



Minnesota State Zoological Board.  
Zoo-Related Organizations Files.

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# ZOO NEWS



Published for members of the Minnesota Zoological Society

Volume 12 Number 11 November 1981

## A Whale of a Gift.

'Tis the Holiday Season  
And as you well know  
Gift giving puts  
The heart all aglow.

A whale of a gift  
We're here to suggest  
For animal lovers  
This is the best.

Anana and Nuklik  
The whales at our zoo  
Are wet, wild and wonderful  
And they need you.

A sponsorship fee  
Of \$10 or so  
Will see they live better  
And help our zoo grow.

Your special person  
Gets a packet of fun  
Some things to cherish  
And show everyone.

A packet of thanks  
Happy Holidays too  
From the Society  
And Minnesota Zoo.

Sponsor a WHALE for that  
special someone.

Call C-A-R-I-B-O-U (227-4268)

## Zoo notes.

This September, the American Association of Zoological Parks and Aquariums (AAZPA) held its 57th Annual Conference in New Orleans. Conference registration was at an all-time high with over 900 delegates from every state in the nation — a equivalent of one-third the total national AAZPA membership.

Conferees included several volunteers, board members and staff of the Minnesota Zoological Society, Minnesota Zoo, and Minnesota-based International Species Inventory System (ISIS).

The primary purpose of this conference was to address the organization's long and short term goals relating to species preservation. Concern for a conservation of world wildlife has long been a topic of discussion among zoo enthusiasts and recently, the AAZPA adopted the Species Survival Plan (SSP), identifying a small select number of species who would benefit from an aggressive animal management program.

After careful review of species potential, the Asian wild horse, gaur, okapi, amur (Siberian) tiger, Indian rhino, black rhino, golden lion tamarin, Bali mynah, barasingha, Asian lion, grevy's zebra, scimitar-horned oryx and the Asian small-clawed otter were chosen to be the first to be intensively managed by zoo professionals in accordance with SSP.

Data on each species will be collected, computerized and analyzed. Gene pools will be established and supervised breeding programs initiated. Through SSP, AAZPA hopes to literally manage the entire world's population of a certain number of species.

Longtime Minnesota Zoo supporter and research scientist Ulysses S. Seal has accepted the honored position of Species Coordinator for the amur (Siberian) tiger species survival plan. His involvement brings an exciting and challenging new endeavor to Minnesota and gives us an opportunity to observe progressive animal management at its best.

**At the November 19 Society Board meeting, Dr. Seal will address the topic of species survival programs and the role he and others will play in this pilot project.**

**I encourage your interest and invite you to join us for the presentation by calling 222-1706 to make a reservation.**

Through projects of this kind there may be hope to save a few of the world's species from extinction and perhaps to increase other world populations.

**Karla A. Williams**  
Executive Director  
Minnesota Zoological Society

## Zoo dates.

- |                         |  |
|-------------------------|--|
| November 6<br>– Dec. 13 | The Moveable Feast, a Native American art exhibit  |
| 13                      | Foreign Language Day: French   |
| 19                      | Minnesota Zoological Society Board of Directors Meeting 7:30 pm.<br>Dr. U.S. Seal - Species Survival |
| 22                      | Monthly Members Day<br>At Home in the Snow – The Japanese Macaques 1-3 pm.                           |
| 26-29                   | Special Thanksgiving events<br>Grand Opening, Outfitters Post  |
| 27                      | Family Free Day  |
| December 1              | Winter Quarter begins<br>Minnesota Zoo Learning Adventures   |
| 12                      | Monthly Members Day<br>A Visit with the Zoo Veterinarian 9-11 am.                                    |
| January 5               | Monthly Members Day<br>Minnesota's black bears 7-9 pm.   |



Zoonews is published by the **Minnesota Zoological Society**.  
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Cover Photo: **J. Perrone**



## Monthly members day / November – January.

Monthly Members Day activities are offered free of charge as a benefit to Society members. Reservations for the activities are necessary. To reserve a place, call the Society at (612) 222-1706.

**At Home in the Snow – The Japanese Macaques**  
Sunday November 22 1-3 pm.  
Zoo Lodge

Become more familiar with one of the Zoo's most popular exhibits. Curator John Lewis discusses the interesting social organization of the world's northern-most non-human primate.

**A Visit with the Zoo Veterinarian**  
Saturday December 12 9-11 am.  
Zoo Theatre

Dr. Frank Wright, Minnesota Zoo veterinarian, discusses the ever-changing challenge of zoo medicine. A special tour of the veterinary facilities follows the theatre presentation.

**Minnesota's Black Bears**  
Tuesday January 5 7-9 pm.  
Zoo Theatre

Noted wildlife biologist Lynn Rogers presents a fascinating program about his ongoing research study of the black bear in northern Minnesota.

## Winter zoo classes begin December 1.

The winter schedule of informal wildlife classes at the Zoo offers a wide variety of grade school and adult classes. Some of the exciting classes being offered are Winter Ecology, Winter Shelters and a bald eagle expedition. In addition, a new pilot program being offered free to members this winter is Shared Learning, a family-oriented program in the study of animal behavior.

Members will receive their copy of the brochure this month. To avoid disappointment, members interested in the limited enrollment pre-school classes are urged to enroll as soon as they receive the brochure.

Our fall program draws to a successful close this month. Over 240 members have participated in the fall quarter. Call the Society at (612) 222-1706 for more information on the November-February continuing education classes.

## Volunteer training dates.

Two sections of volunteer training classes will be held during January and February at the Minnesota Zoo. Each class consists of 7 six-hour sessions. One section meets on Tuesdays, the other on Saturdays. Information about the Zoo Volunteer Corps is available from the Society at 222-1706.

**Tuesday Training**  
January 5, 12, 19, 26  
February 2, 16, 23

**Saturday Training**  
January 9, 16, 23, 30  
February 6, 20, 27

## Make a difference. Volunteer at the Zoo.

Who are those unusual people that give their time and talent to a volunteer organization? There's no doubt that they are very special people. And the Zoo's volunteer corps is an excellent example of the diversity of lifestyles and talents volunteers embody.

One of the volunteer's outstanding characteristics is the ability to share talents and experiences. Another is the volunteer's dedicated commitment to the purpose of the organization. But it could be that the volunteer's most outstanding characteristic is the recognition that his or her involvement makes a difference in the success or failure of the organization.

For those who love the zoo experience and love and respect both animals and people, the Zoo's Volunteer Corps may be the ideal organization. Those who share the commitment of the Zoo in educating, preserving, conserving and conducting research into the ways and networks of earth lifeforms and habitats,

can add a great deal to the public's experience at the Zoo.

Add to that a volunteer who is dedicated to providing a meaningful family recreational experience for Minnesotans, and you've got a person who can make a difference.

Before tying on that familiar blue sash, volunteers at the Zoo receive in-depth training. Volunteers earn recognition awards for working in Zoolab, leading special educational tours, greeting school groups, producing a monthly newsletter, speaking to community groups, hosting special events, providing information to visitors and performing a variety of other Zoo functions.

**You could make a difference in the future of the Zoo. For more information about the Zoo Volunteer Program, call the Society at (612) 222-1706 or write Minnesota Zoological Society, 555 Wabasha, St. Paul, MN 55102.**

# From Rhino Beetles to Rhinos

by Mary Jo Olson

## Do we need to grow?

After three years of operation, the Minnesota Zoo has attained the status of #1 visitor attraction in the state. That's quite exciting, but we don't intend to stop here. Our Zoo has almost unlimited potential for growth and we will continue to expand. We want people to return to the Zoo again and again, having new and rewarding experiences each time.

A growth plan for the next ten years has been developed. The Capital Completion Plan has two main components - Trail Expansion and Trail Enrichment.

## Trail Expansion

Visitor surveys indicate that additional exhibits are our most basic need. Fascinating new exhibits have been planned for each of the trails. Let's take a look at just a few of these, trail by trail.

### 1. Northern Trail

The Northern Trail is, so far, the least developed of all the trails and will be one of the first areas to be expanded.

**Wolves, caribou and shorebirds** will be established in the cattail marsh area. Close-up observation of the wolves' complex social structure will be possible from a glass-enclosed pavilion. The bison and wapiti will have some new neighbors in the form of a **prairie dog town**. A bit later on, **polar bears** and **walrus** will highlight a polar/marine exhibit.

### 2. Minnesota Trail

**Black bears** are planned for the Minnesota Trail across from the pumas. A moat at the rear of their exhibit would allow visitors to view the Zoo's lovely natural lake. Some remodeling is also planned for the Minnesota interior with **mink, muskrats** and a **diurnal woodland**, offering a close-up look at a squirrel's nest. A **Minnesota Lab** will feature some smaller Minnesota mammals as well as reptiles, birds and amphibians in an extension of the Zoolab concept.

### 3. Ocean Trail

Remodeling of aquariums has begun and will continue. Our proposals call for an **octopus, sea snake** and a dramatic **tidal pool**. An **Ocean Lab** will allow visitors the opportunity to further explore the world under the sea.

### 4. Freshwater World.

The **Freshwater Biological Foundation** will co-sponsor Freshwater World. This new area will be located between the Ocean and Minnesota Trails and will include birds, mammals and invertebrates, as well as fishes.

### 5. Tropics Trail

How many times have you heard, "Where are the elephants?" Now these often-requested animals are included in the proposal. Not only are **Asian elephants** scheduled for an expanded Tropical Building, but **orang-utans, rhinos, and parrots** as well. The elephant exhibit, featuring a pool and large rubbing trees, will be visible from many vantage points along the trail. A large artificial tree and canopy-level viewing will offer visitors a fascinating look at the rare orang-utans.

### 6. Discovery Trail

Some of the most interesting animals would fit in the palm of your hand. Insects can be quite intriguing, but are rarely represented in zoos. Our Special Exhibits Building will be the location for an **Insect Zoo** and should prove to be an excellent educational center.



Photo: Alan Braus



Photo: Dept. of Nat. Resources



Photo: Dept. of Nat. Resources

## Trail Enrichment

In order to improve the present exhibit program on each trail, some interesting additions and modifications have been proposed. The addition of more reptiles and free-flight birds in the Tropics, and the relocation of the whale feeding platform to improve viewing should greatly enhance the visitor's experiences. Pony cart rides on the Discovery Trail might be replaced with another domestic animal that may prove a bit more exciting. Bactrian camels have been carrying people and their burdens for thousands of years, and Zoo visitors could eventually have the opportunity to experience a bactrian camel ride. These enrichment projects can offer significant improvements in the exhibits, often with minor expense.

## When will it begin?

Projects have been scheduled so that visitor disruption will be kept at a minimum, visitor interest will be maintained and sufficient funding will be available.

We can look forward to a new **red panda** exhibit as early as next summer, thanks in part to a pledge from Dayton's department stores and proceeds from sales of their specially developed Christmas merchandise. The red panda is part of the first phase of the ten year growth plan. The Zoo's board of directors has approved the plans for the first five years, and the Minnesota Zoological Garden Foundation is seeking support from the private sector to work in continued partnership with the state to build and operate our Zoo.

With this start, the rhinos and rhino beetles will be on their way, and the Minnesota Zoo will continue to be #1.



Mary Jo Olson has been with the Zoo in various capacities since its beginning. She is an experienced writer, artist and student of nature.

## "Outfitters" opens.

"Will it bite?" "It's hard and bumpy!" "Is it alive?" "It smells like bananas." "What is a baby fox called?" Comments like these are being heard daily at the new Outfitters area of the Zoo. Visitors may choose to stimulate their senses by using the activity exhibits or challenge their word skill on the giant six-foot crossword puzzle. The curious can investigate the artifacts being displayed or demonstrated by interpreters. Visitors are encouraged to sample exciting new Trail Guides or to check out binoculars for closer viewing of animals. Parents and children might take the opportunity to investigate the Zoo using the newly available Discovery Cards. Zoo goers of all ages are invited to find out how to earn points to "spend" for artifacts in the trading post area of the Outfitters.

Plan your Thanksgiving holiday so that you can help us open the Outfitters.



## Biological happenings.

**Sandy Friedman**  
Associate Director of Biological Programs

- The whales are back, following brief periods off exhibit during August and September. Cracks in the walls and several leaking windows in the whale tank were successfully repaired.

- In September we received a pair of dusky leaf langurs on loan from Metrozoo in Florida and are seeking additional animals to make a social group. Langurs are a medium-sized leaf-eating primate unique to Asia. Various options for housing these important members of the Southeast Asian community on the Tropics Trail are being explored. Until we have gathered more information, it is difficult to speculate when they will be on exhibit. We will keep you posted on our progress.

- The beavers have begun construction of their food cache and it is more exciting than ever. In the past years the male did almost all of the work. This year he is being assisted by last year's four kits. This year's kits, also four, will be watching and learning. Ten to twenty trees will be cut daily by the beavers for storage. If you haven't seen this before, it is well worth a special visit.

- By November, a major reconstruction of the Gibbon Lake exhibit should begin. This will involve construction of new trees on the island and modifications to the pool including built-in camouflaged feeding dishes for the flamingos. These changes will, we hope, encourage more breeding among the birds, make the lake more attractive and provide improved opportunities for the gibbons to demonstrate their ability to navigate in trees. Completion is anticipated around late December. This work will be sponsored by the Minnesota Zoological Garden Foundation's Short Range Development Fund and the Minnesota Zoological Society's Animal Sponsorship proceeds.

- The bat cave on the Minnesota Trail has been reconstructed by our exhibits department to provide excellent close-up viewing of the bats, secure roosting places, and special visual barriers which will allow separation of the social groups.

Spend some time at the cave and watch the bats' interesting social behavior—males defending a territory, mothers caring for their young, and juveniles playing—many of the same things you might observe in the troop of Japanese macaques.

Photo: J. Perrone

## Seven elected to Society board.

**Minnesota Zoological Society**  
Board of Directors  
October 24, 1981

Dennis P. Albrecht  
Donald E. Block, Vice President  
Joseph G. Bohlen  
Robert L. Bonawitz  
Narvel M. Brooks, Jr. (appointed)  
Bruce E. Douglass, M.D. (appointed)  
David F. Dunn  
Stephanie Anne Fox, Treasurer  
Craig J. Halvorsen (appointed)  
Clayton J. Hatzembuhler (appointed)  
Ingrid M. Holley  
Mark E. Jacobson, President  
Patricia M. Leelefeldt  
Terry Nelson (appointed), Secretary  
Marilyn E. Nordaune  
Roger K. Palmquist  
Marialice Seal  
Vicki L. Uchida

The results of the election for seven directors to the Minnesota Zoological Society board were announced at the annual meeting, October 24, 1981.

Returning to the board for two-year terms are Donald E. Block, Joseph G. Bohlen, Stephanie Anne Fox, Mark E. Jacobson, Marilyn E. Nordaune, and Marialice Seal. Elected for his first term to the board is Roger K. Palmquist.

The Society board is comprised of 21 directors. Seven were just elected to serve two-year terms, seven will be elected next year to serve two-year terms, and seven are appointed.



## 1982 calendars ready.

The Minnesota Zoological Society has produced a third Minnesota Zoo wildlife calendar. The 1982 calendar features 4-color photographs of zoo animals in a 9½" x 13" format. The photos are plastic-coated and the engagement calendar provides large squares for you to write in your activities.

The calendar will retail at \$6.50, but the special members price for calendars purchased in person at the society office is only \$5.00. If you wish to mail order your calendar, add \$1.50 for postage and handling on each calendar. Gift cards will be enclosed at your request. Please give separate instructions for each calendar ordered.



## Calendar order form.

I wish to order \_\_\_\_\_ calendars at \$6.50 each (tax, postage and handling included).

Total amount enclosed: \$ \_\_\_\_\_

My Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

\_\_\_\_\_ This is a gift. Card should read:

From: \_\_\_\_\_

Mail to: \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Send this order with your check or money order to Minnesota Zoo Society, 555 Wabasha St., St. Paul, MN 55102.



## Zoonews.

**Minnesota Zoological Society**  
555 Wabasha Street North  
St. Paul Minnesota 55102

Non-Profit Organization  
U.S. Postage  
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Permit Number 1819

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# ZooNews

Update.



Published for members of the Minnesota Zoological Society

Volume 12 Number 10 October, 1981

## Zoofaris 1982.

The Society's first expedition to Africa takes place this month for 32 adventurous members. Society staffers Karla Williams and Peg Wetzel accompany the participants in October to ensure a headachefree, 16-day experience of Kenya's exotic wildlife.

The exciting Society-sponsored travel line-up for 1982 highlights a delightful escape to Panama and the Galapagos this coming February, a trek to Alaska's wilderness in August and a repeat of the popular Kenya adventure in October.

### Panama and the Galapagos Islands. February 3-17, 1982

Fifteen glorious days in Panama and the Galapagos. Limited to 14 persons, this unique trip combines a tropical and evolutionary biology perspective with the special experience of unspoiled Galapagos' wildlife. Escorted by Sanford Friedman, associate director of biological programs at the Minnesota Zoo, and Billie Foreman of Mercury Travel, this expedition includes two days in Panama to experience

biological research in operation at the Smithsonian Tropical Research Institute, and a tour of the famous canal and locks. A weekend trip to the San Blas islands follows. These islands are home of the nose-ring-bearing Cuna Indians. Then on to seven glorious days in the Galapagos Islands that inspired Darwin's "Origin of Species". Participants will cruise the archipelago on the Isabella, a comfortable, seaworthy motor yacht. The limited size of the group enables members to view the superb wildlife peacefully and at a close range. The unspoiled wildlife includes fur seals and sea lions, marine iguanas, blue-footed boobies, Darwin's finches, lava lizards, Galapagos tortoises and yellow-crowned night herons. There is much, much more.

Call Sandy Friedman at 432-9010 or Billie Foreman at 227-8217 now for a fully-detailed brochure of this trip. Interested participants are encouraged to reserve their place quickly to avoid disappointment.

Price: \$3,795 per person  
Twin or Quad cabin

## October members day.

Curator Lecture: **The Beluga Whales**  
Saturday, October 24 9-11 a.m.  
Zoo Theater

Curator Austin McDevitt narrates a slide show of the capture of the Minnesota Zoo's beluga whales. Members will tour behind-the-scenes at the whale tank pump room and have the opportunity to question McDevitt on the how and why of shaping whale behavior at the 11:00 a.m. whale feeding/exercise program.

Monthly Members Day activities are offered free of charge as a benefit to Society members. Reservations for the activities are necessary. To reserve a place, call the Society at (612) 222-1706.



## Animal sponsorship goes to school.

Are you looking for a new and creative way to bring wildlife into your community schools? Teachers, P.T.A. members and interested parents can call now to sign up for the Animal Sponsorship School Program.

Sponsoring a Minnesota Zoo animal is a unique school project. Fees range from \$10 to \$4,000 annually. Primary teachers whose group sponsors a Zoo animal receive an information packet focusing on endangered species. Materials include over forty pages of animal descriptions, activity sheets, animal pictures and ideas for further study.

Sponsors receive a certificate of sponsorship, a t-shirt iron-on for each student, and biographical information about the sponsored animal. In addition the name of the group is listed on the sponsor's plaque at the Zoo.

Speakers Bureau volunteers will visit the school, present the new slide show entitled "A Cry For Help" and award the certificate of Sponsorship.

To participate in the school program, call Pam Borden at 432-9010; or Phyllis Saltzman at C-A-R-I-B-O-U (227-4268).

## Special days.

### Smile Day, October 3

This special day is co-sponsored by the Minneapolis/St. Paul District Dental Societies, Auxiliary, and KRSI and KJJO radio. Free dental screenings will be given to children (age 16 and under) and seniors (age 65 and over) during Smile Day. And, free toothbrushes to the first 2,000 participants! Compare your teeth to the animals' at the special Smile Day animal tooth display.

### Art and Animals, October 17-18

What more lively, exciting topic for art than animals? And the Minnesota Zoo has 1,700 to choose from! We'll even provide art supplies and special instructions to help bring your creative talents to life! There'll be workshops on Sunday and on-site artists to observe both days. Come and enjoy "Art and Animals" special activities, co-sponsored by American Crayon (Prang) and Anchor Paper.

### Halloween, October 31

Make a special Zoo visit Saturday, October 31 - **Halloween!** Come dressed as your favorite animal and you'll receive a free Beluga Book in the Zoo Gift Store. And be sure to enter the animal costume contest sponsored by Encyclopedia Britannica. You could be the lucky winner of a Britannica Junior. Entry forms available at the Zoo on October 31 or in advance by calling 432-9010, Extension 217.

### Moveable Feast, Nov. 6-Dec. 13

The Moveable Feast is a collection of artifacts, fine artworks and photographs by contemporary Native American artists. The exhibit depicts Native American ways of hunting, gathering, preparing and celebrating food, which are in many ways still a present-day reality in powwows, feasts, songs, dances and healing ceremonies.

In addition to the art exhibit, the Moveable Feast will feature multi-image slide shows, special speakers and demonstrations.

**Special related events: Nov. 26-29, 1981**

## October zoo hours.

The Minnesota Zoo is open daily 9:30 a.m. - 5:00 p.m. through October 31.

Winter hours begin November 1. The Zoo will be open daily 9:30 a.m. - 4:30 p.m., November 1 - March 31.

## Zoo dates.

- October 3 Smile Day, co-sponsored by KRSI and KJJO radio and Minneapolis/St. Paul District Dental Societies and Auxiliary
- 3 Teacher in-service
- 4-10 National 4-H Week Display
- 4-19 Society-sponsored tour of Kenya, Africa
- 8 Forest Lake Jr. High Band
- 17-18 Art and Animals, co-sponsored by American Crayon (Prang) and Anchor Paper
- 24 Society and Foundation joint annual dinner and Society annual meeting, 6:30 p.m., Minnesota Zoo
- 24 Monthly Members Day, the beluga whales, 9-11 a.m.
- 31 Halloween animal costume contest, co-sponsored by Encyclopedia Britanica
- November
- 6-Dec. 13 The Moveable Feast
- 26-29 Special Thanksgiving events



Photo credit: John Perrone

The black crested ape on exhibit in the Tropics Trail at the Zoo is distinguished by a crest of hair on the top of its head. When these animals are excited, the crest stands straight up. This feature led to the popular name, "crested ape".

## Zoonews. Update.

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# ZOO NEWS



Published for members of the Minnesota Zoological Society

Volume 12 Number 6

June 1981

## A Rare Father's Day Present

I'm known as Father Gibbon  
From the Minnesota Zoo  
And on this special Father's Day  
I've a favor to ask of you

We've recently added a new branch  
to the gibbon family tree  
He's already quite a swinger  
Won't you come out and see?

But being a dad is rough, I've found  
Caring for the very small  
They need love and time and patience,  
Plus your money would help us all

I need some friends to sponsor me  
(The more of you the better)  
In return I'll give you lots of love,  
A surprise and a thank you letter

Please sponsor me for Father's Day  
and help the Minnesota Zoo  
To get more information,  
Simply dial C-A-R-I-B-O-U

Sponsor the Father Gibbon for your  
dad for Father's Day.

Call 227-4268

## Zoo notes.

The Minnesota Zoological Society is celebrating its 20th anniversary this spring. A noteworthy event indeed... surely the result of this community's commitment to an idea and its willingness to work towards that end.

I salute the hundreds, perhaps even thousands, of individuals who for some 20 years have given their energies to the promotion and development of a new idea... a new zoo. And my appreciation to the many, 9000 to be exact, who have since come to support this organization, and through it the Minnesota Zoo, with their membership dollars.

With the passage of time, this organization has experienced change and with change-growth. Today the Society is a strong viable entity and the 8th largest zoological organization in the nation.

It is with pride that I welcome the challenges which face this 20-year-old society in the future. As we enter a new era, it will require much initiative, stamina and dedication along with the ability to meet and measure up to changing times and conditions.

Fiscal year '82 which begins June 1, finds us taking just such a step forward in the revitalization of the monthly members newsletter, Zoonews. Our intent here is to retain the informal and folksy tone of the old newsletter and to combine it with some new qualities to improve both the appearance and the readability. This issue is the result... we hope you find it more inviting and that you'll let us know if we've succeeded.

In the meantime, we hope also that you'll notice our other endeavors; improved membership services, increased promotion through Animal Sponsorship, expanded educational opportunities and greater public awareness for the Society and the Zoo.

The Zoological Society has been called the "people side of the Zoo", and that says it quite nicely.

Our mission is to bring people and animals close to one another... to provide pleasure, encourage understanding and nurture the cause of ecology.

We are dedicated to helping Minnesotans enjoy life in the very best sense. As a member, you are sharing our ideals. And, as a member you are realizing our efforts. We hope you are satisfied and that you will continue to assist and support the Society during the next 20 years.



**Karla A. Williams**  
Executive Director  
Minnesota Zoological Society

## Zoo dates.

- June 1 Bus service to the Zoo from Minneapolis in operation
- 6 Society Members Annual Open House 1-6 pm.
- 6 Whale Feeding Contest
- 6-7 Zoo visits Lake Street Bazaar
- 8-12 Zoo visits Nicollet Mall
- 13 Whale Feeding Contest
- 15-21 Wetland Awareness Week
- 18 Monthly Members Day Backstage at the Bird Show 7-9 pm.
- 20 Whale Feeding Contest
- 21 Father's Day at the Zoo
- 25 Minnesota Zoological Society Board of Directors Meeting 7:30 pm.
- 27 Field Trip to Whitewater State Park
- 27 Whale Feeding Contest
- July 4 Whale Feeding Contest
- 11 Whale Feeding Contest
- 13 Monthly Members Day Curator Lecture on Tropical Birds 7 pm.
- 16 Night Hike at the Zoo
- 17 Apple Valley Puppet Theater at the Zoo
- 18 Whale Feeding Contest
- 23 Minnesota Zoological Society Board of Directors Meeting 7:30 pm.
- 24 Apple Valley Puppet Theater at the Zoo
- 25 Whale Feeding Contest



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Society Executive Director **Karla A. Williams**  
Editor / Society **Peg Wetzel**

Zoo Board Chairman **James Hetlund**  
Zoo General Director **Edward Kohn**  
Editor / Zoo **David Bender**

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## Monthly Members Day / Summer 1981.

Monthly Members Day activities are offered free of charge as a benefit to Society members. Reservations for the activities are necessary. To reserve a place, call the Society at (612) 222-1706.

**Backstage at the Bird Show**  
Thursday June 18 7-9 pm  
Zoo Theatre

The creators of the Zoo's own bird show, Mary Lou Martin and Daisy Ritter, invite Society members to learn how it was done.

**Curator Lecture: Tropical Bird Exhibits**  
Monday July 13 7-9 pm  
Zoo Theater

Curator Ron Johnson discusses the bird exhibits in the Tropics Building of the Minnesota Zoo. A special trip to the exhibit follows the presentation in the theater.

**Curator Lecture: Zoo Animal Management**  
Monday August 10 7-9 pm  
Zoo Theater  
Associate director of biological programs Sanford Friedman discusses the internal workings and objectives of the Zoo's animal management program.

## Summer education programs feature new classes.

Continuing Education Coordinator Doug Langefels developed an expanded program of classes at the Zoo this summer. A brochure of the summer program has been mailed to all Society members. There is something for everyone: elementary, secondary, adult and family courses. Topics include habitat study, plant and animal identification, single species study, animal babies, and week long and weekend outdoor study tours.

"Our summer program has been greatly expanded. This summer we offer a wide variety of informal classes for adults, families and youngsters. The program features active participation in learning both outdoors and in the classroom. We are focusing on the Zoo as an educa-

tional center, not just about the animals on exhibit, but about the entire spectrum of animal and plant life and the interrelationships of nature," reports Langefels.

Doug Langefels joined the Society staff as Continuing Education Coordinator in April 1981. He has been employed at the Minnesota Zoo as an interpretive naturalist and monorail guide since October 1977. Born in Edina, Doug received his B.S. in Zoology from Iowa State University. He replaces Kathleen Lundgren who is now managing the Education Department of the Minnesota Zoo.

For more information, consult the summer education brochure or call the Society at (612) 222-1706.

## Summer activities feature the great outdoors.

### Whitewater State Park

Saturday, June 27  
7:30 am to 7:30 pm  
Fee: \$10  
For all ages

Zoo naturalist Dany Newbauer is your guide on a day-long field trip to Whitewater State Park in Southeastern Minnesota. This is an opportunity to examine nature firsthand, and to appreciate its value. Transportation is provided. To register, send your name, membership number, address, tuition, and phone number to the Minnesota Zoo Society, 555 Wabasha, St. Paul, MN 55102.

### Isle Royale National Park, Michigan

August 19 - 23, 1981

Isle Royale is 9 miles wide and 45 miles long, the largest island in Lake Superior. A 160-mile system of trails stretches its entire length without disturbing the wilderness character of the area or the wildlife. Enjoy boating, fishing, hiking or just pure tranquility.

8/19 Leave: Grand Portage on the Voyageur II at 9:30 am.  
Arrive: Washington Harbor about noon. Depart for tour around the north side of Isle Royale to Rock Harbor. Arrive Rock Harbor at 5:00 pm. Enjoy four nights lodging including all meals at Rock Harbor Lodge.

8/23 Leave: Grand Portage on the Voyageur II at 8:00 am. Tour around the south side of the island to Washington Harbor. Leave Washington Harbor at 1:00 pm.  
Arrive: Grand Portage at 4:00 pm.

Transportation to and from Grand Portage will be made on an individual basis. A bus may be supplied if there is enough demand. Car pools will be arranged where possible.

There are a limited number of house-keeping cabins. Rates and reservations will be given on request.

For more information or a brochure about Isle Royale, call Billie Foreman, Mercury Travel, (612) 227-8217.

# The Pronghorn: An Ancient American

by John Tobias

More than two million years ago, long before Native Americans or any other people(s) lived on the plains of North America, the several original species of pronghorns appeared, evolved, and with one exception, became extinct.

Prehistoric pronghorn shared their environment with such creatures as dire wolves, saber-toothed cats, ground sloths, mammoths, horses and camels. Why all the various pronghorn, except the one modern species, became extinct is a subject for conjecture. The surviving species is *Antilocapra americana*, "the American goat-antelope".

During the settlement of the American West, the pronghorn suffered a fate parallel to that of the bison. Pronghorn habitat became towns, cities, farms and ranches. Both uncontrolled sport-hunting and market-hunting seriously affected the pronghorn population. Market-hunters were selling dressed pronghorn carcasses for as little as twenty-five cents each.

One of the most devastating developments to threaten the pronghorn was the introduction of sheep to its range. Sheep competed with the pronghorn for food. To prevent sheep from damaging cattle range lands, ranchers and farmers began enclosing their lands with sheep-proof fences. These tightly woven fences not only restricted sheep but pronghorn as well. Despite their ability to jump over fairly high fences, the pronghorn attempted to run through the strands of wire. The sheep-proof fences prevented them from doing this. During severe winter storms the pronghorn would become trapped behind these fences, travel routes were cut off, and unable to reach shelter or food they would often die from cold and starvation.

Eventually, protection, habitat preservation and regulation of hunting stopped the decline in the pronghorn population but not before the herds once estimated at 40 million had decreased to 20-70,000 animals. Today the pronghorn still can be found in most of its original range but in considerably reduced numbers.

The pronghorn was once classified with the antelope because it had horns and was not a goat, sheep or ox. Though referred to as an antelope, especially in the western United States, the pronghorn is now classified in its own family of which it is the only member. No direct ancestors of the pronghorn have been found outside of North America, making the pronghorn a truly American animal.

The unique feature of the pronghorn which separates it from deer, goats, sheep, antelope and other hoofed animals is its horns. Animals with true horns do not shed them at any time, while deer shed their antlers on a yearly basis. Pronghorn shed the outer sheath of their horns while retaining a perma-

nent boney core over which a new horn sheath grows. No other animal, either horned or antlered have this type of horn structure.

The black outer sheath is made up of modified skin cells. The sheath is attached at the base of the boney core which is located over the pronghorn's eyes. When the new sheath begins to develop, the old one loosens and falls off. Both sexes of pronghorn can have horns but, while the male's horn is branched, normally those of the does (when present) are short spikes with no branching. There are, however, records of does with horns like those of males and records of does with no visible horns at all.

Pronghorn are well-adapted to life on the American prairies. Their eyesight has been compared to that of a person using 8X binoculars. This super-vision enables them to spot potential trouble long before it is within dangerous range. Pronghorn are often found bedded on a hill or slight rise in the ground where they have an unobstructed view of the land around them.

Early detection of danger gives the pronghorn a chance to use their most effective defense, their astonishing speed. Easily the fastest land animal of North America, the pronghorn's top speed has been clocked at over 50 miles an hour, though they cannot maintain these high speeds for long periods of time. One favorite tactic when threatened is to put on a burst of speed outdistancing the danger, then when at a safe distance, stop and look to see if they are still being chased. Their speed is more than adequate to outrun any single predator. Only coyotes or wolves running in relays have had much of a chance to run down a healthy pronghorn. Wolves are no longer found on pronghorn ranges.

The mating season of the pronghorn takes place in August and September. Mature bucks begin gathering does together in small harems. There is a constant flow of animals as the bucks try to steal does from other males, while attempting to protect their own.

Following a gestation period of nearly eight months, the does will give birth, usually to twins. By the time the fawns are an hour old, they will have stood up and nursed. As they grow older and their strength and speed develop, they spend more time with their mothers and less time in hiding. By the time a fawn is a week old it can outrun almost any predator.

The pronghorn mother is a very protective parent, using her sharp hooves to defend her offspring from coyotes, foxes and other predators. Does will often use a babysitting system where one or two does watch over a group of

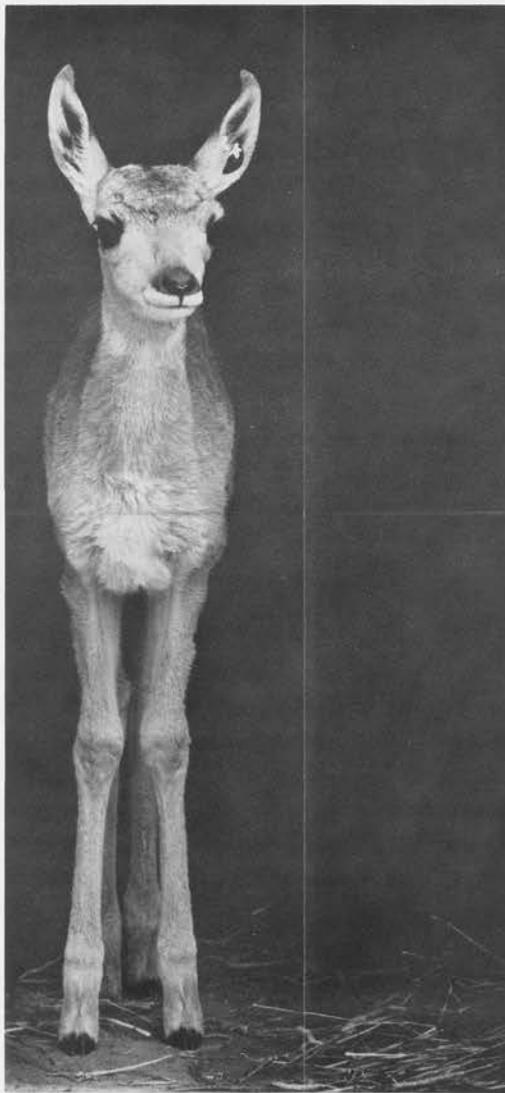


Photo: T. Cajuacob

fawns while the other mothers are away feeding. Despite their camouflage, stillness and the care of the does, many pronghorn fawns fail to survive their first year. It is estimated that half of the young pronghorn fall victim to illness, accidents, predators and the weather.

Pronghorn, particularly younger ones, "romp" with each other and engage in other forms of play. Pronghorn will race against cars and trains, running alongside of the vehicles and then putting on a burst of speed just before they cut across in front of them. Pronghorn also are curious animals. If they see something that they cannot identify, they will often slowly approach it, ready to dash off at the first hint of danger but determined to find out what the object is. Hunters have been known to take advantage of this curiosity by gently waving a flag or piece of cloth to attract a pronghorn within shooting range.

