



Minnesota State Zoological Board.  
Zoo-Related Organizations Files.

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# Minnesota Zoological Society

**\*\*NOTICE OF MEETING\*\***

Thursday, April 14, 1983

7:30 p.m.

League of Women Voters Office

Room 212, 555 Wabasha

St. Paul, MN 55102

MINNESOTA ZOOLOGICAL SOCIETY  
Board of Directors

(Please contact the office  
if you are not able to attend)

## AGENDA

- I. Minutes, March 17, 1983
- II. Administrative Business.
  - A. Financial report, February 1983.
  - B. Legal fees.
  - C. Office status.
- III. Committee Reports.
  - A. Nominating Committee.  
Submission of nominees to board.
  - B. Marketing & Promotion.  
Progress on new membership package.
  - C. Public Information Committee.  
Newsletter.
  - D. By-Laws Committee.  
Draft of new by-laws.
  - E. Other committee reports.
- IV. Old Business.
- V. New Business.  
Selection of annual meeting committee.

# # # #

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706

MINNESOTA ZOOLOGICAL SOCIETY -- 555 Wabasha -- St. Paul, MN 55102 -- 222-1706  
Board of Directors

March, 1983

Executive Committee

83 Mark E. Jacobson, President  
15 Benhill Road  
St. Paul, MN 55105  
H: 291-0234; W: 340-0234

83 Donald E. Block  
Vice President  
20 Birch Bluff Road  
Tonka, MN 55331  
H: 474-2449; W: 553-4813

83 Stephanie A. Fox, Treasurer  
14601 55th St. So.  
Afton, MN 55001  
H: 436-5843; W: 778-4992

82 Dennis P. Albrecht  
Secretary  
12501 James Road  
Minnetonka, MN 55343  
H: 933-0989; W: 540-0055

82 Robert L. Bonawitz  
Past President  
CDC ITL-03Q  
7600 France Ave. So.  
Minneapolis, MN 55435  
W: 893-4630

Directors

83 Joseph G. Bohlen  
5219 Minnetoga Terrace  
Minnetonka, MN 55343  
H: 933-1850; W: 376-1474

11 Narvel M. Brooks, Jr.  
2014 3rd Avenue North  
Minneapolis, MN 55405  
H: 377-4659; W: 553-4910

82 David F. Dunn  
2312 Elton Hills Drive  
Rochester, MN 55901  
H: (507) 282-2157  
W: (507) 289-1656

82A Karen M. Ferguson  
855 Cliff Road  
Eagan, MN 55123-  
H: 454-3909; W: 457-9405

11 Craig Halvorsen  
13580 Findlay Ave.  
Apple Valley, MN 55124  
H: 432-1136; W: 937-9440

11 Clayton Hatzenbuehler  
13963 Euclid Court  
Apple Valley, MN 55124  
H: 432-5170; W: 553-4806

82 Ingrid M. Holley  
2715 Ottawa Ave. So.  
St. Louis Park, MN 55416  
H: 920-1752

82 Patricia M. Leefeldt  
1871 Silver Bell Road #309  
Eagan, MN 55122  
H: 452-8589

83 Marilyn E. Nordaune  
13701 Diamond Path West  
Apple Valley, MN 55124  
H: 423-3132; W: 423-4441

83 Roger K. Palmquist  
529 9th Street  
Red Wing, MN 55066  
H: 338-4484; W: 388-4130

83 Marialice Seal  
9801 Pillsbury Ave. So.  
Bloomington, MN 55420  
H: 888-7267

82 Vicki L. Uchida  
4532 Brookside Ave.  
Edina, MN 55436  
H: 922-0586; W: 870-1500

Staff

Peg Wetzel  
12964 Nicollet #202  
Burnsville, MN 55337  
H: 894-2647; W: 222-1706

A= Appointed by Society Board

11 = Class II Directors appointed by Zoo Board

MINNESOTA ZOOLOGICAL SOCIETY  
Participants (Non-voting)

