeman
Vice President	- Lloyd Brandt
Secretary	- DeWayne Walker
Treasurer	- Bob Bonowitz

Paul Freeman then recognized the significant contribution of our many volunteers and presented certificates of appreciation.

Mr. Freeman then reviewed his letter to the members and discussed some of the accomplishments of the past year and the plans for the immediate future. A slide presentation was then shown. The subject of which was the opening activities at the new zoo.

The meeting was adjourned at 9:45 p.m.

Jan Humphrey then introduced the evenings speaker, Dr. U. S. Seal, who spoke on the role of zoos and specifically the Minnesota Zoological Garden, with regard to research, conservation and education.

Respectfully submitted,



Dennis Albrecht
Secretary

SEP 27 1979

Copied Mgmt. Group
B



Minnesota Zoological Society

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706

September 26, 1979

TO: All Society Board members
FROM: Chase Davies

RE: Executive Committee meeting

Regular October Board Meeting

The Executive Committee is meeting October 2, 1979 at 5:00 p.m. in the Society office.

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PLACE: Dain Bosworth Inc.
(formerly Dain, Kalmon and Quail)
6800 France Avenue South
Suite 165

For directions, call Paul Freeman at 371-7635

AGENDA for the Board meeting will come later.

Enclosures with this memo:

Board list of all current members. Please check yours for accuracy,
call the office with changes.

Minutes of the September Board meeting

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P.Y. 1979 - 1980

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Bruce E Douglass, M.D. * Dept. of Medicine Mayo Clinic Rochester, MN 55901 H: 507-289-1002 W: 507-284-7573	Phillip R. Nelson 81 1573 Wachtler Avenue Mendota Heights, MN 55118 H: 457-1550	

MINNESOTA ZOOLOGICAL SOCIETY
BOARD MEETING MINUTES
September 15, 1979

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IN ATTENDANCE

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Dale Chelberg	Paul Freeman
Karen Ferguson	Marialice Seal
Dave Mech	Jerry Hegstrom
Jan Humphrey	Bruce Douglas
Bob Bonowitz	

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Sandy Bloomquist	DeWayne Walker
Larry Freeman	Ben Oehler
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NOMINATING COMMITTEE

Terry Nelson reported on the results of the election of directors. Of fifteen candidates, seven were elected and those are:

Joseph Bohlen	Karen Ferguson
Clough Cullen	Stephanie Fox
Phil Nelson	Marilyn Nordaune
Marialice Seal	

Paul Freeman then reported on the seven members appointed by the Chairman of the Zoo Board and those are:

Dennis Albrecht	Lloyd Brandt
Dan Dolan	Terry Nelson
Dr. Bruce Douglas	

He then commented on Larry Freeman's condition which is serious but stable. Larry contracted meningitis after an earlier operation this summer.

Paul Freeman then presented the slate of proposed officers which include:

Bob Bonowitz	President
Jerry Hegstrom	Vice President
Dale Chelberg	Secretary
Tony Hegesteg	Treasurer

Bruce Douglas moved to approve Bob Bonowitz as President by unanimous voice vote. Seconded by Dave Mech the motion passed. Dr. Douglas then moved to approve the Vice President, Secretary and Treasurer in a similar manner and seconded by Dave Mech, the motion was approved.

MEMBERSHIP ACTIVITIES

Karen Ferguson deferred to Karla Williams who reported on the special Members Day at the Zoo. Special tours, clowns, balloons, animal demonstrations and many other activities were taking place later in the day. Of special interest was the first public rides on the Monorail. This event is one of the special attractions that members received as part of their membership benefit package.

NEW BUSINESS

Mr. Freeman indicated the Annual Meeting would convene in the Theater at 2:00 p.m. Ed Kohn reported on the MZG Foundation. The major goal for it currently is the capital drive campaign to raise monies for the expansion of the northern trek. Chase Davies mentioned the need for a new resolution regarding signatures of new officers. The resolution reads as follows:

The following resolution was moved and unanimously passed by the Board:
Resolved that the American Bank and Trust Company and First National Bank of St. Paul are designated as a depositor for the funds of the Corporation and that two signatures are required on all checks.

The meeting was adjourned at 1:40 p.m.

Respectfully submitted,



Dennis Albrecht
Acting Secretary

Minnesota Zoological Society

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706



TO: All Zoo Volunteer Applicants July 1979
FROM: Volunteer Service Committee
RE: ZOO VOLUNTEER CLASS - FALL 1979

The Volunteer Service Committee thanks you for your interest in the Minnesota Zoological Garden. The enthusiasm and response to the Zoo Volunteer Corps has been great!!

The next Zoo Volunteer class will be held from 9:30 a.m. to 12:30 p.m. on Wednesdays and Thursdays in September. The class consists of the 12 hours on the mornings of September 5, 6, 12, and 13 plus an additional 18 hours of practical experience to be arranged with the Zoo Volunteer Coordinator. A \$10 materials fee is payable at the first class session. An orientation/interview is a prerequisite for admission to the class.

Are you available for the fall training? Have you time to commit to a minimum of 100 hours per year of volunteer service to the Zoo? If your answer is yes - please reserve a spot in one of the August orientation sessions by sending in the form at the bottom of this page. August 7th is the deadline for your reservation: lists must be provided to the Zoo to permit free entrance for orientation attendees. Orientation/interviews are from 1:30-3:30 on August 14, 15, and 16. Choose one date.

There are approximately 300 active volunteers at the Zoo. Our greatest need is for week-day volunteers who can specialize in assisting school groups. The class in September is a basic training course; additional training will be provided for special volunteer positions.

We are excited by the warm reception the public has given the volunteer program at the Zoo. We are gratified by the numbers and quality of volunteers and volunteer applicants. Please seriously consider this opportunity. We hope to hear from you soon!

Stephanie Fox
Stephanie Fox
Chairperson, Volunteer Service Committee

Detach and mail to: Minnesota Zoological Society, 555 Wabasha St., St. Paul, MN 55102

NAME _____ HOME PHONE _____ WORK PHONE _____
ADDRESS _____ CITY _____ STATE _____ ZIP _____

YES I am interested and will attend the orientation from 1:30-3:30 p.m. on:
August 14 August 15 August 16 (Circle one)
 YES I am still interested in the Zoo Volunteer program but cannot attend the August
orientation/interview and September class. Keep my application on file!
 NO I am no longer interested. Please remove my application from your files.

NOTE: Orientation/interview is a prerequisite to the class. Failure to respond to this letter will result in automatic removal of your application from the files.