In June of last year, zookeepers Karen Grikstas, Larry Vorwerk and this writer traveled to the Denver Zoo and Research Wyoming's Sybille Wildlife Research Center to obtain pronghorn fawns for the Minnesota Zoo. This journey was one of the first steps in establishing pronghorn at the Minnesota Zoo.



Photo: T. Cajuacob

In addition to working for the Minnesota Zoological Garden, John Tobias has worked as a zookeeper for the Denver Zoo and for the Cincinnati Zoo.

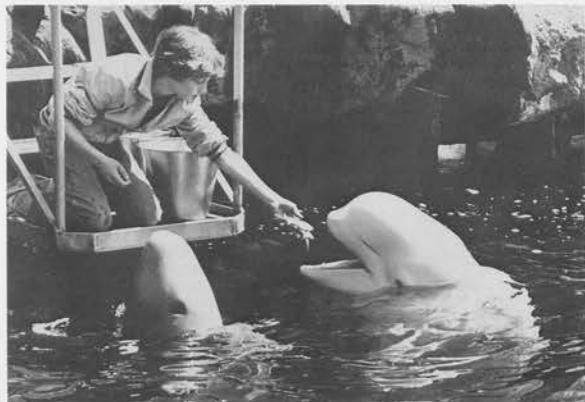
Pronghorn are difficult animals to keep in captivity. They are extremely high-strung and excitable. Often a loud noise or sudden movement from an unexpected source is enough to startle them into panicked flight. With this trait in mind, the Biological Programs staff developed a management plan that called for obtaining and bottle-raising pronghorn fawns. It is hoped that by hand-raising, the young will then become accustomed to people being around them and less likely to bolt when startled.

Pronghorn in zoos outside of their natural habitat historically have not done well, particularly those in zoos east of the Mississippi. It may be because pronghorn cannot adapt to areas with high humidity. Some zoos located in the pronghorn's habitat range have had good success with pronghorn, notably the Denver Zoo.

Pronghorn are occasionally sighted in the western border counties of Minnesota. The Zoo is located just outside of the eastern edge of the pronghorn's range. Hopefully, our pronghorn will be able to adapt to this borderline area and the Zoo will have one of the most eastern herds of pronghorn. Our pronghorn are exhibited on the Northern Trail adjacent to the wild horse/bactrian camel exhibit.

"Open wide", says Scott Natko of Apple Valley as he becomes the first winner of the new Whale Feeding Contest at the Minnesota Zoo. Registration and drawing are held every Saturday from 9:30 am til noon.

Photo: T. Cajacob



## Feed the whales.

What's your favorite animal at the Minnesota Zoo? Most people will answer the beluga whales, but most would never get the chance to touch and feed them, until now. Sound fishy? It is. The Zoo just began a whale feeding contest to be held every Saturday for all visitors age 10 and above.

It's easy, just come to the Minnesota Zoo on any Saturday from 9:30 until noon and sign up at the admissions desk. Registration is limited to one per person. A staff person will draw a name and announce it on the loud speaker three times plus post it at the whale exhibit. After a short introduction, the winner will join the zookeeper at the 1:00 pm feeding to hand signal the whales out for a mid-pool leap or breach. And finally, the winner gets to feed large mackerels to the hungry whales.

The Zoo staff photographer will record the event and send the picture to the winner's local paper. The event will be held every Saturday, weather permitting.

Have a whale of a day at the Minnesota Zoo. Admission prices for non-members are as follows: adults 17 and over, \$3.00; ages 12-16, \$1.50; ages 6-11, \$1.00; seniors 62 and over, \$1.50; and children 5 and under are free. Summer hours are 9:30 am - 6:00 pm.

## Musk ox pathway to be constructed.

Construction will begin soon on a pathway out to the new musk ox exhibit. The path should be completed by mid-summer. It will pass by the future wolf, caribou and shorebird exhibits and return via the existing service road. New viewing areas for the moose will also be developed.

Viewing across the large natural lake into the musk ox exhibit should be a very

pleasant experience. Telescopic views will be available for close-up viewing. In addition to musk ox, plans are to add Arctic hare and perhaps even the Arctic loon.

Until the pathway is completed, excellent viewing is possible from Skytrail. The animals may also frequently be observed from the horse/camel pathway.

## Society thanks volunteers.

Members of the Minnesota Zoo Volunteer Corps were honored by the Society at a recognition dinner, Sunday, May 3 at the Zoo. More than half of the Zoo's 300-strong corps attended the event.

Volunteers at the Zoo perform a great variety of key functions including demonstrations of animal behavior, educational tours for school groups and information to the public. Volunteers are active both assisting the public and working behind the scenes. Zoo volunteers receive in-depth training, an opportunity to earn college credit, and a number of recognition awards.

This year volunteers were able to choose their award from a list of options including

Zoo tickets, gift store certificates and a color photograph of the moose. Many volunteers donated the cash value of their award to the Zoo toward purchase of small animals for ZooLab. Naturalist Ken Young arrived at the recognition dinner with the first acquisition made through volunteer donations—a brand new baby porcupine.

Fifty-six new volunteers completed training on May 9 this year. Interviews begin this summer for the next training session which is scheduled for January. To apply for Zoo volunteer training, contact the Society at 555 Wabasha St., St. Paul, MN 55102 or call 222-1706.

## Births.

- 7 Spurwing lapwing
- 1 Wandering whistling duck
- 1 Pied imperial pigeon
- 3 Zebra finch
- 6 Grey junglefowl
- 1 Victoria crowned pigeon
- 6 Nubian goats
- 2 Small-toothed palm civet
- 4 Striped skunk
- 2 Suffolk sheep
- 1 Japanese macaque

## Acquisitions.

- 1 Albino domestic ferret
- 1 Canadian lynx
- 1 Blandings turtle

## Live entertainment.

The Zoo's theme, "Come to Life" means just that. Visitors aren't just limited to a view of the animals, but can participate in many different activities. Pet a porcupine. Hold a six foot snake. Observe the human antics of the Japanese Snow monkeys.

To make each visit a memorable one, the Zoo has an active summer schedule:

### Daily summer schedule:

Whale Feeding 11:00 1:00 3:00 4:30

Dolphin Feeding 10:30 12:30 2:30 4:00

"For the Birds" Show 11:30 12:30 1:30 2:30 3:30

Live Animal Demonstrations 11:00 12:00 1:00

Hands-on ZooLab 12:00-4:00

Theatre Programs all day

Children's Zoo all day

### Weekly schedules:

**M** Monday Sundae Discounts Dairy Queen

**Tu** Animal Tales 1:15 & 2:15 Zoo Theatre

**W** Apple Valley Mobile Puppet Theatre 4:00 Children's Zoo

**Th** Music Day (bands and chorus groups from around the State) 12:30 lower plaza

**F** Film Feature Day (nature films) Zoo Theatre

**Sa** Whale Feeding Contest Sign-up from 9:30 to 12:00 for the 1:00 feeding (Contest limited to Zoo-goers age 10 and above)

**Su** Animal Interpretive Demonstrations (by state-wide 4H Club members) Children's Zoo

### Special Days:

**June 6-7** Hiking trails open

**June 13-21** "Wet and Wild". Films, talks, displays and hikes about Minnesota wetlands

**June 21** Father's Day at the Zoo. Animal Sponsorship Program features the Zoo's Father of the Year - the male white cheeked gibbon

## Summer bus service.

Daily MTC bus service from Minneapolis to the Zoo begins Monday, May 25. Service will continue five times daily through Labor Day.

The Zoo bus boards passengers at six locations: Second at Marquette, Seventh at Marquette, 35W at Lake Street, Sixty-sixth at Nicollet, Sixty-sixth at Cedar, and Nicol at County Road 30.

A schedule of bus times and fares is available from the MTC, phone 827-7733 or the Society Office, phone 222-1706.

## Buy Zoo tickets 20% off.

Bringing guests to the Zoo this summer? As a member of the Society you can purchase Zoo admission tickets at a 20% discount. Each ticket also includes a coupon for a 20% discount on the monorail ride.

**Discount prices for members' guests:**  
\$2.40 for each adult ticket (regularly \$3.00)  
\$1.20 for each youth ticket (ages 12-16) (regularly \$1.50)  
\$.80 for each child ticket (ages 6-11) (regularly \$1.00)

To purchase discount tickets, just fill out the order form below. Return the form with your check to the Society office either through the mail or in person.

Minnesota Zoological Society Office  
555 Wabasha Street Suite 205  
St. Paul Minnesota 55102

## Order form.

Fill in the number of tickets you wish in each category, total the order and enclose your check.

### Please send me tickets:

Adult \_\_\_\_\_ @ \$2.40 each = \$ \_\_\_\_\_  
(number)

Youth \_\_\_\_\_ @ \$1.20 each = \$ \_\_\_\_\_

Child \_\_\_\_\_ @ \$ .80 each = \$ \_\_\_\_\_

postage/handling **.25**

Total \$ \_\_\_\_\_

### Please send my tickets to:

(name) \_\_\_\_\_

(street) \_\_\_\_\_

(city/state/zip code) \_\_\_\_\_



## **Zoonews.**

**Minnesota Zoological Society**  
555 Wabasha Street North  
St. Paul Minnesota 55102

Non-Profit Organization  
U.S. Postage  
Paid  
St. Paul, Minnesota  
Permit Number 1819

Time Value - Please expedite

Address Correction Requested  
Return Postage Guaranteed

STATE OF MINNESOTA

## Office Memorandum

DEPARTMENT Minnesota Zoological Garden

TO : ALL STAFF

DATE: June 16, 1981

FROM : Edward Kohn, General Director

PHONE: x300

SUBJECT: COMPLIMENTARY SOCIETY MEMBERSHIPS

The Legislative Auditors have determined that State policy prohibits the granting of complimentary Zoo Society memberships to zoo employees. Memberships will be allowed to expire; however, in compliance with the Legislative Auditor's recommendations, memberships will not be renewed by the Society.

Full-time zoo employees and their immediate families may gain admittance to the zoo by following the procedure for business visitors. This requires that the family staff members call and notify admissions of a pending visit. The names of family visitors will then be placed on a clipboard at admissions and checked off on arrival. (Staff and family members should enter only at lower admissions area.)

In order to qualify as a business visitor, members of the family will be asked to complete a marketing evaluation form which they will receive when registering at the Visitor Services counter.

The above procedures will allow full-time permanent zoo employees and their families to enjoy the zoo without undue "red tape" yet will still comply to the state policies that all state employees receive the same rights and privileges as other state officers and employees and that a state employee not receive any payment...or gift... from any source except the state for performance of their duties.

EK:gd

*Society file* X

# NEW YORK ZOOLOGICAL SOCIETY

Bronx Zoo  
Bronx, New York 10460  
Telephone: (212) 220-5100

New York Zoological Park  
New York Aquarium  
Center for Field Biology and Conservation  
Osborn Laboratories of Marine Sciences

May 5, 1981

Karla Williams  
Executive Director  
Minnesota Zoological Society  
555 Wabasha Street No.  
St. Paul, Minnesota 55102

Dear Karla:

For the past couple of years we have spoken about the necessity of increasing Animal Kingdom's circulation and selling advertising space in the magazine in order to make it come closer to paying for itself. Beginning some months ago we commissioned some highly regarded publishing consultants to conduct a feasibility study to determine whether Animal Kingdom might be able to crack the mass market; to redesign the magazine (part of the "new look" appeared in the April/May issue); and to conduct a study of our current readership (a copy of the completed research will be sent to you within the month).

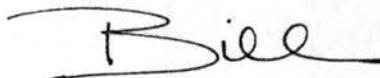
Having concluded that, yes, large circulation and advertising sales are feasible, we have progressed to phase two: an actual marketing plan. It involves two major benefits for each of us: a much bigger, much more exciting magazine for our members and direct marketing strategies that will recruit members for each society. For NYZS, it also offers the hope of getting out of the hole.

Rather than attempt to spell it all out by letter, I am inviting you and representatives of the other large membership Animal Kingdom societies to a presentation here at the Bronx Zoo on Friday, May 29. We will pick up the tab for transportation, hotel, meals, etc. You should probably plan on arriving the evening of the 28th so you can be at the zoo by 10:00 a.m. on Friday. Gene Walter and the rest of the Animal Kingdom staff will be on hand to tell you about the expanded editorial product and show you the contents of the pilot (or dummy issue) now being prepared for market testing. Our consultants will also be present to

explain the testing that will be done this summer and the marketing plan that aims to increase our memberships substantially. You'll have an opportunity to ask questions. With luck there ought to be a little time left over for a guided tour through the new Children's Zoo and other points of interest on the premises.

Please RSVP as soon as possible by mail or phone so that we can make the necessary hotel arrangements for you. You should make your own arrangements for transportation. It is important that you attend and I look forward to seeing you.

Sincerely,

A handwritten signature in cursive script that reads "Bill".

William Conway  
Director

cc: Edward Kohn

P.S. I have been informed that Gene Walter has already contacted you by telephone. You should call the Publications office at 212/220-5121 as soon as possible to let them know when you will be arriving.

*Steady*

**Thank You**

*Accurate Division*

*A*

June 23, 1981

Ed Kohn,

Thank you for all the hard work and concern that resulted in a successful Zoo Society Open House.

This year's Open House was the smoothest running ever and I'm sure the 1700-2000 members who attended had a wonderful experience at the Zoo.

The interest, concern, support and talent of you and your staff made this event a success. Everyone pulled together. The troublesome, ambiguous boundaries that separate the functions of the Zoo and Society faded as the successful completion of a mutual task took precedence.

Here I am, getting sentimental about the Zoo family! Back to reality — Thank goodness we didn't lose the parrot! Regards,  
Peg Wetzel

*Society* CC: SF, DB, PB, SI, LC  
STATE OF MINNESOTA *gd*

DEPARTMENT \_\_\_\_\_

Office Memorandum

TO : Kathy Lundgren

FROM : Doug Langefels *Doug*

SUBJECT: Over-Night Hike at the Zoo

*Ed - I would like to see the implementation. Think it's good idea and we can exercise courts? Division renewed please Ed*

DATE

PHONE: 318

A lot of interest has been generated in conducting an overnight nocturnal study here at the Zoo. The night hike that was offered last August 25, 1980 had 43 people attend, was conducted without a problem, and generated very favorable responses. An overnight program would expand on the idea set up last year.

My plan would be to offer it on Thursday night, July 16. On that night there will be an eclipse of the full moon, beginning at 9:30p.m. and peaking at 11:45p.m. Telescopes can be obtained to enhance the viewing. Before discussing astronomy, however, we will utilize the nature trails and Observation Hill for mini-programs on attracting moths, animal tracking, other insects active nocturnally, night-blooming flowers, experience the sounds of the marsh and woods at night, and attempt to call in some owls. Some live animals could be used in conjunction with the outdoor study, like possibly the barn and snowy owl. Sleeping would be scheduled from 12:00a.m. to 5:30a.m., when it would be up and outside for a dawn bird hike and a comparison of how things changed from 8 hours ago. Participants would then have time to make it home and get prepared for work.

If it is possible, the Lodge would be ideal for conducting the programs and overnight lodging. And, of course, this would in no means utilize the main Zoo exhibits. This would be specifically stated in the Society program brochure.

cc. Dany Newbauer

*In Ontario Aug. 8<sup>-21</sup> Al Singer*

*Mark Jacobson*

RECORD OF MEETING  
ACTIVITIES AND EDUCATION COMMITTEE  
MINNESOTA ZOOLOGICAL SOCIETY  
BOARD OF DIRECTORS

7:30 p.m.  
April 9, 1981  
555 Wabasha St.

- I. D. Dunn's Birthday. In honor of Dave's 21st birthday, refreshment was served.
- II. Budget Review. N. Brooks updated the committee on the most recent budget review meeting at which he represented the A&E Committee. The budget group reviewed goals and objectives from committee standpoint. Also present at that meeting was C. Hatzenbuhler representing the Reciprocity Committee. Hatzenbuhler will take the goals and objectives to present in reciprocity agreement negotiations with the Zoo. The budget is pending settlement of the reciprocity agreement.
- III. Open House. The committee discussed plans for the Open House to take place at the Zoo June 6. The theme for the third annual open house will revolve around the 20'th anniversary of the Society, 1961-1981. An outline of events approved by the committee is attached.

MOTION The activity schedule for the third Annual Open House at the Zoo, June 6, 1981 be approved as formulated by the committee. N. Brooks/D. Dunn.  
MOTION CARRIED.

- IV. Continuing Education Program; Summer Curriculum. The committee expressed appreciation for the time and effort new Continuing Education Coordinator Doug Langefels put into the summer curriculum. The committee requested staff to invite D. Langefels and K. Lundgren to the May 12 meeting.

MOTION that D. Langefels submit a 5 year curriculum outline for the Continuing Education program in order to establish a direction and method of evaluation. N. Brooks/ D. Dunn.  
MOTION CARRIED.

MOTION that summer curriculum be adjusted in the following manner: (1) Add instructor's names to courses; (2) Delete Bird Banding course which didn't go over well the last time it was offered and may be excessive with other bird-oriented classes offered. (3) Delete Wildflower Identification,

Tree and Shrub Identification and Grasses Identification. These course are of limited interest, and are on topics which other local facilities can better handle (i.e. Landscape Arboretum); (4) Reconsider offsite courses which duplicate member travel program; (5) Consider adding a pre-school level to the Animal Babies course. This is an especially good topic for pre-schoolers. (6) Add endangered species topics in future curriculum.  
V. Lease of Zoo Lodge for member activities.

MOTION for staff to pursue rental of Zoo Lodge one Sunday per month for Member activities and hospitality.  
D. Dunn/N. Brooks  
MOTION CARRIED.

VI. Other.

MOTION that the Activities and Education Committee requests that the Marketing and Promotions Committee review the demographics of members in an attempt to increase Society membership. N. Brooks. D. Dunn.  
MOTION CARRIED.

The meeting was adjourned at 11:00 p.m.

Recorded by: Peg Wetzel

Committee Members Present:  
Ingrid Holley, Chairperson  
Narvel Brooks  
David Dunn  
Terry Nelson

Committee Members Absent:  
M. Jacobson  
K. Ferguson  
J. Bohlen

Others Present:  
P. Wetzel

Attachment: Annual Open House Outline

NOTE FROM STAFF:

Zoo Education staff wishes to maintain full summer curriculum for summer because . . . they have full use of the Zoo site during the summer months. This is not the case during the school year. "For the Young Crowd" courses originally scheduled twice in one month have been cut to once (the other date will be held for overflow if a lot of interest in a class is shown). Pre-school classes will remain on a double schedule due to demonstrated high interest. Zoo staff will assist in the administration and promotion of the expanded program if it becomes too great a load for diminishing Society staff.

The curriculum will be reduced to normal for 1981 school year quarters.

Doug Langefels and Kathleen Lundgren will be present at the May A&E meeting.

*Cez Wetzel*

MINNESOTA ZOOLOGICAL SOCIETY

ANNUAL OPEN HOUSE

JUNE 6, 1981

PROPOSED OUTLINE OF OPEN HOUSE ACTIVITIES FOR APPROVAL BY ZOO

- I. THEME: 20th Anniversary, 1961-1981.
- II. DATE: Saturday, June 6, 1981
- III. TIME: 1:00 - 6:00 p.m.
- IV. ACTIVITIES:
  - A. OPENING OF NATURE TRAIL: Ribbon Cutting with Director Ed Kohn and Past Presidents of the Minnesota Zoological Society. 1:30 p.m.
  - B. DONOR TOURS. A special tour of the Northern Trail with Director Ed Kohn, Society Director Karla Williams for donor level members (\$50 or more) 30 participants expected. Tour to include presentation of future plans of Zoo by Director E. Kohn. 2:30 p.m.
  - C. SELF-GUIDED TOURS OF BEHIND THE SCENES AREAS. Brief orientations by Curators, keepers and volunteers, Society Board host/hostesses.
    1. Musk oxen holding. (New)
    2. Clouded leopard holding (if kits are doing well enough to tolerate tours)
    3. Tropics and Minnesota Exhibits behind the scenes. Enter tropics area at upper level. Same as previous two years.
    4. Tiger Holding areas. Enter at Tiger Nursery.
    5. Internal Services Area. Vet Lab, greenhouse, animal commissary ONLY. Staff and volunteers stationed at each tour area. Designed to be toured in 30-40 minutes. Buses to leave every half hour, 1:00 to 5:00 p.m.
  - D. THEATRE A/V PRESENTATION. Use of slides from previous years and zoo documentary footage of construction.
  - E. ANIMAL DEMONSTRATIONS On-going at current schedule to 5:30 p.m.
  - F. ZOO LAB open til 5:30.

- G. Bird Show - show times through 5:30 p.m.
- H. CRITTER MAN. Presentations as prelude to walk through new Nature Trails. Every half hour, 1:00 to 5:00.
- I. DUCKS AND DESSERT. Tables and canopy near pond for hospitality area 3-4:00 p.m. Birthday cake and beverage provided. Zoo management staff and Society Board member to be available as host/hostesses. Donor tour to end here.
- J. FREE MONORAIL RIDES FOR MEMBERS (or discount on fee).

DISPLAYS: Display of original paintings from which Society posters were made for the last three years and sale of posters. Lower Concourse.

Black and white posters made from newspaper photographs of Society and Zoo activities in 1960's. Free hanging in lower concourse and Tropics entry.

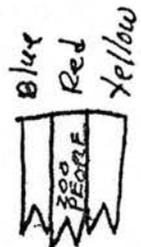
BOOTHS: Booths at East Entrance to distribute activity schedule and sell memberships.

Animal Sponsorship booth to sell group sponsorships for the tigers. Outdoors, near solar area, weather-permitting.

MUSIC: Dixieland, 1-4 p.m. Children's Zoo area.

4-6 p.m. Local high school band.

DECORATION: Red white and blue banners at Zoo Entrances and beginning of each tour area.



MEMBERS PASS: Members will be identified for special tours by Red and White "Zoo People" lapel stickers.

ENTRANCE: East entrance. Traffic signage needed directing members from Johnny Cake Entrance to East Lot.

South entrance loop needed for shuttle bus boarding to internal services. Last year we used the East entrance and ended up with a huge jam-up of people trying to board the bus and enter Zoo at the same time.

BALLOONS: At exit. 5-6:00 p.m. Use of plaza level gift store to fill balloons with helium.

STAFF PARTY: 6:30 p.m. Pizza and beer courtesy of the Society for Zoo staff and volunteers as a thank you for their help. Village Pizza, Apple Valley.

PROGRAM: Printed program to include a brief introduction to each tour area, short history of the Society and Zoo, activity schedule, list of charter members and past presidents, list of Zoo management staff, b/w photos of historical events.



# Minnesota Zoological Society

mzs K

MEMORANDUM

February 4, 1981

TO: E. Kohn  
D. Bender  
N. Gibson

cc: D. Molstad, S. Hoffman, K. Lundgren, Y. Johnson, L. Conrad,  
S. White, S. Friedman, J. Lewis, R. Johnson, N. Reindl,  
A. McDevitt, N. Flesness, D. Abraham, P. Burns, K. Rosebear,  
A. Smith, L. Escher, I. Holley

FROM: P. Wetzel *PW*

SUBJECT: Society Publications Update: Zoo News and Animal Kingdom 1981

The Zoo Society Board has directed its staff to produce an "improved" monthly newsletter this year. This goal is a result of their decision to eliminate the 8-page local insert in the national Animal Kingdom magazine beginning with the June/July issue.

Society members (8,100 and growing) will continue to receive the 4-color magazine six times this year without the insert. The monthly ZooNews will be "improved" to the point where it can include good quality photos by June 1981. Content will be "improved" by June in the sense that consistent space will be dedicated to distinct subjects each month, i.e., Special Events/Promotions, Animal Acquisition and New Activity, Animal/Zoo Feature, Gift Store Special, Volunteer Activities, Member Activities, Learning Adventures, Animal Sponsorship Update, cartoon and Zoo Dates Calendar. Features and photos that previously appeared in the local Animal Kingdom insert will appear in the Zoo News beginning June 1981. Upgraded format and graphics are projected to be ready for introduction by January 1982.

The Zoo, Society and Foundation staff are investigating a jointly produced quarterly to replace the current Minnesota Zoo Newsletter edited by D. Abraham. If at all possible, the Society monthly newsletter will work for a format consistent with the format of a jointly produced quarterly. Society staff will work with D. Bender and N. Gibson on new formats.

In the coming months you will all be contacted about your input to the monthly Zoo News on a consistent schedule. In the meantime, please continue to submit information as you have in the past. A production schedule for each month of 1981 is attached for your information.

MINNESOTA ZOOLOGICAL SOCIETY

ZOO NEWS SCHEDULE 1981

March Issue

content received: Feb. 9-10  
arrives typesetter: Feb. 16  
arrives printer Feb. 23  
Mailed: March 3

April Issue

content received: March 9-10  
arrives at typesetter March 16  
arrives at printer March 23  
Mailed: March 31

May Issue

content received: April 13-14  
arrives at typesetter: April 20  
arrives at printer: April 27  
Mailed: May 5

June Issue

content received: May 11-12  
arrives at typesetter: May 18  
arrives at printer: May 26  
Mailed: June 2

July Issue

content received: June 8-9  
arrives typesetter: June 15  
arrives at printer: June 22  
Mailed: June 30

August Issue

content received: July 13-14  
arrives typesetter: July 20  
arrives at printer: July 27  
Mailed: August 4

September Issue

content received: August 10-11  
arrives at typesetter: August 17  
arrives at printer: August 24  
Mailed: September 1

October Issue

content received: September 8-9  
arrives at typesetter: September 15  
arrives at printer: September 22  
Mailed: September 29

November Issue

content received: October 12-13  
arrives at typesetter: October 19  
arrives printer: October 26  
Mailed: November 3

December Issue

content received: November 9-10  
arrives at typesetter: November 16  
arrives at printer: November 23  
Mailed: December 1

MINUTES

Minnesota Zoological Society  
Board of Directors

Minnesota Zoological Garden Board Room  
November 20, 1980  
7:30 p.m.

Board Members Present

Dennis P. Albrecht  
Joseph G. Bohlen  
David F. Dunn  
Karen Ferguson  
Stephanie Fox  
Craig J. Halvorsen  
Toni Hengesteg  
Ingrid M. Holley  
Mark E. Jacobson  
Patricia Leefeldt  
Phillip R. Nelson  
Marilyn Nordaune  
Marialice Seal  
Vicki Uchida  
Karla A. Williams, Executive Director

Board Members Absent

Don Block  
Robert Bonawitz  
Narvel Brooks  
Bruce E. Douglass, M.D.  
Clayton Hatzenbuhler  
Terry Nelson

Others Present

Kathy Anderson  
Denise Bell  
Ed Kohn  
Katherine Rosebear  
Peg Wetzel

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

I. Minutes - October 18 Meeting

Minutes were approved as submitted

II. Financial Report

Executive Director K. Williams presented the October financial report considered to be a part of these minutes. She highlighted an adjustment made on the reciprocity statement reflecting a change in the value of volunteers hours from \$3.89 to \$4.20. Another adjustment in the statement is the cost of producing the 1981 calendar which appeared in error on the September statement as a printing expense. The cost

of producing the calendar should be considered an asset as inventory and the change is reflected in the October statement.

MOTION by S. Fox to accept the October financial statement.

Seconded by T. Hengesteg.

MOTION CARRIED.

### III. Minnesota Zoological Garden Report

Zoo Director Ed Kohn presented the Garden report in the absence of Dick Abraham, recently designated as the Society liaison for the Zoo. E. Kohn reported that activities in the Education Department include:

- 1) an agreement to develop a public service announcement and slide show for the "animal adoption" program.
- 2) an in-house bird show to premiere at Town Square, downtown St. Paul, this Friday and Saturday.
- 3) revising the monorail brochure for the winter season.
- 4) a new touch tank installed in ZooLab which will be ready in about two weeks.
- 5) submission of a \$43,000 grant proposal to the National Science Foundation to develop a program for teenagers who are hearing impaired.

Promotion activities reported by E. Kohn include additional activity during Thanksgiving consisting of performances by the drummer and singer who were part of the Objiway opening activities.

Publicity includes:

- 1) the continuing weekly appearance of Ken Young, Mr. Zoo, on WCCO TV's PM Magazine.
- 2) continuing appearance of Nancy Gibson, P.R. Coordinator, on the What's New TV program.
- 3) weekly air time on a new TV program, "People, Places and Things, Oh My!" This children's program replaces "Eureka". Two programs now being taped are about getting the Zoo ready for winter and ZooLab.

E. Kohn noted that the Zoo had received accreditation from the AAZPA and read some highly favorable comments from the letter written by the accreditation committee recommending accreditation.

Short-range development includes:

\$1.5 million program funded by the Foundation.

The Zoo Board approved use of funds for additional exhibit improvements: bat cave, new sloth bear barrier (to keep children from climbing on barrier and exposing themselves to the danger of falling into the exhibit), gibbon tree replacement, improve below-water aspect of beaver exhibit, remove hidden perch in lynx exhibit, \$50,000 for a pedestrian pathway out to the new musk oxen exhibit, snow monkey tree replacement, new tortoise exhibit, dolphin feeding station.

E. Kohn brought to the Board's attention an article written by Mike Barrett which appeared in last Tuesday's Pioneer Press. E. Kohn noted that Barrett said zoo attendance is substantially down. Actually total attendance is down only 2.5% from last year which the zoo staff feels can be recovered with the ski program and a good Spring. Kohn hypothesized that Barrett's comments sprung from his review of attendance reports which showed July up 3%, August up 16%, September down 32%, October down 27% and November down 2%. Kohn cited revenue reports indicating that fiscal year 1981 through October was \$98,000 over last year, or a 7.5% increase over fiscal '80.

T. Hengesteg asked whether the Zoo will ask the legislature for funding for African elephants. E. Kohn replied that the next exhibit planned is the Tundra exhibit on the Northern Trail because \$1.5 million of services (including monorail) are already in place. Following the tundra, plans call for a 20,000 square foot exhibit of Asian large mammals to be built on the west north face of the Tropics building. Also, an Alpine exhibit and a freshwater aquarium are being considered.

E. Kohn emphasized the importance of the Society's grants to the Zoo. He stated that the Zoo had not yet spent all of the funds donated because some of the programs entail a slow start. One of the important things about the Society's grants to the zoo, according to Kohn, is that the zoo is not forced to commit dollars within a strict calendar year. He cited Biotelemetry as one of the slow starting programs.

#### IV. Minnesota Zoological Garden Foundation Report

K. Rosebear reported the Foundation annual meeting took place November 6. Stan Nelson a retired group vice president of Honeywell, was elected President. Margee Kinney was elected to a third term as Vice President. Malcolm McDonald of Collateral Control Corporation was elected to a second term as vice president. Other officers elected are Dean McNeal, former SVP of Pillsbury, as Secretary and W. Andrew Boss, president of St. Anthony Park Bank, as Treasurer. New board members are D. Stephen Farley, SVP of the trust committee for Northwestern National Bank, Hazel Reinhardt, research director for the Minneapolis Star and Tribune, and Herbert Goldenberg, owner of Red Line Medical Supply Company.

The video film of the Zoo story was shown at the annual meeting, reported Rosebear. The film needs editing but when complete it can be run for the Society Board. The film was funded by Ken Knopf.

The letter to J. Hetlund, Chairman of the Zoo Board, regarding the function of the Interboard Committee and approved by the Society Board, was also approved by the Foundation Board. The letter has been signed by presidents of both Boards and sent to J. Hetland.

\$1 million was transferred to the Zoo from the Foundation.

V. Reciprocity Agreement

D. Albrecht brought to the Board's attention the memo of November 14 they received from K. Williams outlining Zoo Board members objections to Trial Membership Program. Appointed to the Reciprocity Committee are, C. Hatzenbuhler, T. Hengesteg, C. Halvorsen and someone from V.S.C to be appointed by R. Bcnawitz.

VI. Executive Director's Report

K. Williams presented the Directors report for the months of September and October which are considered to be a part of these minutes. Highlights from the report include announcement of a new trial membership designed to introduce cross-country skiers to the Zoo.

The Society was shorted 1,000 calendars from their order, representing a loss in sales of \$5,000. A series of production problems at McGrew delayed delivery and the shortage could be made-up, but not until about the first of the year. Such a delay would not assist sales. K. Williams recommended that the matter be turned over to a lawyer. T. Hengesteg stated that the selection of an attorney was important.

MOTION by P. Nelson that K. Williams will seek legal advice on the question of the calendar.

Seconded by I. Holley.

MOTION CARRIED.

P. Wetzel presented a report of monthly member activities and continuing education which is considered to be part of the minutes. Highlighted was the air time given the Photo Contest by Chuck Napp of KSTP-FM.

VII. Committee Reports

A. Zoo Programs

D. Albrecht presented the guidelines developed by the Zoo Programs Committee, considered to be a part of these minutes.

MOTION by M. Seal to accept the zoo programs guidelines developed by that Committee. Seconded by J. Bohlen.

E. Kohn noted for the Board that the Zoo Board must approve any funding requests the Zoo makes to the Society. He recommended that the Boards interact on a committee level. E. Kohn also noted that a status report of Society grant funds spent to date will be presented to the Board in December.

D. Albrecht added that at its next meeting the Executive Committee should determine how much funds will be available for grants to the Zoo at the end of the fiscal year.

MOTION CARRIED.

B. Approval of Committee Charters

MOTION by S. Fox to approve the Society Board Committee Charters as drafted.

Seconded by T. Hengesteg.

I. Holley, chairperson of Member Activity Committee noted that the committee changed its name to Activities and Education Committee.

M. Jacobson stated his belief that the committees should share their objectives with the full Board, so that any overlap in functions could be noted.

K. Williams suggested that one committee could report at each monthly meeting.

MOTION CARRIED.

VIII. Action Items

A. Zoo Programs Request

J. Bohlen speaking for the Zoo Programs Committee requested that research grants program be reinstated as part of the Society's functions. Such grants would provide financial assistance to investigators for starting or continuing biological research projects related to the Zoo.

During the years 1973-75 this program was active and financially supported by the Society. Then it was postponed for financial reasons.

If the Research Grants Program are continued, it would fulfill 3 of the 4 stated goals of the Zoo. Those are Research, Conservation, Education, Recreation.

The Program Committee agrees that a Research Grant Program would provide many benefits to the Zoo and the Society at a modest investment:

- 1) Results of supported research would add to the body of biological knowledge in the specific area of Zoo and Minnesota wildlife.
- 2) Publication of research findings in professional and Zoo-related journals would give the Minnesota Zoo international recognition as a contributor to the field.
- 3) Support of Zoo research would provide evidence that the Zoo and the Society are actively engaged in carrying out their stated goals.
- 4) Financial assistance to an investigator will assist him or her in establishing a career in research, hopefully Zoo-related research.

- 5) General notice of a Research Grants Program in Universities and Colleges will motivate investigators to consider conducting research on Zoo or Minnesota wildlife.
- 6) Publication of annual reports from funded investigators in the Zoo News will describe the research results and also inform the members that the Society is active in Zoo-related research.

The committee would require a modest budget of \$5-10,000. Publishable research in the fields of Zoo animal and Minnesota wildlife can be accomplished with a few thousand dollars.

A review committee would consider proposals and an annual report would be required. The grant money would be distributed in June or later.

T. Hengesteg clarified for the Board that a motion would be in concept. The \$5-10,000 for research grants would come out of next year's budget and will not affect this year's financial statement.

M. Seal noted that the Society would need the agreement of the Zoo staff to use zoo animals for research.

J. Bohlen reiterated that the research would not be limited to zoo animals but would include Minnesota wildlife.

E. Kohn told the board that research was incorporated in the zoo statutes and that the zoo would be as responsive as the Society wished. He suggested the Zoo would meet with J. Bohlen if he wished to talk through what assistance was necessary. E. Kohn noted that the Zoo would have to determine whether any proposed study could be accommodated at the Zoo in terms of space and access and how the zoo staff would be available to monitor research activities on site.

MOTION by T. Hengesteg that a bipartisan research committee be established with an initial budget of \$250 this fiscal year and not more than \$10,000 from the next fiscal year to grant research funds.

Seconded by S. Fox.

MOTION CARRIED.

B. Holiday Open House

K. Williams requested \$150 be allocated to an office open house on Wednesday, December 17 for members of all three boards, the Animal Adoption Advisory Committee, volunteers, zoo staff and media.