March, 1983

Victor Alfsen  
421 Washington Ave. So.  
Edina, MN 55343  
W: 432-9010 Ext. 311

Mike don Carlos  
14889 Delft  
Rosemount, MN 55068  
H: 423-3198

David Kistle  
Brum & Anderson Public Relations  
Lumber Exchange Building  
10 South Fifth St.  
Minneapolis, MN 55402  
W: 375-1190

E. Lorain. Tinnes  
8300 Emerson Ave. So.  
Bloomington, MN 55420  
H: 888-2263

Mary Ann Scroggins  
3222 St. Croix Trail  
Afton, MN 55001  
436-1150

Frank Wright, D.V.M.  
12285 Johnny Cake Road  
Apple Valley, MN 55124  
W: 432-9010

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Committee Chairs:

Executive Committee: Mark Jacobson

Public Information Committee: Don Block

Nominating Committee: Dave Dunn

Marketing & Promotion Committee: Vicki Uchida

Audit Committee: Clayton Hatzenbuhler

Zoo Liaison

Richard Arndt, Chairman  
State Zoo Board  
669 Laura Court  
Mendota Heights, MN 55118  
W: 332-1111 (Mpls)  
W: 291-1211 (St. Paul)

Malcolm McDonald, President  
Minnesota Zoo Foundation  
21 East Oaks Road  
North Oaks, MN 55110  
W: 228-4454; H: 222-6140

Steve Iserman, General Director  
Minnesota Zoo  
12101 Johnny Cake Road  
Apple Valley, MN 55124  
W: 432-9010

Interest - Non-participants

Adela S. Elwell, Ph.D.  
Field Director  
Science Museum of Minnesota  
Route 8, Box 479  
Bemidji, MN 56601

Paul Freeman  
Dain, Bosworth, Inc.  
6800 France Ave. So, #165  
Edina, MN 55435

Larry Freeman  
2581 Quebec Ave. So.  
St. Louis Park, MN 55426

Karla A. Williams  
26 S. W. 19th Ave.  
New Brighton, MN 55112



Minnesota Zoological Society

*MZB copied  
1-7-83 per  
RA request*

January 6, 1983

PERSONAL AND CONFIDENTIAL

Mr. Richard Arndt  
Arthur Andersen & Company  
386 North Wabasha, Suite 900  
St. Paul, MN 55102

Dear Dick:

A special meeting of the members of the Minnesota Zoological Society will be held on Thursday, February 17, 1983, at which the members will be asked to determine whether the Society should continue in existence or dissolve as requested by the Zoo Board.

During the interim period from January 1, 1983, until the membership meeting on February 17, there may be Society members who will seek admission to the Zoo with group tickets purchased on their behalf by the Society. There are many group tickets that have been purchased and sent to our members that bear an expiration date of December 31, 1982. In order to avoid the expense and additional handling of exchanging those tickets for current tickets valid for use in 1983, the Society Board would like to request that the Zoo honor through February 28, 1983, any group gate admission tickets presented by Society members with a 1982 expiration date. If this request is approved, we would appreciate your advice as to the procedure for honoring any such expired tickets, such as requiring that the member produce a current Society membership card or other action required to validate the expired tickets. We should inform our members of any such requirement.

Thank you for your consideration.

Sincerely,

Mark E. Jacobson

MEJ/jmh

cc: Mr. Steve Iserman  
Minnesota Zoological Gardens



*Dick Arndt  
thought this might  
be of interest  
to you.*

*cc: MZB  
D.D.  
gd*

# Minnesota Zoological Society

November 1, 1982

MEMORANDUM

TO: Board of Directors, Minnesota Zoological Society

FROM: Don Block, Vice President *NB/pw*

SUBJECT: Part-time Office Staffing

Peg Wetzei has accepted the temporary part-time staffing position for the Society effective today. Base office hours are 9:00 a.m. to 1:00 p.m., Monday through Friday. Peg will be available to assist you with Society business during those times. The hours will be somewhat flexible, as we expect Peg will be interviewing for a permanent position, but the answering machine will be operating in her absence.