MZG/MZS
ANNUAL REPORT
 January 1, 1978 - May 31, 1979

<u>Membership Attendance</u>	<u>Number</u>	<u>Charge</u>	<u>Totals</u>
Adult	35,960	\$2.00	\$71,920.00
Child	27,138	1.00	<u>27,188.00</u>
TOTAL USAGE May 22, 1978 - May 31, 1979:			<u>\$99,108.00</u>

<u>Volunteer Credit Hours</u>	<u>Hours</u>	<u>Rate</u>	<u>Totals</u>
Total Credits to Date:			
May & June 1978	8,619.00	\$3.52	\$30,338.88
July 1978 - May 1979	<u>31,709.80</u>	3.72	<u>117,960.46</u>
	40,328.80		\$148,299.34
TOTAL YEAR END CREDIT (DEBIT):			\$ <u>49,191.34</u>

DR/pn
 7/19/79

Ed

Minnesota Zoological Society

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706



AGENDA

MINNESOTA ZOOLOGICAL SOCIETY Board Meeting

Thursday, July 19, 1979

7:30 p.m. - Dain Kalman and Quail Office
Suite 165 (Phone 371-7635)
6800 France Avenue South
Edina, Minnesota 55435

- I. Minutes - May 17, 1979
- II. Finance Report
- III. Committee Business
 - Membership Procurement
 - Nominating
 - Membership Activities
 - Other
- IV. Old Business
 - Calendar
- V. New Business
- VI. Other Reports
 - MZG Board
 - MZGF Board

*Pizza
Jared*

→ FONB Renewal studies ce to Case

→ Wall ideas - Schedule, des'ny Aug Bo

MINNESOTA ZOOLOGICAL SOCIETY
1979 - 80 Budget
Presented 7/19/79

	1979 Budget	1979 Actual	1980 Budget
<u>SOCIETY REVENUE</u>			
303 Memberships & Contributions	239,284	251,149.69	162,500
313 Zoo Walk	15,000	21,200	1,000
321 Interest & Investments	10,000	18,469.17	6,000
331 Sales		7,540.91	10,000
Other	5,000	1,833.45	13,225
<u>TOTAL</u>	<u>269,284</u>	<u>278,993.22</u> 290,000	<u>182,825</u>
401 Salaries, etc.	43,330	36,004.95	44,300
404 Occupancy	10,200	4,052.71	4,525
405 Telephone	1,960	1,371.30	1,680
406 Supplies	1,525	1,399.77	3,800
407 Rent/Maint. equip.	835	995.19	2,110
408 Print/Publication	97,665	82,873.52	37,914
409 Postage, etc.	22,950	16,554.42	4,380
410 Publicity/PR		2,508.40	300
411 Conferences	1,590	1,881.51	3,335
412 Travel	6,620	2,554.15	3,000
414 Prof. fees	91,275	39,779.43	10,050
415 Awards	23,600	2,829.27	2,540
417 Complimentary memberships			4,275
418 Depreciation		828.00	1,200
419 Other	13,285	6,611.27	8,600
419.1 Hospitality		630.30	240
			(100)
<u>SUBTOTAL</u>	<u>\$314,835</u>	<u>\$200,854.19</u>	<u>\$132,249</u>
Subtotal (Rev-Exp)	(\$45,551)	\$78,129.03	\$170,576 49,576
Subtotal Procurement (see attached sheet)			64,286
<u>GRAND TOTAL</u>	<u>(\$45,551)</u>	<u>\$78,129.03</u>	<u>(14,000)</u>

NOTES
based on 50% revenue ie 5000 memberships
(not including new growth)
(Expect improvement all same time to 70%+ normal for regular renewals)

to non-cash repl 80% cap expenditures

not included resulting income w/ + 1003 60,000 net
ie 196 to 182

Note: \$42,829.31 carry forward in Reciprocity

Dred Mass
1-9.12
2-0.2

Net 46,000
Net 66,000

BOARD CONSIDERATION

7-19-79

MEMBERSHIP PROCUREMENT

1. Renewal Package		4000	\$38,536
2. Third Renewal		500	400
3. 1979 Summer Direct Mail	1% =	500	7,000
4. P.T.A. Organization Membership mailing		100	700
5. Holiday Ads to the public		300	-
6. Stuffers - Advertising	.001 return		100¢ 500
7. 100,000 spring direct mail (\$28,000 in 1978)	1% break even		\$15,000
8. Zoo Handout	break even = 125		in #1 above
9. Zoo membership center			500
10. Incidental mailings			500
11. Lake Street Festival			150

Can Annual gains
2 p 25K

39,000
renewal cost
(1000/80)

Ca 63000
in expansion ad
24,100

NOMINATING COMMITTEE

1. 1979 Balloting etc.	\$1,000
------------------------	---------

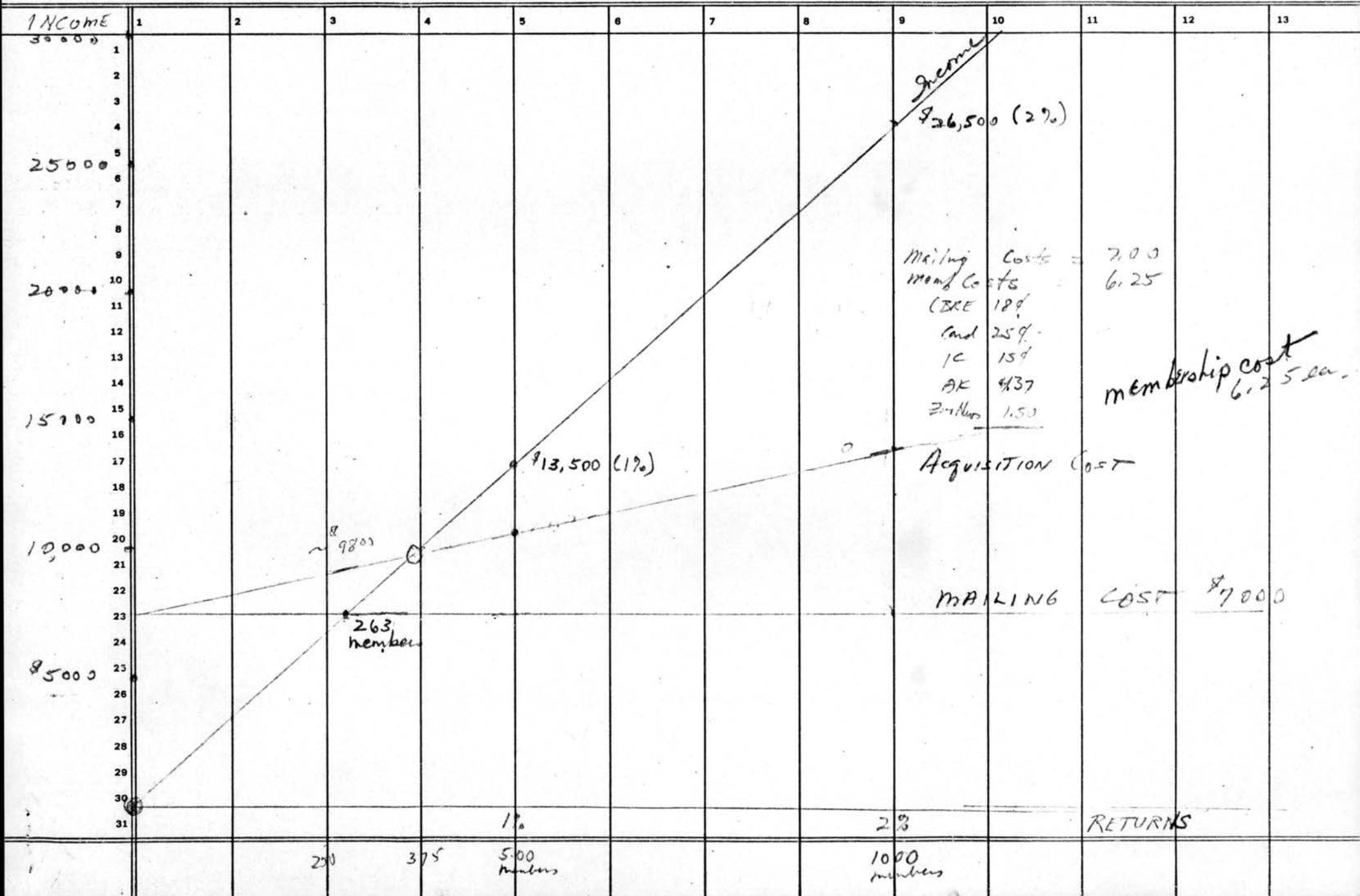
of 64 quills 143 = +80 net gain

2500
24
50 000
60,000

50,000 mailed -

BASIS

20% Individual
80% Family



Bob
Jenny Dennis
Marylou
for

Joe
Toni
Hoyd

David
Dase

Ann DeLoe
S. Paul

8/16/79

MEMBERSHIP, PROCUREMENT PROGRAM OF THE MINNESOTA ZOOLOGICAL SOCIETY 1979-1980

Membership procurement is at all times a two-pronged effort:

- A. Membership renewals
- B. Solicitation for new members

These two areas totaled together equal membership maintenance: maintaining healthy membership base to support the operations and programs of the Minnesota Zoological Society.