MOTION by D. Dunn to allocate \$150 for a Holiday office open house.

Seconded by P. Leefeldt.

MOTION CARRIED.

C. Use of Society Poster in Other Media

K. Williams shared with the Board a request from Kind magazine of

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the U.S. Humane Society to use the poster as an insert in that magazine.

Discussion indicated a need for policy on the use of copy rights owned by the Society.

MOTION by I. Holley that the request be sent to the Marketing and Promotion Committee to recommend a policy.

Seconded by P. Leefeldt.

MOTION CARRIED.

MOTION to adjourn the meeting by J. Bohlen.

Seconded by P. Nelson.

The meeting adjourned at 9:35 p.m.

Recorded by P. Wetzel

MINNESOTA ZOOLOGICAL SOCIETY  
Amendment To Minutes

SPECIAL MEETING OF THE BOARD  
November 3, 1980  
Society Office, St. Paul, MN

President Robert Bonawitz wishes to clarify the following statements as recorded in the minutes of the Special Meeting of the Board on November 3. (Changes are underlined.)

Page 2, first paragraph: R. Bonawitz's statement amended to read "...the resulting role confusion has allowed the Foundation to proceed with a proposal apparently in conflict with a Society program."

Page 2, fifth paragraph: R. Bonawitz's statement amended to read: "that it was his opinion that the Zoo Board should establish a mission statement. Then each of the three organizations should establish objectives which would be reviewed to be sure that they are consistent. The draft letter requests a representative committee be formed for this purpose with recommendations by February 15, 1981."

Page 2, sixth paragraph: Amended to read "Discussion ensued regarding the individual roles, responsibilities and perceived framework of each board and organization. R. Bonawitz added that members of Zoo staff had approached him to intervene in their behalf with the Zoo Board. R. Bonawitz reported that he had spoken to the Zoo Board Chairman on this issue but apparently no action was taken."

Board member David Dunn, wishes to have an additional statement in the official minutes:

Page 3, ninth paragraph: "D. Dunn expressed his understanding of staff problems that can arise when a program moves from a building stage to an operational one. He added that in his experience, changes in staff are frequent occurrences when the program focus changes to implementation. Mr. Dunn stated that in his opinion, the staffing of the Zoo is not a matter for Society involvement."

## STATUS REPORT

Minnesota Zoological Society  
November 20, 1980  
Karla A. Williams, Executive Director

### I. MEMBERSHIP PROGRAM

#### A. Membership Receipts

The September receipts included 69 individual level memberships, 242 family level and 23 donor level memberships. Of the 335 processed, there were 165 new, 156 renewed and 7 complimentary.

September new member sources were:

Zoo Admissions.....	57
Audubon Mailing.....	25
Gold Brochure.....	24
Dakota County Mailing.....	14
Science Museum Mailing.....	13
Green/White card - office.....	10
Zoo Newsletter Mailing.....	9
Gift.....	4
ZooNews.....	4
Red Brochure.....	3
Complimentary.....	2

The October receipts included 62 individual level memberships, 185 family level and 25 donor level memberships. Of the 273 processed, 201 were new and 170 renewed.

October new member sources were:

Zoo Admissions.....	57
Gold Brochure.....	37
Green/White cards - office.....	36
Science Museum.....	29
Bemis Company.....	15
Audubon Mailing.....	7
National Wildlife.....	6
Zoo Newsletter Mailing.....	6
Dakota County Mailing.....	5
Gift.....	5
Complimentary.....	3
Continuing Education Brochure.....	3
Dart Company.....	2
ZooNews.....	1

Our membership renewal rates vary from month to month. As members become longtime supporters renewing habitually, we will find our renewal rate of return increasing. The present returns show a good trend toward stability while establishing a more reliable indicator for future projections.

Renewal returns for the past 19 months are:

	Mailed	Returned	%
5/79	5,974	2,776	46%
6/79	1,906	947	51%
7/79	847	327	38%
8/79	223	119	53%
9/79	241	117	48%
10/79	?	?	?
11/79	92	46	50%
12/79	282	241	85%
1/80	130	86	66%
2/80	124	81	65%
3/80	45	21	60%
4/80	120	83	69%
5/80	3,160	2,206	69%
6/80	987	767	77%
7/80	407	349	85%
8/80	239	148	62%*
9/80	237	115	48%*
10/80	105	41	39%*
11/80	91	38	41%*

\*Processing is not complete due to return time lag on 1st, 2nd and 3rd renewal notices.

Present membership is 7,510. Independent national studies on renewal rates suggest the average return percent on 1st year memberships to be 50% - 65%; 2nd year memberships to be 65%-75%; 3rd year 75%-85% and so on.

#### B. Membership Campaign

To provide continuous revenue flow, letters inviting people to join the Society are mailed regularly.

On October 20, 509 acquisition mailings were sent to local doctors and veterinarians. Although several doctors or vets have called to request society brochures for their waiting rooms, the overall return on this list is unsatisfactory. It has often been said that people in the medical profession are not reliable responders. That appears to be true here also.

A special mailing to 16,000 Childrens Theatre subscribers is scheduled for early next week. A letter inviting people to "get a new outlook on life" will be included. The mailing reduces our brochure inventory to about 18,000.

Following list preparations (individually typing 4,000 labels), membership materials will be sent to both Minneapolis and St. Paul Chamber of Commerce members inviting them to "grow with us". We anticipate this mailing for December.

C. On-Site Membership Program

Since September 1, 1980 114 memberships were credited to the on-site membership booth. Costs for the same period total \$488.77. This represents a profit of \$ 2,932.77.

D. Trial Membership Program

A special program has been designed to introduce the community, and in particular cross country skiers, to the zoo.

Through a 90 day or 3 month trial membership, people will get free admission to the zoo, one newsletter and an invitation to a special event. The cost is \$12 for a family and \$8 for an individual. For an additional \$18 and \$12 respectively, the "trial" will be extended for the balance of the year.

The Trial Membership Program goal is 1,000 new members of which 25% would be extended. The costs to implement are estimated at \$8,000. (Refer formal proposal mailed to Board of Directors, October 7, 1980.)

20,000 brochures (see attached sample) were ordered November 10, 1980. 10,000 will be distributed through 34 local ski and sporting goods stores. 10,000 will be available to skiers renting equipment at the zoo, phone requests, and to cross country ski store mail lists.

II. MARKETING AND PROMOTION/PUBLIC RELATIONS

A. Calendars

6,500 1981 Society calendars were ordered; only 5,500 were delivered ...the difference of 1,000 were lost in various production stages.

Significant problems occurred from the very beginning; there were delays in initial setup, corrections to be made in final proofs, problems with our membership insert, excessive adjustments in delivery schedules plus a bad batch of ink which would not dry.

A schedule of proposed delivery dates and correspondence is attached for your review; Attachment A.

Through an agreement with McGrew Color Graphics to obtain a 3% discount, we prepaid an invoice for 6,500 calendars or \$12,750. We have since received another invoice indicating additional charges of \$710.40, plus postage of \$24.80 and a credit adjustment for the 1,000 calendar shortage of \$1,158. (This amount represents a per unit price of \$1.15 rather than the original estimate of \$1.91 per unit.)

Since receiving the invoice, I have spoken with McGrew to express my dissatisfaction with 1) shortage 2) overall production problems 3) obvious errors on 2nd invoice 4) their liability and obligation to us as a result of these problems and delays.

I feel the issue is serious enough to request assistance from a lawyer to help negotiate an equitable settlement. I suggest we ask for a refund against calendars not received plus a penalty payment for loss of sales incurred as a result of the companies negligence.

Calendars have been distributed as follows:

B. Dalton Stores	650	units
First Federal	275	"
Lunds	225	"
Zoo Store	500	"
Kelvin Miller	5	"
Miscellaneous	275	"
Board Members	150	"
Holiday Village	1,000	"
Daytons	?	
Donaldsons	?	

### III. MEMBERSHIP PROGRAMS

#### A. Public Relations

##### 1. News Releases

11/19 Tiger Tribe-Cougar Clan  
11/12 Beluga Bunch, Winter Overcoats and Living Dinosaur  
10/30 Zoo Quest  
10/22 Learn to Care for Unusual Pets  
10/9 Fuzzy Pictures can Win Prizes  
9/25 October Wilderness Trip

##### 2. Other

- a. Chuck Napp of KSTP FM, (#2 rating) devoted air time daily (10-11a.m.) for 1 week to the Photo Contest.
- b. Interview with Joan Embury, November 12.
- c. Minneapolis/St. Paul Chamber luncheon October 27.
- d. Meeting with promotions director of Town Square regarding Society and Zoo promotion November 6.
- e. Attended Ojibway art opening, Minnesota Zoo.

#### B. Member Activities

1. Dr. Paul Leyhausen presented a lecture on cats for members on October 14. Dr. Leyhausen from Germany was brought to the Zoo by the Biological Programs staff via a Society grant. Nearly 100 members attended.
2. Austin McDevitt, Curator of Aquariums, presented a theatre program about the beluga whales including a personal narration of the whale show and a behind the scenes tour. About 150 members attended.

3. The third annual coloring contest will be distributed in the December ZooNews.
4. Response to the photo contest has been excellent.

C. Education

1. Classes continue. Enrollment has improved with the decrease in number of classes offered each month.
2. Curricula for Spring offerings (March-June) will be complete December 15.
3. A travel program is being developed to include one international, one U.S. and one local trip each year. Formats will include a variety from luxury to "roughing it". The plan will be reviewed by the Members Activity and Education Committee.

IV. VOLUNTEER PROGRAM

A. Volunteer Training Classes

49 trained volunteers were graduated from the Fall Class and are being integrated into the on-site volunteer system.

The following dates have been established for Spring '81 classes. All classes will meet in the Zoo Theatre from 9:30-12:30.

Session I	March 14	Session V	April 11
Session II	March 21	Session VI	April 25
Session III	March 28	Session VII	May 2
Session IV	April 4	Session VIII	May 9

A letter will be mailed after the holidays inviting our current list of potential volunteers to attend classes. This will help to determine what we can expect in numbers and whether another public campaign is required to meet our obligation of providing 50 candidates for Spring classes.

B. Volunteer Services Committee Items

Pat Tollefson has researched volunteer attitudes towards recognition items to determine what modifications or additions are necessary.

A Grant Selection Committee is being formed to draft guidelines to provide monetary assistance to volunteers.

V. ANIMAL ADOPTION

A. Staff and Office Arrangements

Phyllis Saltzman was hired by the Society on September 24 as Animal Adoption Director.

Funds were provided by CETA for a full-time clerical staff person beginning October 1, 1980. Ruth Kropelnicki started working full time as a CETA secretary/receptionist for the Animal Adoption Program on October 6.

Office space is rented on a temporary basis until January, in anticipation of Society office relocation. Two desks, two chairs, chair mat, typewriter and typewriter table were purchased. Two telephone lines were ordered. The phone number is CARIBOU.

#### B. Program Development

Animal Adoption is being developed as an educational-fund raiser. Individuals, families and groups will have the opportunity to sponsor a specific zoo animal for one year, for \$10 to approximately \$1,000.

We anticipate a public kick-off during National Wildlife Week, March 15 to 21, 1980. A special media event will be designed to capture the interest of the community. Brooke Kenney, Art Director for the initial Society membership campaigns, has been retained to develop a theme and subsequent materials for the program.

Discussion with various committees will continue, (Operations and Personnel, Zoo Society Adoption Team, Volunteer Services Committee, Marketing and Promotion Committee) while coordination is assigned to Phyllis Saltzman and John Lewis. Full cooperation, involvement and commitment by all Zoo agencies is required to successfully stage this project.

#### C. Funding Allocation

We have developed with Zoo staff a list of funding needs for Adoption contribution allocation. In general, the contributions will be used by the Minnesota Zoo for animal care, shelter and presentation. More specifically, funds will be allocated to:

**HABITAT CARE:** Plants and other destructible items in the habitats have to be continuously replaced to provide a healthy and safe environment for the animals.

**EXHIBIT DEVELOPMENT:** Sometimes it is necessary to build additional accommodations in the habitats to provide for the special needs of the animals, for example, the building of protective areas for the newborns and young animals.

**BEHAVIORAL ENRICHMENT PROGRAMS:** These are programs that encourage the animals to illustrate active behaviors in their exhibit. Behaviors such as tigers stalking, beavers cutting trees, gibbons swinging and many more.

#### D. Educational Focus

Educational material focusing on world conservation, animal preservation and the Zoo's role in endangered species will be developed for "Speakers Bureau" type presentations to schools, service clubs, community organizations, businesses and individuals (not unlike Zoo Walk presentations).

Arrangements have been made with Zoo staff to begin development of educational and promotional multimedia materials. These materials will include a 30 or 60 second radio P.S.A., 30 or 60 second T.V. P.S.A. and a 12 minute educational slide show.

E. Volunteer Program

A volunteer network of Society members is being developed on a 7 county school-district basis. Community volunteers will contact schools, etc., while fully-trained Zoo volunteers will give formal presentations. District volunteers will also be called upon to promote Society memberships, recruit volunteers for on-site work, post education class brochures at local libraries, schools and stores, and make contacts with local media.

F. Advisory Committee

An advisory committee of community leaders is being formed to make recommendations to staff regarding the design and implementation of the program. The first committee meeting is December 1. (See attachment B)

G. Management Assistance

Requests have been submitted to the Voluntary Action Center Management Assistant Project for a team of marketing specialists to consult with Animal Adoption staff to develop a public relations/marketing program.

H. Coordinated Events

Events with other institutions will be designed to create new vehicles for public involvement throughout the year. Preliminary discussions with the Children's Theatre Company have indicated a willingness and interest in producing a production focusing on conservation in conjunction with Animal Adoption.

VI. FINANCIAL

A. Charitable Forms

Minnesota law requires that every Charitable organization with revenues in excess of \$10,000 during the accounting year file an Annual Report and Financial Statements with the State of Minnesota Department of Commerce. Basically the report shows total contributions received and the expenses incurred to procure them. McGladrey Hendrickson has prepared the report for us and it will be filled this month.

B. Investments

On November 17, a 90 day certificate of deposit for \$100,000 matured and the same amount was reinvested in another 90 day certificate at the interest rate of 15 1/8%. The matured certificate earned \$2,375

in interest at a rate of 9½%. One more 90 day \$100,000 certificate will mature on November 20 and be reinvested the same day.

Also within the week we will be transferring our savings account balance of \$16,460.76 plus the interest generated from both CD's to the Dain Bosworth account which offers a much better interest rate. Our savings interest rate is 5½% and the 3 previous months rates at Dain have fluctuated between 8½% and 10¼%.

C. October Financial Statement Adjustment

An adjustment was made to reclassify the purchase of 6,000 calendars. This is an inventory item and was shown as an expense on the September financial statement. An October adjusting entry was made in the General Ledger and reflects on the October financial report.

D. Reciprocity Adjustment

Effective July 1st, 1980, the dollar value of volunteer hours was increased from \$3.89 per hour to \$4.20 per hour. The monthly volunteer hour report received by the Society office lists only the hours for the month. The quarterly report dated September 30, 1980 showed total hours plus the dollar value. At that time we became aware of the increase. An adjustment has been made on the October reciprocity report to record the difference between the old rate and new rate for July, August and September.

E. Zoo Fund

The total amount disbursed for Zoo Fund programs in September and October was \$7,994.52. Listed below:

Ed Maruska	\$246.05	
Sandy Friedman	502.50	
Fish and Pet Center	161.23	
Paula Swanson	100.00	
Dr. Layhausen	1,231.00	
Peter Colin	1,000.00	
Doug Hardy	225.00	
Debbie Schneider	301.20	
World of Fish	127.54	
Mn. Zoo	4,000.00	(Public Education)
Aimee Ysbaert	100.00	

F. Computer Services

A contract has been signed agreeing to levels of computer services with Document Center, Roseville, Minnesota. The information transfer estimated by T.L.S. (a firm being considered as a replacement to I.C. Systems) to be \$3,000, has actually been accomplished at a cost of \$175. In addition, special service requests are considerably lower with Document Center than those provided by I.C. Systems.

VII. ADMINISTRATION

A. Staff Developments

Review of staff positions, job descriptions and performance reviews and evaluations are under way. From the seven member staff, two reviews have taken place, and others are scheduled for subsequent months. For further information concerning this area, contact K. Williams.

CETA employee Janice Prokop joined us this week, she fills the position of receptionist/secretary described in the September Status Report.

A request will be made to the Voluntary Action Center for assistance to develop a Zoological Society personnel policy.

MINNESOTA ZOOLOGICAL SOCIETY

Minutes

Board of Directors

September 13, 1980  
Minnesota Zoo Classroom

Div Directors  
Copied jd  
J.

Board Members in Attendance:

Dennis P. Albrecht  
Don Block  
Sandra Blomquist  
Robert L. Bonawitz, President  
Joseph G. Bohlen  
Lloyd L. Brandt  
Karen Ferguson  
Stephanie Fox  
Craig J. Halvorsen  
Toni Hengesteg  
Phillip R. Nelson  
Terry Nelson  
Marialice Seal  
Karla A. Williams, Executive Director

Board Members Absent:

Bruce E. Douglass, M.D.  
Paul I. Freeman  
L. David Mech, Ph.D  
Marilyn Nordaune

Others Present:

Ed Kohn, Zoo Director  
Bev Rongren  
Clayton Hatzenbuhler  
Denise Bell  
Peg Wetzel  
Phyllis Saltzman  
Kathy Anderson

President R. Bonawitz opened the meeting at 11:10 a.m. and directed the Board's attention to the agenda.

I. MINUTES, July 17 Board Meeting

MOTION by D. Block to accept the minutes of the July 17 Board Meeting as written.

Seconded by T. Nelson.

MOTION PASSED.

II. ELECTION RESULTS

R. Bonawitz announced the results of the election for seven new members of the Board:

Denny Albrecht	Pat Leefeldt
Robert Bonawitz	Toni Hengesteg
David Dunn	Vicki Uchida
Ingrid Holley	

Appointments to the Board for the coming year, recommended by President Bonawitz and confirmed by the Chairman of the Zoo Board are as follows:

Narvel Brooks, Jr.	Clayton Hatzenbuhler
Bruce Douglass, M.D.	Mark Jacobson
Craig Halvorsen	Terry Nelson

One additional appointment to the Society Board will be made in the near future.

III. FINANCE REPORT

K. Williams distributed the annual Auditors report to the Board. The report was completed by McGladrey, Hendrickson and Company.

K. Williams presented the financial report for July and August, and distributed copies to the Board.

MOTION by D. Block to accept Auditors' report and finance report for July and August 1980.

Seconded by D. Albrecht.

MOTION PASSED.

IV. EXECUTIVE DIRECTOR'S REPORT

K. Williams presented the Executive Director's Report to the Board highlighting the Animal Adoption Program, 1981 calendar and new computer system.

K. Williams requested a budget increase of \$3,000 to cover the costs of changing computer companies for membership list maintenance. IC Systems has closed out its list maintenance functions, making the change to a new company necessary and unforeseen.

MOTION by M. Seal to approve a budget increase of \$3,000 for a new computer system.

Seconded by K. Ferguson.

MOTION PASSED.

P. Wetzel presented a status report of the Continuing Education Program, including the completion of the brochure of class offerings, entitled Minnesota Zoo Learning Adventure.

V. OLD BUSINESS

D. Albrecht distributed to the Board proposed guidelines for Society funding of Zoo Programs.

S. Fox distributed copies of the Volunteer Services Committee 1979-80 Annual Report to the Board.

VI. NEW BUSINESS

Zoo Director Ed Kohn offered to clarify any questions the Board may have regarding Zoo activities, and briefed the group on the Zoo's budget request to the legislature for the next biennium. The Zoo is requesting a \$600,000 increase which includes a 9% increase in utilities and six additional keeper positions.

The Zoo's present budget was reduced by the statewide Governor's budget cuts. Departments at the Zoo were cut by 10 to 28%. Marketing and Promotion received the biggest slash -- 28%.

E. Kohn invited members to attend a meeting on September 22 for Zoo, Foundation and Society Board members to review the Zoo request to the legislature including future capital development.

B. Rongren, Associate Director of Zoo Visitor Services, highlighted Zoo attendance in August, reporting that the paid attendance category was up 16% and revenue up 27%. Actual attendance to date is short of projections by 10,000 people.

K. Williams, Executive Director, introduced new Society staff members, Kathy Anderson and Phyllis Saltzman, to the Board. Kathy Anderson is the new Finance Officer, replacing Virginia Woltman and Phyllis Saltzman will plan and implement the new Animal Adoption program.

President Bonawitz asked for a motion to adjourn the meeting.

MOTION by L. Brandt to adjourn the meeting of the Minnesota Zoological Society Board of Directors.

Seconded by D. Block.

MOTION PASSED.

The meeting adjourned at noon.

Recorded by P. Wetzell and P. Nelson

ANNUAL MEETING

MINNESOTA ZOOLOGICAL SOCIETY

September 13, 1980

The meeting was held at the Minnesota Zoological Garden at 1:00 p.m. with president Robert Bonawitz presiding.

A motion to accept the minutes of the 1979 Annual Meeting as distributed to the Board of Directors was accepted, with the correction in the spelling of treasurer Toni Hengesteg's name.

MOTION CARRIED.

The financial report was given and highlighted by Toni Hengesteg. Report accepted.

President Robert Bonawitz gave the annual report of activities and status of the Society. Emphasis was on the renewal of the first year memberships with a desire for more activities for members.

Results of the election of members to the Board of Directors was read. They are:

Dennis P. Albrecht  
Robert L. Bonawitz  
David Dunn  
Toni Hengesteg

Ingrid M. Holley  
Patricia M. Leefeldt  
Vicki Uchida

Appointments by the M.Z.G. Board Chairman to the Society Board are as follows:

Narvel M. Brooks, Jr.  
Bruce E. Douglass, M.D.  
Craig J. Halvorsen

Mark E. Jacobsen  
Terry Nelson

Two TV spot commercials were shown. One encouraging membership in the Society, the other related to joining the Zoo Volunteers.

Volunteer Mary Lou Martin gave an audio visual report of the Regional AAZPA Conference in Cincinnati attended by some of the volunteers this summer.

MOTION was made and supported to adjourn the meeting at 1:40 p.m.

Phil Nelson, Secretary

MINUTES  
MINNESOTA Zoological SOCIETY  
Board of Directors  
New Directors Meeting  
Minnesota Zoo Theatre

Board Members Present

Dennis P. Albrecht  
Don Block  
Joseph G. Bohlen  
Robert L. Bonawitz  
Narvel M. Brooks, Jr.  
Bruce E. Douglass, M.D.  
David F. Dunn  
Karen Ferguson  
Stephanie Fox  
Craig J. Halvorsen  
Clayton Hatzenbuehler  
Toni Hengesteg  
Ingrid M. Holley  
Mark E. Jacobson  
Patricia M. Leefeldt  
Phillip R. Nelson  
Terry Nelson  
Marialice Seal  
Vicki Uchida  
Karla A. Williams, Executive Director

Board Members Absent

Marilyn Nordaune

The meeting of the Minnesota Zoological Society Board of Directors was called to order at 12:50 p.m. by President Bob Bonawitz.

R. Bonawitz asked for nominations of officers for the coming year from the nominating committee. Committee chairperson T. Nelson read the following officers' names which were accepted by voice vote:

President: Robert L. Bonawitz  
Vice President: Dennis P. Albrecht  
Treasurer: Toni Hengesteg  
Secretary: Phil Nelson

Meeting adjourned at 12:55 p.m.

Phil Nelson, secretary

## ATTACHMENT A

JOB DESCRIPTION

Position Title: Receptionist/Secretary

Purpose: To provide support services primarily to Office Manager and Public Relations Director

Reports To: Office Manager

Responsible To: Executive Director through Office Manager.

Duties:

1. Phone Communications; answer general questions, redirect calls for particular requests, respond to requests for literature, etc. and take reservations for member events.
2. Typing; especially staff correspondence, board and committee minutes and press releases.
3. Mail Handling ; process outgoing daily mail and assist with bulk mail processing.
4. List preparation and research for membership recruitment and education class mailings; cross check names against master lists.
5. Assemble bulk mailings, e.i., newsletters, press releases, p.s.a.'s , and direct mail and promotional brochures.

Skills: Communications, typing, mail processing, ability to handle multiple activities, have pleasant telephone personality and knowledge of general office procedures.

Time: This a full-time position, Monday through Friday. Office hours are flexible but 40 hours per week and an average of 8 hours a day are required. Overtime is not anticipated.

Salary: Salary schedule is on the 15th and 30th of every month. A copy of holiday and sick time policy is attached. Review of performance every six months or as appropriate.

### III. MEMBERSHIP PROGRAMS

#### A. Education.

The first brochure of continuing education program offerings has been produced and mailed to members. The brochure will also be sent to corporate employee activity managers, nature centers, libraries, park and recreation centers, community centers, extension offices, senior citizens groups and residences, and environmental education centers. The brochure has been advertised in the Minnesota Education newsletter, UPDATE, and sent to all media with an explanatory letter and release.

#### B. Member Benefits.

1. A monthly members night at the Zoo replaces the lecture series. Events will include lectures, tours and field trips.

2. Members will receive a coupon in the mail redeemable for a free roll of Pako film at the Zoo during Camera Days, September 27 and 28. Camera Days are sponsored by Pako which is offering a free roll of film to each person presenting a coupon and a discount on film processing to all visitors. The coupon will be included in a print ad in the Minneapolis Tribune. The Society was instrumental in bringing Pako and the Zoo together for this event.

3. Pako is also sponsoring the Zoo Society Photo Contest which will be open to the general public for the first time this year. Pako is donating more than \$1200 in prizes including a Best of Show and Best of Society. The contest kicks off on Camera Days, September 27 and 28 and closes Nov. 24. Winners will be announced January 15.

#### C. News Releases.

September 4 - Zoo Open House Release with letters thanking media for their support and two guest passes to attend the Open House.

August 25 Society Donates \$8,000 - Statewide release.

August 5 Photo releases of volunteers to community papers highlighting a Zoo volunteer from that neighborhood. Volunteer Recruitment.

Radio and TV Public Service Announcements: Volunteer Recruitment. All metro radio and tv.

July 28 Public Service Announcement for Creature Feature: Animals without Fur. Metro Radio

July 25 Creature Feature - Metro daily and weekly print.



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

*sent to KW  
for addressing*

September 26, 1980

Dear

We are committed without exception to responsible management of all resources entrusted to us.

I can speak personally to the quality of our effort over the past twenty months and to its reception.

We receive one million annual visits, placing us in the company of only ten other zoos in this country. With that base we are returning to the General Fund of the State just more than one-half of our annual operating appropriation, for a mark scarcely exceeded by any other major publicly supported zoo in the country. Though the record is good, we will continue every effort to even better serve the citizens of the State and to perform our responsibilities.

I hope that, in time, you may find a basis to renew your own involvement and support for this good public venture.

Sincerely,

Edward Kohn  
General Director

EK:gd

cc Karla Williams



OWE W

8/26/80

Karla

I am not supporting the zoo this year because I do not approve of the poor fiscal management. I have the impression the zoo is depending on the public to bail it out of financial problems it got itself into by irresponsible behavior. I will not reward this kind of action or attitude. I'm willing to be proven wrong, and will support the zoo if I believe its policy is corrected. — K. Healey

MINNESOTA ZOOLOGICAL SOCIETY  
Board of Directors Meeting  
Minutes

Minnesota Zoological Garden Board Room  
October 18, 1980  
9:00 a.m.

Board Members Present

Dennis Albrecht  
Joseph Bohlen  
Robert Bonawitz, President  
Narvel Brooks  
Bruce Douglass, M.D.  
David Dunn  
Karen Ferguson  
Stephanie Fox  
Mark Jacobsen  
Pat Leefeldt  
Phillip Nelson  
Marilyn Nordaune  
Marialice Seal  
Karla Williams, Executive Director

Board Members Absent

Don Block  
Craig Halvorsen  
Toni Hengesteg  
Ingrid Holley  
Terry Nelson

Others Present

Kathy Anderson  
Bev Rongren  
Phyllis Saltzman  
Robert Voigt.  
Peg Wetzel

President R. Bonawitz called the meeting to order at 9:10 a.m. and directed the Board's attention to the agenda.

I. Orientation For New Board Members

A. Minnesota Zoological Garden

B. Rongren, Associate Director of Visitor Services at the Zoo presented a brief history of the Zoo. Highlights include:

- 1969 Master plan developed
- 1971 Legislative bill to establish zoo defeated
- 1973 Zoo master plan approved and bill passed by legislature

Zoo Purposes included in master plan:

- animals would be presented in ecological perspective
- Zoo would be a year 'round facility, designed to be enhanced by Minnesota climate

- Zoo would serve as an educational function, statewide for all age groups
- Zoo design would incorporate the natural elements of its site
- Zoo design would emphasize energy conservation

Zoo opening, May 1978.

First year attendance - 1 million or 25% of the state's population. Considered a significant achievement. Surveys taken before Zoo opening indicated first year attendance 1.8-2 million. Because the Zoo's budget was based on projected attendance, the lower but actual attendance income required the zoo to return to the legislature for additional funds during the first operational year.

B. Rongren asked for questions. Among many questions, of general interest was the question posed by M. Jacobsen regarding the construction plans of the Zoo.

B. Rongren indicated the following completions and additions were planned; but formal programs not yet initiated.

- complete Northern Trail (funds raised from private sector would be matched by State)
- add a small amphitheatre
- add a large asian animal exhibit
- add a freshwater aquarium (private funds in conjunction with Freshwater Biological Institute)
- add a series of alpine exhibits associated with the Northern Trail (snow leopard)
- add Taiga predators
- at present there are no plans for southern hemisphere animal exhibits

#### B. Minnesota Zoological Foundation

R. Voigt, Executive Director of the Foundation presented a brief history of that organization.

- \$2,350,000 in matching funds were made available to the Zoo Board from the State.
- Construction of zoo began in 1974.
- 1975 Zoo Board established Foundation to devote itself fully to development.
- February 1976 Foundation established.
- Foundation Board members both appointed and elected. First Foundation Board was made up of Zoo board members.
- Most of the dollars pledged to the zoo through the Foundation have been received by the Zoo.
- Because of the monorail financing difficulties and attendant publicity, the Foundation has not been aggressively seeking grants. They are putting together a "communication" program now.
- Shaver report indicates that the ratio of private giving to State grant should be 1 to 2.

A 35 million funding package for new construction will be presented to the legislature during the next decade. The

legislature will be asked to provide \$24 million. \$11 million will be sought from the private sector.

- Short term projects in progress; wapiti/bison exhibit, prairie bird, prong horn and relocation of musk oxen exhibit.

C. Minnesota Zoological Society

K. Williams presented documents to the Board including a brief history of the Society, a diagram of the relationship of the Society, Zoo and Foundation, statement of Society purpose and scope, statements of goal and philosophy, Society Board organization chart, Society staff organization chart, FY 1981 budgetary goals, description of functional expense departments, 1981 budget, chart of membership levels 1978-'80, chart of membership level comparison 1980 verses '81. A brief verbal description of each item accompanied her presentation.

II. APPROVAL OF MINUTES

Motion by P. Nelson to approve minutes of September 13 as presented.  
Seconded by P. Nelson.  
MOTION PASSED.

III. DIRECTOR'S REPORT

K. Williams presented the financial and status report. P. Wetzel presented an overview of the public relations and education, membership activities and special functions of the Society.

A. Mini-Membership

K. Williams presented the proposed mini-membership (trial membership) program to be targeted to the cross country ski market.

Motion by D. Albrecht to approve the concept of the cross country mini-membership campaign and to allow the Marketing and Promotion committee to refine and implement the program without further approval by the Board.  
Seconded by N. Brooks.

MOTION PASSED.

B. Animal Adoption

P. Saltzman presented a progress report on program developments and asked for authority to establish an advisory committee.

Motion by D. Albrecht that an advisory committee be appointed to advise staff in regard to the development and implementation of the Animal Adoption program.  
Seconded by B. Douglass.

MOTION PASSED.

C. Christmas Break Bird Show

K. Williams reported that the Zoo has requested a reallocation of \$4,000 of funds donated to Zoo programs to enable the Zoo to offer the Steve Martin bird show during winter break. The Zoo believes a special event is necessary to increase winter attendance.

MOTION by D. Albrecht for tentative approval of reallocation of \$4,000 of previous approved zoo funds for Society sponsorship of Steve Martin's Bird Show during the holiday season. Minnesota Zoological Garden to make determination of whether or not to bring the show back for 16 days around the Christmas Holidays.

Seconded by M. Seal.

MOTION PASSED.

The meeting was adjourned at 12:45 p.m.

Minutes recorded by P. Wetzel.

cc: Division  
Directors



## Minnesota Zoological Society

Memo: September 26, 1980  
From: Karla A. Williams  
To: Society Board Members  
Subject: October 18 Meeting

As you can see from the attached agenda, the October 18 Board Meeting is scheduled to help familiarize new board members with our zoo family and to involve all members in a brain-storming session to set policies and direction for this fiscal year, while considering long range goals.

New board members should plan to attend the 9:00 a.m. orientation. In addition you will be receiving (in advance of the meeting) charters, articles, and by-laws which define the Society's purpose.

Former board members may wish just to come at 10:00 a.m. for the planning session and board business meeting.

Committee assignments are also included in this packet. If you wish to be assigned to another committee or cannot come to the October 18 meeting, please call me at the office...222-1706 before October 10th.

MINNESOTA ZOOLOGICAL SOCIETY

Board of Directors

ORIENTATION/PLANNING SESSION

Saturday, October 18th

Minnesota Zoo Board Room

9:00 a.m. (orientation)

10:00 a.m. (planning session)

- I. Introduction to Zoo Organizations
- II. Review of Primary Budget Goals
- III. Review of Committee Charters
- IV. Discussion of Short Range Priorities  
and Long Range Goals

MINNESOTA ZOOLOGICAL SOCIETY

COMMITTEE ASSIGNMENTS

ZOO PROGRAMS

Dennis Albrecht  
Joseph Bohlen  
Bruce Douglass  
Dave Mech  
Marialice Seal

MEMBERSHIP SERVICES/PUBLIC  
INFORMATION AND EDUCATION

Joseph Bohlen  
Narvel Brooks  
Dave Dunn  
Karen Ferguson  
Ingrid Holley  
Mark Jacobson  
Terry Nelson

MARKETING AND PROMOTION

Lloyd Brandt  
Craig Halvorsen  
Toni Hengesteg  
Chuck Kennedy  
Fred Senn  
Vicki Uchida  
Don Block,

AUDIT

Craig Halvorsen  
Clayton Hatzenbuhler  
Mark Jacobson

VOLUNTEER SERVICE COMMITTEE

Stephanie Fox  
Kathy Horn  
Pat Leefeldt  
Phil Nelson  
Marilyn Nordaune



MZS cc: Mgmt Group  
Bordic  
Y Johnson

# Minnesota Zoological Society

August 28, 1980

## MEMORANDUM

TO: Bev Rongren, Associate Director, Visitor Services and Society Liaison

FROM: Peg Wetzel, Zoo Society

SUBJECT: Minnesota Zoo Society Annual Open House  
3-6:30 p.m.  
Saturday, September 13

A. Stehman  
D. Melstad  
K. Young  
R. Abraham  
D. Carlson  
P. Katche  
P. Bordic

The event outlined is identical to the open house of last year.

The east parking lot and admission area are suggested for Society members use from 1 p.m. on for traffic control. A Society booth will be placed there to distribute "Zoo People" lapel stickers to all members. The stickers will serve as the entry pass to behind the scenes tours.

The day consists of . . .

- Annual Meeting - Zoo Theatre - 1-3 p.m.
- Behind the scenes tours - 3-6 p.m.
- Clowns, 3-6:30 p.m.
- Animal demos, every 1/2 hours, 3-6 p.m.
- Zoo Lab, 3-6 p.m.
- box lunches and free Pepsi, 4:30-5:30
- Sweet Adelaine performance, 5-5:30
- Balloons to kids as they exit, 5:30-6:30 p.m.

In addition, the Society will have a booth all day to sell memberships and calendars, take registration for prizes, etc.

We would appreciate it if Zoo staff could produce signage. We will be glad to pay for the materials.