The Society office will be closed on Friday, November 5, because Peg had already accepted another assignment for that day. Call messages left on the recorder Friday, November 5, will not be returned until the following Monday.

pw



# Minnesota Zoological Society

## AGENDA

Minnesota Zoological Society  
Board of Directors

November 18, 1982

7:30 p.m.

Society Office  
555 Wabasha

- I. Minutes, September 23, 1982.
- II. Executive Committee Report.
- III. Finance Reports, September & October 1982.
- IV. Reports:
  - A. Merger Committee
  - B. Nominating Committee
- IV. Office Status Report.
- V. Old Business.
- VI. New Business.
  - A. Animal Kingdom contract.

*Society*

DEPARTMENT MINNESOTA ZOOLOGICAL GARDEN

**Office Memorandum**

TO : Minnesota Zoological Board

DATE: September 8, 1982

FROM : Steve Iserman *SA*

PHONE: X302

SUBJECT: STAFF RECOMMENDATION ON A ZOO ALLIANCE

I have discussed the proposed formation of a new single zoo support organization with a number of staff members, particularly persons currently involved with programs which at one time or another were shared with or solely administered by the Minnesota Zoological Society. We have approached this whole issue not from consideration of the recently drafted membership proposal of the two parties considering merger, but rather from the perspective of what we as staff feel the zoo requires at this point in time of a support organization.

Support can be considered in terms of dollars and programming. It is our opinion that our primary need continues to be financial support for further completion and growth. Although support in terms of programming is highly desirable, it should not be undertaken at the expense of primary capital development needs. In this context, financial support must be in the form of new funding dollars, not repackaged and redistributed revenue monies already coming to us through existing zoo administered programs such as Zoo Goer membership.

Program funding and support programming are desirable but not essential. Proper safeguards must be present so that these operations by a support organization do not adversely deflect tight zoo staffing resources from their basic mission of providing for animal presentation. When this occurs it becomes a question of whom is supporting whom. Criteria applied to determination of support organization role should include programs or projects that are desirable for furthering a positive zoo image in the community, increasing zoo awareness, developing a broad financial and political support base and increasing zoo usage. Support should focus on mission related objectives that are desirable but cannot be obtained by the zoo due to existing resources, labor intensity, citizen support, etc.

We have outlined below with no particular priority intended possible support roles we see as desirable and possible through a proposed alliance. Some have operational benefits and some would enhance the products and experiences available to our clientele.

1. Total administration of a continuing education program -- including classes, seminars, lectures, displays and field trips.
2. Administration of special citizen fund raisers such as runs or walks for the animals.
3. Solicitation and administration of staff identified grant subsidized programs (e.g. gifted classes, research projects, special busing programs).

4. Financial support for volunteer recognition.
5. Development of networking channels with community organizations for the bilateral or multi-lateral furthering of education, conservation, political action, and fund raising objectives. Partners might be wild-life organizations, other agencies such as the DNR or other private foundations or societies like the Freshwater Biological Society.
6. Cooperative effort in the identification and development of special marketing promotions that incorporate capital expansion monies (e.g. Dayton's).
7. Development of alliances and joint programming with statewide organizations such as Scouts, 4-H, county fairs, Lions clubs, etc. for the purpose of building a broad-based zoo constituency.
8. Funding and execution of seasonal displays, events and activities to increase zoo awareness and/or attendance.
9. Administration and expansion of currently zoo administered speaker's bureau.
10. Off-site promotion of Zoo programs (e.g. Zoo Goers).
11. Support for and development of additional Zoo Goer membership benefits and programs such as classes, travel, discounts or premiums on books, field trips, etc.
12. Funding and program support for an outreach program to community centers, public service groups, hospitals, etc.
13. Editorial contributions to existing zoo publications.

This list is not exhaustive but points a general direction for discussion. In conclusion, I would reiterate our strong recommendation that the support groups' primary task be capital fund development and attendant investment management. We also see the need for immediate short term development of what you might call small scale exhibit additions that can be accomplished in-house at the rate of one per year. A support organization could work with staff on identifying and obtaining funding for these minimal level growth needs that are so important to maintaining our current attendance base.