The following generalizations are based on data of membership in non-profit groups similar to the MZS or on professional publications, seminars, and published research data.

Membership Renewals In an established organization, renewals will be made at a 70-80% rate with no special appeals other than normal renewal notices. Membership support programs in these cases are adequate and consistent with member needs. Renewal costs therefore are less than solicitation costs.

Note should be made of national data that 20% of households move in any one year. Rising executives and unsettled young employees are most mobile. Corporations find resistance to transfers increasing as social and economic costs are increasingly important to the worker and the family.

Membership renewals alone cannot support a steady program and operating budget over a series of years. Renewals are a steadily declining base for a number of reasons.

Membership Solicitation The public needs to continually be exposed to the existence and value of Society membership. To inform them of our philosophy, interests and activities, and to secure their support through membership requires an approach radically different from the renewal program. A sales package is required.

This Society has used direct mail most successfully in solicitation. Other systems have been discussed and some tried but no significant expenditures

have been made other than direct mail.

Direct mail is an extremely well documented activity with a huge data base. Success requires having an acceptable, charitable goal with the right appeal piece in the right household at the right time. Choosing optimum segments of the public is critical - and sources for names and addresses are obtainable. Programs in direct mail are generally designed to break even at a 1% return. 2% is considered a very good return. Less than 1% can be tolerated if the renewal rate is significant the following year. Direct mail is not meant to bring a large amount of money in a short time but is designed for long term development. Omitting direct mail solicitation in 1979 is serious but can be recouped in 1980 with strong support from other public relations by the Society, Foundation, and Zoo.

Personal solicitation will bring a much higher percent of return. Any Society member can solicit directly. Every Board member should be soliciting directly.

Posters with membership forms can be placed for visual solicitation in high traffic areas. The return on the applications taken is negligible but may lead to greater receptivity at other times and to the zoo in general.

Advertising in the early spring to increase Society visibility should be considered and if accepted planned well in advance and in conjunction with Garden and Foundation spring activities.

Zoo site solicitation is expected by the public and has been discussed at great length. It has been tried for a brief period on high traffic days and found unsupportable under current conditions. A specific place for the Society to base membership and program information has been accepted in principle but not identified specifically - and appears critical to any acceptable level of successful membership solicitation. Wandering at random and soliciting without any booth or even sign support is not only uneconomical to the Society but may

be negative public relations. The solicitor is in fact intruding the public's enjoyment without any warning whatsoever. Negative PR is to be avoided.

In short - membership solicitation requires an overall marketing plan which includes regular press releases on activities of the Society, programs offered, volunteer efforts and activities and support of zoological interests and programs outside the Society.

Obviously new member solicitation is far more expensive than renewals, and far more reaching. Many people must be reached for one membership to be gained. Analysis of the existing membership, selection of target audiences, and design of a renewal package must be started in September. A direct mail campaign takes a full year to organize and run.

8/16/79
CCD

79 or 78

June

-40

day

-25

weeks

Jul

-25

-15

$\frac{1}{2}$ Aug

-15

+5

July 20, 1979

Mr. Ed Kohn
General Director
Minnesota Zoological Garden
12101 Johnny Cake Ridge Road
Apple Valley, Minnesota 55124

Dear Ed:

Thank you for being with us last night. Your presence and comments were appreciated.

I would request that your shopping list of items that the Zoo and the Society will work on be in my hands no later than August 1st. I would like to copy and distribute to all Board members prior to our August 16th Board meeting so that each Board member has an opportunity to review.

Yours very truly,



Paul I. Freeman
President

PIF:csh

cc: Chase Davies

Minnesota Zoological Society

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706



TO: Ed Kohn

July 6, 1979

FROM: Chase C. Davies

RE: Permanent space in the Minnesota Zoological Garden

PURPOSE: To have an area designated for use by support organizations of the Minnesota Zoological Garden.

There exists now a lack of definition between the various Zoo organizations - at least in the public's eye. The establishment of an area which speaks to the activities of the support organizations should help clarify the relationships and the public understanding. It would be nice if plans for this cooperative action could be revealed at the fall happenings of the Society and Foundation at the Garden.

Needs: (Not in order of priority)

1. Area accessible to high traffic areas but not integral to them.
2. Area so designed as to have, create or permit a sense of belonging for the people and items therein.
3. Special lighting capabilities; i.e., track lighting
4. Room like atmosphere
5. Wall display area for art work and donor recognition
6. About 100 feet square of floor space
7. Storage area for items for distribution
8. Security
9. Society membership sales permitted but not restricted to this area.
10. Foundation brochures and other handouts permitted but not restricted to this area.

copies Bev Rongren
Robert Voight
Paul I. Freeman
Kenneth Knopf
Kathryn Rosebear
Karla Williams

See add: - Admin inv or opters. EJ

**Minnesota
Zoological
Society**



555 Wabasha Street
Saint Paul, Minnesota 55102

July 6, 1979

TO: ✓ Ed Kohn
Ladd Conrad
Bev Rongren
Robert Voight

Paul Freeman
Ben Oehler

FROM: Chase C. Davies

RE: Membership table at the MZG

Attached is a conceptual sketch for a table to handle membership procurement at the zoo when there are no Society staff present and the public wishes to obtain a membership at the zoo.

Initial placement thoughts are on the lower level near the information booth.

The stand up writing height with a locked metal box for retention of checks, application, etc. seems workable. The bulletin board could include current activities information as well as being a billboard.

Thots? Comments?

Initial reaction to a person selling on site is that the lack of "home base" makes it very difficult. Approaching people as they are enjoying the zoo is very tough to justify - it is not a positive PR position really. Once a permanent place for membership sales is constructed witht he renovation of the lower entry most of these problems will smooth out.