In appreciation for Zoo staff and volunteer time and energy, we invite everyone to a pizza party at 6:30 that day at a suitable location in downtown Apple Valley. Invitations will be distributed to all!

Thanks.

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706

Event	Location	Time	Signage	Staff	Other Support	Person in charge
Traffic Control	East parking lot	1:00 on	Directive, at entry from Johnny Cake			D. Bender
Admission	East admissions	1-4 p.m.	At admissions: "Society Members Please show card and pay parking here"	2 Admissions		D. Bender Y. Johnson
Society welcome and information booth Distribute lapel stickers, event schedules, box lunch tickets, door prize registration. Sell memberships and calendars. Distribute balloons at exit.	East entry	1-6 p.m.	Large Banner on concrete overhang: Zoo Society Open House. 2 8-ft tie on banners for booths; Minnesota Zoo Society.	3 volunteers 1 Society staff 1 Society Bd. member		D. Bender D. Molstad P. Wetzel
Internal Services Tour (Est. 45 minutes)	Bldg. A & B and greenhouse (vet lab, commissary greenhouse, photo/graphics, exhibits design).	3-6 p.m.	At bus drop off: Welcome Society Members. Red tape arrows to direct members to tour locations	Zoo staff at all areas to narrate. Volunteers to greet buses and serve as security. Society Board member to do same.		B. House D. Molstad P. Wetzel
Buses to internal services (3)	Depart East entry. Follow internal rd to Bldgs A & B. Return Johnny Cake.	Every 20 min. 3-6 p.m.		3 volunteers to ride buses and give short narration. 1 Society Board member.		D. Molstad P. Wetzel
Tropics & Minnesota Behind the scenes tour (Est. 45 min.)	Entry in Tropics	3-6 p.m.	"Tropics and Minnesota Tour starts here" Red tape arrows directing to entry.	Zoo staff to give narration. Volunteers and Society Board to serve as host/hostess and security.		B. House <del>D. Bender</del> D. Molstad P. Wetzel

D. Bender

mail

B. House  
~~D. Bender~~

Event	Location	Time	Signage	Staff	Other	Person in charge
Tiger Holding tour (est. 20 min.)	Tiger holding	3-6 p.m.	Directive <i>al</i>	Zoo staff to narrate		B House
				Volunteer & Society Bd member to host and serve as security.		D. Molstad P. Wetzel
Northern Trail Holding Tour (Est. 45 min)	Animal holding areas	3-6 p.m.	Directive <i>al</i>	Zoo staff		B House
				Volunteer Soc. Bd. Member		D. Molstad P. Wetzel
ZooLab	Concourse	3-6 p.m.	Directive <i>al</i>	Naturalist		K. Young
				Volunteer		D. Molstad
				Society Bd. Member		P. Wetzel
Zoo Library	Concourse	3-6 p.m.	Directive <i>al</i>	Librarian		A Stehman
				Volunteer		D. Molstad
Animal Demonstrations	Pit	Every 1/2 hour 3-6 p.m.		Naturalist		D. Molstad
				Volunteers		
Information Booth	Lower concourse	3-6 p.m.		Volunteers		D. Molstad
Box lunches Free Pepsi	DQ plaza	4:30-6p.m.	Zoo Society	Volunteers Society staff to distribute Pepsi		D. Molstad P. Wetzel
Clowns	Zoo site	3-6 p.m.				P. Wetzel

*W. Bender*

Event	Location	Time	Signage	Staffing	Other	Person in charge
Sweet Adelaines	DQ Plaza	5-5:30		A/V	2 mikes & speakers Use of Bd. Room for costume change and warm-up	D. Carlson P. Natko
Balloons at exit	East entry booth	5:30-6:30		Paid help to fill Volunteers and Society to distribute	<del>Use of 2nd floor area 10 to 5 p.m.</del>	D. Molstad P. Wetzel
Appreciation Party for Staff and Volunteers	Downtown Apple Valley	6:30 to ?				P. Wetzel
<u>Other</u> Society Board Meeting	Zoo Theater	10-1				Scheduling
Annual Meeting	Zoo Theater	1-3 p.m.				P. Borden
Event Headquarters	Zoo Classroom	10-6:30				

11-28

AGENDA

MINNESOTA ZOOLOGICAL SOCIETY

Board of Directors' Meeting  
Saturday, September 13, 1980  
11:30 a.m.

Zoo Classroom

- I. Minutes - July 17, Board Meeting
- II. Finance Report
- III. Election Results
- IV. Executive Director's Report
- V. Old Business
- VI. New Business

Memo: September 2, 1980  
To: Board of Directors  
From: K. Williams  
Subject: Open House, September 13

This memo is to remind you of the activities scheduled for Sunday, September 13th so that you will be sure to attend.

11:00 a.m. - September Board Meeting  
          - election announcement-zoo classroom  
12:00 a.m. - Board Lunch-zoo classroom  
1:00 p.m. - Annual Meeting-zoo theatre  
3:00 p.m. - Assume positions for greeting members  
6:30 p.m.

Please R.S.V.P. with Denise Bell 222-1706

Memorandum

Date: September 3, 1980  
To: Zoo People: Minnesota Zoo Society Board Members  
From: Peg Wetzel, Society Staff  
Subject: Board Participation. Annual Open House, Saturday,  
September 13, 3:00 p.m. - 6:30 p.m.

Following is a schedule showing where, when and how we need your help during the Annual Open House. Your function during the event will be to serve as host/hostesses at the various locations, providing the personal contact so important to this event. You will also provide "security", checking to see that each person on the tour is a Society member. Members will be issued a "Zoo People" lapel sticker as they enter the zoo; the sticker will serve as their entry pass to all behind the scenes areas. Zoo and Society staff will be stationed with you in addition to volunteers from ZooVAP.

If you are not able to participate in the event as scheduled, please call me at 222-1706. You will receive last minute instructions at the Annual Meeting. If you do not attend the meeting, check in at the canopy booth at the East admission gate.

Thank you for your help in this very special, once-a-year Society event.

pw

attachment

SOCIETY BOARD PARTICIPATION SCHEDULE

East Entrance (canopy booth)  
2:00 - 6:30

Joe Bohlen

Distribute lapel stickers &  
event schedules

Vicki Uchida

Sell memberships & calendars.

Phil Nelson

Distribute balloons 5:30 - 6:30

Internal Services (building A&B)  
3:00 - 6:00

Denny Albrecht  
Don Block

Buses (ride from East entry to  
Internal Services)  
3:00 - 6:00

Terry Nelson  
Craig Halvorsen

Tropics & Minnesota (station at entry  
3:00 - 6:00 near Dolphin)

Lloyd Brandt  
David Dunn  
Ingrid Holley

Northern Trail (holding areas)  
3:00 - 6:00

Sandy Blomquist  
Dave Mech  
Pat Leefeldt

Tiger Holding (near Childrens Zoo)  
3:00 - 6:00

Bruce Douglass  
Bob Bonawitz

Zoo Lab  
3:00 - 6:00

Paul Freeman  
Marialice Seal

D. Q. Plaza (free Pepsi - canopy booth)  
4:30 - 6:00

Karen Ferguson

Appreciation Party for Zoo staff and Volunteers  
6:30 - Downtown Apple Valley

AGENDA

MINNESOTA ZOOLOGICAL SOCIETY

10TH Annual Meeting

September 13, 1980

1:00 p.m.

Zoo Theatre

Welcome, Robert L. Bonawitz, President

- I. Minutes of September 15, 1979
- II. Finance Report
- III. President's Message
- IV. Recognition of Board of Directors
- V. Nominating Committee Report
  - a. General Election Results
  - b. Appointments to the Board
  - c. Announcement of Officers
- VI. Executive Director's Report
- VII. Old Business
- VIII. New Business

9TH ANNUAL MEETING  
MINNESOTA ZOOLOGICAL SOCIETY  
September 15, 1979

The meeting was called to order by President Paul Freeman at 2:05 p.m. in the Theater of the Minnesota Zoological Garden. Mr. Freeman welcomed the limited audience and called for the reading of the minutes of last year's meeting. Jan Humphrey moved to approve the minutes as written. The motion was seconded and passed unanimously.

The financial report was given by Chase Davies who showed, amongst the many numbers, the Society's fund balance has improved from \$164,110 to \$228,238 in this past year.

President Freeman then gave a short speech and then introduced Ed Kohn, the Director of the MZG, for his comments. Mr. Kohn made reference to the resemblance of the Tropical Building to a ship carrying not only plants and animals but the visitors to the Zoo on a voyage of education and understanding of the natural world around us.

Mr. Freeman then recognized the Board members who are ending their term in office. Those include:

Ron Cottone	Liza Nagle
Larry Freeman	John Daniels
Ben Oehler	Jan Humphrey
Dave Spong	DeWayne Walker

All of whom received a certificate of appreciate from the Society.

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

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

Paul Freeman then introduced the seven Board members who are nominated by the Chairman of the Zoological Board. Of the seven appointments, five have currently been made and those individuals are:

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

Two remaining positions will be filled in the next few weeks.

Mr. Freeman then went on to report on the election of officers and indicated that the positions in 1979-80 will be as follows:

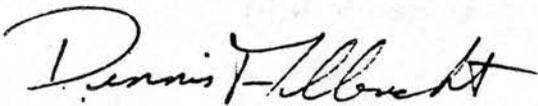
President.  
Vice President  
Secretary  
Treasurer

Bob Bonowitz  
Jerry Hegstrom  
Dale Chelberg  
Tony Hagesteg

Bob Bonowitz, next year's president, then gave a short thank you speech after which Paul Freeman called for old business, there being none, he called for new business. At this point, Bruce Douglas presented Paul Freeman with a gift from the Board in appreciation of his two years as President.

Jerry Hegstrom moved to adjourn the Annual Meeting and it was adjourned at 2:30 p.m.

Respectfully submitted,



Dennis Albrecht  
Acting Secretary

# MEMO

August 21, 1980

Nancy,



Attached is a news release I am sending out statewide Friday (tomorrow). If there is any problem please call me Tomorrow and leave a message -- I'll be out scouting double-decker buses. (This is a real job?)

Please pass this on to Ed. I stole his quote from the cover of the 1980 Zoo Calendar and added the line about the continuing ed program being another avenue, etc. He was immersed in budgets yesterday and today so I improvised. I am assuming the quote is OK since it is his, and was printed in the calendar.

Thanks.

*Reg*

**MINNESOTA  
ZOO SOCIETY**

555 Wabasha, St. Paul, MN 55102 - 222-1706

*Society*  
*P. K.*



# Minnesota Zoological Society

For immediate release.

For more information,  
contact Peg Wetzel  
(612) 222-1706

## MINNESOTA ZOO SOCIETY DONATES \$8,000 FOR CONTINUING EDUCATION AT THE ZOO

The Minnesota Zoological Society pledged its support of continuing education at the Zoo with an \$8,000 donation to the program in July. "We recognize that education is an important function of the Minnesota Zoo and we are glad to be able to support this program," said Robert Bonawitz, President of the Society Board of Directors. The funds will be used by the Zoo to develop curriculum for the program.

The Society will also assist the program by providing registration, administration and promotion of the course offerings. Last December the Society donated \$98,400 toward Minnesota Zoo programs.

The Continuing Education Program at the Minnesota Zoo begins this fall, offering animal and nature-related programs for every age group in a variety of formats. Everyone, from pre-schoolers to senior citizens, can participate in informal courses designed especially to meet their needs. Topics range from a

(MORE)

study of animal behavior to a lesson in developing your own wildlife haven, to a trip to the Isabella Environmental Learning Center with a zoo naturalist, to investigating winter animal habitats while touring the Zoo on cross-country skis.

Education--helping the visitor understand the natural world around him and appreciate the delicate interdependencies of life--is one of the Zoo's major goals. Zoo director Ed Kohn believes the Zoo is a place where visitors can learn about the world of wildness and enjoy the experience: "The Minnesota Zoo provides its visitors an unparalleled opportunity for discovery . . . about living things on this planet and our relationship to them. The exhibits are uniquely designed to mirror the environment; each one makes a special statement about life with its characteristic plants and animals. The continuing education program is one more important avenue to providing zoo visitors with an opportunity for learning adventure and the joy of discovery about our world."

The Minnesota Zoological Society is a non-profit citizens organization formed in support of the Minnesota Zoo. Its Board is comprised of 21 directors; 14 are elected by members and 7 are appointed by the Zoo Board.

To obtain a brochure of Zoo class offerings, contact the Minnesota Zoo Society, 555 Wabasha St., St. Paul, MN 55102.

# # #

cc Mgmt  
Corp.  
gd  
f

MINUTES

MINNESOTA ZOOLOGICAL SOCIETY

Board of Directors  
July 17, 1980

Dain, Bosworth, Inc.  
Edina, MN

Board Members in Attendance

Don Block  
Joseph G. Bohlen  
Lloyd L. Brandt  
Bruce E. Douglass, M.D.  
Paul I. Freeman  
Stephanie Fox  
Gerard D. Hegstrom  
Toni Hengesteg  
Marialice Seal  
Phillip R. Nelson  
Terry Nelson  
Marilyn Nordaune  
Karla Williams, Executive Director

Board Members Absent

Dennis P. Albrecht  
Sandra Blomquist  
Robert L. Bonawitz, President  
Karen Ferguson  
Craig J. Halvorsen  
L. David Mech

Others in Attendance

Ed Kohn  
Bev Rongren  
Peg Wetzel

Vice President G. Hegstrom called the meeting to order at 7:40 p.m. and directed the Board's attention to the agenda.

I. MINUTES - of May 15 Board Meeting

MOTION by D. Block to accept the minutes of the May 15 Board Meeting.

Seconded by P. Freeman.

MOTION CARRIED.

II. Finance Report

Executive Director K. Williams presented the written finance report, noting that some adjustments were made prior to the end of the year audit.

The June finance report shows a ten percent increase over last June or \$4,000. As of this day, July 17, the Society is also \$4,000 over the whole month of July 1979. Salaries in June are higher to reflect vacation pay to Virginia Woltman who terminated her position as bookkeeper this month. In response to a question from L. Brandt, K. Williams explained that the Society is \$8,000 ahead of the previous year because of expanded direct mailings and on-site sales at the Zoo. S. Fox questioned an adjustment to the VSC budget on the May Finance report.

K. Williams stated she would look into it and let S. Fox know what the adjustment represented.

### III. EXECUTIVE DIRECTOR'S REPORT

K. Williams highlighted the Director's status report which was distributed to the Board.

#### A. Membership Receipts

Sales of new memberships are up. The report shows the source of those memberships.

#### B. Membership Questionnaire

To date more than 3,000 questionnaires mailed with first renewal notices have been returned. A rough analysis of members response is indicated in the report.

#### C. Membership Campaign

Since May the Society has sent direct mail to the following:

1. National Wildlife Federation members.
2. Science Museum of Minnesota members.
3. 5,000 of select Dakota County residents for test of area response.
4. Minnesota Zoo newsletter list.
5. Audubon Society

#### D. On-site Membership Program

Since the May meeting, the on-site membership program has changed. Zoo staff are not allowed to sell Society memberships. At present volunteers are assisting and Carolyn Warweg has been hired for 13 hours a week coverage. One volunteer, Dee Kotaska, has agreed to work two days a week for transportation costs. A better managed and more profitable solution is necessary.

#### E. Calendars

G. Hegstrom, chairperson of the Marketing and Promotions Committee, brought to the Board's attention the revised objectives for the Society calendar. The goal statement is on page 4 of the Status Report.

G. Hegstrom stated that the committee believed it should identify what it wanted to achieve with the calendar program. After an evaluation of the program the committee decided the calendar was a good promotion and a good benefit for Society members.

In response to J. Bohlen's question, K. Williams stated that an application for membership in the Society would be included in the calendar.

F. Minneapolis Star/Society Story Telling Contest

More than 2,000 entries to the contest were received, some from as far away as Wisconsin and South Dakota. Top category winners will meet at the Zoo July 26 to receive prizes. All winners received a copy of the poster.

G. Volunteer Recruitment

The Society is responsible for providing 50 people for the fall and winter Volunteer Training class. The status report includes information on the new recruitment incentive program, publicity and orientation dates.

H. Volunteer Program

Guidelines are being established by the VSC for the new volunteer scholarship program.

I. Bookkeeper position

Kathy Anderson has accepted the position as bookkeeper at the Society and started July 16. She has two years of accounting education and four years of accounting experience. Kathy comes to us from Sussel.

J. Member Benefits

P. Wetzel reminded the Board of the Annual Meeting and Open House at the Zoo on September 13. Board members are asked to represent the Society at the event.

The Open House will be similar to last year's event. One significant change is the time: 3:00 - 6:30 p.m. After discussion, the time for the Board's business meeting on that date was set for 11:00 a.m. to 1:00 p.m., the Annual Meeting will take place at 1:00 p.m., and Board members will be "at their stations" for the Open House at 3:00 p.m.

K. Discussion

In response to a question from B. Douglass, K. Williams stated that membership for this year should exceed projections.

M. Seal stated that she did not believe the Society had a publicity committee/program. G. Hegstrom requested M. Seal's input for a publicity program be directed to the Marketing and Promotion Committee in written form.

D. Block felt that the newsletter and membership in general could be used to mobilize people to speak out in favor of the Zoo. P. Wetzel agreed that the newsletter was an excellent vehicle for mobilization, but added that a concrete goal or action was needed. G. Hegstrom stated that the subject would be discussed in Marketing and Promotion.

MOTION by G. Hegstrom to accept the Director's Status Report.  
Seconded by B. Douglass.

MOTION CARRIED.

#### IV. REPORTS

##### A. Minnesota Zoological Garden

B. Rongren presented the report from the Minnesota Zoo.

##### 1. Visitor Survey

The visitor survey format has been changed. The new format uses on-going interviews coupled with mail-back surveys. The mail-back surveys have shown a 50 percent return, or 1300 - 1400 responses! Some highlights from the computer-analyzed survey responses:

47% are repeat visits. Of those, 31% visited within the last year.

7.1% of visits are Society members.

30% of repeat visitors bring guests with them.

Average length of stay at the Zoo is 3 hours.

The repeat rate of St. Paulites is 3.5, while the repeat rate of Minneapolitans is 2.6.

Overall repeat rate for the metro area over a 2 year period is 2.9. This metro area repeat rate rivals that of the San Diego Zoo.

78% of respondents had seen Zoo advertising.

The mean age of zoo visitors is 33. The mean group size is four.

Women are the ones that suggest coming to the Zoo.

"Saving gas" is not a reason for visiting or not visiting the Zoo.

Comments from the surveys show a desire by visitors for zoo improvements and new exhibits. The most popular exhibits in descending order are:

Whales/SeaLife, Tropics, Snow Monkeys/Monorail.

Other exhibits are pretty much spread out. Children's Zoo and ZooLab were chosen as the most popular by 8.2% of the respondents, indicating an "intimacy" factor.

##### 2. Promotions

The television commercials started airing on local stations in the middle of June and will run all summer long. A dramatic increase in attendance has occurred since June 6 partially as a result of the ads. In the first two weeks of June attendance was lagging behind projections. The zoo is now 15% ahead of projections for the first two weeks of July.

The Zoo's bus was in the July 4 Apple Valley parade and will be in both Aquatennial parades.

Public service announcements were distributed to 55 radio and 15 television stations statewide.

WCCO - TV's PM Magazine will run a weekly zoo feature entitled ANIMAL FACTS AND FICTION beginning this fall.

EUREKA!, the television program co-sponsored by the Minnesota Zoo and Science Museum will reappear this September for 26 weeks with a new format.

Television personality Nancy Nelson will feature a weekly appearance of Zoo PR coordinator, Nancy Gibson, on WHAT'S NEW at 11 a.m.

### 3. Other

A new shirt shack has opened on the main plaza of the Zoo. ZooLab moves to new quarters on July 23. ZooLab will be housed in what was the classroom area next to the theater.

Steve Martin, formerly of the San Diego Wild Animal Park, presents bird shows six times daily at the zoo with the help of two staff members. Paid advertisements of the show will begin the last week of July.

Closed circuit video of the Zoo's "Look at the Animals" is playing in two metro hospitals and major metro hotels.

### 4. Monorail

Monorail investors have been watching ridership percentages very carefully and they have requested that the Zoo Board raise the rates on weekends and holidays. Ridership has recently been dropping down to the low 40's. Weekend and holiday monorail rates are \$2.50 for adults and \$1.50 for children.

### 5. Discussion

L. Brandt asked zoo director Ed Kohn how the median visitor age of 33 compared with other zoos. E. Kohn responded that the Minnesota Zoo is becoming a more adult Zoo with about 66% of visitors as adults, but that is a trend nationally in zoos.

G. Hegstrom asked whether the zoo had surveyed any persons who had not attended the Zoo. B. Rongren responded that the Zoo had not done such a survey recently but was planning to do so in the future, probably similar to the Winona study done previously.

G. Hegstrom asked if E. Kohn had any feeling for why people were not attending the Zoo and if there was anything the Society could do to help. E. Kohn responded that there was no easy answer. San Diego survey results from several years ago show a visitor profile very similar to ours. The Minnesota Zoo is trying to expand its demographics. The cross-country ski program is a good example of how the Zoo can expand its demographics. The art programs and cultural programs will also extend

the demographics. Nationally, approximately 50% of the population constitutes the market. Zoo Board member, H. Reinhart is putting together an idealized zoo visitor portrait from survey results of our zoo and other zoos. An inverse relationship exists between metro population and percentage of attendance. The larger the population, the lower the percentage of attendance. NYZS receives 12% of the metro NY population. In terms of state population, the Minnesota Zoo is doing well.

D. Block also asked how the Society could help. E. Kohn responded that he thought the Society is doing a great deal already. The membership program constitutes 10,000 emmissaries. The Zoo cannot overemphasize the importance of Society members. It is in terms of people-to-people contact that the Society can be the most useful. E. Kohn added that the Zoo needs capital funding.

The Zoo Board has authorized staff to seek funding for the Polar/Marine cluster. The Zoo needs the Society to be an ally in creating a positive legislative atmosphere, E. Kohn added. There might be a capital funding session in the '81 session, but more probably in the '82 session.

B. Douglass asked what the target date was for the Polar/Marine exhibit. E. Kohn responded it was 18-24 months, but it was unlikely that the Zoo would get funding before the regularly scheduled capital funding session in 1982.

L. Brandt asked whether the task of maintaining the Tropics Building has been a difficult one. E. Kohn responded that results have been better than expected.

B. Minnesota Zoological Foundation Report

No report was presented.

V. EXECUTIVE COMMITTEE REPORT

G. Hegstrom brought to the Board's attention the issues of the Animal Adoption Program and the appointment of Phillip R. Nelson to the Secretary's position. Board members were polled by phone on both subjects and gave approval. G. Hegstrom asked the Board to formally approve both actions.

MOTION by S. Fox that the Animal Adoption Program as presented by K. Williams be adopted.  
Seconded by P. Freeman.

MOTION CARRIED.

MOTION by P. Freeman to ratify the selection of Phillip R. Nelson as Secretary of the Board.  
Seconded by D. Block.

MOTION CARRIED.

G. Hegstrom informed the Board that a formal request had been made by the Zoo to the Executive Committee for an \$8,000 grant to partially fund the Continuing Education Program scheduled to begin this September. The Committee recommended in Motion that the request as outlined in E. Kohn's letter of July 17 be referred to the Zoo Programs Committee for consideration that these funds be reallocated from the monies previously approved by that committee. The Executive Committee believed it to be a worthwhile program. Options for funding are:

1. monies allocated in the future
2. monies be taken from some other budget category
3. monies be reallocated from funds donated in December of 1979.

E. Kohn stated that the programs already funded by the Society are very sound but that one project has not yet been implemented due to construction delays.

K. Williams added that she thought it was important for Board members to know that: (1) Society staff heartily endorsed the project; (2) Continuing Education is a major 1981 Society goal and (3) it was her suggestion that the Zoo request the funds in this way.

G. Hegstrom added that it was the feeling of the Executive Committee that additional grants to the Zoo should be considered at the end of the year when we know how much funding is available.

E. Kohn responded that if reallocation of previously granted funds was the chosen method to grant these funds, he would have to re-prioritize the previously funded programs with Zoo staff and make a proposal to the Society board for reallocation.

MOTION by J. Bohlen to substitute the Executive Committee motion with a motion that new monies be provided for the program.

Seconded by D. Block.

P. Nelson inquired where the new monies would come from.

K. Williams responded that the Society had just received a check from proceeds of ZooWalk '79 in the amount of \$8300. As the money was not anticipated, it has not been allocated in the budget.

L. Brandt said he would follow the direction of the Executive Committee. P. Freeman explained that the intention of the Executive Committee's motion was that a lot of work went into formation of the Committee charters and Board structure. The Zoo Program Committee was authorized to evaluate requests and

then make recommendations to the Board. A concern was also expressed that a formally scheduled time be established for zoo funding requests. Now the Board is going to change the budget in order to fund this program.

SUBSTITUTE MOTION FAILED.

MOTION by M. Seal that the original motion be amended to read: The request from the Zoo to fund the Continuing Education Program as outlined in E. Kohn's letter of July 17 be referred to the Zoo Programs Committee for decision based on their consideration of the merit of the program and the source of funds.

P. Freeman stated that he thought this was an important program but at the same time he had reservations because the Board had established a system by which we entertain requests from the Zoo.

MOTION CARRIED AS AMENDED.

VI. ACTION ITEMS

S. Fox indicated that the scholarship selection committee of Volunteer Services needs a volunteer who is not an on-site volunteer to serve on the committee.

VII. Old Business

M. Nordaune, Nominating Committee chairperson, reminded the Board that the ballot for election of Board members will be coming with the August ZooNews and asked members to vote.

MOTION by D. Block to adjourn the meeting of the Zoological Society Board.  
Seconded by P. Freeman.

MOTION CARRIED.

The meeting was adjourned at 10:15 p.m.

Minutes recorded by P. Wetzel.

MINNESOTA ZOOLOGICAL SOCIETY

BALANCE SHEET

For July 31, 1980

A S S E T S

Cash	48,377.23	
WIN Account - Dain, Bosworth	40,468.00	
Certificate of Deposit	219,583.33	
*Total Cash and temporary investments		308,428.56
Receivable		57.00
Inventories		8,641.83
Prepaid Expense		171.49
Property and equipment	9,109.39	
less accumulated depreciation of	4,581.62	4,527.77
Other assets:		
Land		6,000.00
Oil Painting		7,500.00
		<hr/>
Total assets		335,326.65
		<hr/> <hr/>

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

** Accounts payable		-0-
Accrued liabilities		1.98
Unearned membership dues		75,995.48
Accounts payable to MZG		657.52
		<hr/>
Total liabilities		76,654.98
Fund balance   Unrestricted		183,038.33
Restricted for direct support to MZG		75,633.34
		<hr/>
Total liabilities and fund balances		335,326.65
		<hr/> <hr/>



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

Minnesota Zoological Society  
555 Wabasha St  
Room 205  
St Paul, Mn 55102  
Att'n: Karla Williams

Dear Karla,

I am so pleased at the progress we've made with our new Speaker's Bureau funding efforts! After several months at minimal income, to acquire in just two months a surplus of \$700.00 is very encouraging. Thank you for your helpful ideas on how to reinvigorate our fund raising efforts.

And now to the "problem" of how to spend our Speaker's Bureau surplus! I agree with you that a good solution would be to establish that "surplus Speakers Bureau funds are used to purchase animals and animal support materials for education programs." I believe that this would be a universally popular policy with both Speaker's Bureau audiences and volunteers.

For a first expenditure, you will find attached a list of small songbirds ( finches, waxbills, etc..) that I would like to order. Our breeding/behavior observation aviarys in Zoolab have always been stocked with a rather "ragtag" assortment of odd and unrelated birds. I would like to replace them with young, healthy, breeding-potential pairs.

Can you clear with your board both our general plan for spending these funds, and this particular expenditure? Thanks for your help!

Sincerely,

Ken Young

cc: B. Rongren  
E. Kohn  
D. Abraham



# Minnesota Zoological Society

July 3, 1980

## M E M O R A N D U M

TO: Ed Kohn, Director, Minnesota Zoo

FROM: Peg Wetzal, Administrative Assistant, Zoo Society, *pw*

SUBJECT: Request for Approval of Minnesota Zoo Society  
Open House at the Zoo.

Last September the Zoo provided the opportunity for a very successful after-hours, on-site Open House for Society members. The Society requests the opportunity to repeat the Open House event in conjunction with its Annual Meeting, Saturday, September 13, from 4-7:30 p.m.

The 1979 Open House was a tremendous success. Five thousand Society members attended and they are still telling us what a great experience it was for them. We appreciate the effort and involvement of the Zoo staff under your direction in creating such a strong, positive impression on Society members.

The Open House is an excellent vehicle for recognition of Society members' support of the Zoo. That recognition goes a long way to maintain and increase the support base for the Minnesota Zoo represented by the Society body. Because the event provides the opportunity for members to visit the restricted working areas of the Zoo and meet the individuals whose work creates the Zoo experience, it generates a sense of involvement which in turn cements members' continued commitment to the goals of the Minnesota Zoo.

A specific proposal and event outline is attached for your approval. You will notice that it differs little from last year's plans. We have decided not to argue with success.

Announcement of the Open House must be published in the August issue of Zoo News in order to notify members in advance of the event. Because the advance notice is critical to the success of the Open House, we must ask that approval be granted or denied by the week of July 15, the copy deadline date for Zoo News. We hope you will continue to support the concept of a Society Open House at the Zoo.

pw: Attachments.  
cc: K. Williams  
R. Bonawitz  
K. Ferguson

*Met group. Please advise me 9 Jul.  
CCK.*

A PROPOSAL TO ED KOHN, MINNESOTA ZOO DIRECTOR  
FOR SOCIETY MEMBERS OPEN HOUSE AT THE ZOO  
SATURDAY, SEPTEMBER 13, 4-7:30 P.M.

from

The Minnesota Zoological Society

- PROPOSAL: To obtain approval for the Annual Open House Events at the Zoo for Society Members.
- OBJECTIVES: To recognize and encourage the support of Society members at the Zoo; to provide a meaningful and unique on-site Zoo experience to members; to provide an opportunity for members to meet Zoo staff in order to promote a feeling of "belonging" to the Zoo and its Society.
- PURPOSE: To provide Society members with an opportunity to visit the "behind-the-scenes" work areas of the Zoo facility and to meet Zoo staff members who work in those areas.

ZOO SOCIETY OPEN HOUSE

EVENT OUTLINE

DATE: Saturday, September 13

TIME: 4 p.m. to 7:30 p.m.

ESTIMATED ATTENDANCE: 4,000 - 7,000 Society members

ACTIVITIES: Because the open house was a tremendous success last year, the Society would like to repeat the activity schedule implemented that year:

- Zoo exhibits open for members
- "Behind-the-Scenes" Tours
  - internal services (vet lab, commissary, photo studio, exhibit design, greenhouse, etc.)
  - Tropics and Minnesota exhibits
  - Tiger holding and nursery
  - Children's Zoo and Northern Trail holding
  - Use of Zoo Theater from 2-3:00 p.m. for the Society Annual Meeting.
  - Monorail service for members.  
We would like to offer a 20% (group) discount on the monorail to Society members during the hours of 4-6 p.m. on September 13. Because the monorail was in its testing phase last year, we were able to offer the monorail ride free of charge to members during the open house. This year it is not appropriate to request free access to the monorail, but we do request the discount rate for Society members wearing the "Zoo People" lapel stickers during the Open House event.

In conjunction with the Open House, the Society would like to provide:

- Bus service to internal services for tours
- On-site booths for distribution of box lunches, beverages, door prizes and calendar sales

(MORE)

ZOO SOCIETY OPEN HOUSE  
EVENT SCHEDULE  
PAGE 2

- "Zoo People" lapel stickers to be worn by members as entry passes.
- Society Board members to serve as hosts/ hostesses at each tour area in addition to Zoo staff.
- Volunteers to provide animal demos and information
- Clowns on-site.
- Helium balloons to children as they exit the Zoo.
- An "after-party" party for Zoo staff and volunteers who assist with the Open House.

pw

## 1979 Open House Schedule

# Welcome Society Members!

The board and staff of the Minnesota Zoo and Zoo Society welcome you to the first Society Members Open House! The following programs have been planned to help you enjoy this exciting event.

**PICNIC SUPPER** – members with reservations may pick up box suppers anytime between 5:30 and 6:30 p.m. on the Dairy Queen Plaza. Enjoy the entertainment of **Something Special Singers** as you eat. (See G on map.)

**1980 ZOO CALENDARS** – on sale in the Zoo Classroom. Buy one at the special member's price of \$3.35 . . . today only at the Zoo!

**ANIMAL DEMONSTRATIONS** – ongoing until 7:00 p.m.; watch for signs.

**THE LAB** – (a place to touch and feel) open until 7:00 p.m.; located west of the classrooms.

**DOOR PRIZES** – register for a free Society membership for one year, 1978, 1979, poster prints, and 20 new 1980 Zoo Calendars (booth located west side of theatre).

**BALLONS** – free to all young people leaving the east parking lot.

**TOUR ROUTES** 4:00 to 7:00 p.m.

**ROUTE A** – 45 minutes

Ride a bus to Internal Services; board buses at east entrance.

**ROUTE B** – 45 minutes

Visit Tropics and Minnesota Exhibits behind-the-scenes. Enter Tropics area at upper level, follow arrows.

**ROUTE C** – 20 to 40 minutes

Test-ride the monorail, see Northern Trek from the sky. Signs west of Education Wing will indicate schedule.

**ROUTE D** – 20 minutes

Visit tiger holding area; enter at Tiger Nursery.

**ROUTE E** – 45 minutes

Walk Northern Trek, visit animal holding areas; start route from Children's Zoo area.

**ROUTE F** – 5:30-6:45 p.m.

Enjoy **Something Special Singers** on the Dairy Queen Plaza. Special Open-House performance; family-type entertainment.