DB/SAI:gd

December 1, 1981

Mark Jacobson, President  
Minnesota Zoological Society  
1450 Lincoln Avenue  
St. Paul, Minnesota 55105

Dear Mark:

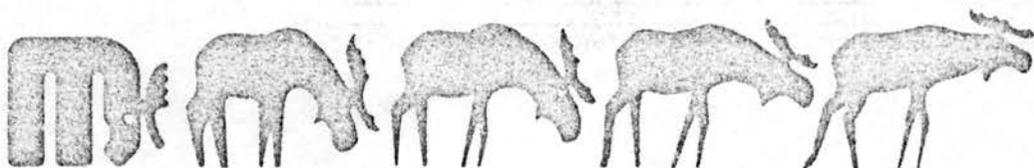
We will provide space as previously planned for the conduct of the continuing education classes as advertised in the Winter 1981 brochure.

Sincerely,



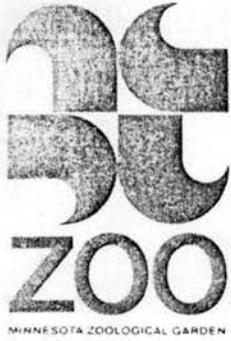
Edward Kohn  
General Director

EK:gd



222-5011

*Society*



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

April 3, 1981

Karla Williams, Executive Director  
Phyllis Saltzman, Project Director  
Minnesota Zoological Society  
555 Wabasha St. No.  
St. Paul, Minnesota 55102

Dear Karla and Phyllis:

As you are probably aware, the Zoo Board has restructured its committee structure and has designated the new Public Affairs Committee, chaired by Hazel Reinhardt, as the Society's home-base for communications.

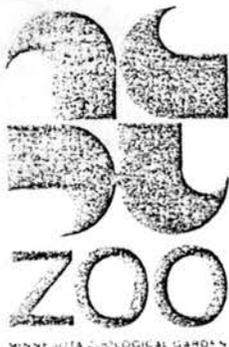
It appears at this time that the Public Affairs Committee will not meet in April because two members of the committee, Herbert Goldenberg and Firmin Alexander, will not be available; in addition, Hazel's time schedule is erratic at the present time due to her husband's battle with terminal cancer.

Because the committee will not be meeting, Jim and I have added the Society reports to the agenda for the full Board meeting.

Sincerely,

Edward Kohn  
General Director

EK:gd



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

March 19, 1981

Robert Bonawitz, President  
Minnesota Zoological Society  
c/o CDC Mail Station PLY-011  
2300 Berkshire Lane North  
Minneapolis, Minnesota 55441

Dear Bob:

On behalf of, and as authorized by, the Minnesota Zoological Board on March 2, 1981, I am pleased to submit to the Minnesota Zoological Society our request for Zoo fund support for the current fiscal year.

Our proposal includes a summary review of the status of commitments gained through the 1980 Zoo Fund of \$98,400. You will note that we seek to release \$38,000 of that fund commitment for possible reprogramming to requested projects for this year. Included, also, is a review of the status of each prior year project.

In forming this proposal we have benefited from informal exchanges of views with Minnesota Zoological Society committee members, and thorough review of needs and alternatives with Zoo Board and staff. I respect, however, the Society's responsibility to consider our proposal independent of any prior discussions.

We submit this request also mindful of the present critical nature of public funding support of the zoo. We have thus included a project not discussed previously with MZS Board and staff, i.e., direct buy advertising for the spring fiscal quarter immediately ahead of us. Boosting summer attendance I would expect to be very much a matter of mutual interest for the Society as well as for the zoo.

Projects that appear to be in line for alternative funding have now been deleted (e.g., behavior enrichment development), and we have thus been able to bring our request into close alignment with the general level of current level funding that the Society has identified to us.

Please let me know how we may be of service to the Society Board in its consideration of our request.

Sincerely yours,

Edward Kohn  
General Director

EK:gd

Att.

cc: MZS Executive & Programs Committees

Karla Williams

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