7' high?
30" wide?
24" deep?

thumb tack backing
cork board

Formica top
wood grain

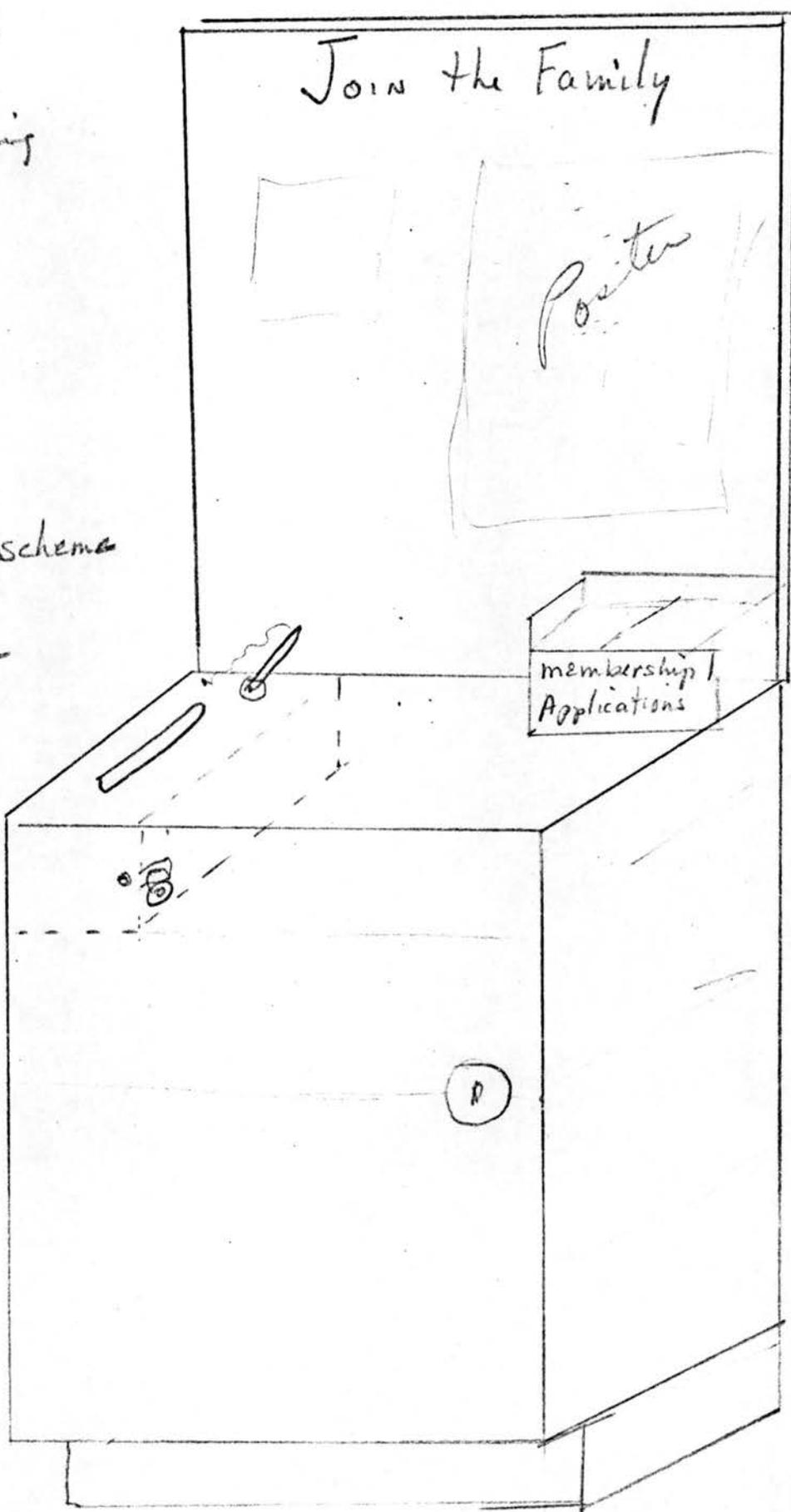
Green + brown color scheme

counter top height

metal padlocked
box

drawers?
shelves?
both?

toe cut at
bottom



Minnesota Zoological Society

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706



May 31, 1979

TO: Paul I. Freeman
FROM: Chase C. Davies
RE: Society support of the Minnesota Zoological Garden

The question has been raised, what does the Society do for the Garden. More precisely, what contributions has it made to the Garden.

I cannot believe that dollars alone are in question here. Rather, the broader question includes the tangible though not precisely measurable support - including promotion, public relations and publicity.

What follows indicates mainly the dollar support with some minor indication of other forms.

- 1961 Incorporated as the Minnesota Zoological Society to promote the development of the Minnesota Zoological Garden
- 1961-71 Researched and developed plans for three successive governmental levels which supported the development of a quality and year around zoological collection - city, county, metropolitan...
- 1971-74 Lobbied to promote passage of not only first but second ZOO BILL in Minnesota State Legislature
- 1974 Sponsored first Minnesota Aid to the Zoo Horse Show
- 1975 Sponsored second Minnesota Aid to the Zoo Horse Show
- 1976 Sponsored third Minnesota Aid to the Zoo Horse Show for a total of \$84,000 cash to the Zoo (value of the public relations and promotions?????)
- 1977 Sponsored the first Zoo Walk - A Whale of a Walk - Cash donation - \$68,771 - Plus Publicity and Public Relations
- 1978 Sponsored the second Zoo Walk - Walk with the Animals - Cash donation - \$68,573 - Plus Publicity and Public Relations
- 1978 Membership drive identified 10,000 zoo supporters - Poster became identified with and as the Zoo. Over 200,000 brochures mailed promoting the Minnesota Zoo
- 1978 Midwest Federal promotion - unparalleled public promotion and \$7300 cash to the Zoo plus group sales

-2-

- 1978 Television cameras for Zoo - partial payment - \$15,000 cash donation (filled request)
- 1978 Visitor Information Booth - \$2,900 cash donation as requested - display rack, desk and chair
- 1978 Lecture series - \$200 for first seminars - cooperative program development
- 1978 Group sales tickets - sold \$1,675 through April 30, 1979
- 1979 Sponsored third Zoo Walk - Donated \$2,500 for printing of materials and became much more involved with administration as well as continuing volunteer support
- 1979 Responded to request for \$200 for learning excursion training packets
- 1979 Zoo VAP Annual Meeting - Budget \$2,000 for hospitality and awards
- 1979 Sponsored the Sundae Social for pledge retrieval of Zoo Walk '79 and volunteer support. Budget \$3,000
- 1979 Birthday Ad for the Zoo - shared costs - Sunday papers \$752 - cooperative - Skyway news - \$160 - as requested
- 1979 Birthday Flower Show - co-sponsoring responsibilities and \$335 for materials
- 1979 Birthday memberships for staff - about 150 x \$28.50 = \$4,275.00

ONGOING:

Speakers Bureau - Provided \$2,300 cash for equipment and maintain the account for income and expenses (\$500 balance currently)

Special events planned and coordinated with Zoo through Interface Committee

ZOO NEWS - Public relations to Society members about Society activities and Zoo interface programs, philosophy and exhibits. Society actively solicits zoo input via Interface

ANIMAL KINGDOM - 8 page insert has about six pages of Zoo material each issue (bimonthly) Magazine is available for sale through sales shops; inserts may be made available for promotional use. Zoo staff is editorial board of main magazine. Interface again involved

Recruit volunteers for the Zoo using all media as required

Respond to the questions of the public, refer them to proper Minnesota Zoological Organization or persons at the Zoo

-3-

Develop with the Zoo programs, items, etc. to enhance the Zoo image and activities

Support Zoo VAP as identified by Executive Committee

USED TO DO - State Fair booth was staffed for many years by Society people

Society education committee researched many areas of interest of the Zoo staff during the development of the plans and programs

Minnesota Zoological Society

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706



May 31, 1979

Ed Kohn
General Director
Minnesota Zoological Garden
12101 Johnny Cake Ridge Road
Apple Valley, MN 55124

Dear Ed,

Thank you for your fine article for the June ZooNews - I will send you a copy next week.