## Have a nice day!

September 15, 1979

# Minnesota Zoological Garden

## Trail Map

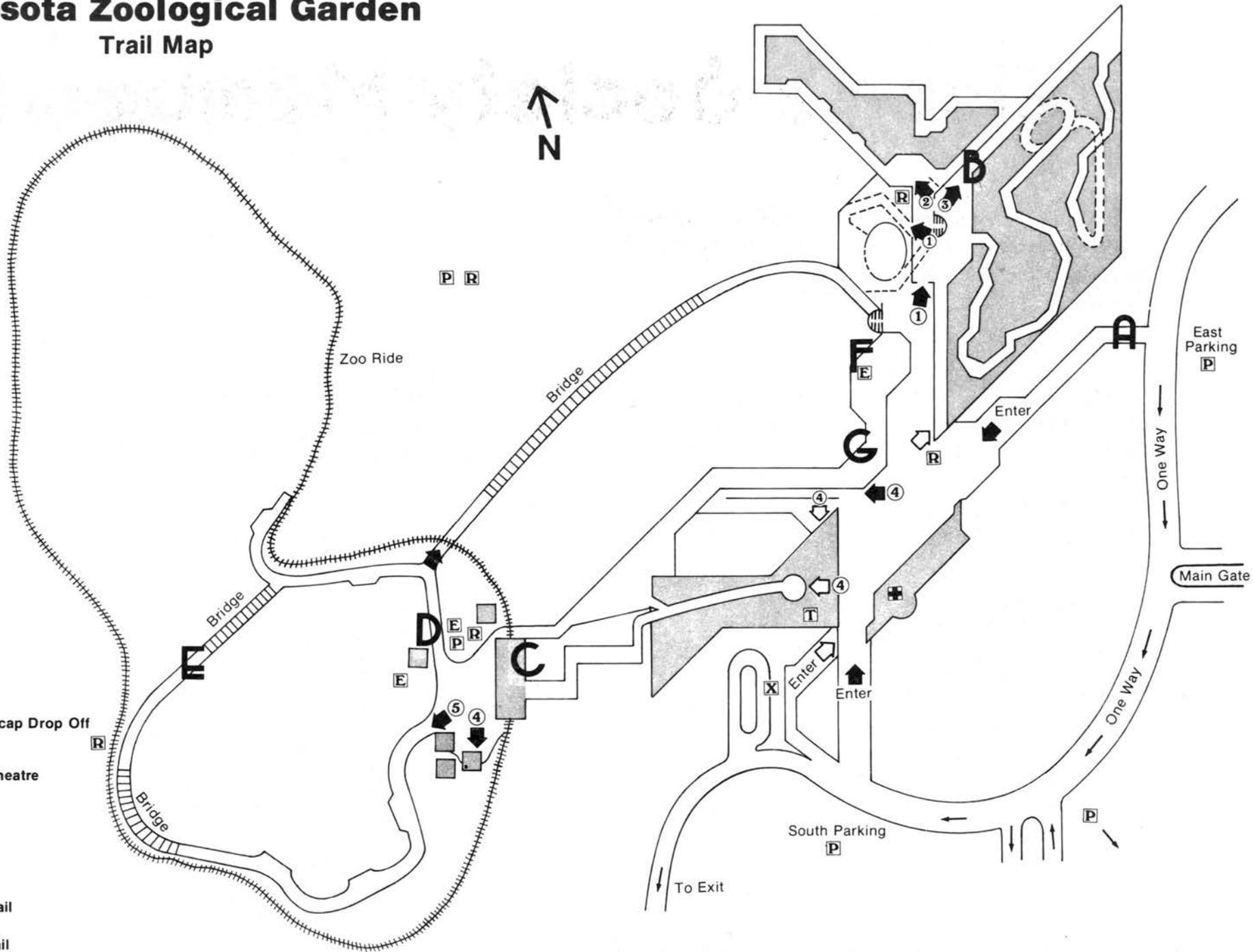


### Services

- Bridges
- School/Handicap Drop Off
- Picnic
- Rest Rooms
- Orientation Theatre
- Food Service
- First Aid
- Upper Level
- Lower Level

### Trails

- ① Ocean Trail
- ② Minnesota Trail
- ③ Tropics Trail
- ④ Discovery Trail
  - Orientation Theatre
  - Zoo Lab
  - Zoo Ride
  - Childrens Zoo
- ⑤ The Northern Trail



MINUTES

MINNESOTA ZOOLOGICAL SOCIETY

May 15, 1980

Dain, Bosworth, Inc.  
Edina, MN

Board Members in Attendance

Dennis P. Albrecht  
Robert L. Bonawitz, President  
Lloyd L. Brandt  
Bruce E. Douglass, M.D.  
Karen Ferguson  
Don Block  
Paul I. Freeman  
Gerard D. Hegstrom  
Craig J. Halvorsen  
Stephanie Fox  
Marialice Seal  
Phillip R. Nelson  
Terry Nelson  
Marilyn Nordaune  
Karla A. Williams, Executive Director

Board Members Absent

Sandra Blomquist  
Dale Chelberg  
Toni Hengesteg  
L. David Mech  
Joseph G. Bohlen

Others Present

Peg Wetzel  
Bev Rongren

President Robert Bonawitz called the meeting to order at 7:40 p.m. and directed the Board's attention to the agenda.

I. Minutes of April 17, Board Meeting

MOTION by R. Bonawitz to accept April 17 minutes.  
Motion seconded by D. Albrecht.

T. Nelson noted that K. Williams was designated Executive Director in those minutes and the title should be corrected to Acting Director.

R. Bonawitz noted that the minutes did not include that Craig Halvorsen is currently employed at the Pillsbury Company.

T. Nelson submitted minutes from the confidential Search Committee report to be included in the April 17 minutes, as follows.

MOTION (G. Hegstrom), second (M. Seal) that vacation, holiday, and sick leave policy as proposed by Karla Williams in February 27, 1980 memo be accepted as a permanent policy. Motion carried.

MOTION (G. Hegstrom), second (P. Williams) that the President appoint a committee to discuss insurance coverage with an insurance professional and present a package at the next meeting for consideration with the proposed budget. Motion carried.  
Bob appointed Terry Nelson and Joe Bohlen to continue work.

MOTION (G. Hegstrom), second (D. Albrecht) that the search process be amended to eliminate the provision that the top candidate will appear before the Board.  
Motion carried.

## II. Finance Report

K. Williams presented the financial report which was distributed at the meeting. Marketable securities have been transferred to a savings account but will be returned later. A. C.D. will mature on May 18. Half of the funds will then be invested in a 90 day certificate, as suggested by P. Freeman, and the balance restricted for Zoo funding will be invested in a 30 day certificate.

Inventory is made up of posters and calendars. The office has been taking in about \$5,000 per day in renewals since the first of the month. The biggest difference between actual and budget is in bequests (page 2), because of delayed income. All items are under budget except for salaries which is expected because of the increased staff.

MOTION to accept Financial Report by G. Hegstrom.  
Seconded by P. Freeman.  
MOTION CARRIED.

## III. Search Committee Report

T. Nelson introduced a representative of Wisconsin Life Insurance Company who summarized the coverage under their corporate major medical insurance plan. A written description of the plan was distributed to members. T. Nelson noted that the purpose of the presentation was informational and staff would make recommendations after their review.

MOTION by G. Hegstrom that the matter of medical insurance for staff be removed to staff for their consideration.  
Seconded by D. Albrecht  
MOTION CARRIED.

## IV. Executive Director's Report

K. Williams presented the report distributed at the meeting. She brought to the Board's attention a sample of the direct mail renewal package noting that the return rate of the Score Card (questionnaire) has been about 98% to date.

The Society will pay for the use of an existing zoo staff member in the new Visitors Services station to process memberships at the Zoo. Signage will alert zoo visitors as they enter the zoo that memberships are available. The whole system will be tested for 4 weeks, and then be evaluated for effectiveness.

The Minneapolis Star has agreed to sponsor a story-telling contest based on the Society poster. Specifics have not yet been determined, but the poster and contest information will be published in the full statewide edition of the papers.

T. Nelson asked for a report about Society involvement in the 1980 International Science and Engineering Fair, held the first week in May in St. Paul. K. Williams and P. Wetzel both were involved as volunteers on the Special Event Committee of the International Science and Engineering Fair. Dave Bender, Zoo staff, was the operations manager for the fair, and zoo involvement was very high. The fair was very successful.

V. Executive Committee Report

G. Hegstrom brought the 1981 budget and goals to the attention of the Board.

MOTION by G. Hegstrom to approve the budgetary goals.  
Seconded by P. Freeman

K. Williams reviewed the primary budgetary goals for the Board. S. Fox introduced discussion of direct financial assistance to the Zoo, specifically III C., which states that the Society will make a year end cash donation to the zoo for visitor programs. S. Fox questioned whether it was really the intent of the Board to donate funds only to visitor programs. G. Hegstrom asked the reason for designating visitor programs rather than another category. K. Williams responded that the Society needs to be identified with the public, or people-oriented part of the zoo, and visitor programs are easily identified as the programs that provide services to members and the public. D. Albrecht added that when the zoo requested funds in 1979 they were interested in supporting visitor programs.

L. Brandt stated he felt strongly that the Society should be the "people" side of the Zoo. M. Seal agreed with that statement but believed there was no need to limit the funds to visitor programs.

K. Williams brought to the attention of the Board that earlier discussions with E. Kohn about remodeling ZooLab, led her to anticipate that the Zoo might request funds for that project from the Society.

B. Douglass cautioned that the Board should be careful that Society funds are not frittered away on inconsequential programs. He felt strongly that the donations of the Society be of the type easily visible to the public so that such donations receive the public recognition they deserve.

G. Hegstrom suggested the goal statement be changed to include visitor and biological programs.

D. Block stated that high visibility was very important in his view, if we hoped to increase membership. B. Douglass believed the Society needed something obvious and permanent and with a plaque on it.

MOTION by G. Hegstrom to approve the budgetary goals with III. C. changed to read: Make a year end cash donation of the Zoo for designated programs.

Seconded by S. Fox.

MOTION CARRIED.

G. Hegstrom brought to the attention of the Board, the actual FY 1981 budget for their approval.

MOTION by G. Hegstrom to approve the FY 1981 budget.  
Seconded by D. Albrecht.  
MOTION CARRIED.

G. Hegstrom congratulated K. Williams on her efforts in putting together the budget.

#### VI. Other Reports

a. No report was available from the Zoo Foundation.

b. Minnesota Zoological Garden

B. Rongren presented the report from the Zoo. The new dolphin arrived at the Zoo and the personalities of the two are very compatible.

Attendance and revenue at the Zoo was ahead again in the last month. Regular paid attendance was up 42% over last April. Because the increase in revenue since January will not make up for low revenue in July and August of 1979, revenues will be short of projections at year end.

Monorail ridership was 52% in April. Monorail rates will be increased as of May 24. The Zoo Board approved a rate increase to \$2 for adults and \$1 for youth, children and senior citizens. The increase was based on a study that showed that with an increase to \$2.50 and \$1.75 ridership would drop to about 30% but revenues would be increased. The Board will reverse its action if results show a loss in revenue. An interpretive handbook is being produced for the monorail ride.

Summer hours for the ZooLab are 9-11 and 4-6. The Children's Zoo is open 9-6. ZooLab will move into the classroom this fall if possible. The proposal will be brought to the Zoo Board at its June meeting.

Parking area picnic location will include 6 barbeque grills this season.

Wahpeti will be in the Bison/Wahpeti exhibit in early June, but the exhibit will not be complete until August.

#### VII. Old Business

M. Nordaune brought to the attention of the Board that it is election time. On behalf of the Nominating Committee she reminded members to submit their resumes to her if they are interested in continuing to serve on the Board. Forms are available for those who wish to sponsor a candidate.

VIII. New Business

R. Bonawitz announced a new Board meeting schedule. The Board will meet next at its regular time in July, (July 17), again at the Annual Meeting.

R. Bonawitz regretfully announced the resignation of Dale Chelberg, Secretary of the Board. D. Chelberg stated in his letter of resignation that his workload no longer permitted the amount of attention the Society deserved.

R. Bonawitz formally announced the acceptance of the position of Executive Director by K. Williams, effective May 1.

MOTION to adjourn the meeting by R. Bonawitz.  
Seconded by P. Freeman.  
MOTION CARRIED.

The meeting adjourned at 9:30 p.m.

Minutes recorded by Peg Wetzel.

MINUTES

MINNESOTA ZOOLOGICAL SOCIETY

April 17, 1980

Dain and Bosworth Inc.  
Edina, MN

Board Members in Attendance

Dennis P. Albrecht  
Don Block  
Joseph G. Bolen  
Robert L. Bonawitz  
Lloyd L. Brandt  
Karen Ferguson  
Stephanie Fox  
Paul I. Freeman  
Gerard D. Hegstrom  
L. David Mech  
Terry Nelson  
Marilyn Nordaune  
Karla A. Williams, Executive Director

Board Members Absent

Sandra Blomquist  
Dale Chelberg  
Bruce Douglass, M.D.  
Toni Hengesteg  
Phillip R. Nelson

Also Present

Bev Rongren  
Kathryn Rosebear  
Peg Wetzel  
Virginia Woltman

President Bonawitz called the meeting to order at 7:25 p.m. and directed the Board's attention to the agenda.

I. Minutes of March 20, Board Meeting.

P. Wetzel reported that Ed Kohn, Zoo Director, was concerned that his presentation as summarized in the March minutes might be interpreted incorrectly. Regarding the status of the monorail, E. Kohn wished to make clear that it was his own opinion that the salvage value of the monorail would not be beneficial to the Zoo Ride investors and that he was not reporting the opinions of the investors.

MOTION to accept the March 20 minutes by Paul Freeman.

Motion seconded by G. Hegstrom.

MOTION CARRIED.

II. Finance Report

V. Woltman presented the financial report, noting that income in April will be lower than anticipated because of the few weeks delay in the membership campaign. Income from renewals anticipated in April will now appear in May.

III. Directors Report

K. Williams presented the report of the last month's activities. Copies of the new Zoo Volunteer brochure were distributed to Board members. The brochure was developed as an informational source for the public expressing interest in the Volunteer Corps, and as a promotional source for the program.

The breakdown of the sources of last month's membership receipts reveals that memberships sold at the Zoo or motivated during a visit to the Zoo, have definitely become a trend. Memberships purchased and accompanied by the yellow application form indicate that people are picking up the forms at the Zoo and buying a membership after they get home, as well as purchasing memberships directly at the Zoo. K. Williams is working with the Zoo to place plexiglass Society brochure holders at the Zoo in various high visibility areas, to take advantage of the interest in Society membership during a Zoo visit.

A copy of the questionnaire developed by K. Williams and included in the direct mail renewal package was distributed to the Board. The questionnaire, entitled "Society Score Card", will give the Society staff information on how members perceive the value of benefits and publications and demographic data about the members themselves.

The membership campaign is 17 days behind schedule, K. Williams reported. Part of the time lost was due to production time miscalculation of the envelope for the package, part due to revision time, part due to the artist's vacation and part due to technical problems in printing. A different envelope will be used for the first 6,000 mailings. The delay in the timing of the campaign will not seriously affect the outcome, K. Williams stated.

On-site membership promotion is very important to the Society, as revealed in the numbers of memberships purchased at the Zoo. K. Williams will ask for a budget to provide Society staff at the Zoo during peak attendance.

M. Seal asked if it would be possible for Board members to receive the Director's report in advance of the meeting, at the same time they receive the minutes. She stated that it would be extremely helpful for the members to be familiar with the material before the meetings and that members could then respond more intelligently to the report.

K. Williams responded that the By-Laws require that the minutes be sent 7-10 days in advance of the meeting and that she could not possibly have the report completed at that time.

M. Seal suggested that the By-Laws could be changed.

D. Block wondered if the information in the report was only to the previous month's end, and if so, could it not be sent out earlier.

K. Williams responded that part of the materials covered data to the end of the previous month and part were up to date. She felt it was not efficient use of staff time to prepare two reports for the Board each month. K. Williams said she would look into the By-Laws and discover the status of distribution of the minutes.

#### IV. Executive Committee Report

MOTION by P. Freeman to authorize \$10,000 for the purpose of marketing and sales of Society memberships at the Zoo.

Motion seconded by G. Hegstrom.

K. Williams reported that the \$10,000 included salary for an employee or employees to be at the Zoo during peak hours and for plexiglass holders for the brochures and miscellaneous materials. There are two half-time employees at the Zoo now who could work half-time for the Society and make a full-time job from the two. No C.E.T.A. positions are open at the Zoo. D. Cote' will ask members of the volunteer corps if they are interested in a paying position. The position would start immediately, so the requested funds would finance the position for 13 months.

MOTION CARRIED.

V. Budget and Goals

Paul Freeman brought to the Board's attention, the primary goals and budget for 1981. P. Freeman requested the Board to discuss these items now, take them home and be prepared to vote on them at the May meeting.

K. Williams briefly described the budget noting that the Marketing and Promotion budget figures show as an estimate because this committee developed a lump sum budget and K. Williams broke the figures down into projects for this statement. The Volunteer Services budget is larger because in the past the budget has not reflected its actual cost. K. Williams arrived at a \$15,000 figure to reflect actual cost and to incorporate volunteer scholarships.

Projected cash flow as shown in the proposed budget reflects income for memberships as deferred for twelve months. K. Williams projects a \$50,000 gift to the Zoo within the 1981 fiscal year would be possible.

D. Block asked whether the employee fringes showed under salary headings.

K. Williams responded that employees have no fringes, and added that the increase in the salaries is the result of adding staff.

D. Block asked what would happen if the Board did not approve a budget at the next meeting.

R. Bonawitz responded that activity would continue and necessary payments would still be made until a budget was approved.

VI. Committee Reports

A. Nominating Committee

M. Nordaune reported that applications for membership on the Board are available. A notice for Board openings was included in the April newsletter and will also appear in the May issue. She encouraged Board members to support someone they felt would be a good Board member.

B. Search Committee

R. Bonawitz directed the Board's attention to the next agenda item. The Search Committee report will be given last so that all those present who were not Board members could be excused

from the meeting during the Search Committee report which must be confidential to the Board.

VII. Other Reports

A. Minnesota Zoological Garden

B. Rongren, Associate Director of Visitor Services at the Zoo, presented a monthly update from the Zoo. She reminded Board members that they were all invited to the Zoo Board Alliance Fest at the Zoo, April 27, from 5 to 8 p.m.

Upcoming events include a Kite Festival at the Zoo on April 26-27 and May 3-4.

A female dolphin is on her way to the Zoo from Florida and will be in the pool in the Tropics by the end of May. The monorail investors are now exploring their options; no resolution has yet been made on the issue. Ridership on the monorail last month was 51%. The fiscal year total ridership was 55%. These figures show a very healthy monorail ridership.

B. Rongren reported that quarterly figures show that cross-country skiing was very effective in increasing attendance but that skiers did not make the whole difference. A very healthy trend toward increasing attendance at the Zoo is evident. Total attendance for the past quarter was up 10%.

D. Albrecht asked B. Rongren why the summer hours at the Zoo were staggered. B. Rongren explained that the Zoo is understaffed and by closing the exhibits at 6 p.m. the animal management staff can eliminate one shift of animal care. By opening some exhibits earlier in the morning, such as Zoo Lab, where the space is limited, visitor flow can be controlled and directed into areas where the best experience is obtained during less crowded times. In addition, traffic can be directed to various locations at the Zoo, reducing the possibility of crowding during peak hours.

D. Block felt that the Zoo should publicize its staggered opening hours as well as staggered closing hours.

B. Rongren responded that the staggered opening hours are not critical because attendance is low and more than enough exhibits are open to provide a quality zoo experience.

B. Minnesota Zoological Garden Foundation

K. Rosebear presented the monthly update report from the Foundation. The Foundation office has moved to Hennepin and Lake in Minneapolis. Board members are welcome to stop by and visit the new office any time. A formal event will be planned in the near future.

The Alliance Report is now at the printer. 5,000 copies will be printed. K. Rosebear noted that Board members will be among the first to receive a copy of the report which should be distributed next week.

Letters requesting interviews for the feasibility study of the capital campaign have gone out and responses are coming in. Andy Boss is setting up the interviews and he will bring additional support materials with him: statistics, future development plans, monorail status. A report from the Shaver company will be ready by the end of May or the beginning of June.

The report will tell us the feasibility of the campaign and what our dollar goal should be expected to be. Public opinion regarding the monorail may affect the outcome of the study, but the Foundation is not making any assumptions. The Foundation believes that with positive public relations, any negative connotations can be overcome. The development of accompanying brochures and films is under discussion by the Foundation Board.

L. Brandt asked if the Foundation was going to ask the corporations which granted them interviews how much money they would give to the Zoo. K. Rosebear replied that the Foundation will ask corporations what they think other corporations would give.

#### VIII. Old Business

P. Wetzel reported that plans were firm for the Garden Show at the Zoo, May 10-11 and 17-18. Participants in the event include: Minnesota Horticulture Society, Minnesota Shade Tree Program, Minnesota Chapter of Landscape Architects, Prairie Restoration, Inc., and Sandy Murphy of the Orchid Society. Plant identification tours will be given at the Zoo by staff and volunteers. Billy B. will present a guitar concert on Saturday, May 10, focusing on trees and flowers.

A preview event and social for members is planned for Friday May 9, 7-9 p.m. Music and refreshments will be available. Board members are encouraged to attend.

P. Wetzel noted that work is underway to plan a full year of continuing education classes at the Zoo by the Society and Zoo Education staff. K. Lundgren has been hired for a 6-week period by the Zoo to develop curriculum. The Zoo and the Science Museum will work together on some classes and bringing in "celebrity" speakers.

#### IX. New Business

R. Bonawitz recommended Craig Halvorsen to the Board to replace Dan Dolan who has resigned. Halvorsen has been involved in the Zoo marketing program. He has a B.A. degree from the University of Minnesota and is working on an M.B.A. at St. Thomas. He has been with the Libby company for the past six years and is serving on other civic committees as well.

MOTION by G. Hegstrom that R. Bonawitz recommend Craig Halvorsen to Jim Hetland as a replacement for D. Dolan's appointed position. Motion seconded by D. Albrecht.  
MOTION CARRIED.

X. Search Committee Report

In order to keep the promise of confidentiality made to persons expressing an interest in the position of Executive Director of the Society, the minutes of this portion of the meeting were not officially recorded.

Recorded by Peg Wetzel.

Dale Chelberg, Secretary.

*L. Kohn*  
*? ce Mgt Sup*

STATUS REPORT

Minnesota Zoological Society  
April 17, 1980  
Karla A. Williams, Acting Executive Director

I. MEMBERSHIP PROGRAM

A. Membership Receipts

For the third consecutive month, membership receipts showed a significant increase over last year. In January 1980 we received 227 as compared to 97 in January 1978. In February 1980 we received 164 as compared to 51 in February 1978. In March 1980 we received 214 compared to 56 in March 1978.

The March total is comprised of 39 individual level memberships and 175 family and donor levels, 23 of which are complimentary Zoo employee memberships.

March sources are noted below.

Zoo Admission Sales.....	32
Zoo Hand-out.....	37
Phone-In Request.....	22
Zoo Employee Complimentary.....	25
Red Pamphlet.....	13
Gift.....	11
Letter Request.....	3
Musk Ox.....	2
Zoo News.....	3
Old Green Brochure.....	2
Black and White newspaper ad.....	1

The figures indicate an apparent new trend. For the first time a meaningful number of receipts can be attributed to a hand-out available only at the Zoo. This suggests to me that Zoo visitors are picking up our literature and joining after they get home. To increase the potential for this kind of sale, we need to emphasize information placement on-site. We should consider investing in some plexiglass brochure holders that could be positioned in high traffic areas at exits and entrances in each building.

I have had preliminary discussions with Ladd Conrad and Adele Smith about this idea.

B. Membership Questionnaire

See attachment A.

We have designed a questionnaire to determine the demographics and interests of our members. It will be mailed with the first membership renewal notices during the next

few months. Because there is a built-in response mechanism with renewals, we felt the overall return would be greater than what would be generated by a separate mailing. On the other hand, nearly all the responses will be from renewed or seemingly satisfied members rather than those who are not renewing. To some degree, it will be a prejudiced study.

The questions are limited to 3 categories; benefits, publications and member make-up. We believe this kind of information is sufficient at this time.

A second and different questionnaire will be developed for inclusion in the Zoo News. It will be more specifically designed to obtain information about our continuing education program, lectures, workshops and classes.

C. Membership Campaign

1. Membership Brochure

The new membership brochure and matching #10 window envelopes have been keylined, approved and are now at the printer. We expect delivery of 125,000 brochures and 75,000 envelopes, at a total printing cost of \$8,470 to arrive at the office next week. Upon receipt of materials, our first priority will be to mail 3,500+ first renewal notices to members expiring 5/30. The renewal package consists of the following:

- 1 - 1980 brochure
- 1 - 1 page renewal letter
- 1 - two sided membership form with label
- 1 - business reply envelope
- 1 - Society questionnaire
- 1 - mailing envelope

2. Renwel Letters

Staff has prepared drafts of the first and donor renewal letters for Martin/Williams to review. Although this service was not part of our original agreement, staff felt a need to solicit professional advice on this matter. New letters on matching stationery are now part of the 1980 renewal package.

We will use the same copy as last year for the second and third renewal notices but reprint them on the new stationery. The noticable difference in this year's mailing is a change from sending the brochure as a 2nd renewal to the 1st renewal.

3. Donor Renewels

Donor renewels will be sent out after the May renewal mailing. A letter to all donors (\$50 and up) regardless of expiration date, will be sent to notify every-

one at the same time about the available signed and numbered prints. If a donor renews early to be sure of getting a print, we will adjust the expiration date accordingly.

Only one donor notice will be sent now. If there is no response - 1st, 2nd and 3rd renewal notices will be mailed at the otherwise appropriate times.

#### 4. Mailings - Brochure Distribution

Following the regular renewal and donor mailings, we will begin our two month direct mail campaign. We will mail to those listed below as soon as arrangements can be made to obtain lists.

10,000	WALKER ART CENTER (?)
14,000	SCIENCE MUSEUM MEMBERS
11,000	NATIONAL WILDLIFE MEMBERS
25,000	DAKOTA COUNTY RESIDENTS
20,000	KTCA MEMBERS
10,000	MINNESOTA PUBLIC RADIO
6,000	OLD MEMBERS
<u>96,000</u>	

We will save 6,000 for our membership mailings and use the balance of 25,000 for Zoo site distribution.

#### 5. Materials Purchased

We have ordered the following materials for this year's membership program.

125,000	brochures
75,000	#10 window envelopes
12,000	#9 b.r. envelopes
15,000	ivory stationery
11,000	membership renewal cards
7,000	donor renewal cards
6,000	new member renewal cards
10,000	white stationery
10,000	poster certificates
4,000	guest tickets
900	500 artist biography

#### D. Posters and Prints

7,300 prints were received, 2,000 are reserved at the Zoo Store for members to 'cash-in' their coupons.

The 500 signed and numbered prints, were re-run on a different glossy paper because the artist was not satisfied with the color quality on the matte stock. Martin/Williams and

Bruce Wolfe will share the costs incurred. Although there will be a delivery delay, it will not jeopardize the donor part of the campaign.

E. On-Site Membership Promotion

1. Staff/Membership Sales

Preliminary discussion was held with Zoo Personnel Officer Mary O'Neill about the possibility of staffing a Society admissions booth with Zoo employees at Society expense.

For example; an Admissions or Monorail employee(s) working part-time could work half-time for the Society, half-time for the Zoo and as a result have a full-time job. We have also had conversations with Dakata County CETA to determine whether we might secure some assistance there. Unfortunately a CETA position is not available this season.

I recommend that the Board appropriate a 12 month budget of not more than \$10,000 to employ an on-site person(s) to carry out a new Zoo Membership Program.

II. MARKETING AND PROMOTION/PUBLIC RELATIONS

A. Calendars

Calendar inventory is 3,910, with outstanding invoices of \$330.00. Total sales are reflected in the following list:

Bookman	663	\$1,344.37
Burnsville	582	1,164.00
First Federal Savings	327	654.00
B. Dalton	432	852.00
General Mills	100	200.00
Toro	38	76.00
Zoo	1,000	2,000.00
Farrells	25	50.00
Jancee	25	50.00
League of Women Voters	25	50.00
Highland Drug	25	50.00
Cartwheel	300	315.00
4-H	37	74.00
First Bank	925	1,200.96
Members, Gifts, etc.	579	

5,098 sold

B. Marketing and Promotion Committee

At the Marketing and Promotion Committee in April, budget requests were formulated and the following program items submitted to the Executive Committee.

		<u>Total</u>
I.	New Memberships	
	A. Campaign I	52,000
	B. Campaign II on-site	10,000
		62,000
II.	Existing Memberships	20,000
III.	Zoo Support/Promotion	
	A. Animal Sponsorship Program	40,000
	B. Public Relations	1,000
	C. Promotional Memberships & Admissions	4,000
	D. Product Development	10,000
	E. Promotional Review	0,000
IV.	General Admisintrative	
	A. Salaries	20,000
	B. Supplies, etc.	10,000
		30,000
		<hr/>
		\$167,000

The agenda for the May meeting will include discussion of membership marketing options prepared by staff.

C. Press Releases

1. Coloring Contest - 24 releases to 10 county weeklies.
2. Super Saturday Classes - 44 releases to 10 county weeklies and metro dailies.

III. MEMBERSHIP PROGRAMS

A. See attachment B.

B. Publications

Copy layout for Animal Kingdom's June/July issue was mailed to New York last week.

This issue includes an article by Ken Young on the Zoo Lab, a layout featuring the 1980 Photo Contest winners and an article from the Foundation about Zoo exhibits improved with funds from the Foundation.

IV. VOLUNTEER PROGRAM

A. Volunteer Brochure

5,000 brochures (see sample) were printed this month at the cost of .

2,500 were delivered to the Zoo for distribution at the Zoo Information Booth and for use at volunteer staffed outreach programs. The balance will be stored at the Society office for responses to telephone inquires about volunteering.

B. V.S.C. and Zoo VAP

Discussions at the V.S.C. and Zoo VAP meetings continue to find ways to improve volunteer communications, recognition programs, and other areas of involvement.

Zoo VAP members are developing policy statements, considering uniform options and considering projects to satisfy the social interests of members.

V.S.C. members are discussing recruitment details, scholarships for volunteers, applicant procedures and volunteer recognition items.

C. Orientation Tours

Several volunteers have been selected to give orientation tours to both new and old Zoo staff members. After just a few tours with staff this program is considered a grand success.

Denise Bell attended an orientation this month and found it very useful. I would strongly recommend it to all Society Board members. For your convenience the tours will be given during May on Thursdays from 11:00 a.m. to 3:00 p.m. Call the Society office to make arrangements.

V. ADMINISTRATIVE

A. Personnel

New forms have been developed to record employees hours, holiday, sick leave, and compensatory time. Use of a monthly time sheet has resumed.

B. I.C. Systems

The \$1,200 Society request to I.C. for reimbursement of expenses to correct computer errors, was accepted by I.C. as an equitable adjustment.

See attachment C.

Arrangements have been made to amortize the credit over a period of 6 months beginning in March. I have begun exploring other options for computer services including a possible arrangement with other membership organizations to purchase and share a computer. Apparently we are not alone in our computer problems.

C. Forms, Records, Documents

Staff has designed new forms and revised old ones for the purpose of recording:

1. Telephone Requests
2. Membership Receipts
3. Renewal Mailings
4. Publication Mailings
5. Membership Income

This data will provide a base to make comparisons, establish trends and provide the reasons for program design and timing.

Newsletters (from as far back as the 1960's) and other publications have been bound by year and filed. An effort to bring all other files up to date is underway. Historical data is now stored in the basement.

Inventory's have been taken on all stock, and are now reviewed and revised monthly.

VI. FINANCE

A. Investments

On April , we reinvested a \$200,000 certificate at % for 30 days and a \$ repo at for 30 days.

B. Zoo Fund

Checks totaling \$12,966.73, have been issued to cover the previously recorded items, plus the following approved and requested items for this month:

1. Olson Graphics

C. Preliminary Budgets/Cash Flow Analysis

See attachment D.

VII. COMMUNICATIONS AND OTHER

A. AAZPA Regional Conference April 27-30

I have been invited to participate in a workshop entitled, 'Membership Campaigns' at the regional AAZPA Conference in April, hosted by the Cincinnati Zoo. Zoos in the upper midwest will be sending their representatives for 4 days of lectures and workshops.

This invitation is a compliment to the Society for the successful membership campaign in 1978 and 1979.

B. Meetings

1. Inter-organization Meeting; E. Kohn, C. Deland, R. Voight, B. Rongren.
2. Como Zoological Society; Steve Hurwitz - Animal Adoption.
3. Science Museum; Todd Driscoll - Marketing
4. April Zoo Board Meeting
5. Cartwheel; Jerry Stransky - Calendars
6. Science Museum; Priscilla Farham - Membership
7. Science Museum; Dave Chittenden - Continuing Education
8. Dick Abraham - Publications
9. I.C. Systems
10. Zoo VAP
11. Opening Nite Preview; Gardens of Picasso (Daytons)
12. Rita Gabrowski - Garden Show Poster
13. Kim Mogen - Shade Tree Program, Garden
14. Science Museum; Kay Schimke - Special Events
15. Hartley Frank - Garden Show Preview Catering
16. Garden Show Tours - D. Cote', Dan Newbauer

# Society Score Card

We really care, and in order to serve you better, we need to know more about you and how you feel about us. Please help us by taking a minute to fill out this score card and mail it back to us in the enclosed envelope.

## 1. Benefits

As a member you receive a variety of benefits. Could you tell us how important they are to you by using a score of 1 to 5?

Please circle one number for each benefit. #1 would be the least important, #5 the most important.

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| 1. Free Zoo admissions.....  | 1 | 2 | 3 | 4 | 5 |
| 2. Subscription to Animal Kingdom.....   | 1 | 2 | 3 | 4 | 5 |
| 3. Subscription to ZOONEWS.....  | 1 | 2 | 3 | 4 | 5 |
| 4. Free art poster.....  | 1 | 2 | 3 | 4 | 5 |
| 5. Free monthly lectures.....<br>(like Phenology, Raptor Rehabilitation, etc.) | 1 | 2 | 3 | 4 | 5 |
| 6. Free monthly workshops.....<br>(like Photo classes, Aquarium How To, etc.)  | 1 | 2 | 3 | 4 | 5 |
| 7. Special activity-filled Membership Day....                                  | 1 | 2 | 3 | 4 | 5 |
| 8. Reduced prices on classes and events.....                                   | 1 | 2 | 3 | 4 | 5 |

Which one of the above do you consider the most important? #\_\_\_\_\_.  
Second most important #\_\_\_\_\_. Third most important #\_\_\_\_\_.

## 2. Publications

As a member you receive two publications; Animal Kingdom, a bi-monthly full-color magazine and ZOONEWS, a monthly beige-colored newsletter. Please tell us how interested you would be in the articles listed below by using a score of 1 to 5.

Please circle one number for each item. #1 would be the least interesting, #5 the most interesting.

- |   |               |                  |              |   |   |
|---|---------------|------------------|--------------|---|---|
| 1. News about animal arrivals.....            | 1             | 2                | 3            | 4 | 5 |
| 2. Special events/happenings.....             | 1             | 2                | 3            | 4 | 5 |
| 3. Animal behavior articles.....              | 1             | 2                | 3            | 4 | 5 |
| 4. Children's activity page (crosswords, etc) | 1             | 2                | 3            | 4 | 5 |
| 5. News about Zoo activities, people, events. | 1             | 2                | 3            | 4 | 5 |
| 6. A Zoo/Society events calendar.....         | 1             | 2                | 3            | 4 | 5 |
| 7. Do you read Animal Kingdom?                | <u>Always</u> | <u>Sometimes</u> | <u>Never</u> |   |   |
| 8. Do you read ZOONEWS?                       | <u>Always</u> | <u>Sometimes</u> | <u>Never</u> |   |   |



III. MEMBERSHIP PROGRAMS

A. Education

1. Joint projects in continuing education with the Science Museum have been explored. Two classes a year will be held cooperatively with the Science Museum. (One at the Zoo and one at the Museum). In addition, we will be looking for a nationally known speaker to bring to this area on a co-op basis with the Science Museum, University and private colleges. Funding will be on a break-even basis.

2. Members lecture, March 26. James Gilbert, Hopkins school district naturalist, presented a lecture on Minnesota Phenology to 50 Society members.

3. Members workshop, April 10. H. Brad House, Associate Director of Biological Programs, gave a talk on cats, domestic and wild, to more than 100 members and staff.

4. Super Saturday classes scheduled for April were cancelled due to lack of enrollment despite 10 county area press releases. Reason for lack of interest is unknown. These classes were very popular when first offered.

5. Coming up: April 30 - Carl Hopkins of U of M Ecology Department, will present a lecture on the behavior of electric fish.

April 21-25 - Beluga Bunch and Camel Kids, tuition classes.

B. Member Benefits

1. Garden Show Preview Event, May 9.

Invitations will be sent to Society and Foundation donors, all three Zoo Boards and the Minnesota Horticulture Society members this week.

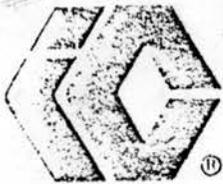
Food served will be 'things that grow' in Minnesota: vegetables, fruits, grains, juices and wines.

C. Promotional Events

1. Dig in to Nature, Gardening Comes to Life at the Minnesota Zoo. May 10-11 and May 17-18.

Schedule of Events

Flower Display, Minnesota Horticulture Society  
Garden Demonstrations - Vegetables, rock gardens and  
roses - Minnesota Horticulture Society  
Workshops/Lectures - Tree planting, Minnesota Shade  
Tree Program  
Orchids in Minnesota - Sandy Murphy  
Prairie Plantings - Prairie Restoration Inc.  
Landscaping - Minnesota Chapter American Society of  
Landscape Architects  
Tours: Tropical plantings and Minnesota tree and plant  
identification tours - Zoo staff and volunteers  
Films: Legacy for Living (landscaping)  
Spring Rebirth (Zoo slide show)  
Music: Billy B., Saturday, May 10  
Paul Winter Consort, Sunday, May 11



**I. C. SYSTEM, INC.**

3499 North Lexington Avenue  
P.O. Box 43567  
St. Paul, Minnesota 55164  
Phone: 612/483-8201

**COMPUTER SERVICES DIVISION**

WATS: 800-328-9595

March 24, 1980

Karla Williams  
MN Zoological Society  
555 Wabasha Street  
St. Paul, MN 55102

Dear Karla:

Ken and I have reviewed all the information presented at our last two meetings. We have decided that IC System will compensate the Zoological Society for \$1,200.00. With this, our liability for past problems as a result of our Fund Raising System are fulfilled. All programs responsible for the loss of names from your file have been corrected. We are confident that this type of problem will not reoccur in the future.

The \$1,200.00 compensation will be in the form of a credit to be used on your next 6 months invoices. The six month time frame was chosen because of our new strategy for marketing the Fund Raising System.

Beginning October 1, 1980, we will no longer be offering a Fund Raising System operated from our in-house computer. Instead, we will be marketing a mini computer approach to fund raising. IC System is now an OEM for Texas Instruments mini computers. Our new approach allows the client to control their own program from entry to output. You would operate the computer out of your own office. We would quote on writing software allowing the Society to have its own customized system.

If you should decide not go to with our mini computer approach we would supply you with a magnetic tape of all your names on October 1 or sooner if you prefer.

Our reasoning for marketing the Fund Raising System in this fashion was entirely economic. We were not able to profitably operate a system with small files on our large scaled equipment. We were faced with too high of an overhead cost compared with the low revenue generated.

I hope you decide to take a look at our mini computer approach to Fund Raising. If you have any questions please give me a call.

Sincerely,

Steve Donegan

jac

cc Ken Rapp

Minnesota Zoological Garden/Minnesota Zoological Society  
Quarterly Report  
 December 1979-February 1980

<u>Month</u>	<u>Attendance Category</u>	<u>Number</u>	<u>Charge</u>	<u>Totals</u>
December	Adult	1,533	\$2.00	\$3,066.00
	Child	971	1.00	971.00
January	Adult	1,663	2.40	3,991.20
	Child	1,187	1.00	1,187.00
February	Adult	2,187	2.40	5,248.80
	Child	1,354	1.00	<u>1,354.00</u>
Total Quarter Usage				<u>\$15,818.00</u>

<u>Month</u>	<u>Volunteer Hours</u>	<u>Rate</u>	<u>Totals</u>
December	2,485.5	\$3.89	\$9,668.60
January	2,155.5	3.89	8,384.90
February	2,093.0	3.89	<u>8,141.77</u>
Current Quarter Credit			<u>\$26,195.27</u>
Total Quarter Usage			\$15,818.00
Less Current Quarter Credit			\$26,195.27
Less Carry Forward Credit			<u>\$69,135.35</u>
			<u>\$79,512.62</u>

MINNESOTA ZOOLOGICAL SOCIETY

BALANCE SHEET

MARCH 31, 1980

A S S E T S

Cash	10,669.14	
Certificates of Deposit	200,000.00	
Marketable Securities	<u>25,000.00</u>	
*Total Cash and temporary investments		235,669.14
Receivable		166.00
Inventories		18,669.61
Prepaid Expense		716.08
Property and equipment	9,402.28	
less accumulated depreciation of	<u>3,919.52</u>	5,482.76
Other assets:		
Land		6,000.00
Oil Painting		<u>7,500.00</u>
Total assets		<u><u>274,203.59</u></u>

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

** Accounts payable		-
Accrued liabilities		1,210.39
Unearned membership dues		30,970.47
Accounts payable to MZG & for Special Events		517.56
Total liabilities		<u>32,698.42</u>
Fund balance Unrestricted		156,071.72
Restricted for direct support to MZG		<u>85,433.45</u>
Total liabilities and fund balances		<u><u>274,203.59</u></u>

\* Cash and temporary investments to the extent of \$ 31,050.00 are restricted for the future payment of membership benefits to the Minnesota Zoological Garden.

\*\* Accounts payable includes:    -0-

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF SUPPORT AND REVENUE, EXPENSES  
AND CHANGES IN FUND BALANCES  
FOR THE PERIOD ENDED: March 31, 1980

	CURRENT MONTH		YEAR TO DATE	
	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
<b>Support and revenue:</b>				
Membership dues - deferred				
income	9,256.62	8,694.	83,584.90	82,468.
Contributions and bequests	3,260.50	868.	50,719.75	45,069.
Investment income	2,570.83	2,250.	20,897.42	15,614.
Net gain on investments	-	-	-	-
Auxiliary activities	475.39	30.	6,070.99	12,280
Other - Conferences, meetings and annual meeting	13.00	5.	235.50	196.
<b>TOTAL SUPPORT AND REVENUE</b>	<b>15,576.34</b>	<b>11,847.</b>	<b>161,508.56</b>	<b>155,627.</b>
<b>Expenses</b>				
Salaries and related				
expenses	5,556.88	4,752.	42,402.02	40,288.
Occupancy	812.70	384.	3,732.86	3,757.
Telephone	214.35	140.	1,226.10	1,400.
Supplies	125.95	160.	3,138.58	4,830.
Rental and Maintenance of Equipment	72.02	170.	1,329.44	1,768.
Printing and publications	521.45	2,375.	27,256.94	48,839.
Postage and shipping	178.95	2,505.	5,615.95	7,588.
Publicity/Public Relations	-	25.	215.14	250.
Conferences	196.44	105.	2,429.36	3,315.
Travel	301.51	250.	1,900.11	2,500.
Professional fees	2,529.75	14,815.	35,071.21	55,250.
Awards and grants	-	100.	665.00	3,440.
Complementary memberships	611.00	-	1,632.50	4,275.
Depreciation	46.00	-	460.00	-
Other	-	3,830.	8,200.07	17,730.
<b>Sub totals</b>	<b>11,167.00</b>		<b>135,275.28</b>	
Direct support to MZG	110.34		12,966.55	
<b>TOTAL EXPENSES</b>	<b>11,277.34</b>	<b>29,611.</b>	<b>148,241.83</b>	<b>195,230.</b>
<b>EXCESS (DEFICIENCY) of support and revenue over expenses</b>	<b>4,299.00</b>		<b>13,266.73</b>	
<b>Fund balances at beginning of period: (Adjusted)</b>			<b>142,804.99</b>	
<b>Fund balances at end of period:</b>			<b>156,071.72</b>	

STATEMENT OF FINANCIAL POSITIONRELATIVE TORECIPROCITY AGREEMENT

FOR THE PERIOD ENDED March 31, 1980

<u>MONTH</u>	<u>ADMISSION COSTS</u>		<u>ZOO VAP VALUE</u>		<u>DELTA</u> <u>(MZS CREDIT)</u> <u>MZG PAYMENT</u> <u>DUE</u>
	<u>CURRENT</u> <u>MONTH</u>	<u>CUMULATIVE</u>	<u>CURRENT</u> <u>MONTH</u>	<u>CUMULATIVE</u>	
JUNE	7,199	7,199	9,968.67	9,968.67	( 2,769.67)
JULY	8,205	15,404	8,827.38	18,796.05	( 3,392.05)
AUGUST	6,522	21,926	8,719.43	27,515.48	(5,589.48 )
SEPTEMBER	7,349	29,275	10,055.66	37,571.14	(8,296.14 )
OCTOBER	4,352	33,627	9,912.69	47,483.83	(13,856.83 )
NOVEMBER	3,561	37,188	9,648.17	57,132.00	(19,944.00 )
DECEMBER	4,037	41,225	8,304.18	65,436.18	(24,211.18 )
JANUARY	5,178.20	46,403.20	8,384.90	75,185.50	(28,782.30 )
FEBRUARY	6,602.80	53,006.00	8,141.77	83,327.27	(30,321.27 )
MARCH	6,668.00	59,674.00	9,169.70	92,496.97	(32,822.97 )
APRIL					
MAY					

\* Total does not include credit to MZS of \$ 49,191.34 for period ending May 31, 1979.....



# Minnesota Zoological Society

DIG IN TO NATURE

Gardening Comes to Life at the Zoo

## Schedule of Events

Saturday, May 10, 1980

- 10:30 a.m.           Tour: Tropical Plant Identification.
- 12:00 p.m.           Tour: Minnesota Plant Identification.
- 12:00 p.m.           Concert: Bille B. Lower Plaza. (Poor Weather:  
Zoo Theater)
- 1:00 p.m.            Tour: Tropical Plant Identification.
- 1:00 p.m.            Prairie plantings. Demonstration. Ron Bowen,  
Prairie Restoration, Inc.  
Theater.
- 1:30 p.m.            Tree and Shrub Planting Demonstration. Dwight  
Robinson and Paul Sherman, Minnesota Shade Tree  
Program.  
East Classroom and Children's Zoo.
- 1:30 p.m.            Landscaping design to save energy. Presentation.  
Robert Heming, American Society of Landscape  
Architects.  
West Classroom.
- 1:30 p.m.            Rock gardening demonstration. Betty Ann Mech.  
At floral display.
- 2:00 p.m.            Concert: Bille B. Lower Plaza. (Poor Weather:  
Zoo Theater).
- 3:00 p.m.            Tour: Minnesota Plant Identification.
- 3:00 p.m.            Tree and Shrub Planting Demonstration. Dwight  
Robinson and Paul Sherman.  
East Classroom and Children's Zoo.
- 3:00 p.m.            Native plant materials. Presentation. John  
Burley, American Society of Landscape Architects.  
West Classroom.
- 3:00 p.m.            Prairie plantings. Demonstration. Ron Bowen.  
Zoo Theater.
- 3:30 p.m.            Rock gardening demonstration. Betty Ann Mech.  
At floral display.

# # #

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706



# Minnesota Zoological Society

DIG IN TO NATURE

Gardening Comes to Life at the Zoo

## Schedule of Events

Sunday, May 11, 1980

- 10:30 a.m.      Tour: Tropical Plant Identification
- 12:00 p.m.      Tour: Minnesota Plant Identification
- 1:00 p.m.        Tour: Tropical Plant Identification
- 1:00 p.m.        Orchids. Workshop. Sandy Murphy  
West Classroom.
- 1:00 p.m.        Prairie Plantings. Demonstration. Ron Bowen,  
Prairie Restoration, Inc.  
Theater.
- 1:30 p.m.        Fruit trees for the backyard. Presentation.  
Glen Ray, Executive Secretary, Minnesota  
Horticulture Society.  
Theater.
- 1:30 p.m.        Tree and Shrub Planting Demonstration. Paul  
Sherman and Dwight Robinson, Minnesota Shade  
Tree Program.  
East Classroom and Children's Zoo.
- 1:30 p.m.        Home landscaping. Presentation. Tom Duraco,  
American Society of Landscape Architects.  
West Classroom.
- 3:00 p.m.        Tour: Minnesota Plant Identification.
- 3:00 p.m.        Tree and Shrub Planting Demonstration. Paul  
Sherman and Dwight Robinson, Minnesota Shade  
Tree Program.  
East Classroom and Children's Zoo.
- 3:00 p.m.        Home landscaping. Presentation. Tom Duraco.  
West Classroom.
- 3:00 p.m.        Prairie plantings. Demonstration. Ron Bowen.  
Theater.
- 3:30 p.m.        Making your yard more beautiful. Glen Ray.  
Zoo Theater.

555 Wabasha Street • # # # Saint Paul, Minnesota 55102

Telephone 612 222-1706



# Minnesota Zoological Society

DIG IN TO NATURE

Gardening Comes to Life at the Zoo

## Schedule of Events

Saturday, May 17, 1980

- 10:30 a.m.            Tour: Tropical Plant Identification.
- 12:00 p.m.            Tour: Minnesota Plant Identification.
- 1:00 p.m.             Tour: Tropical Plant Identification.
- 1:00 p.m.             Vegetable gardening demonstration. Bill Nunn,  
gardening columnist for the Minneapolis TRIBUNE,  
Children's Zoo.
- 1:00 p.m.             Prairie Plantings. Demonstration. Ron Bowen,  
Prairie Restoration, Inc.  
Theater
- 1:30 p.m.             Japanese gardens. Presentation. Margaret Sand,  
American Society of Landscape Architects.  
West Classroom.
- 1:30 p.m.             Tree and Shrub Planting Demonstration. Lyle  
Mueller, Minnesota Shade Tree Program.  
East Classroom.
- 1:30 p.m.             Question and Answer on Rose Care. Dorothy  
Campbell, rose expert and writer for the  
Minnesota Horticulturist.
- 3:00 p.m.             Tour: Minnesota Plant Identification.
- 3:00 p.m.             Tree and Shrub Planting Demonstration. Lyle  
Mueller.  
East Classroom.
- 3:00 p.m.             Japanese gardens. Presentation. Margaret Sand.  
West Classroom.
- 3:00 p.m.             Prairie plantings. Demonstration. Ron Bowen.  
Theater.
- 3:30 p.m.             Gardening in the shade. Presentation. Lillian  
Maroushek.  
Theater.

# # #

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706



# Minnesota Zoological Society

DIG IN TO NATURE

Gardening Comes to Life at the Zoo

## Schedule of Events

Sunday, May 18, 1980

- 10:30 a.m.            Tour: Tropical Plant Identification.
- 12:00 p.m.            Tour: Minnesota Plant Identification.
- 1:00 p.m.             Tour: Tropical Plant Identification.
- 1:00 p.m.             Orchids. Workshop. Sandy Murphy.  
West Classroom.
- 1:00 p.m.             Vegetable gardening demonstration. Bill Nunn,  
columnist for the Minneapolis TRIBUNE.  
Children's Zoo.
- 1:00 p.m.             Prairie Plantings. Demonstration. Ron Bowen,  
Prairie Restoration, INC.  
Theater.
- 1:30 p.m.             Pruning garden trees and shrubs. Presentation.  
Glen Ray, Executive Director, Minnesota Horticulture  
Society.  
Theater
- 1:30 p.m.             Tree and Shrub Planting Demonstration. Lyle  
Mueller, Minnesota Shade Tree Program.  
East Classroom and Children's Zoo.
- 1:30 p.m.             Planting for wildlife. Presentation. Tom Svoboda.  
American Society of Landscape Architects.  
West Classroom.
- 3:00 p.m.             Tour: Minnesota Plant Identification.
- 3:00 p.m.             Tree and Shrub Planting Demonstration. Lyle  
Mueller.  
East Classroom and Children's Zoo.
- 3:00 p.m.             Planting for wildlife. Frank Svoboda.  
West Classroom.
- 3:00 p.m.             Prairie plantings. Demonstration. Ron Bowen.  
Theater.
- 3:30 p.m.             Making your yard more beautiful. Glen Ray.  
Theater.

# # #

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706



# Minnesota Zoological Society

K

May 13, 1980

MEMORANDUM

TO: Ralph Waterhouse, Assistant to the Director  
FROM: Peg Wetzel, Administrative Assistant.  
SUBJECT: Garden Show Changes for May 17-18 Improvement.

Items needed by Saturday:

1. 2 large signs of the demonstration schedule at the entry.  
(copy attached)
2. Release to Friday STAR, "Family Fun" editor and Sunday TRIBUNE  
"Home and Garden" editor.
3. "Zoo Welcome" information incorporated with garden show informa-  
tion on back of b/w handout and rerun (Quantity 5,000). New  
garden show copy attached. Theater scheduling should be  
included. NOTE: May -17-18 scheduled has changed from original.
4. Table and projector in Theater for both Saturday and Sunday.
5. Dirt and woodchips as well as site location for Bill Nunn  
demonstration, Raised bed, 5X15', 6" high. Dirt and woodchips  
needed Friday, May 16.
6. Landscape Architects display put up as soon as possible.  
(I will help put this up if the equipment is available on Wed.)

Thanks.

pw

cc: ✓ E. Kohn  
K. Williams  
B. Rongren  
D. Bender  
A. Smith  
P. Burns  
K. Knutson  
N. Gibson



Society

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

April 8, 1980

Karla Williams  
Acting Director  
Minnesota Zoological Society  
555 Wabasha Avenue North  
St. Paul, Minnesota 55102

Re: MZS Board Minutes

Dear Karla:

I request that the minutes of the Society Board meeting of March 20, 1980 be clarified to note that I did not say that "the investors see no benefit in dismantling the ride" but that I myself foresaw practically no net cash value from salvage.

Zoo Board or staff have not received any communication on what options, if any, the investors may seek to exercise at the close of the present grace period.

Sincerely,

Edward Kohn  
General Director

EK:gd

MINUTES

MINNESOTA ZOOLOGICAL SOCIETY

March 20, 1980 7:00 p.m.

Minnesota Zoological Garden  
Apple Valley, Mn.

Board Members Attendance

Joseph G. Bohlen  
Robert L. Bonawitz  
Bruce E. Douglass, M.D.  
Karen Ferguson  
Stephanie Fox  
L. David Mech, Ph.D.  
Phillip R. Nelson  
Terry Nelson  
Marilyn Nordaune  
Marialice Seal  
Karla Williams, Acting Executive Director

Board Members Absent

Dennis P. Albrecht  
Sandra Blomquist  
Lloyd L. Brandt  
Dale Chelberg  
Paul I. Freeman  
Gerard D. Hegstrom  
Toni Hengesteg

Also Present

Edward Kohn  
Bev Rongren  
Kathryn Rosebear  
Denise Bell  
Peg Wetzel  
Virginia Woltman  
Hank Woltman

President Robert Bonawitz called the meeting to order at 7:40 p.m.  
R. Bonawitz asked for the Financial Report.

I. Financial Report

V. Woltman presented the monthly finance report to the Board, highlighting the subjects of the calendar inventory and the last of the three payments which were made to Bruce Wolfe for creation of the painting for the 1980 membership program. The calendar inventory is treated as an asset; those which were not sold but given to charitable organizations will be charged as an expense to the public relations budget.

II. Special Zoo Report

Because E. Kohn was unable to stay for the entire meeting, the agenda was re-ordered to allow him time early in the meeting. Mr. Kohn presented an update on the results of the request for legislative funds to make installment/purchase payments on the monorail. E. Kohn reported that both the House and Senate denied funds for such payments on the monorail. He

assured the Board members that the monorail ride would continue to operate as usual in agreement with the MZRI investors. Because the ride generates income greater than operating expense, no interruption in its service is foreseen. E. Kohn noted that to his knowledge no further negotiations between MZRI and the legislature were planned and that apparently all parties had adopted a "wait and see" posture on the issue. He added that the situation would affect the timeline of the capital campaign planned by the Foundation. On a brighter note, he stated that the investors see no benefit in dismantling the ride. The monorail is doing well with a 50% capture rate for general admissions and school groups during the last two months.

E. Kohn cordially invited members of the Board to join members of the Zoo and Foundation Boards, at an evening at the Zoo April 27, from 5:00 to 8:00 p.m.

III. Minutes of February 21, Board Meeting

MOTION by M. Nordaune to approve the minutes of the February 21 minutes as submitted.

Motions seconded by B. Douglass.

MOTION CARRIED.

IV. Director's Report

K. Williams presented the status report to the Board, highlighting:

1. Membership demographics obtained from zip code classification and corresponding average household income, (attachment A), noting that relevant data will continue to be collected, and will serve to identify members.
2. Membership campaign, the brochure for which will be in final form by April 10.
3. Animal Adoption Program, which is still being investigated for an optimum format. K. Williams noted that she is communicating with the Brookfield Zoo, which is reputed to have the best program, as well as other zoos. B. Rongren suggested that the L.A. Zoo might have some good information to offer as they have operated an animal adoption program for the longest period of time.

P. Wetzel presented an update on membership activities, highlighting:

1. The Garden Show at the Zoo, a special event sponsored by the Society, May 10 and 11, (Mother's Day weekend), and May 17 and 18, (fishing opener). There will be an after-hours preview event for Society members May 9, 7:00 to 9:00 p.m.
2. The continuing workshops, lectures, classes and contests offered through the Society.

V. Executive Committee Report

R. Bonowitz brought to the attention of the Board the incomplete status of signature cards for authority to sign Society checks. The Executive Committee, K. Williams, and V. Woltman have signature cards on file. However, the Board neglected to formalize the authority.

MOTION by T. Nelson to authorize signature cards for K. Williams and V. Woltman and the Executive Committee.

Motion seconded by K. Ferguson.

MOTION CARRIED.

R. Bonowitz stated that in conjunction with the garden show, the Horticulture Society proposed a discounted joint membership in the Zoological Society and Horticulture Society offered during the event only. R. Bonowitz called for a motion to allow K. Williams to proceed in evaluating a joint membership offer during the garden show event for membership in the MZS and Horticulture Society.

Motion seconded by B. Douglass.

MOTION CARRIED.

R. Bonowitz reported that the Executive Committee had approved an employment policy from K. Williams. He noted that the Search Committee was putting together a larger, more comprehensive policy including hospitalization, that would incorporate the policy submitted. The policy grants 10 holidays per year, corresponding to State agency holidays; 3½ hours of vacation accrued per full pay period worked, which accrues to 10½ days per year; and 4 hours of sick time accrued per full pay period worked, which can accumulate to a maximum of 112½ days, at which time accrual is cut to 2 hours per pay period.

R. Bonowitz asked for the response of the Board to the suggestion that Fred Senn of Martin/Williams be asked to become a member of the Marketing and Promotion Committee. He added that F. Senn would remove himself from any discussion that would represent a conflict of interest.

Goals and Objectives statements and Committee budgets are needed by the Executive Committee. R. Bonowitz requested members to give this input to K. Williams within two weeks. The Executive Committee hopes to have a preliminary budget to the Board by the April meeting with Board action required at the May meeting.

VI. Committee Business

T. Nelson, Search Committee chairperson, requested anyone present who was not a Board member to leave the room while she

presented the update report on the search for an individual to serve as Executive Director of the Society. Minutes of this portion were recorded by T. Nelson.

61 applications were received. The selection procedure was as follows:

1. Based on the job description, the following eight areas were identified as important skills: Education, Management Experience, Financial Development, Financial Management Experience, Fund Development, Public Relations, Promotion, External Relations.
2. All applications were scored in each area by Mary O'Neill, personnel director at the Zoo.
3. Prior to seeing the ratings, the committee established weighing facts for each area. These were then applied to the raw scores.
4. The top 16 candidates were reviewed and six selected for interviews.

The interviews will be conducted the weekend of April 19 and 20. These interviews will be open to any interested Board member. T. Nelson should be contacted for the exact times and location.

The benefit package will be presented at the April Board meeting.

MOTION by B. Douglass that the Search Committee will present to the full Board at its April meeting the committee's evaluation of the top three candidates and a recommendation for the finalist including negotiated salary. The individual recommended by the Search Committee will be present at the meeting for a final interview by the full Board.

Motion seconded by M. Seal.

MOTION CARRIED.

VII. Minnesota Zoological Garden Foundation Report

K. Rosebear reported that all activity toward the capital campaign has been held until the monorail issue is resolved. The feasibility study, however, will begin shortly.

VIII. Minnesota Zoological Garden Report

B. Rongren presented a report of the current status of the Zoo. The attendance goal of 20% more visitors in the regular paid attendance category was surpassed. In February, that category showed a 50% increase and in all categories the increase was 30%, representing 10,000 additional people. Visitor surveys show that 38% of cross-country skiers at the Zoo had never been to the Zoo previously, and 20% would not have visited the Zoo if skiing had not been offered. The same survey shows that 28% of visitors who viewed films during the Wildlife Film Festival, came to the Zoo specifically to see the film. The film festival will continue into April.

A Kite Festival will be launched at the Zoo, April 26 - May 4. The festival will include displays and workshops on kite construction, embellishment and the aerodynamic's of flight. A slide show will focus on history of kites.

On March 30, the "Whale Bus" promotion will be inaugurated, publicizing bus service to the Zoo from downtown Minneapolis. A media event showing inter-city children boarding the bus is planned. Radio ads will use the theme: "Beat the Winter Blues, Visit the Tropics", in March/April.

Three Bactrian camels were born at the Zoo and the fourth is on its way.

Necropsy analysis has not yet shown a cause of death for the male dolphin. Exhibit reconstruction was in progress in the adjacent tapir exhibit and both dolphins had gone off feed. The female has resumed eating.

IX. Old Business

None.

X. New Business

R. Bonawitz reported that Board members Clough Cullen and Dan Dolan had resigned because they did not feel they were able to devote the time required. R. Bonawitz asked the Board's approval to appoint Don Block to the Board. D. Block has been a member of the Marketing and Promotion Committee for the past two months. D. Block is responsible for developing marketing programs for control systems for the electronic utility industry. He has had 10 years of experience in that area and has held a number of management positions. He has a B.A. and M.A. from M.I.T., coursework at UCLA and has published papers on measurement techniques. R. Bonawitz added that he has known D. Block personally for 2½ years and believes he would be a real asset to the Board.

MOTION by L.D. Mech to fill the elected position, which expires in 1981 and which is vacated by Clough Cullen with Don Block, contingent upon Block's officially joining the Society. Motion seconded by P. Nelson.

MOTION CARRIED.

MOTION by B. Douglass to adjourn the meeting.

Motion seconded by L.D. Mech.

MOTION CARRIED.

The meeting was adjourned at 10:15 p.m.

Minutes recorded by Peg Wetzel.

*John K*  
*J*

MINNESOTA ZOOLOGICAL SOCIETY

BALANCE SHEET

FEBRUARY 29, 1980

A S S E T S

Cash	8,133.08	
Certificates of Deposit	200,000.00 <i>C1690</i>	
Marketable Securities	<u>30,000.00</u>	
*Total Cash and temporary investments		238,133.08

Receivable		166.00
Inventories		19,112.22
Prepaid Expense		883.96
Property and equipment	9,273.24	
less accumulated depreciation of	<u>3,873.52</u>	5,399.72
Other assets:		
Land		6,000.00
Oil Painting		<u>7,500.00</u>

*(3700 78  
5700 79  
9700 Calender  
(5795 net)*

Total assets		<u><u>277,194.98</u></u>
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LIABILITIES & FUND BALANCES

**	Accounts payable	1,333.34
	Accrued liabilities	1,164.69
	Unearned membership dues	36,842.09
	Accounts payable to MZG & for Special Events	648.69

Total liabilities		<u>39,988.81</u>
-------------------	--	------------------

	Fund balance		151,662.38
	Unrestricted		85,543.79
	Restricted for direct support to MZG		<u>85,543.79</u>

Total liabilities and fund balances		<u><u>277,194.98</u></u>
-------------------------------------	--	--------------------------

\* Cash and temporary investments to the extent of \$ 29,144.00 are restricted for the future payment of membership benefits to the Minnesota Zoological Garden.

\*\* Accounts payable includes: Professional Fees (Artist) 1,333.34

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF SUPPORT AND REVENUE, EXPENSES  
AND CHANGES IN FUND BALANCES  
FOR THE PERIOD ENDED: February 29, 1980

	CURRENT MONTH		YEAR TO DATE	
	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
<b>Support and revenue:</b>				
Membership dues - deferred				
income	9,072.97	8,686.	74,328.28	73,774.
Contributions and bequests	2,511.00	784.	47,459.25	44,201.
Investment income	2,777.09	2,565.	18,326.59	13,364.
Net gain on investments	-	-	-	-
Auxiliary activities	363.15	3,180.	5,595.60	12,250.
Other - Conferences, meetings and annual meeting	20.00	5.	222.50	191.
<b>TOTAL SUPPORT AND REVENUE</b>	14,744.21	15,220.	145,932.22	143,780.
<b>Expenses</b>				
Salaries and related				
expenses	4,658.20	4,337.	36,845.14	35,536.
Occupancy	(20.00)	384.	2,920.16	3,373.
Telephone	151.58	140.	1,011.75	1,260.
Supplies	149.85	610.	3,012.63	4,670.
Rental and Maintenance				
of Equipment	90.02	168.	1,257.42	1,598.
Printing and publications	1,570.14	5,925.	26,735.49	46,464.
Postage and shipping	911.28	898.	5,437.00	5,083.
Publicity/Public Relations	8.45	25.	215.14	225.
Conferences	89.67	110.	2,232.92	3,210.
Travel	150.68	250.	1,598.60	2,250.
Professional fees	5,183.50	10,515.	32,541.46	40,435.
Awards and grants	597.80	250.	665.00	3,340.
Complementary memberships	75.50	-	1,021.50	4,275.
Depreciation	46.00	-	414.00	-
Other	759.51	580.	8,200.07	13,900.
Sub totals	14,422.18		124,108.28	
Direct Support to MZG	7,814.46		12,856.21	
<b>TOTAL EXPENSES</b>	22,236.64	24,192.	136,964.49	165,619.
<b>EXCESS (DEFICIENCY) of support and revenue over expenses</b>	(7,492.43)		8,967.73	
Fund balances at beginning of period: (adjusted)			142,694.65	
Fund balances at end of period:			151,662.38	

STATEMENT OF FINANCIAL POSITIONRELATIVE TORECIPROCITY AGREEMENT

FOR THE PERIOD ENDED February 29, 1980

<u>MONTH</u>	<u>ADMISSION COSTS</u>		<u>ZOO VAP VALUE</u>		<u>DELTA</u> <u>(MZS CREDIT)</u> <u>MZG PAYMENT</u> <u>DUE</u>
	<u>CURRENT</u> <u>MONTH</u>	<u>CUMULATIVE</u>	<u>CURRENT</u> <u>MONTH</u>	<u>CUMULATIVE</u>	
JUNE	7,199	7,199	9,968.67	9,968.67	( 2,769.67)
JULY	8,205	15,404	8,827.38	18,796.05	( 3,392.05)
AUGUST	6,522	21,926	8,719.43	27,515.48	(5,589.48 )
SEPTEMBER	7,349	29,275	10,055.66	37,571.14	(8,296.14 )
OCTOBER	4,352	33,627	9,912.69	47,483.83	(13,856.83 )
NOVEMBER	3,561	37,188	9,648.17	57,132.00	(19,944.00 )
DECEMBER	4,037	41,225	8,304.18	65,436.18	(24,211.18 )
JANUARY	December adjustment 5,178.20	46,403.20	1,364.42 8,384.90	66,800.60 75,185.50	(25,575.60 ) (28,782.30 )
FEBRUARY	6,602.80	53,006.00	8,141.77	83,327.27	(30,321.27 )
MARCH					
APRIL					
MAY					

\* Total does not include credit to MZS of \$ 49,191.34 for period ending May 31, 1979.....

STATUS REPORT

Minnesota Zoological Society  
March 20, 1980  
Karla A. Williams, Acting Executive Director

I. MEMBERSHIP PROGRAM

A. Membership Receipts

February showed a significant increase in new and renewed memberships, with receipts up from 51 of last year, to 164 for this year. Sources are noted below and indicate a continuing need to emphasize zoo-site promotion, because of actual and anticipated high results.

Zoo Admissions.....	31
Red Pamphlets.....	7
Phone-In.....	13
Newsletter.....	4
Zoo Handout.....	3
Gift.....	5
Write-In.....	6
Misc.....	17
Musk Ox.....	7

102 new memberships and 62 renewed memberships, were received in February. Present status is about 6,800.

\*I would strongly encourage the Board's consideration to employ someone to represent the Society on site; to sell memberships, take reservations for activities and to facilitate Society admissions on busy days.

B. Membership Demographics

See attachment A.

Information about what the 'makeup' of our membership is helps us to know who our members are, why they joined, etc., and hence gives us a basis to decide which approach to take to increase membership. Unfortunately, we have gathered very little information about our members in the past.

We do know how many family-level memberships there are versus single-level memberships. We know the number of children and the size of each family. And, we know where our members live. But, how can we use this information?

Attachment A. gives us a good look at the distribution of Society memberships by zip-code. The household population and average household income is noted. The response figures for May '78 and March '80 are

listed along with the various percentages of household population. From a collection of 1 variance (zip code), we can find answers to many questions. In this case; 1) Does income become a factor? 2) Was the response rate greater or less over a period of time? 3) What percent of population can we expect to attract? 4) Do we have more members in Minneapolis or St. Paul? 5) Is there an increase in areas of close proximity to the Zoo?

We will continue to collect and record this kind of data and to implement new ways to collect information as time permits.

### C. Membership Campaign

The proposed membership brochure modifications which provided for several handouts as opposed to one, were presented to Martin/Williams for review. After looking at cost alternatives, we collectively agreed that it would be as cost efficient to produce the original 4 color brochure as it would be to produce several reduced versions, because of the remake charges associated with several styles and the cost of printing 100,000.

The agency felt the copy and format are simple enough so that the brochure can be used in future years by simply changing the painting illustration.

We have requested copy changes to alter the tone from describing an ideal to discussing what the Zoo actually is.

We are awaiting color samples of the brochure paper stock so we can coordinate colors with the cover and other pieces being handled directly by Society staff.

#### Posters and Prints

Orders were placed for 7500 posters, and 600 signed and numbered prints from Bruce Wolfe's original "Come, Join the Family". Posters were printed last week and have been delivered to an occupational workshop for rolling and inserting into poly bags. The 600 (100 for artist) prints were sent to Mr. Wolfe in Piedmont, California for signing. We expect them to be returned to us via truck by April 15th.

## II. MARKETING AND PROMOTION/PUBLIC RELATIONS

### A. Calendars

Calendar inventory is 3,013 with outstanding invoices of \$6,386. During the past two weeks complimentary copies were delivered to the following, by Society staff:

Bethel Home	Wedgewood
Hoika House	Wilder
Pleasant Hill	Inver Grove Home
St. Paul Church Home	Croixdale Retirement Home
Wilder East	Wilder Residences
Horizon Home	Golden Oaks
St. Paul Home for Aged	Southview Nursing Home
Summit Manor	Ramsey County Home
Woodbury Health Care	Bethany Home
Regency Manor	

A plan to give the 1980 calendar as a "free" gift to those members who renew on the first renewal notice is under discussion with Martin/Williams. Apparently the Society of Fine Arts is doing that even though the item is 'dated'.

### III. MEMBERSHIP ACTIVITIES

#### A. Activities/Special Events

See Attachment B.

#### B. News Releases

1. February 6; Donation Release; Minneapolis and St. Paul Dailys, and metro weeklys.
2. February 27; Animal Art Class, Dakota County Tribune.

#### C. Publications

Discussions with Zoo staff have resulted in a recommendation to keep the four Zoo and Society publications intact. To resolve the inconvenience often created by asking the same zoo staff members to write animal-related articles for both the Zoo Newsletter and Animal Kingdom, Dick Abraham has consented to coordinate all requests. This should help assure Society staff that the needed zoo articles will be submitted in a timely fashion and at the same time be coordinated with all other articles.

### IV. VOLUNTEER PROGRAM

#### A. Volunteer Training Class

Begining last Saturday, March 15, 50+ new volunteers started a session of 8 classes to train them to be on-site zoo volunteers. Upon completion and testing, these people will begin giving services that range from working at the information booth to being an exhibit guide.

I had an opportunity last Saturday to speak to this fine group of people about the Society; where it came from; what it is; and where it is going . To help volunteers retain some of what they learn in class, I have prepared two statements (see Attachment C). The blue double-sided sheet outlines the Society's purpose, scope and history. The "letter" handed out on Saturday, will also be mailed to the other 200+ volunteers, to help clarify the issues and provide 13 simple answers to 13 simple simple questions.

B. Volunteer Information Request

New letters have been designed, and new forms will be made, to respond to requests for information about being a volunteer at the Zoo and at the Society.

V. ADMINISTRATIVE

A. Personnel

A new personnel policy affecting Society employee's sick and holiday leave benefits, was implemented this month but is retroactive to December 15, 1979. This new policy was designed similarly to the Zoo's policy.

B. I.C. Systems

Society staff has completed a comparison study of current computer printouts and the daily logs sheets from June 1979 to January 1980, to determine the extent of error in the computer system. Over 298 errors were noted.

Once the corrections have been made, the negotiations for fiscal responsibility are resolved, and when we can be assured that all systems are working, we will advise those members who are affected. We will mail as many past publications as possible and handle each case 'personally'. Since these members had previously received a card, at least they have had the benefits of zoo admissions if not the publications.

(We have proposed a settlement of \$400 for cross-checking data, \$700 for costs incurred in proposed mailings and 7% discount on all invoices billed for work from August through January...approximately \$2,000. Total request for reimbursement is \$1240.)

VI. FINANCE

A. INVESTMENTS

On March 18, we reinvested a \$200,000 certificate of deposit at 17% for 30 days and a \$25,000 repo for 30 days.