In light of the recent legislative developments, especially the news reports of admission changes, perhaps you would like to submit another article for the July ZooNews - about the impact of the session and how it affects the Zoo budget and long range planning.

The deadline for the July issue is June 18 - if you need more space than last time, we have the room!

Kind regards,

A handwritten signature in cursive script, appearing to read 'Karla'. The signature is written in black ink and is positioned above the typed name.

Karla A. Williams

Minnesota Zoological Society



555 Wabasha Street
Saint Paul, Minnesota 55102
Telephone 612 222-1706

Paul I. Freeman
President
Minneapolis

Lloyd L. Brandt
Vice-President
North Oaks

DeWayne H. Walker, D.V.M.
Secretary
Coon Rapids

Robert L. Bonawitz
Treasurer
Apple Valley

Chase C. Davies
Executive Director

May 24, 1979

TO: Ed Kohn, Bev Rongren, Ladd Conrad, Karla Williams, DeWayne Walker, Jerry Stransky

FROM: Chase C. Davies

RE: 1980 Calendar

Saturday, May 19, 1979 Chase delivered to the Zoo the 14 slides proposed by the Calendar sub-committee for the 1980 calendar. A meeting was held this morning, May 24, to discuss this calendar. Present were Ed, Chase, Ladd, Bev and Karla.

The discussion was in depth and up front. Action for this calendar was detailed. Since the morning, developments in the time line follow:

August 1, 1979 - product delivered to the Twin Cities. Cartwheel confirmed that printing time is reserved with this target. Ladd agrees that this date is reasonable and needed for one month of Zoo sales during the peak season and ability to go to the public marketplace to increase sales.

June 1, 1979 - deadline for slides to be finally determined.

June 5, 1979 - cutlines and all copy to be in mail to Kansas from Cartwheel

May 31, 1979 - conference of all parties about developments to this date to determine progress.

May 29, 1979 - Ladd will discuss with Jerry Stransky at Cartwheel any needs for additional slides or photography.

Memorial Day weekend - Ladd will survey MZG slides for subjects identified by the Zoo and agreed to in the conference as being important and salable.

Agreements in the conversations included the need for the broader aspect of the Zoo to be presented, that the philosophy of the Zoo be more apparent, that animals are important the the primary but not sole subjects appropriate to this calendar, that the Zoo will be involved in the cover design and in the writing of cutlines, that quality is of prime concern as sales in the many thousands is anticipated over long term period.

If the replacement slides are not available by the deadlines stated above the calendar should be produced as planned presently in quantity of 12,500. The paper has been purchased, the time reserved and a product is needed to help with marketing of the 1981 calendar which should be dynamite with all this planning!

Minnesota Zoological Society

Free OK



555 Wabasha Street
Saint Paul, Minnesota 55102
Telephone 612 222-1706

Paul I. Freeman
President
Minneapolis

Lloyd L. Brandt
Vice-President
North Oaks

DeWayne H. Walker, D.V.M.
Secretary
Coon Rapids

Robert L. Bonawitz
Treasurer
Apple Valley

Chase C. Davies
Executive Director

May 22, 1979

TO: Whom it may concern
FROM: Chase C. Davies

RE: On Site Membership solicitation DRAFT

GOAL To increase the membership of the Society

PURPOSES

1. To identify those among the public partial to zoos and especially to the Minnesota Zoological Garden.
2. To offer this partial public the means to develop their prejudice through repeated visits, information insemination and other special services that come with membership.

MEANS

1. A particular all weather area assigned by the Garden and designed/ decorated by the Society specifically for membership sales needs to be identified for the long range plan.
Now, membership personnel may move freely about the zoo inside and in front of the ticket booths while soliciting memberships.
2. Satisfaction of the state lease requirements are currently a part of reciprocity. *no worry*
3. Sales personnel will be paid by the Society.
4. Place for volunteers, zoo staff or others to deposit completed memberships with remittance needs to be identified for short term sityation -- long range thoughts are for a slot and locked drawer in the permanently placed desk like place.
5. Society will use a locker by the lower entry to store materials needed for sales. Lock will be provided by the Society.
6. Apparel with identifiers will be supplied to sales personnel and subject to Zoo review by _____ (who?).
(Probably a vest/cobbler apron with large pockets to held supplies - a safari hat?? - a large button on the front and lettering on the back indicating "Society memberships are here")
7. Remittances will be by check, visa/mastercharge and cash. Pre-addressed envelopes (to the Society office) will be provided personnel with daily mailing of memberships, charge slips and checks to the Society. Cash will be placed in special envelopes in locker and collected periodically by MZS staff on visits to the Zoo site. (Memberships will stay with remittance in all cases until they reach the Society office)

8. Memberships sold in front of the ticket gates will be at full price.
9. Memberships sold inside are, at Ladd's request, initially full price only. Review after initial experiences will dictate future policy regarding reimbursement for the day's entrance fees.
10. Temporary cards will be issued with three week termination, hand written and not typed.
11. Anticipated hours are 11-3 or 4 daily between Memorial Day and Labor Day and on special days during the remainder of the year. (Probably weekends Easter to Memorial Day and Labor Day through Hallowe'en)
- 12.

Minnesota Zoological Society

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706

OK by me ↖



can I proceed?
KAW

April 9, 1979

TO: Ed Kohn, Brad House, Bev Rongren, Peg Wetzel

FROM: Karla Williams

SUBJECT: FOR YOUR APPROVAL
Behind-the-Scenes Donor Tours

The Society will use the attached format to invite the 753 Society donor members whose membership expires May 30, 1979.

Reservations will be accepted and scheduled through the Society office. A maximum of 3 tours (10 members each) will be scheduled each weekday May 1 through May 31.

The tours will begin in the classroom at 4:30 p.m., with an introduction and tour of The Lab by Education Staff. Animal Management Staff will be assigned to meet the touring groups at 5:00 p.m. and return to the classroom at 6:30 p.m.

Members of the Society Staff and Board will be assigned to greet the group at 4:30 p.m., take care of registration, tour with the group and prepare and serve refreshments at 6:30 p.m.

POTENTIAL PARTICIPATION

753 X 4 persons per family = 3,012 potential participants. Based on a 20% response rate, we would probably schedule 600 members for the tours. If the response rate is greater than the anticipated 20%, we could extend the tours to June.

If 72 (3 a day for 24 days) tours were scheduled, each of the 11 Animal Management persons would be assigned a maximum of 7 tours during the month of May.

6 33
277 *33*

77
x 2
154 hrs
10
\$ 1,540 per (am) cost
\$ 330 education
\$ 1870

. YOU ARE THE HEART OF THE FAMILY!

WE INVITE YOU,
AS A DONOR MEMBER OF THE ZOO SOCIETY,
TO JOIN US
FOR A PERSONALLY GUIDED BEHIND-THE-SCENES ZOO TOUR.

M A Y 1 - M A Y 31

4:30 P.M. INTRODUCTION, TOUR OF "THE LAB"
5:00 P.M. "BEHIND-THE-SCENES"
6:30 P.M. REFRESHMENTS

TOURS ARE BEING ARRANGED FOR EACH WEEKDAY DURING THE MONTH OF MAY. ONE ANIMAL MANAGEMENT STAFF PERSON IS BEING ASSIGNED TO EACH GROUP OF 10 MEMBERS. (SPECIAL REQUESTS MAY BE MADE FOR A TOUR WITH A MEMBER OF THE HORTICULTURE DEPARTMENT.)

PLEASE CALL 222-1706 TO RESERVE A TOUR DATE FOR YOUR FAMILY.
TOURS ARE RECOMMENDED FOR YOUNG PEOPLE OVER AGE 8.

LET US INTRODUCE YOU TO THE ZOO FAMILY!

BECAUSE

WE WANT TO SHOW OUR APPRECIATION

. BECAUSE



12101 Johnny Cake Ridge Road
Apple Valley, MN 55124
612/432-9010

April 10, 1979

Ms. Karla Williams
Minnesota Zoological Society
555 Wabasha
St. Paul, Minnesota 55102

Dear Karla:

Re: Approvals for Minnesota Zoological Society Sponsored Special
Events On-site

Approval is given for all three events, as follows:

A. Floral/Plant Display

Approved as stated in your memorandum of 3/16/79. Coordination of plant placement and care should proceed in conjunction with Steve Wachter. Coordination of publicity should proceed through Peg Wetzel. Coordination of Horticulture Society tours should proceed through Dorothy Cote' (and Group Sales for purchase of discount tickets).

B. Learning Excursions for Society Donors

Approved as agreed upon through your discussions with Animal Management and Information/Education Staff. Coordination of Animal Management tours (weekdays, 5:00 - 6:30 PM, beginning May 1) should proceed through Brad House or his designee; coordination of Zoo lab tours (4:30 - 5:00 PM) and use of classroom (4:30 - 7:00 PM) should proceed through Bev Rongren or her designee.

C. Open House

Preliminary concepts are wholeheartedly endorsed. Refinements in terms of actual dates and times, and specific activities should proceed through discussion and agreement with MZG management staff. Since the

Ms. Karla Williams
April 10, 1979
Page 2

open house activities will certainly affect all Zoo divisions, may I suggest that Brad House, Bev Rongren, Steve Iserman, Ladd Conrad and/or their designees, be included in these discussions. Each will have to confer with his staff, and bring forward to you suggestions for scheduling and implementation in order that a successful event can proceed without conflict with normal Zoo operations.

We are in full support of these activities, and join enthusiastically with you in developing a diverse and rewarding program which will insure attainment of our mutual goal of a satisfied and highly supportive membership.

Sincerely,



Edward Kohn
General Director

pn

cc: Steve Wachter
Sue Johnson
Dorothy Cote'
Peg Wetzal

March 16, 1979

MEMO: Floral/Plant Display
TO: Peg Wetzel, Steve Wachter, Bev Rongren, Ed Kohn
FROM: Karla Williams, Minnesota Zoological Society

The Minnesota Zoological Society and The Minnesota Horticulture Society wish to secure approval to sponsor a "mini" floral/plant display at the Zoo during/for the anniversary celebration....

May 18 - May 24

- Society would serve as the coordinating organization
- Society would underwrite plant material costs
- Horticulture Society would supply all plant materials including delivery, set-up and take-down
- Horticulture Society would promote the show to encourage its' 10,000 members to visit the Zoo during that time frame
- Minnesota Zoo would serve as advisor in plant set-up and provide necessary plant care during the show
- Minnesota Zoo would be responsible for publicity releases
- Minnesota Zoo would provide Zoo tours for visiting horticulturalists

Approval needed by Monday, March 19 in order to meet Horticulturalist deadline.

Minnesota Zoological Society

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706



March 16, 1979

MEMO: Learning Excursions for Society Donors
TO: Bev Rongren, Peg Wetzel, Ed Kohn
FROM: Karla Williams

The Minnesota Zoological Society wishes to secure approval to plan a series of tours/learning excursions for Society donor members - for the purpose of recognizing their interest and encouraging their renewal.

Time Line : month of May, preferably May 17 through 24 - tie-in with proposed flower/plant display and Society campaign

Tour Route: select two areas to provide an in depth experience.
example: Tropics, tropics underground and The Lab

Participation: based on an estimated 700 donors, attendance response could be 400 persons.

Type: Option A: design one mini open-house at a time when participants would not be affected by work, school or evening engagements. Example: Saturday or Sunday 12:00 noon
Option B: series of excursions, with an optional sign-up for daytime, late day or weekend. The advantage in planning several excursions would be to accommodate more effectively smaller groups of people.

Congenialities: depending on the time of day, the Society would serve food/beverage in the classroom area. This would serve as

a nice break from the walking and also show the Society's appreciation to the donors.

Approval Deadline: considering the length of time needed to effectively implement, it would be advantageous to receive preliminary approval by April 1, 1979.

Responsibilities: Society would be responsible for assisting in the coordination of the planning, be responsible for inviting the donors, and for food service.

Zoo would be responsible for providing staff members to coordinate and lead the excursions .

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Society contact: Karla Williams

Volunteer Chairperson: Char Kilgore

Minnesota Zoological Society

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706



MEMO: OPEN-HOUSE PROPOSAL March 16, 1979
TO: Edward Kohn
FROM: Karla Williams

The Society seeks approval for the proposed Open-House event suggested by the attached material.

As you know, the Society Board enthusiastically approved development of such a plan at its' meeting on March 15, 1979.

It would be to the Society's advantage to receive approval from the Zoo, the Zoo Board and other parties necessary , as soon as possible.

Considering the number of contacts needed for approval, could we expect to know something by April 15, 1979?

Responsibility for Coordination:

Society Staff - Karla Williams

Society Board - Dr. Bruce Douglass

k.a.w. 3.14.79

SOCIETY MEMBERS OPEN-HOUSE AT THE ZOO

PROPOSAL: *to approve planning of several zoo open-house events for Society members*

OBJECTIVE: *to recognize the support which Society members have given the Zoo; to give members a feeling that they belong to the Family and are well acquainted with the Family; to provide a meaningful experience/event which would not necessarily be available to the general public.*

PURPOSE: *to allow members to visit/see (unguided) all working areas of the Zoo facility and to meet members of the Zoo Staff who work in those areas.*

OPEN-HOUSE OUTLINE:

WHEN: *First week of October - 2 or more open-house events (depending on current membership and interest) - 5:00 - 10:00 p.m.*

The timing of the Open-House is critical. It must be at a time when members would not be at work, children would not be in school, when daylight would allow for out-door activity and when the visiting hours would be long enough to insure a good experience. Crowding could be very detrimental, both in terms of people and time.

WHERE: *MZG - all regular visitor facilities and all "behind-the-scenes" areas would be open. Members would be allowed to visit "at-will" the following areas. (It would not be feasible nor desirable to*

attempt to guide the number of potential participants)

All Zoo Exhibits open generally to public

Tropics "under-ground"

Whale Holding

Education Department (classrooms, labs, library, etc.)

Northern Trek Holding

Children's Zoo

Solar Energy

Monorail

Internal Services vet lab, commissary, photo studio, exhibit design
 greenhouse, etc.

WHO: All members of the Society; estimate current 10,000 x 4 = 40,000 people
 represented. Maximun estimate of turn-out to be $\frac{1}{2}$ that amount - 20,000
 or less.