B. Zoo Fund

Checks totaling \$12,874 have been issued to the Zoo this month to cover the previously recorded items and the addition of the following approved and requested items;

- A). Public Communications.....\$394.00
- B). Lectureships and Professional Development.....\$2,375.00  
(second payment to Morris Norman)

C. Committee Budgets

The following committees have started to develop preliminary budgets for fiscal year '81; Marketing and Promotion, Membership Activities and Volunteer Services.

VII. COMMUNICATIONS

A. Animal Sponsorship Program

Initial contacts have been made with zoos in St. Louis, San Francisco, Philadelphia, and Cincinnati, to find out more about their animal adoption programs. I have received enough information from each to be assured there is reason to proceed in our investigation to determine the program's adaptability to our Zoo and to begin developing a proposal.

B. Meetings

Since last report, the Society has been represented at the following meetings;

- February 25 - Special Events at the Zoo
- February 26 - Minnesota Zoological Foundation Board Meeting
- February 26 - Martin/Williams - Ad Campaign
- February 27 - Raptor Lecture at Zoo
- February 28 - I.C. Systems - computer services
- March 4 - Marketing and Promotions Committee
- March 5 - Special Events meeting at Zoo
- March 5 - R.J. Holdahl - volunteer brochure
- March 6 - Volunteer Services Committee
- March 11 - Glenn Ray - Horticulture Society
- March 12 - I.C. Systems - computer services
- March 13 - Zoo Board Meeting
- March 15 - Zoo Volunteer Training Class
- March 17 - I.C. Systems
- March 18 - R.J. Holdahl - proof brochure

1720-80 B)  
1-20-80  
COMMITTEE ROSTER

MINNESOTA ZOOLOGICAL SOCIETY

EXECUTIVE COMMITTEE

Robert L. Bonawitz, President  
Gerard D. Hegstrom, Vice President  
Toni Hengesteg, Treasurer  
Dale Chelberg, Secretary  
Paul I. Freeman, Past President

Search Committee

Terry Nelson, Chairperson  
Karen Ferguson  
Stephanie Fox  
Joseph G. Bohlen  
Robert L. Bonawitz

AUDIT COMMITTEE

Clayton Hatzenbuehler, Chairperson  
Dale Chelberg  
Terry Nelson  
Cough Cullen  
(vacancy)

Nominating Committee

Marilyn Nordaune, Chairperson  
Sandra Blomquist  
Bruce E. Douglass  
Ruth Gustafson  
(vacancy)  
\* based on approval of Board

MEMBERSHIP COMMITTEE

Karen Ferguson, Chairperson  
Daniel F. Dolan  
Phillip R. Nelson  
Sandra Blomquist  
Paul I. Freeman  
Char Kilgore

Inter-Organization Public Relations  
Committee

Dale Chelberg  
Lloyd L. Brandt

MARKETING AND PROMOTION

Gerard D. Hegstrom, Chairperson  
Lloyd L. Brandt  
Don Block  
Bruce E. Douglass  
Toni Hengesteg  
Brian Kane

Minnesota Zoological Garden  
Foundation

Paul I. Freeman, Society Rep.

Minnesota Zoological Garden

Marialice Seal, Society Rep.

VOLUNTEER SERVICES COMMITTEE

Stephanie Fox, Chairperson  
Marialice Seal  
Marilyn Nordaune  
Terry Nelson  
Gerard D. Hegstrom

ZOO PROGRAMS COMMITTEE

Dennis P. Albrecht, Chairperson  
L. David Mech  
Marialice Seal  
Joseph G. Bohlen  
Jim Weinel

MINNESOTA ZOOLOGICAL SOCIETY

Committee Listings

Dennis P. Albrecht  
12501 James Rd.  
Minnetonka, MN 55343  
H. 933-0989 W. 370-6920

Don Block  
20 Birch Bluff Rd.  
Tonka Bay, MN 55331  
H. 474-2449 W. 553-4813

Sandra Blomquist  
1658 Highway 110  
Inver Grove Hts., MN 55075  
H. 451-8540

Joseph G. Bohlen  
5219 Minnetoga Terrace  
Minnetonka, MN 55343  
H. 933-1850 A. 376-1474

Robert L. Bonawitz  
CDC Mail Station PLY-011  
2300 Berkshire Lane N.  
Minneapolis, MN 55441  
H. 454-7680 W. 553-4982

Lloyd L. Brandt  
31 East Oaks Road  
North Oaks, MN 55110  
H. 484-2888 W. 370-5176

Dale Chelberg  
118 West Teresa Drive  
West St. Paul, MN 55118  
H. 451-3337 W. 221-9450

W. Clough Cullen  
628 Moreland Ave.  
Mankato, MN 56001

Bruce E. Douglass, M.D.  
Dept. of Medicine  
Mayo Clinic  
Rochester, MN 55901  
H. 507-289-1002 W. 507-284-7573

Daniel F. Dolan  
16 Oriole Lane  
North Oaks, MN 55110  
H. 484-3106 W. 227-7777

Karen Ferguson  
855 Cliff Road  
Eagan, MN 55123  
H. 454-3909

Stephanie Fox  
14601 55th Street South  
Afton, MN 55001  
H. 436-5843 W. 778-4992

Paul I. Freeman  
Dain Bosworth, Ince.  
6800 France Ave. So.  
Suite 165  
Edina, MN 55435  
H. 827-5036 W 371-7635

Clayton Hatzenbuehler  
13963 Euclid Court  
Apple Valley, MN 55124  
H. 432-5170 W. 553-4806

Gerard D. Hegstrom  
2011 West 49th Street  
Minneapolis, MN 55409  
H. 929-6608 W. 330-3010

Toni Hengesteg  
3385 Chandler  
St. Paul, MN 55112  
H. 484-1938 W. 293-2288

Brian Kane  
Medical Products Division  
3 M  
558 1S 3 M Center  
St. Paul, MN 55101  
W. 778-5837

Char Kilgore  
102 Cimarron Court  
Apple Valley, MN 55124  
H. 454-6290

L. David Mech, Ph.D.  
1315 66th Avenue N.E.  
Mpls., MN 55432  
H. 574-1197 W. 645-5229

Phillip R. Nelson  
1573 Wachtler Avenue  
Mendota Heights, MN 55118  
H. 457-1550 W. 733-4048

Terry Nelson  
132 Strese Lane  
Apple Valley, MN 55124  
H. 432-2624 W. 451-6822 #223

Marilyn Nordaune  
13701 Diamond Path West  
Apple Valley, MN 55124  
H. 423-3132

Marialice Seal  
9801 Pillsbury Avenue  
Bloomington, MN 55420  
H. 888-7267

James R. Weinel  
Gemini Inc.  
103 Mensing Way  
Cannon Falls, MN 55009  
W. 507-263-3957

*Society*DEPARTMENT Biological Programs**Office Memorandum**

TO : Bev Rongren

DATE: 2/6/80  
*[Signature]*FROM : Ralph Waterhouse *RW*PHONE: x 266

SUBJECT: Zoo Society - Telemetry Budget

I project the following updated timetable for expenditure of the Society's Telemetry Budget donation.

1/80	\$ 750.00
3/80	1,600.00
4/80	4,000.00
5/80	3,500.00
6/80	2,250.00
7/80	2,150.00
8/80	2,150.00
9/80	2,150.00
10/80	2,150.00
11/80	2,150.00
12/80	2,150.00
	<hr/>
	\$25,000.00

RW:bc

cc: Ed Kohn  
 Brad House  
 Kent Kane  
 Nate Flesness  
 Sandy Freidman  
 John Lewis

Minnesota  
Zoological  
Society



JAN 31 1980  
555 Wabasha Street  
Saint Paul, Minnesota 55102

January 30, 1980

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

Dear Ed:

On behalf of the MZS 1980 Search Committee, I want to thank you for your participation at our January 24 meeting. The discussion was very helpful and your comments were particularly beneficial.

It is truly gratifying to know such cooperation is so readily given among Zoo family members. If we can, in turn, be of assistance to you, please do not hesitate to call upon us.

Thank you again for your assistance.

Sincerely,

Terry Nelson

Kohn

STATUS REPORT

Minnesota Zoological Society

February 21, 1980

Karla A. Williams, Acting Executive Director

I. MEMBERSHIP PROGRAM

A. Monthly Membership Receipts

Membership applications, both new and renewed, are received in the office in various forms. Not everyone uses the standard or current application form when joining; they use the most convenient means. By recording the mechanisms used, we have a better idea of how the consumer responds to brochures, simple handouts, direct mail and paid advertising. We can also identify what the source is, i.e., Zoo admissions, telephone or letter request, or a special mailing.

By compiling this information, we can focus our efforts in particular areas to increase our returns or eliminate other areas where the return is negligible. Since January 1, the following memberships were received from the noted sources:

Zoo Admissions .....	53
ZOONEWS.....	10
Phone-in Charge.....	14
Red Brochure.....	28
Newspaper Ad B/W.....	28
Newspaper Ad Color.....	9
Letter Request.....	15
Musk Ox Hand-out.....	4
Old Green Brochure.....	4
Phone-In.....	34
Walk-In.....	11
Yellow Tablet.....	4
Gift/Comp/Renewel/Other...	24

123 new memberships and 104 renewed memberships were received in January. Our present status is 6,846.

B. Membership Campaign

The preliminary design concepts for the new membership brochure have been presented to members of the Executive Committee and to the Marketing and Promotion Committee. Members have generally agreed that the proposed material can be modified to meet the following objectives:

- 1) Brochure must be suitable for NEW member solicitation. The brochure should be a highly attractive sales tool; one that will make the consumer 'stop and look' and read the message. It must be designed so that a new

member can respond with little or no effort. It must be economical and functional and be used as a direct mail solicitation.

- SPECIFICS:
- a) fit into a #10 envelope
  - b) include application form
  - c) retain mailing label when member responds
  - d) incorporate a 'personal' message
  - e) include a return envelope
  - f) machine-stuffable

- 2) Brochure must be serviceable as a 'donor-renewal' mailing. Because our donor members are particularly interested in the artistic aspect of membership and desire a signed and numbered artist's print, a full-color example of the print is necessary. (This might be achieved with a color postcard.)
- 3) Provide easy response to telephone inquiries. Most people who call the office for membership information are already 'sold'. They do not need a sales brochure, they need an application form.

- SPECIFICS:
- a) must have easy-to-fill-out application form
  - b) self-mailer possibility

- 4) Serve as Zoo-site handout. People who visit the Zoo are our best audience. They are excited about their experience and while there, more likely to consider coming again. Joining the Society is an economical way of coming again. The brochure should be made available in several areas of the Zoo, particularly at the admission and exit gates.

- SPECIFICS:
- a) attractive, eye-catching with message on front - JOIN
  - b) economical because of the great amount needed.
  - c) functional (application, etc.)

Meetings are scheduled with Martin/Williams to make the necessary modifications and to establish campaign strategies. Proposed expenses are as follows (included in budget).

- 1) Membership Painting  
artist's costs, travel, art direction \$8,050
- 2) Brochure and Mailing  
account service, art, copy, production,  
keyline, photostats, separations,  
typography \$6,346

3)	Brochure Printing		
	Brochures:	125,000	\$6,600 (5¢ea)
	Envelopes:	100,000	\$2,980 (3¢ea)
4)	1980 Prints and Posters		
	account service, art direction, copy,		
	production, keyline, photostats,		
	typography, separations		\$2,235
5)	Printing, Prints, and Posters		
	Prints:	500	\$ 405 (81¢ea)
	Posters:	7,500	\$1,905 (26¢ea)

C. Marketing and Promotion Committee

It was determined by the members of the Marketing and Promotion Committee that the committee's responsibilities would include working with Martin/Williams to develop marketing strategies as they pertain to membership campaigns. The committee would serve as policy advisor to campaigns where there are promotional advantages. This activity would also include advising in the developmental stages of other campaigns and brochures, posters, production and other areas where the Society's image is portrayed.

II. MARKETING AND PROMOTION/PUBLIC RELATIONS

A. Calendars

Invoices remain open on the following consignments:

First Federal, Mpls....	450
Bookman.....	2500
B. Dalton.....	126 (124 paid)
Cartwheel.....	300
Burnsville High.....	915

Complimentary copies of the calendar were given to members of the zoo staff.

B. Press Releases

1. Volunteer Orientation w/photo; to selected metro weeklys, week of 1/21.
2. Zoo Donation Release w/photo: to selected Twin City weeklys and Mpls/St. Paul dailys, week of February 11.
3. Upcoming; Volunteer Awards to Twin City area weekly papers.

Related: The Zoo has purchased new Twin City and out-state weekly newspaper lists and will share them with the Society.

C. Frame Factory

The Frame Factory, a chain of do-it-yourself picture framing outlets, has agreed to mount copies of our 'Join the Family' poster and to invite inquiries as to where it can be purchased and how it can be mounted. Naturally we feel just displaying the poster in the seven retail stores is good advertising for us.

D. DARTS Program

I have met with Dick Graham, Executive Director of DARTS (Dakota Country Referral and Transportation for Seniors), to discuss the possibility of helping to coordinate a day at the Zoo for his members. The event would be used to 'kick-off' a new membership program and would be heavily publicized in the Dakota County area. Local businesses will be asked to contribute funds to underwrite the cost of the tickets for as many as 300 senior citizens. This program should be regarded as a unique opportunity to encourage seniors to visit the Zoo, to publicize the Society's membership program and at the same time cooperate with another local non-profit organization.

E. Slide Show

In discussions with zoo staff, it has been suggested that the Society consider developing a short slide show and 2 minute film to use as promotional audio/visuals on the Zoo's closed circuit camera system and in the Zoo Theatre.

III. MEMBERSHIP ACTIVITIES

A. Activities/Special Events

See Attachment A.

B. Publications

More time is needed to explore the options available to consolidate efforts now expended to produce the four-color zoo-related publications.

The February ZOONEWS, the March ZOONEWS, and the April/May Animal Kingdom were produced and edited by Peg Wetzel. The March ZOONEWS contains a timely article on the monorail, a volunteer recognition page, new membership activities, and a message to members about showing their cards at the admissions gate.

C. Animal Kingdom

Beginning with the June/July issue, the price of Animal Kingdom is going up to \$4.50 per member per year; a \$1.00 increase. This price change will take effect with a new contract.

Why is the price increase necessary? Paper prices have risen an average of 10% a year. The cost of printing has gone up 5-6% a year and postage has gone up (even for non-profit organizations). A grant that normally helped to subsidize the publication has run out.

I would recommend renewing our agreement to purchase issues for the coming year, despite the price increase. The magazine is a good value and cannot be replaced or duplicated by any other at this time. It is perceived as a fine membership incentive item and benefit.

VI. VOLUNTEER PROGRAM

A. Volunteer Recruitment

The spring training class for volunteers is now almost full as a result of the recent volunteer recruitment campaign. The applicants for this class were interviewed on February 2. Additional applicants will be interviewed at another orientation on February 24. This group of potential volunteers has a remarkably high level of education, and professional experience.

B. Volunteer Brochure

The promotional/recruitment brochure was recently returned to the printer for paper, color and design changes. We hope to have it soon.

C. Volunteer Recognition/Annual Awards

Volunteers, Zoo staff, Foundation board, Society board and Zoo board members are invited to attend the 2nd Annual Volunteer Awards Night on Monday, February 25. Sponsored by the Volunteer Services Committee, the event includes a program of speakers, certificates and photographic awards for hours worked, and refreshments.

V. ADMINISTRATIVE

A. Staff

We now have a full staff complement with the following positions: acting director Karla Williams, administrative assistant Peg Wetzell, finance officer Virginia Woltman, office assistant Denice Bell, and receptionist Madge Demulling.

B. Office Equipment

In addition to last months reported purchases, we have converted a lease/purchase agreement on an I.B.M. typewriter to a cash purchase; purchased another I.B.M. typewriter, a typewriter table and a typing chair.

Capitol Improvements include: room-dividers \$650.25, Chair Mat \$55.01, Flat File \$300, Typewriter \$900 (credit of \$232), Typewriter \$975, Table \$130 and Chair \$70.

We are over the budgeted appropriation of \$2700 and request approval to increase the budget by \$2000 for a total of \$4700.

C. About Moving the Office

There has been discussion about the present office location since 1973. Advantages and disadvantages of relocating have been argued many times. Timing was always the ultimate concern.

Relocating is never an easy issue to resolve as there are many things to consider. We are, and need to be, accessible to both cities; we are, and need to be, close to necessary services (computer services, printers, suppliers, St. Paul post office). We are established in the St. Paul area and have substantial quantities of printed materials. But, the building image is not the most desirable and we are certainly limited in space. What to do?

My recommendation is to renew our lease which expires this month, make a commitment to search out other options over the next 9 months with the intent to relocate in a place where our needs are met. This will provide the time needed to make the necessary changes and/or adaptations.

D. I.C. System - Computer Services

I.C. Systems has provided computer services for the Society since the membership drive of 1978. Problems have occurred in the past, and as recently as last June, the membership information was 'cleaned' because of errors that were discovered. Once again, we have established a need to clean the system. Renewal information has not been logged, new members have been erased, and the telephone keeps on ringing! The errors are not consistent; the 'lost' information is virtually impossible to recapture; we cannot locate the reason for the problems and as a result, do not know how to go about solving them.

I.C. Systems has a systems analyst working to locate the problems. Meanwhile, the office staff is working to cross-check 6000 plus memberships. The situation is quite unfortunate; we are working to resolve it.

VI. FINANCE

A. Changes in Financial Reporting

To clarify our financial position on the monthly financial statements, we have made the following changes:

- Page 1) Beginning last month, a 'restricted' fund balance line item was added. This amount reflects the unpaid balance of the approve \$98,400 Zoo Fund.
- Page 2) Beginning last month, a 'Budget Income' column was added for both the current and year-to-date statement. January's figures are the first look at an estimate based on last years actual income plus 10%.
- Page 2) Under 'sub-totals' , a new line item was added, called 'direct support to the MZG'.
- Page 3) 'Total Budget' figures were added to both the horizontal and vertical columns to provide a comparative view.

B. Investments

This month's financial statements lists a healthy investment income. The receipt of \$9,375.72 was the result of an investment of \$153,000 over a period of 200 days at the rate of 9.85% plus income from a variety of other smaller investments.

We have reinvested \$200,000 for 30 days at 13.85% and \$30,000 for 30 days at 10.5%.

C. Zoo Fund

Checks totaling \$10,105.23 have been issued to the Zoo to cover the following approved and requested items;

- 1) Biotelemetry Project.....\$750 (Dr. W. Cochran)
- 2) Zoo Lab.....321.75 (Fish and Pet Center)  
1,395.00 (Sea Life Systems)
- 3) Public Communications.....1,540.00 (Video Tape Deck)  
\$40 over \*  
3,524.48 (Photo Equipment)  
(974.27 balance)
- 4) Animal Health Internship... .200 (Lori Reisinger)
- 5) Lectureship and Professional Development  
2,375.00 (Morris Norman)

### III. A. MEMBER ACTIVITIES

#### Lecture Series and Workshops

January 30, 1980. Tour of Bat Caves.

Forty Society members toured St. Paul's bat caves with Michael Ryan, environmental coordinator for the Minneapolis Park and Recreation Board, and Dick Abraham, Zoo Naturalist. Participating members enjoyed the climb and the close-up experience with the bats. This successful tour was notable for its timing--3 p.m., midweek, and its member demographics--seniors, adults and school age children.

February 9. Engineer's Tour.

Fred Apfelbacher, Chief operating engineer at the Zoo, led 18 Society members on a behind the scenes tour of the physical facilities at the Zoo. The tour began at the monorail station and moved on to the solar plant, through the sublevel tunnels and culminated at the heating plant. The success of the tour surprised the physical facilities staff and demonstrated the diversity of interests within our membership.

#### Special Events

Coloring Contest.

A panel of three judges (Karen Ferguson, Dorothy Cote', and Mitch Lundren) chose 24 winning entries out of the 150 coloring contest entries received. Three places were awarded in eight categories: Age 5 and under; Age 6, Age 7, Age 8, Age 9, Age 10, Age 11 and Age 12. Gift certificates were awarded to the winners in the amount of \$10 for First Place, \$5 for Second Place; and \$3 for Third Place. Winners were invited to the Zoo Saturday, February 16 for a photo session. The pictures will be released to winner's local weekly papers. Notable this year: winners' residences ranged from Alexandria to Marine-on-St. Croix to Apple Valley. The winning entries will be on display at the Zoo during the month of March.

Members Cross-Country Ski Day.

Two special tours, limited to fifteen members each, reserved rental equipment at three different start times, and hot chocolate were offered to Society members for Cross-Country Ski Day. Interest was high, twice as many tours could have been filled. The -40° F. windchill deterred about 1/3 of those who registered for ski equipment, but those who

braved it out said they had a wonderful time, thanks to pre-ski instructions by Ron Sande of Nordic Trading and on-ski instructions and tours by Dick Abraham and Kevin Neimi. The Bear Ski Chalet did capture the relaxed chalet atmosphere and Nordic Trading and Dairy Queen personnel provided friendly service. Comments from participants indicate that ski lessons as well as interpretive tours should be offered next time as 90% of the participants were skiing for the first time. This event was notable for family participation.

### Classes

January 26 and 27. Acoustic Zoo: Experimental Music and Poetry Workshops.

The Society promoted these workshops presented by Monica Maye as part of the Zoo Art Series. Response was excellent for the 5-9 year olds workshops and fair for the 10-14 year olds workshop. Several adults requested that these workshops include adults as well.

February 9 - March 8. Shared Learning Adventure.

The Society promoted and took registrations for this parent/child interaction experiment which is part of a University of Minnesota Study. Interest in the session was only fair, probably due to the fact that participants had to commit to a flexible schedule for five consecutive Saturdays. A release to the public in Dakota County weekly papers did not increase registration. This class is in progress.

### Future Classes

Classes scheduled for March and April were described in the Director's Report of January 1980:

February 25-29. Beluga Bunch.

April 21-25. Beluga Bunch

March 1. Understanding Nature through Art.

March 2. Animal Songs and Poems.

March 8. Animals and Art.

April 5-26. Saturdays. Beetle Mania.

April 5-26. Saturdays. Exploring Minnesota

The popularity of Beluga Bunch has motivated us to offer this class every other month beginning with the May class. In addition, a second class for this

age group has been developed that will be offered in the mornings of the same weeks that Beluga Bunch is offered. The one week course, called "Camel Kids", is going to look at that wide range of animals known as mammals. Some questions to be explored include: What do porcupines and dolphins have in common? How does camouflage help an animal escape from its enemy? What's the difference between quills, fur and skin? Visits to each of the zoo's exhibit areas will help answer these questions and many others. Hands-on experiences with animals, arts and crafts, creative movement, songs and snacks will also be a part of each day. Tuition will be \$15 for Society members and \$17.50 for non-members. The class is open to 4 and 5 year olds and kindergarteners. The teacher will be Ann Loch, who also teaches the Beluga Bunch class.

Future Lectures and Workshops.

- February 27. Raptor Rehabilitation, lecture by Patrick Redig, D.V.M.
- March 9. Create an Aquarium, workshop by Dany Newbauer, Zoo Naturalist.
- March 26. Minnesota Phenology, lecture by James Gilbert, Hopkins School District Naturalist.
- April 10. The Feline Psyche, lecture by H. Brad House, Associate Director of Biological Programs.
- May 10. 35mm Photography Basics, lecture by John Perrone, Zoo Photographer.
- Summer. Naturalist Series. Dick Abraham, Dany Newbauer.

MINNESOTA ZOOLOGICAL SOCIETY

BALANCE SHEET

JANUARY 31, 1980

A S S E T S

Cash	15,199.03	
Certificates of Deposit	200,000.00	
Marketable Securities	40,000.00	
*Total Cash and temporary investments	<u>255,199.03</u>	

Receivable		166.00
Inventories		19,433.19
Prepaid Expense		128.12
Property and equipment	8,036.14	
less accumulated depreciation of	<u>3,827.52</u>	4,208.62
Other assets:		
Land		6,000.00
Oil Painting		<u>7,500.00</u>

Total assets 292,634.96

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

** Accounts payable	2,666.67
Accrued liabilities	1,478.66
Unearned membership dues	43,518.99
Accounts payable to MZG & for Special Events	272.04

Total liabilities 47,936.36

Fund balance	Unrestricted	151,340.35
	Restricted for direct support to MZG	93,358.25

Total liabilities and fund balances 292,634.96

\* Cash and temporary investments to the extent of \$ 27,660.00 are restricted for the future payment of membership benefits to the Minnesota Zoological Garden.

\*\* Accounts payable includes: Professional Fees (Artist) 2,666.67

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF SUPPORT AND REVENUE, EXPENSES  
AND CHANGES IN FUND BALANCES  
FOR THE PERIOD ENDED: JANUARY 31, 1980

	CURRENT MONTH		YEAR TO DATE	
	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
Support and revenue:				
Membership dues - deferred income	8,847.34	8,680.	65,255.31	65,088.
Contributions and bequests	3,029.50	1,498.	44,948.25	43,417.
Investment income	9,375.72	4,625.	15,549.50	10,799.
Net gain on investments	-	-	-	-
Auxiliary activities	562.61	4,400.	5,232.45	9,070.
Other - Conferences, meetings and annual meeting	21.00	5.	202.50	186.
TOTAL SUPPORT AND REVENUE	<u>21,836.17</u>	<u>19,208.</u>	<u>131,188.01</u>	<u>128,560.</u>
Expenses				
Salaries and related expenses	5,853.41	4,435.	32,186.94	31,199.
Occupancy	377.77	384.	2,940.16	2,989.
Telephone	120.75	140.	860.17	1,120.
Supplies	98.82	240.	2,862.78	4,060.
Rental and Maintenance of Equipment	112.52	167.	1,167.40	1,430.
Printing and publications	1,049.66	775.	25,165.35	40,539.
Postage and shipping	291.47	400.	4,525.72	4,185.
Publicity/Public Relations	-	25.	206.69	200.
Conferences	54.30	110.	2,143.25	3,100.
Travel	179.92	250.	1,447.92	2,000.
Professional fees	727.27	15,740.	27,357.96	29,920.
Awards and grants	-	1,050.	67.20	3,090.
Complementary memberships	-	-	946.00	4,275.
Depreciation	46.00	-	368.00	-
Other	208.94	6,580.*	7,440.56	13,320.
Sub totals	<u>9,120.83</u>		<u>109,686.10</u>	
Direct Support to MZG	5,041.75		5,041.75	
TOTAL EXPENSES	<u>14,162.58</u>	<u>30,296.</u>	<u>114,727.85</u>	<u>141,427.</u>
EXCESS (DEFICIENCY) of support and revenue over expenses	7,673.59		16,460.16	
Fund balances at beginning of period: (adjusted)			<u>134,880.19</u>	
Fund balances at end of period:			151,340.35	

\* Includes \$ 3000.00 budget addition for the Search Committee..

## STATEMENT OF FUNCTIONAL EXPENSES

FOR THE PERIOD ENDED January 31, 1980

	Program Services				Supporting Services			Year to Date Total	Budget Year to Date	Total Budget
	Membership Procurement	Membership Activities	Volunteer Services	Auxiliary	General Adm.	Contribution to Zoo	Other			
401 Salaries	8,905.92	4,486.71	1,500.00	1,215.00	11,944.34		3,960.00	32,011.97	31,199.	50,300.
402 Payroll taxes, etc.					174.97			174.97		
403										
404 Occupancy					2,940.16			2,940.16	2,989.	4,525.
405 Telephone	1.77	25.90		6.31	826.19			860.17	1,120.	1,680.
406 Supplies	462.05	1,694.26		119.04	574.44		12.99	2,862.78	4,060.	11,150.
407 Rental equipment					1,167.40			1,167.40	1,430.	2,110.
408 Printing/Publications	7,255.00	17,332.82	40.00	76.25	461.28			25,165.35	40,539.	57,739.
409 Postage/Shipping	2,398.80	1,638.98	98.85	(133.99)	523.08			4,525.72	4,185.	10,908.
410 Publicity/Public Relations	56.27	79.00			71.42			206.69	200.	300.
411 Conferences/Conv./Mtgs.	6.00	79.29	911.14		1,146.82			2,143.25	3,100.	3,335.
412 Travel	94.57	587.21	122.77	58.76	566.07		18.54	1,447.92	2,000.	3,000.
413										
414 Professional fees	4,105.60	628.16	11.00	150.00	3,420.52			8,315.28		
414.1 Data Processing Service	825.14				900.83			1,725.97	29,920.	59,600.
414.2 Promotional Consultants	17,316.71							17,316.71		
415 Awards and Grants									3,090	3,540.
415.1 Zoo Vap Recognition			10.00					10.00		
415.2 Society Recognition					57.20			57.20		
416 MZG Adm.-Memberships										
417 Complementary memberships	85.50				860.50			946.00	4,275.	4,275.
418 Depreciation & Amort.					368.00			368.00		
419 Other	289.48	1,262.21	142.00		2,940.66		1,949.17	6,583.52		
419.1 Hospitality		10.94			16.00			26.94	13,320.	23,987.
419.2 Open House		790.80		32.00				822.80		
419.3 Search Committee					7.30			7.30		
									2,700.*	2,700.*
								109,686.10 sub.		
Direct support to MZG						5,041.75		5,041.75		
TOTAL TO DATE	41,802.81	28,616.28	2,835.76	1,523.37	28,967.18	5,041.75	5,940.70	114,727.85	144,127.	239,149.
BUDGET/YEAR TO DATE	45,008.	40,790.	5,865.	14,000.	38,464.	-	-	144,127.		
TOTAL BUDGET	106,550.	58,584.	6,315.	14,350.	53,350.	-	-	239,149.		

\* Capital Improvements

MINNESOTA ZOOLOGICAL SOCIETY  
STATEMENT OF FINANCIAL POSITION  
RELATIVE TO  
RECIPROCITY AGREEMENT

FOR THE PERIOD ENDED

MONTH	ADMISSION COSTS		ZOO VAP VALUE		DELTA (MZS CREDIT) MZG PAYMENT DUE
	CURRENT MONTH	CUMULATIVE	CURRENT MONTH	CUMULATIVE	
JUNE	7,199	7,199	9,968.67	9,968.67	( 2,769.67 )
JULY	8,205	15,404	8,827.38	18,796.05	( 3,392.05 )
AUGUST	6,522	21,926	8,719.43	27,515.48	(5,589.48 )
SEPTEMBER	7,349	29,275	10,055.66	37,571.14	(8,296.14 )
OCTOBER	4,352	33,627	9,912.69	47,483.83	(13,856.83 )
NOVEMBER	3,561	37,188	9,648.17	57,132.00	(19,944.00 )
DECEMBER	4,037	41,225	8,304.18	65,436.18	(24,211.18 )
		December adjustment	1,364.42	66,800.60	(25,575.60 )
JANUARY	5,178.20	46,403.20	8,384.90	75,185.50	(28,782.30 )
FEBRUARY					
MARCH					
APRIL					
MAY					

\* Total does not include credit to MZS of \$ 49,191.34 for period ending May 31, 1979.....

Society Org.

# Minnesota Zoological Society

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706



MEMO: January 26, 1980  
TO: Board and Committee Members  
FROM: Robert Bonawitz

I have been encouraged by your enthusiastic response to serve on the newly established Society committees.

Both Jerry Hegstrom and Karla Williams will be in contact with your committee chairpersons to help coordinate efforts in preparing committee charters, philosophy and policy statements, and establishing both short and long range goals with corresponding time-frames, using the December 13 Goals and Policies as a base.

Our foremost goal is to complete the task of committee identification and schedules of implementation by the March 20 board of directors meeting.

To aid you in discussion and planning, we have enclosed the following materials:

- a) re-typed approved bylaw amendments
- b) committee roster
- c) committee charters- draft from G. Hegstrom
- d) Goals and Objectives (to non-board members)
- e) suggested chairman's responsibilities

Thank you in advance for your participation in helping to make this organization one of the best in the zoo world!

a)

Article VII.

COMMITTEES

Section 1. COMMITTEES GENERALLY.

The committees of the Board shall consist of an Executive Committee, an Audit Committee, a Nominating Committee, one or more standing committees, and such special committees, sub committees or task forces as may be appropriate.

Section 2. EXECUTIVE COMMITTEE.

There shall be an Executive Committee composed of the current officers of the Society plus the immediate past president of the Society. It shall have responsibility for planning, finance, budgeting and organization, including personnel policy and direct supervision of the executive director. The Executive Committee shall have full power and authority of the Board of Directors in the management of the property, affairs and business of the corporation; provided, however, that the Executive Committee shall act only in intervals between meetings of the Board of Directors and shall at all times be subject to the control and direction of the Board of Directors; provided further, that prior specific or policy authorization of the Board shall be required for any real property transaction, budget change of over \$5,000, or hiring or firing of an executive director or merger or dissolution of the Society or significant change in the relationship between the Society and its' membership.

Section 3. AUDIT COMMITTEE

There shall be an Audit Committee of five members, at least three of whom shall be members of the Board of Directors. The Treasurer of the Society shall participate as requested by the committee, but shall not be a member of the Commit-

tee. It shall have responsibility for auditing all financial activities of the Society, Board of Directors, Officers, and Employees; and in performing such duties shall have access to all financial records. It shall report to the Board of Directors any findings or recommendations regarding financial management. The President shall appoint the chairperson and members of the Audit Committee.

#### Section 4. NOMINATING COMMITTEE.

There shall be a Nominating Committee with such membership, authorities and duties as provided in Article IV, Section 1.A. Nomination of Directors.

#### Section 5. STANDING COMMITTEES.

The Society may have such standing committees, with such membership, authorities and duties, as may from time to time be prescribed by the Executive Committee, provided that at least three (3) members of each such standing committee shall at all times be a member of the Board of Directors. The President shall appoint or confirm the chairperson of each standing committee. Unless a different method of selection is provided by a specific agreement with related organizations or services and approved by the Board, the members of the Board of Directors serving on each such standing committee shall be appointed by the President, and other persons serving on each such standing committee shall be appointed by the chairperson of such standing committee subject to review, approval or removal by the President.

#### Section 6. SPECIAL COMMITTEES, SUB-COMMITTEES, AND TASK FORCES.

The President may appoint such special committees, sub-committees and task forces as the President deems appropriate. They shall have such limited purposes or tasks, limited terms of service, membership, authorities and duties as may be prescribed by the President; provided that sub-committees of standing committees may be designated as standing sub-committees and appointed by the chairperson of such standing committee, subject to review, approval or disbanding by the President.

## ARTICLE VIII.

### EMPLOYEES

#### Section 1. EXECUTIVE DIRECTOR.

There shall be an executive director appointed by the Board of Directors under such terms and conditions as the Board shall establish. The Director shall be chosen on the basis of qualifications in the field of management.

#### Section 2. DUTIES AND AUTHORITY.

The director shall, subject to review and approval of the Board, organize and direct the operations of the Society; appoint all administrative officers, agents and employees; sign contracts and financial documents; and exercise such other powers and duties as approved by the Board.

#### Section 3. RELATIONSHIPS.

The director shall report to the Executive Committee; shall serve as executive secretary to the Board; shall be an ex-officio member, without voting rights, on the Board and all committees; shall supervise all operational activities; and shall be responsible for coordination of Society operations with the Minnesota Zoological Garden, the Minnesota Zoological Garden Foundation, and any other organization assisting the Minnesota Zoological Garden.

#### Section 4. OTHER OFFICERS, AGENTS AND EMPLOYEES.

Within the plans and budgets authorized by the Board, there shall be such other officers, agents or employees as deemed necessary by the director. Compensation and terms of employment shall be in accord with Society personnel programs.

MINNESOTA ZOOLOGICAL SOCIETY

STANDING COMMITTEES

<u>ACTIVITY FOCUS</u>	<u>TITLE</u>	<u>FUNCTIONS</u>
<u>INTERNAL</u> (Organizational Maintenance) 	Executive	(Organization, Strategy, Plan Budget and Investment)
	Audit	(Audit and Control)
	Membership	(Procurement/Services/Information)
<u>EXTERNAL</u> (Public and Zoo Outreach)	Marketing and Promotion	(Projects, Walks and Special Events, Fund Development, General Marketing)
	Volunteers	(Recruitment, Support, Recognition)
	Zoo Programs	(Program Funding, Concessions, Direct Service, Contract Services)

EXECUTIVE COMMITTEE

Revised Committee Charter Draft (12/13/79)

NAME: Executive Committee

OBJECTIVE: Executive direction of Society planning, budgeting and organization.