ACCOMPANING ASPECTS:

- 1) Coordinate with Annual Meeting
- 2) Use of picnic grounds for bag-supper
- 3) Free beverages - thank-you Society
 or free Zoo People buttons, souvenier book, memento .

Office Memorandum

DEPARTMENT MZG

TO : Ed Kohn, General Director

DATE: 3/13/79

FROM : Peg Wetzel, Special Events

PHONE: 218 SUBJECT: Society "Garden Party" Update. *Peg*

EVENT DATE: May 18, 8:30 p.m. to midnite.

SIZE: 1,000 Maximum.

COST: \$30.00/couple (covers cost only, not a fund-raiser this year)

GUESTS: Society Members, Society Board, Society Donors, Foundation Board, Foundation Donors, Zoo Board.

PURPOSE: The annual "social" event for society members; incentive occasion for membership renewal; participation in Zoo Anniversary; introduction to new membership campaign, introduction of new poster.

PROGRAM: 5-15 minute opening presentation.
Champagne
Hors d'oeuvres
Small orchestra
Dance floor.

ZOO AREAS USED: Lower concourse and plaza.

DECORATION: Horticulture Society will decorate with cut flowers, forced tulips and greenery. (Flower decorations will be in place May 11 through May 27, including Mother's Day and Memorial Weekend). Society will decorate winter entry with garden-type lattice work. 20 umbrella tables will be placed in concourse and plaza.

CLEAN-UP: Society will hire a cleaning service. Areas will be cleaned before Zoo Opens May 19.

SECURITY: Society will consult with MZG Security. If necessary they will hire extra security guards for the occasion.

ACTION TAKEN: One "Garden Party" committee meeting has been held. Budget is being designated. Catering needs and costs are being determined. DQ has been offered first "right of refusal" for catering, but has not made a decision as of this date.

pw

cc: Ladd Conrad
Karla Williams



March 15, 1979

To: Board of Directors
Minnesota Zoological Society

From: Edward Kohn, General Director
Minnesota Zoological Garden

12101 Johnny Cake Ridge Road
Apple Valley, MN 55124
612/432-9000

Proposed: that the "Garden Party" to be held May 18, 1979, be a jointly sponsored event of the Minnesota Zoological Society and the Minnesota Zoological Garden Foundation, with endorsement given by the Minnesota Zoological Garden

A combined event has several inherent advantages, as follows:

1. Everyone who has contributed in any way to the MZG would be participating in the same combined activity associated with the celebration of the zoo's first birthday.
2. A combined event would present a unified image of the Society and Foundation to the public...and also provide opportunity to describe the different purposes and programs for support.
3. The Society and Foundation have similar objectives in reaching the community/members/donors which could be effectively achieved in a combined event.
4. A larger, combined event would be more cost-effective than a series of smaller events; fixed costs would remain the same regardless of attendance.



MINNESOTA ZOOLOGICAL GARDEN FOUNDATION

33 Wentworth Avenue East, Suite 218

West Saint Paul, Minnesota 55118 Phone (612) 457-2579

March 12, 1979

Edward Kohn
General Director
Minnesota Zoological Garden
12101 Johnny Cake Ridge Road
Apple Valley, Minnesota 55124

Dear Ed:

Enclosed is a short proposal for a jointly sponsored "Garden Party," which we discussed last Friday in your office. I am forwarding this to you now because I feel that, if a proposal is made, it should probably come from you.

You should know that I have talked to Ben Oehler, Society Board member, in regard to the party. He has told me that he feels co-sponsorship would not be a good idea. The Society is at a critical stage in its membership; there is a good possibility that membership numbers will decline substantially after the renewal campaign. Ben feels the Society's identity right now is of critical importance, and that the Society would not benefit from co-sponsorship. In other words, co-sponsorship would not contribute to the Society as an organization. I can see his point in this matter.

I am enclosing the original proposal reviewed by the Society at their February 15, 1979, Board meeting when approving the party concept. This will give you an idea of the objectives of their event.

In addition, Ben explained to me that he sees the "Garden Party" as an annual event to thank donors and members; this party will also serve as the kick-off to their second membership campaign. To him, it is really a Society party to make members appreciative of the Society.

Although I can see the points Ben has made, I do believe that a jointly sponsored event would be in the best interests of the zoo, the Foundation and the Society. The other option, of course, is to have a series of smaller events for each organization; I really believe this would cause confusion among the public rather than clarify our roles as support organizations. In the future, this decision could lead to two major events for the support organizations in "prime time," the spring of the year.

I have discussed this with Bob Voigt in detail, and our mutual feeling is that co-sponsorship should continue to be explored. We cannot identify, however, a Foundation Board member who might take

OFFICERS AND DIRECTORS: KENNETH M. KNOPF, President *Edina*; MARGEE KINNEY, Vice President *Wayzata*; DEAN McNEAL, Secretary *Mound*; ANTHONY L. ANDERSEN, Treasurer *St. Paul*; FIRMIN L. ALEXANDER *St. Paul*; CONNIE DeLAND *Minneapolis*; ROBERT FERGUSON *Eagan*; LOUIS I. GELFAND *Minneapolis*; RICHARD G. GRAY, SR. *Mound*; REUEL HARMON *Inver Grove Heights*; R. W. KAPLAN *Owatonna*; MALCOLM McDONALD *North Oaks*; JOHN C. McKAY *South St. Paul*; CHY MORRISON *Wayzata*; DAVID W. ONAN, II *Wayzata*; JOSEPH T. O'NEILL *St. Paul*; JAMES G. PETERSON *Excelsior*; GORDON ROSENMEIER *Little Falls*; MARY ANN SCROGGINS *Afton*; SANDRA STOKESBARY *Minneapolis*; JOHN E. TILTON *Hopkins*
EX-OFFICIO MEMBERS: PAUL I. FREEMAN, President, *Minnesota Zoological Society*; EDWARD KOHN, General Director, *Minnesota Zoological Garden*; U.S. SEAL, Ph.D., Chairman, *Minnesota Zoological Board*
EXECUTIVE DIRECTOR: ROBERT S. VOIGT

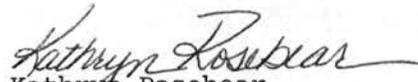
Mr. Edward Kohn
March 12, 1979

Page 2

this proposal to the Foundation and Society Boards. This means, of course, that if any proposal is forthcoming, it should probably come from you. I am willing to respect your decision in this matter either way, and I believe the Foundation Board will, too.

Thanks for your continuing help in this matter.

Sincerely,


Kathryn Rosebear
Administrative Assistant

KR/me

Enc.



FULLA
TROJAN BONE
ASSOCIATION INC. USA

PROPOSAL TO SPONSOR MZS "GARDEN PARTY"

February 15, 1979

MOTION: to sponsor a "Garden Party" at the Zoo on Friday, May 18, 1979, with advance funding available in the amount of \$1,000.

PURPOSE: to stage an event which would be the first of an annual activity designed to

- a) celebrate the May anniversary of Zoo opening
- b) encourage donor member renewal
- c) solicit new donor members
- d) provide members with an activity of social nature

OBJECTIVE: to provide an event which would be cost effective with ticket income to cover food, refreshments, decorations and printing costs.

RESPONSIBILITY: an ad-hoc committee consisting of representatives from Society staff, Membership Procurement and Membership Activities Committees and additional Society members would plan and implement the "Garden Party".

Minnesota
Zoological
Society



555 Wabasha Street
Saint Paul, Minnesota 55102
Telephone 612 222-1706

February 5, 1979

Mr. David Bender
Minnesota Zoological Garden
12100 Johnny Cake Ridge Road
Apple Valley, Minnesota 55124

Dear Dave:

Words fail me in expressing my appreciation and amazement to the Zoo for people like Cindy Harry. She supported me at a recent Minneapolis Women's Club program. Her audiovisual work was exciting. The 400 women that viewed our program were extremely complimentary of Cindy and her shows.

With people like Cindy at the Zoo we have no direction but up.

Sincerely,

A handwritten signature in cursive script that reads "Paul". The letters are fluid and connected, with a prominent loop on the 'P'.

Paul I. Freeman

PIF:csh

cc: Ed Kohn ✓
Bev Rongren



MINNESOTA ZOOLOGICAL SOCIETY
BOARD MEETING MINUTES
JANUARY 18, 1979

The meeting was called to order in the classroom of the Minnesota Zoological Garden.

IN ATTENDANCE

Dennis Albrecht Paul Freeman
Sandy Bloomquist Ben Oehler
Lloyd Brandt Marialice Seal
Dale Chelberg Jim Williams
Ron Cottone Paul Zollman
Bruce Douglas

ABSENT

Karen Ferguson David Spong
Larry Freeman DeWayne Walker
Jan Humphrey Terry Nelson
Dave Mech
Liza Nagle

ALSO IN ATTENDANCE

Chase Davies Bob Voight
Bev Rongren Karla Williams
Dr. U. Seal

I. APPROVAL OF MINUTES

Minutes of the December 21 meeting were approved as written.

II. FINANCE REPORT

The report for December 31, 1979 was distributed. A statement of real cash available was added to a cover sheet which shows the Society to have uncommitted funds at this time in the amount of \$139,000.

III. COMMITTEE REPORTS

Executive Committee

Terry Nelson has submitted her resignation and the President has reluctantly accepted it. The Board stands at 18 now with three openings, two appointed and one elected position being open. The Board is requested to submit recommendations to the Society office for consideration. A letter of appreciation will be sent to the outgoing Board members.

ANNUAL MEETING

It was moved by Dave Spong, seconded by Jim Williams and carried unanimously that the Annual Meeting of the Minnesota Zoological Society be held in the fall of the year at a time and place to be determined by the Annual Meeting Committee.

ZOO WALK 79

Lloyd Brandt reported on the recent developments in the Walk. The route has yet to be agreed upon but hopefully it will start and end at the Zoo and have as much within the Zoo site as possible. It will not be lengthened beyond 20 km. Dairy Queen is working closely with promotions and with the First Bank System will help distribute the sponsor sheets. A June 2 Sundae Social will be sponsored by the MZS in the amount up to \$3,000 as a result of a motion by Lloyd Brandt, seconded by Dr. Douglass and carried. Mail House will be handling the computerized returns this year. Bruce Jenner is willing to sponsor the Wilderness Run, more investigation will be done on that project before it is approved. There will be no out-state walks this year. 4-H will help promote the walk. Pledge forms are needed at this time and the printing has not been underwritten. Lloyd Brandt moved, the motion was seconded and it was passed that the Society will underwrite the pledge forms up to \$2,500 if another source is not found. (9 for, 1 against). The \$5,500 approved in the above two motions will come from the Society's share of the proceeds of last year's walk not from general revenue. A free pass will be given to each participant by the Garden. No food has been underwritten for Walk day as of this report.

CHILDREN'S ZOO REVIEW

Lloyd described a proposed fund raiser for the fall. There was a motion by Bruce Douglass, second by Dale Chelberg to look into the idea further and report in greater detail at the February Board meeting.

PUBLICATIONS

Bev reported on the potential MZG publication and said that their current mailing list for the news letter was filled with a substantial waiting list. Ed Kohn, the new director of the zoo, suggested deferring the new publication for six months in order to get a better feel for the zoo's operations, legislative actions, etc. He also suggested that it be a quarterly newsletter rather than bi-monthly which could save as much as \$1.00 per year per subscription. There followed a general discussion on the types of publications with the general feeling being that Animal Kingdom was an excellent magazine and that we should not in any way deminish our services to the members particularly during the renewal phase. Chase indicated that the zoo staff was now writing the Animal Kingdom insert as Jim Williams has resigned as editor. Further discussion will be held in June regarding the proposed zoo magazine. Animal Kingdom will not extend the Society's subscription for a six months period and we will have to renew for 1 year creating some overlap with the zoo magazine if it comes to pass.

VOLUNTEER SERVICES COMMITTEE

Marialice Seal requested Board action for a \$225 addition to the budget for the volunteer recognition program in February. Marialice made a motion to approve the amount and seconded by Bruce Douglass, the motion passed unanimously.

PUBLICITY

Sandy Blomquist discussed her dealings with the media regarding lectures and member services. She said that relations were extremely good and that publicity should be substantial.

MEMBER SERVICES

Karen Ferguson reported on the coloring contest which received 200 entrants. Several were exceptionally good and the winner was from Rochester. Many of these coloring contest winners will be displayed at the zoo. She went on to say that the cross country day program was full and that the January lecture had 116 advance registrations. She went on to indicate that plans were being made for a flower show, yet another art event and a "happy birthday zoo" day. Chase reported on the new membership card which will come out with the renewals. It will have a provision for multiple cards. She also indicated that 600 new members had joined between October 2nd and January 16th.

IV. OLD BUSINESS

LEGISLATIVE UPDATE

Dr. Seal gave a brief discussion of legislative activities to occur over the next three months. Currently the zoo and the foundation are exploring a matching capital expenditures grant and the staff is busily developing contacts with Governor Quie's staff. Paul Freeman indicated that the society has registered with the proper authorities regarding its lobbying activities. He also mentioned that he has written a letter to the membership coming in the February newsletter, asking for members to contact their legislators regarding legislative action for the zoo.

ORGANIZATIONAL TASK FORCE

Paul Freeman mentioned that the organizational task force has been formed but has not met. It will meet, however, in the near future.

V. NEW BUSINESS

NOMINATING COMMITTEE

Paul also suggested that he will be appointing a nominating committee in the very near future.

VI. OTHER REPORTS

MZG BOARD REPORT

Marialice Seal reported that the board had not discussed a great deal of new topics considering its new director had come on board. She mentioned that the baby tapier had been born in early January, a new TV ad had been made and was being run among other items. Bev Rongred indicated that attendance was ahead of projections for January and the monarail will commence operations in early March if all goes well. There was some discussion of the ticket price of the monarail and that it may be included in a single ticket package as admission to the zoo.

She also indicated that part time employees will be hired as narrators for the monarail ride.

MZG FOUNDATION

Bob Voight indicated that the board had approved expenditures up to \$630,000 for equipment and exhibit modifications. Some \$30,000 will be spent for new equipment and \$400,000 for the changes in the exhibit including the splitting of the Musk Ox exhibit to allow the new younger Musk Ox to be shown and a mid-trek stop with a bison/elk exhibit included in a recreation area. Also a number of grape arbor shading structures will be built on the northern trek to protect visitors from the summer sun. Bob also indicated that the zoo walk was moving along well with its new staff and that the Foundation was following up requests made earlier from area businesses.

There being no further business the society meeting adjourned at 10:05 P.M.

Respectfully submitted

Acting secretary
Dennis Albrecht