RESPONSIBILITIES: Prepare and recommend plans, budgets and organization to the Board, and act on behalf of the Board between Board meetings.

AUTHORITY: Approve any expenditures within Board authorized budget. Act with full authority of the Board in the absence of the Board. Hire, fire and supervise the Executive Director.

RELATIONSHIPS: Work with Society Executive Director and Society Board. Work with Zoo Director and Zoo Board, and Foundation Director and Board in coordination of activities and relationships.

ACTIVITIES: 1. Plan, budget and organize Society operations.  
2. Hire, fire and supervise Director through job description and performance evaluation.  
3. Review issues and recommend alternatives to the Board.  
4. Decide issues requiring action between Board meetings.

AUDIT COMMITTEE

Revised Committee Charter Draft (12/13/79)

NAME: Audit Committee

OBJECTIVE: Assure Board exercise of financial responsibility and control.

RESPONSIBILITIES: Audit expenditures and financial management.

AUTHORITY: Access to all financial records. Recommendations to the Board on financial management issues.

RELATIONSHIPS: Work with the Treasurer and staff on expense management. Contact any Board member, committee, or related organization regarding financial management, investment or funding matters.

ACTIVITIES:

1. Evaluate and revise budget and finance forms and procedures.
2. Annual audit of expense budget and management procedures.
3. Evaluate estimates of income from membership and special fund events.
4. Evaluate investment planning and operation.

MEMBERSHIP COMMITTEE

Revised Committee Charter Draft (12/12/79)

NAME : Membership Committee

OBJECTIVE: Maintain and strengthen membership as a zoo resource.

RESPONSIBILITIES: Develop Society membership, provide services and activities designed to enhance membership benefits, and provide zoo information to assure understanding.

AUTHORITY: Approve all expenditures within budget area. Recommend new membership programs to the Board.

RELATIONSHIPS: Work with Society Marketing and Promotions Committee for procurement and coordination of membership services with special events. Work with Garden to integrate Society membership service with programs for zoo visitors. Assist Garden and Foundation to assure membership information and use of the resource.

ACTIVITIES: 1. Planning membership goals.  
2. Evaluate and approve membership drives.  
3. Plan membership services and benefits.  
4. Supervise membership/visitor services:  
    a. On site activities  
    b. Tours and off site activities  
5. Plan, prepare, and distribute newsletters and other member publicity.  
6. Direct staffing and volunteers where necessary as part of membership recruitment or services.

MARKETING AND PROMOTION

Revised Committee Charter Draft (12/13/79)

NAME: Marketing and Promotion

OBJECTIVE: Secure public knowledge and support for the Society and zoo.

RESPONSIBILITIES: Promote the zoo and Society membership, supervise public projects and activities, and direct fund development projects or events.

AUTHORITY: Approve expenditures within budget area. Recommend promotional programs, projects or special events to the Board.

RELATIONSHIPS: Coordinate with staff, zoo staff and any outside ad firm. Work with the public in any event or promotion.

ACTIVITIES: 1. Plan and supervise all public promotions on behalf of the zoo and/or Society.  
2. Review, evaluate and recommend to the Board promotional or funding projects or events proposed for the Society.  
3. Plan and supervise all approved events or projects.  
4. Plan any annual giving campaigns, including events such as the Zoo Walk.  
5. Direct contract activities by any ad firm hired to assist in promotions.

VOLUNTEER SERVICES COMMITTEE

Revised Committee Charter Draft (12/13/79)

NAME: Volunteer Service Committee

OBJECTIVE: Assist the zoo in maintaining the zoo volunteer program.

RESPONSIBILITIES: Assist zoo staff in recruiting and support services for volunteer management. Plan and implement recognition and reinforcement of volunteer services.

AUTHORITY: Approve expenditures within budget area. Within the terms of the Volunteer Service Agreement direct volunteer programs, report to zoo staff and report to the Society Board.

RELATIONSHIPS: Work with zoo staff and with zoo volunteers under the framework of the Volunteer Service Agreement.

ACTIVITIES:

1. Plan and supervise volunteer recruiting.
2. Assist zoo staff as needed in volunteer training and management.
3. Develop plans for recognition of volunteers.
4. Assist zoo staff with recognition events or services.
5. Work within the administrative process of the Volunteer Service Agreement.
6. Assist in planning and developing programs or areas of volunteer service.

## ZOO PROGRAMS

Revised Committee Charter Draft (12/13/79)

NAME: Zoo Programs

OBJECTIVE: Help strengthen zoo performance by providing services and/or funding for zoo operational programs.

RESPONSIBILITIES: Plan and supervise the Society direct service or financial support (other than volunteers or promotional programs) for zoo operational programs.

AUTHORITY: Approve expenditures within budget area. Plan and recommend to the Board long range plans and specific projects for Society support.

RELATIONSHIPS: Work with Zoo staff and Foundation staff for long range planning of relationships, and for determination of zoo needs; and work with Zoo staff , visitors and public as necessary to provide direct services or funding.

ACTIVITIES: 1. Long range planning for direct service or funding levels and relationships.  
2. Evaluation of immediate zoo need and recommendation of Society priorities.  
3. Supervise any direct services, purchases, grants or fund deliveries to the zoo.  
4. Coordinate any funding or service relationship with the Foundation.

## THE COMMITTEE CHAIRMAN AND HIS JOB

Every person who shows some spark of leadership will be asked to serve as chairman of a committee -- either in church, in a fraternal organization, or as in this case, in the Minnesota Zoological Society.

We should, then, study and take note of the things expected of a good chairman.

A chairman's job is never easy; if it were, good people such as you wouldn't be asked.

But a chairman's job can be made much easier simply by understanding what is expected and how to get the job done through the committee.

Here is a brief guide which, if followed, will make your job 200 percent easier.

### A. Getting organized:

1. Acquaint yourself thoroughly with the specific purpose of the committee and the problem to be solved or the action needed.
2. Select carefully the people who will work with you.
3. In some cases, your committee will be selected for you.

In that case, a phone call to each member, explaining the purpose of the committee and announcing the date and place of the first meeting is very much in order.

4. Send also a card announcing your meeting and something about the agenda on it before every meeting.

### B. Conducting meetings:

#### 1. First meeting:

- a. Summarize the purpose of the committee; what has been done previously; and the problem to be solved.
- b. Encourage every member to contribute to discussion.
- c. Do not dominate discussion, but do steer it and keep it on the subject at hand.
- d. Call for definite decisions as to a course of action. This is important.
- e. This is even more important: Delegate the workload the committee has decided to do to each member.

Do nothing yourself that someone else can do.

Leave no part of the workload to yourself except that of general coordinator.

- f. Set a definite time limit for each job to be done. That may be the time of your next meeting. This is very important.

C. The follow-through:

1. Do not just assume that everyone will do what he said he would do by the specified time. People are busy and it is easy to put things off or forget.
2. Call each member and remind him of his assignment by asking if he has completed it two or so days after the meeting. This is very important.
3. Call again as necessary.
4. Assist people with their assignments only where absolutely necessary.

It isn't really difficult! The answer is in how well you follow the plan. Discard much of the above procedure and you become a one person committee doing the work yourself. Follow it to the letter and you'll have a smooth-functioning program and your committee will keep up their enthusiasm for it.

COMMITTEE ROSTERMINNESOTA ZOOLOGICAL SOCIETYEXECUTIVE COMMITTEE

Robert L. Bonawitz, President  
 Gerard D. Hegstrom, Vice President  
 Toni Hengesteg, Treasurer  
 Dale Chelberg, Secretary  
 Paul I. Freeman, Past President

Search Committee

Terry Nelson, Chairperson  
 Karen Ferguson  
 Stephanie Fox  
 Joseph G. Bohlen  
 Robert L. Bonawitz

AUDIT COMMITTEE

Clayton Hatzenbuhler, Chairperson  
 Dale Chelberg  
 Terry Nelson  
 Cough Cullen  
 (vacancy)

Nominating Committee

Marilyn Nordaune, Chairperson  
 Sandra Blomquist  
 Bruce E. Douglass  
 Ruth Gustafson  
 (vacancy)  
 \* based on approval of Board

MEMBERSHIP COMMITTEE

Karen Ferguson, Chairperson  
 Daniel F. Dolan  
 Phillip R. Nelson  
 Sandra Blomquist  
 Paul I. Freeman  
 Char Kilgore

Inter-Organization Public Relations Committee

Dale Chelberg  
 Lloyd L. Brandt

MARKETING AND PROMOTION

Gerard D. Hegstrom, Chairperson  
 Lloyd L. Brandt  
 Don Block  
 Bruce E. Douglass  
 Toni Hengesteg  
 Brian Kane

Minnesota Zoological Garden Foundation

Paul I. Freeman, Society Rep.

Minnesota Zoological Garden

Marialice Seal, Society Rep.

VOLUNTEER SERVICES COMMITTEE

Stephanie Fox, Chairperson  
 Marialice Seal  
 Marilyn Nordaune  
 Terry Nelson  
 Gerard D. Hegstrom

ZOO PROGRAMS COMMITTEE

Dennis P. Albrecht, Chairperson  
 L. David Mech  
 Marialice Seal  
 Joseph G. Bohlen  
 Jim Weinel

STATUS REPORT

Minnesota Zoological Society  
January 17, 1980  
Karla A. Williams, Acting Executive Director

I. MEMBERSHIP PROCUREMENT PROGRAM

A. Christmas Ad Campaign

The "Give the Zoo" gift campaign, consisting of two black/white newspaper ads, a full-page four-color Sunday Tribune magazine ad, a full-page Minnesota Monthly ad (donated by First Bank System) and radio spots on WCCO, was responsible for a slight increase in gift membership purchases during the recent holiday season. The cost of the ad campaign was \$11,600 and 438 new memberships were received in November/December. It is always difficult to directly attribute responses to a particular media source and is felt that the combination approaches helped to reinforce some purchases.

*\$ 26 ea members  
438 / 11600*

B. Zoo Sales

Arrangements were made with Zoo personnel to 1) hand out membership promotional materials with Zoo Store purchases and 2) to accept membership applications allowing people to enter 'free' the same day. Since Thanksgiving weekend, we estimate that 60 applications were processed at the Zoo in this way.

Results are very encouraging and suggest that, as was previously thought, there is a great advantage in being able to sell membership on site, both for the consumer and for the society. Plans are now being considered to hire additional society staff to provide some on-site services - to sell membership on a part-time, and peak-hour basis and to serve as on-site representatives.

Until this plan is implemented, the Zoo admissions personnel will continue to take applications and forward them to us.

C. Membership Campaign

Discussion has taken place with Martin/Williams regarding design work for the proposed new-member and renewal campaign. Criteria as been developed by society staff to insure the size, design and copy of the new materials are more flexible than those from previous campaigns. The timeline for production is as follows:

- January 30 Final copy/layout approved.
- January 31 Begin typesetting brochure.
- February 1 Receive finished painting.
- February 4 Painting photographed.

-2- Status Report

February 6	Approve new member mailing and poster keyline
February 7	Begin color separations.
February 21	Begin printing.
February 28	Receive printed and trimmed posters, prints. Deliver posters for rolling and wrapping.
March 6	Prints signed and numbered by artists. Received wrapped posters.
March 10	Deliver printed brochures and mail pieces to mail house for new membership solicitation.
March 17	Mail new membership mailings.

A presentation of cost estimates, marketing strategy, and design elements will be made by Martin/Williams to the Society executive committee on Friday, January 18.

D. Third Year Poster

The painting to be used for this year's poster, is nearing completion. It will be entitled Come Join the Family.

E. Wildlife Federation List Exchange

Arrangements were made to exchange mailing lists with the International Wildlife Federation, at no cost to either organization. The Society will use this list as part of the spring membership campaign, along with other "purchased" lists.

F. Present Membership Status

Society membership at this writing is 6,600. A 'look' at the 1979 membership pattern as compared to NEW members is attached for your information. See Attachment A.

II. Membership Services / Public Relations

A. Activities/Special Events  
See Attachment B.

B. Publications

Discussions were held with Zoo staff and volunteers to explore ways to consolidate efforts now expended to produce four different zoo-related publications. There include; Zoo News, Animal Kingdom, Zoo Newsletter, Volunteer Voices. A recommendation will be made when investigation and analysis is complete.

.-3- Status Report

C. Calendar

It appears that of the 12,000 calendars ordered, we have sold about 6,000 and will as a result, 'break even'. The following represent sales: Zoo Store (1,000), General Mills ( 100), Burnsville High School Choir (915), Toro (38), Society Membership (2679). Unknown sales exist on the following consignments: First Federal, Mpls. (300 sold, 150 left in stock), Bookman(2,500), B. Dalton (450), Cartwheel (300) and storage at the Zoo (2000).

If another calendar is produced and future efforts improved, we will need to address the subject of time necessary to sufficiently promote such a product. Production for a 1981 calendar must begin in March, 1980.

D. Press Releases

During December and January, press releases included;  
1) beluga bunch classes 2) feature article on Ann Loch  
3) general volunteer recruitment photo stories  
4) specialized articles on volunteers in Excelsior and Mendota Sun publications.

III. Volunteer Program

A. Volunteer Recruitment

Letters were mailed to invite 300 potential volunteers to the February 2 orientation. From those, 50 persons will be chosen to attend the spring volunteer training session scheduled for Saturdays in March and April.

B. Recruitment Promotion

In addition to the previously mentioned press releases, a team of zoo volunteers has been recruited to help phone the local radio stations to request placement of our public service announcements.

C. Volunteer Brochure

The promotional/recruitment brochure designed by the V.S.C in cooperation with the zoo staff has been returned to the society for final design work, layout, keyline and printing services. The budget was approved at \$750 with anticipated needs for 500 copies.

C. Volunteer Recognition Items

About 200 8x10 color photos have been ordered to use as recognition gifts to zoo-site volunteers for hours recorded, ranging from 125 to 425 .

#### IV. Finance

##### A. Income Projections

A new column with income projections has been added to the monthly financial statement. The December statement uses 'actual' income. Attachment C provides projections for future statements.

A total of last years membership income plus 10%, provided the base to determine the figures. The current average amount received from each membership is \$32.00; the average income per month is \$17,957; the average number of NEW members each month is 100.

See attachment D for Actual Income 1979-80, 1978-79 .

See attachment E. for Actual Expenses 1979-80, 1978-79.

##### B. Investments

Special attention has been given to setting up a system where the society can gain the maximum amount of income from its investments and still release the necessary approved funds to the zoo in a timely manner. (In most cases, the society will be notified 30 days in advance of fund releases, and will pay the vendor directly for zoo purchases.)

Our 6-month marketable security has been combined with a certificate of deposit and a total of \$200,000 has been invested in a 30-day certificate of deposit paying 12.8%. The balance of \$40,000 has been invested in a 30 day repo paying 10%. We do not anticipate forwarding any funds to the zoo for that period of time.

##### C. Budget Item - Professional Fees

The staff will begin to review expenditures in #414 (membership procurment) and to suggest appropriate revisions for the balance of this fiscal year.

#### V. Administrative

##### A. Staff

Peg Wetzel, former zoo special events coordinator, joined the society staff last week as Administrative Assistant to the director.

The position of Office Assistant remains open, but hopefully will be filled by January 30. Ads were placed with the

-5- Status Report

St. Paul and Mpls. newspapers to run this weekend.

Effective January 1, receptionist Madge Demulling started working a four day week (Wednesdays off) and finance office Virginia Woltman is now working a 5 day week.

A new office policy has been established to allow society staff members one 'flexible' day a week to work at home. This is an optional arrangement not necessarily to be used on a regular basis but available when needed.

B. Office

The office has undergone a major appearance change. Purchase of 6 moveable room dividers (at the whole-sale price of \$84 each!) has helped define the space into 5 work-areas. Subsequently, we have made other arrangements to rent an unused conference room adjacent to our office, and rent a storage room in the building's basement. Everything stored in another facility has been relocated to the building.

The staff extends a special invitation for you to come see our NEW office. We can almost guarantee that our customers will never again have 'culture-shock'.

C. Reciprocity

I met with zoo finance officer Steve Iserman to discuss the effects that the recent increase in zoo general admissions fees might have on the Zoo/Society Reciprocal Agreement.

An average increase of 40¢ per person per entry will be added to our present liability (effective January 1, 1980), resulting in an annual increase of approximately \$25,000 based on 50,000 admissions. We are currently carrying a credit balance of \$24,211.18.

In the past year, there have been at least three increases in the per-hour credits for volunteers and another increase of 40¢ is expected in the near future. That increase should provide the desired commutation. See Attachment F.

D. Group Sales Tickets

We have returned the 1979 discount tickets for credit that were originally purchased for the convenience of board members and members. We will again offer this service when the 1980 tickets become available.

VI. Meetings/Miscellaneous

I have represented the society at the January Zoo Board meeting and the Volunteer Services Committee meeting, and met with the following persons to discuss items of mutual zoo business: Ed Kohn, Bev Rongren, Steve Iserman, Susan Johnson, Ladd Conrad, Dorothy Cote' and Dick Graham.

*RSAT, A*

MINNESOTA ZOOLOGICAL SOCIETY

BALANCE SHEET

DECEMBER 31, 1979

A S S E T S

Cash	2,797.85	
Certificates of Deposit	153,000.00	
Marketable Securities	<u>95,800.00</u>	
*Total Cash and temporary investments		251,597.85
Receivable		238.00
Inventories		20,764.26
Prepaid Expense		415.21
Property and equipment	7,375.88	
less accumulated depreciation of	<u>3,781.52</u>	3,594.36
Other assets:		
Land		6,000.00
Oil Painting		<u>7,500.00</u>
Total assets		<u><u>290,109.68</u></u>

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

** Accounts payable		2,666.67
Accrued liabilities		1,268.02
Unearned membership dues		48,752.94
Accounts payable to MZG & for Special Events		397.04
Total liabilities		<u>53,084.67</u>
Fund balance	Unrestricted	138,625.01
	Restricted	<u>98,400.00</u>
Total liabilities and fund balances		<u><u>290,109.68</u></u>

\* Cash and temporary investments to the extent of \$ 25,612.00  
are restricted for the future payment of membership benefits to  
the Minnesota Zoological Garden.

\*\* Accounts payable includes:      Professional Fees      (Artist)      2,666.67

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF SUPPORT AND REVENUE, EXPENSES  
AND CHANGES IN FUND BALANCES  
FOR THE PERIOD ENDED: DECEMBER 31, 1979

	CURRENT MONTH		YEAR TO DATE	
	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>
Support and revenue:				
Membership dues - deferred income	8,666.71	8,666.71	56,407.97	56,407.97
Contributions and bequests	6,094.00	6,094.00	41,918.75	41,918.75
Investment income	831.25	831.25	6,173.78	6,173.78
Net gain on investments	-	-	-	-
Auxiliary activities	1,303.66	1,303.66	4,669.84	4,669.84
Other - Conferences, meetings and annual meeting	4.00	4.00	181.50	181.50
<b>TOTAL SUPPORT AND REVENUE</b>	<b>16,899.62</b>	<b>16,899.62</b>	<b>109,351.84</b>	<b>109,351.84</b>
Expenses				
Salaries and related expenses	4,829.57	4,819.	26,333.53	26,764.
Occupancy	367.77	421.	2,562.39	2,605.
Telephone	124.55	140.	739.42	980.
Supplies	67.55	560.	2,763.96	3,820.
Rental and Maintenance of Equipment	(122.26)	174.	1,054.88	1,263.
Printing and publications	5,384.50	5,425.	24,115.69	39,764.
Postage and shipping	524.14	490.	4,234.25	3,785.
Publicity/Public Relations	-	25.	206.69	175.
Conferences	-	110.	2,088.95	2,990.
Travel	121.24	250.	1,268.00	1,750.
Professional fees	10,832.80	815.	26,630.69	14,180.
Awards and grants	10.00	1,100.	67.20	2,040.
Complementary memberships	28.50	-	946.00	4,275.
Depreciation	46.00	-	322.00	-
Other	535.00	785.	7,231.62	6,740.
<b>TOTAL EXPENSES</b>	<b>22,749.36</b>	<b>15,114.</b>	<b>100,565.27</b>	<b>111,131.</b>
<b>EXCESS (DEFICIENCY) of support and revenue over expenses</b>	<b>(5,849.74)</b>		<b>8,786.57</b>	
Fund balances at beginning of period: (adjusted)			129,838.44	
Fund balances at end of period:			138,625.01	

## STATEMENT OF FUNCTIONAL EXPENSES

FOR THE PERIOD ENDED DECEMBER 31, 1979

	Program Services				Supporting Services		Total	Budget Year to Date
	Membership Procurement	Membership Activities	Volunteer Services	Auxiliary	General Administration	Other		
401 Salaries	7,908.42	3,085.02	1,140.00	1,215.00	10,688.84	2,160.00	26,197.28	26,764.
402 Payroll taxes, etc.					136.25		136.25	
403								
404 Occupancy					2,562.39		2,562.39	2,605.
405 Telephone	1.77	25.90		6.31	705.44		739.42	980.
406 Supplies	462.05	1,683.73		119.04	486.15	12.99	2,763.96	3,820.
407 Rental equipment					1,054.88		1,054.88	1,263.
408 Printing/publications	7,105.00	16,530.82		76.25	403.62		24,115.69	39,764.
409 Postage & Shipping	2,231.77	1,590.62	82.54	(137.29)	466.61		4,234.25	3,785.
410 Publicity/Public Relations	56.27	79.00			71.42		206.69	175.
411 Conferences/conventions/ and meetings	6.00	56.36	911.14		1,115.45		2,088.95	2,990.
412 Travel	88.29	453.17	112.69	58.76	536.55	18.54	1,268.00	1,750.
414 Professional fees	4,046.10	591.16		150.00	3,193.35		7,980.61	14,180.
414.1 Data Processing Service	767.30				566.07		1,333.37	
414.2 Promotional Consultant Services	17,316.71						17,316.71	
415 Awards and Grants			10.00		57.20		67.20	2,040.
417 Complementary memberships	85.50				860.50		946.00	4,275.
418 Depreciation & amort.					322.00		322.00	-
419 Other	289.48	2,063.95	142.00	32.00	2,755.02	1,949.17	7,231.62	6,740.
								* 2,200.
 TOTAL TO DATE	 40,364.66	 26,159.73	 2,398.37	 1,520.07	 25,981.74	 4,140.70	 100,565.27	 113,331.
 BUDGET/YEAR TO DATE	 25,127.	 39,037.	 4,465.	 14,000.	 30,702.	 -	 113,331.	

\* Capital Improvements

MINNESOTA ZOOLOGICAL SOCIETY

STATEMENT OF FINANCIAL POSITION

RELATIVE TO

RECIPROCITY AGREEMENT

FOR THE PERIOD ENDED DECEMBER 31, 1979

<u>MONTH</u>	<u>ADMISSION COSTS</u>		<u>ZOO VAP VALUE</u>		<u>DELTA</u> <u>(MZS CREDIT)</u> <u>MZG PAYMENT</u> <u>DUE</u>
	<u>CURRENT</u> <u>MONTH</u>	<u>CUMULATIVE</u>	<u>CURRENT</u> <u>MONTH</u>	<u>CUMULATIVE</u>	
JUNE	7,199	7,199	9,968.67	9,968.67	( 2,769.67)
JULY	8,205	15,404	8,827.38	18,796.05	( 3,392.05)
AUGUST	6,522	21,926	8,719.43	27,515.48	(5,589.48 )
SEPTEMBER	7,349	29,275	10,055.66	37,571.14	(8,296.14 )
OCTOBER	4,352	33,627	9,912.69	47,483.83	(13,856.83 )
NOVEMBER	3,561	37,188	9,648.17	57,132.00	(19,944.00 )
DECEMBER	4,037	41,225	8,304.18	65,436.18	(24,211.18 )
JANUARY					
FEBRUARY					
MARCH					
APRIL					
MAY					

\* Total does not include credit to MZS of \$ 49,191.34 for period ending May 31, 1979....

## SPECIAL EVENTS

### Special Member Events

January 26, Cross Country Ski Day.

A special cross-country ski day at the Zoo for Society members.

Interpretive tours at 10 a.m. and 1 p.m. Reserved rental equipment at 10, 1 and 2:30. The Society will provide hot chocolate and cookies on-site. Response to date: excellent. Majority of callers will be skiing for the very first time.

### Classes

January 26 and 27, Acoustic Zoo.

Experimental music and poetry workshops in conjunction with the Zoo Arts Program. These workshops are offered for 5-9 year olds and 10-14 year olds, limited to 25 in each group. Sole publicity vehicle has been the Society Newsletter. Response: excellent.

February 9 - March 8, Shared Learning Adventure in Animal Behavior. Saturdays .

A joint study between the Zoo and the University of Minnesota. This class is designed for interaction between child and parent and will incorporate class participation, field study and at home experiences. Children must be between 10-14 years of age. Response: Good. To date the class of 25 is 1/3 full.

February 25-29 and April 21-25, Beluga Bunch.

"Hands-on" experience for 4-year old pre-schoolers, limited to 12 participants. Overwhelming response. February class is filled. Registration for April class has been opened and arrangements are being finalized for additional classes. This is a tuition class.

March 1, Understanding Nature Through Art.

A workshop for 25 10-14 year olds in conjunction with the Zoo Arts Program. Marcia McEachron and a Zoo naturalist will teach children not only how to draw and sketch, but also teach them about the animals they are using as subjects. Tuition charged.

March 2, Animal Songs and Poems.

A workshop for 25 10-14 year olds in conjunction with the Zoo Arts Program. Carolyn Lucas will direct the children to compose their own songs, poems and stories about the Zoo animals. Tuition will be charged.

March 8, Animals and Art.

A workshop for 25 8-9 year olds in conjunction with the Zoo Arts Program. Various art techniques will be explored using Zoo animals as subjects. Artist Kris Swan and a Zoo naturalist will lead the workshop. Tuition charged.

April 5-26, Saturdays, Beetle Mania.

Participants in grades 7 and 8 will study small animals on a one-to-one basis to discover what animals do in response to certain circumstances. Enrollment is limited to 15. Tuition will be charged.

April 5-26, Saturdays, Exploring Minnesota.

Participants in grades 4 and 6 will explore the zoo exhibits and discover what Minnesota animals do on an April Saturday afternoon. Instructor: Kathy Lundren. Tuition charged.

#### Workshops

January 13, Tropics Tour

A special educational program featuring the tropical plants on exhibit at the Zoo, led by Horticulturalist, Steve Wachter. Limited to 25 participants, the Tour was filled.

January 30, Bat Caves

A special tour of the bat caves of St. Paul and discussion of bat ecology, evolution, and anatomy and behavior. The tour will be led by Michael Ryan, environmental coordinator for the Minneapolis Park and Recreation Board. Limited to 40 participants, the tour has already been filled.

February 9, Engineer Tour.

On-site, behind-the-scenes tour of the physical facilities at the Zoo. The tour will be led by Pat Burns, and Fred Apfelbacher. Limited to 30 participants, the tour is already 1/3 filled.

March 9, Aquarium Program.

A special workshop for parents and children on how to create an aquarium. Led by Zoo naturalist, Dany Newbauer, the participants will spend the first hour in the Touch and Feel Zoo Lab.

#### Lectures

February 27, Raptor Rehabilitation by Patrick Redig, D.V.M. Discussion of projects and techniques of rehabilitating wounded predatory birds by the well-known Dr. Redig. The February Society Newsletter will feature the lecture on its front page.

March 26, Minnesota Phenology by James Gilbert.

#### Public Events

February. Natural Expressions in Space. The third part of the Zoo Art Series.

February 9, 10. "Sandy's Zoo Adventure," Caravan Dance Company.

February 17, 18. "The Furniturelli Family," Illusion Theatre.

February 23, 24. "Creatures of God's Creation," and "Talk to the Animals," Minnesota Valley Dance Company.

March. Every Weekend Day. Wildlife Film Festival.

Six Walt Disney wildlife films will be shown in the Zoo Theatre on March weekends. Features include, "Run Cougar Run," "It's Tough to be a Bird," "For the Love of Fred," "Swiss Family Robinson," "World Without Sun," "The Living Desert."

On-Going. "Eureka!"

"Eureka!", a new children's science program on WTCN-TV, will feature a stop at the Zoo as a regular part of the program. The program is produced in cooperation with the Science Museum of Minnesota and airs on Channel 11 every Sunday at 9:00 a.m. This is a pilot series.

MEMBERSHIP ACTIVITY REPORTWINTER LECTURE SERIESOctober 24: Reptiles

Over 100 members, with a high percentage of parent/child representation, attended the first lecture of the season on reptiles. Monty Krizan, a local specialist and collector of reptiles, delighted participants with his "folksy" presentation. A seasoned veteran in showmanship, Monty used his reptiles to dispel common misunderstandings and fear about them.

His collection includes such things as a 19-foot reticulated python (native to Southeast Asia and capable of reaching a length of some 33 feet), a 30-inch black beaded lizard from southern Mexico, a 230-pound alligator snapping turtle and a blue-tongued skink from Australia.

Monty carries part of his collection in a portable trailer/display unit equipped with lighted aquariums and pond exhibits. The unit is heated and air-cooled with the seasons.

This program could be repeated with enough promotion to serve as a weekend "special event" at the zoo. The fee for the reptile program was \$50; this is greatly reduced from Monty's regular "appearance " fee schedule.

January 30 : Tour Caves to See Bats

A special program has been planned for Society members to visit caves where bats are known to winter. The tour will be from 3-5:00 p.m. on Wednesday, January 30.

The caves are 2 1/2 miles southeast of downtown St. Paul. Known

as the "mushroom caves", they are familiar to some as the former site of the Twin City Brick Company. Now part of the Ramsey County Park System (Lilydale Regional Park), the caves have been used since 1973 to study the cultural history of the surrounding area.

Big brown bats, Minnesota's largest native species, winter in the caves, segregating according to sex. The particular cave we will visit is inhabited by the male species.

Michael Ryan, environmental coordinator for the Minneapolis Park and Recreation Board, will lead the tour and discussion of bat ecology, evolution, anatomy, behavior and myths. The tour is limited to 40 members.

#### ZOO CLASSES

##### October 10: Photography Class

Twenty-five Society members attended the October 10 photography class at the zoo. This class was the second planned for this year featuring zoo photographer John Perrone as the lecturer.

Members learned about basic photographic principles and picture-taking techniques using a 35mm camera.

Following the class, we received two phone calls and one letter complimenting the program. This is a good indication of satisfaction and we have made arrangements to schedule additional classes for March 15 and June 15, 1980.

##### November 4: Whales

60 Society members attended a special slide show, lecture and tour featuring the Minnesota Zoo's beluga whales on Sunday, November 4, 1978.

The two hour learning excursion began with an introduction in

the Zoo Theatre by Ken Young, zoo interpretive naturalist, followed by a 12-minute automated slide show entitled "Whale Expedition '77" and a 20-minute narrated show entitled "Behind the Scenes".

Members then traveled to the whale viewing area to watch a regularly scheduled whale feeding, after which they went below the whale tank to get a keeper's view of the exhibit and meet with a zoologist.

#### TUITION CLASSES

##### November 3, 10,17: Beetle-Mania

"Beetle-Mania" was the title given to this tuition class for 7th and 8th graders to study animal behavior. Class members studied small animals (fish, rodents, birds, insects, reptiles and amphibians) on a one-to-one basis to discover what animals do in response to certain circumstances, took special tours of the zoo and had a lab animal as a guest in their home.

The class was \$15.00 for Society members \$18.75 for non-members. The instructor for the course was U of M teacher, Kathy Lundgren. A subsequent class is being planned.

##### November 26-30: Beluga Bunch

Interest in additional Beluga Bunch classes has been so good, we have decided to continue to offer the class on a regular basis. The next two classes will be held February 25-29 and April 21-25.

The Beluga Bunch class is especially designed for 4 year olds. Each day registered pre-schoolers will visit with a different animal and explore the world of mammals, birds, insects and reptiles. The class is planned as a "hands-on" experience combined with viewing zoo animals on exhibit. Children will work on animal-associated

arts and crafts, creative movement and music projects. The class instructor will be Ann Loch, zoo volunteer and former elementary school teacher.

Cost of the class is \$15 for members and \$17.50 for non-members. The tuition includes materials and snacks but participants must bring a white t-shirt.

The February class will be the third one we have sponsored this year and the second one that Ann Loch will teach. The second class held the last week in November was filled several months ago as a result of a "waiting list" gathered from the first announcement.

Incidentally, of the 12 pre-schoolers registered for the November class, only 2 were Society members. The first class was all members.

#### FUTURE TUITION CLASSES

Meetings to discuss development of additional regularly scheduled tuition classes (individual sign-up) have taken place with the following people: Karla Williams, Dick Abraham, Bev Rongren, Chase Davies, Dan Newbauer and Char Kilgore. It has been basically agreed that there is a market for developing a full-schedule of continuing education classes and that jointly, the Zoo and Society could sponsor them. The Zoo would be responsible for class design, instructor recruitment and physical arrangements. The Society would assume responsibility for class enrollment, publicity and fiscal arrangements.

The proposed classes would "teach concepts that are teachable and would have the greatest educational impact."

The criteria for development would be that 1) the classes are cost effective, 2) class tuition would include instructor fees, materials, admission fees and promotion costs, 3) package would include subjects for all ages, grades and levels of interest, and 4) we would work towards developing 3 classes per quarter.

The fee schedule would be developed in accordance with the worth of the class, ideal class size and estimated expenses.

## Minnesota Zoological Society Report

Volunteer CreditsAttendance

Month	Hrs.	Wage	Total	Adult	Child	Total	*Gate Charge
Jan-May 1978	5,347.50	\$3.52	18,823.20			2,409	
June, 1978	3,271.50	3.52	11,515.68			8,400	
July, 1978	3,519.75	3.72	13,093.47	16,260 (May-Aug.)	13,575 (May-Aug.)	10,269	\$46,095 (May-Aug.)
August, 1978	3,973.25	3.72	14,780.49			8,757	
Sept., 1978	3,868.25	3.72	14,389.89	4,924 (Sept.&Oct.)	3,532 (Sept.&Oct.)	4,155	13,380 (Sept.&Oct.)
Oct., 1978	3,103.55	3.72	11,545.21			4,301	
Nov., 1978	2,617.75	3.72	9,738.03	1,752	1,266	3,018	4,770
Dec., 1978	2,350.25	3.72	8,742.93	1,678	1,233	2,911	4,589
Jan., 1979	2,179.25	3.72	8,106.81	1,588	1,008	2,596	4,184
Feb., 1979	1,982.75	3.72	7,375.83	2,047	1,331	3,378	5,425
Mar., 1979	2,388.75	3.72	8,886.15	2,391	1,499	3,890	6,281
Apr., 1979	2,650.00	3.72	9,858.00	2,486	2,032	4,518	7,004
May, 1979	3,076.25	3.72	11,443.65	2,834	1,712	4,546	7,380
June, 1979	2,679.75	3.72	9,968.67	2,737	1,725	4,462	7,199
July, 1979	2,269.25	3.89	8,827.38	3,079	2,047	5,126	8,205
Aug., 1979	2,241.50	3.89	8,719.44	2,284	1,954	4,238	6,522
Sept., 1979	2,585.00	3.89	10,055.65	2,867	1,615	4,482	7,349
Oct., 1979	2,548.25	3.89	9,912.69	1,679	994	2,673	4,352
Nov., 1979	2,480.25	3.89	9,648.18	1,308	945	2,253	3,561
Dec., 1979	2,134.75	3.89	8,304.18	1,533	971	2,504	4,037

\* At \$2.00/Adult and \$1.00/Child.

Feb 11 papers:

Lloyd re PR Com Trust

- ① Increase people involvement w animals  
more support
- ② Popularization of zoos  
Animal demo  
Zoo lot  
Ch. Morten  
Improve facilities
- ③ Mktg plan - watching it unfold
- ④ Review of other zoos
- ⑤ Survey