



Minnesota State Zoological Board.
Zoo-Related Organizations Files.

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COMMITTEE OF THE WHOLE
MINNESOTA ZOOLOGICAL BOARD

Thursday, April 15, 1982

1:00 P.M.

Third Floor Conference Room
Minnesota Zoological Garden

AGENDA

- I. Society Grant Request Proposal
(Chaired by Finance Committee Chair)
- II. Zoo Mission Statement and Objectives
(Chaired by Operations Committee Chair) *to follow*

FY 83-84 MZG REQUEST TO THE

MINNESOTA ZOOLOGICAL SOCIETY

FOR PROGRAM SUPPORT

I. Summary of FY 81-82 Expenditures and Encumbrances

Monies were programmed in seven areas.

- a) Biotelemetry: All dollars have been encumbered. These monies have been principally used to purchase computer hardware and software in support of our telemetry and animal record programs.
- b) Special Events Programming: Monies were used to design, produce and rent Zoo floats that appeared in approximately 25 parades throughout Minnesota. The remaining special events monies will be used for soft sculpture animal masks and banners for parades.
- c) Interns: Internships were served in Education, Animal Health, Audio/Visual and on Discovery Trail. Monies were used to offer stipends to the interns. Remaining dollars have been encumbered for use in our Summer Camp program, as keeper interns, and in Research, as well as continuing in the aforementioned areas.
- d) Audio Tours: Monies have been expended and encumbered for the purchase of portable cassette decks, recording equipment, and production of tapes. Tape programs are being developed for the Minnesota Trail and tropical plants. They will be completed and in use for this summer.
- e) Seminar/Workshop Series: This series continues in its second year. Leaders in the profession have worked with MZG staff on animal management, health, exhibition, research and interpretation. All remaining dollars have been encumbered.
- f) Advertising: Monies were used for radio advertising promoting the 1981 summer season.
- g) Continuing Education: The Zoo's successful continuing education program continued with monies used to support a half-time coordinator for the program. In the last year 79 classes were given for almost 1,000 people.

II. Summary of FY 83-84 Request

	<u>FY 83</u>	<u>FY 84</u>	Total
A. Research Intern Program.	\$ 52,800	\$ 55,400	
B. Advertising.	48,800	51,240	
C. Audio/Visual Support	30,000	---	
D. Word Processor	13,000	---	
E. Staff and Volunteer Enrichment	<u>35,000</u>	<u>36,750</u>	
	\$179,600	\$143,430	
Total			\$323,030

III. Details of FY 83 Request

A. Research Intern Program \$ 52,800

The conduct of zoological research must be a fundamental part of maintaining animals in captivity. During 1981-82 a research program at the Minnesota Zoo was initiated. Several studies have begun and several more are scheduled to begin by June. These studies are being conducted by combinations of Zoo staff and outside researchers. The knowledge gained will improve our ability to manage, exhibit, and breed our animals and will contribute to the long-term survivability of species exhibited at the Minnesota Zoo. Monies are sought to sponsor a research intern program. Such a program will:

- i. generate vital information
- ii. raise the level of research expertise among our staff
- iii. through publication and presentation of studies conducted here, establish the Minnesota Zoo as an attractive site for the conduct of research.

All such research will be consistent with guidelines previously established for research at MZG. Research questions may involve the full range of zoological interest including behavior, physiology, ecology, genetics, medicine, parasitology, etc. To achieve this we propose a three-tier program.

1) Post-Doctoral or Sabbatical Support 2 @ \$17,000 \$ 34,000

Six month to one year support for a post-doctoral intern or professor on sabbatical to conduct original zoological research at the Minnesota Zoo. Candidates will be selected on the basis of a specific research proposal submitted to the MZG Research Committee. They will be evaluated on the basis of their scientific merit, their value to the species to be investigated, their value to captive animal management, the appropriateness of study at MZG, and the status of the species in the wild. Two such positions are sought. Minimal supervision should be necessary; it will be provided by the MZG's Research Biologist.

2) Pre-Doctoral Support 2 @ \$7,000 \$ 14,000

One year support for a pre-doctoral graduate student. This research will be the basis of a doctoral dissertation. A project proposal will again be the basis for selection though considerably more

assistance from MZG staff in its preparation and integration with the student's adviser is anticipated. Students will receive supervision from their adviser and MZG Research Biologist. Two positions are sought.

c. Student 4 @ \$1,200 \$ 4,800

This tier is oriented toward undergraduate and graduate students beginning their studies. Four twelve week positions are sought. Selection will be based more on the quality of the applicant than a formal proposal. Students will be assisted in studying a question of their own or may be plugged into an on-going study. Primary supervision will be by the MZG Research Biologist with assistance from animal management or animal health staff.

B. Advertising \$ 48,800

Advertising money has been successfully cut over the past three years to where the Zoo is now spending one-third of the 1979/80 levels. During Fiscal Year 82 the budget was cut 59%. Although strong public service and cooperative programs are offsetting dollar reductions, the Zoo still has a great need for added advertising dollars which can be used in cooperative ventures during our two major promotional periods -- early summer and early winter.

The marketing program at the Minnesota Zoo was aided during the 1981 calendar year with grant dollars for spring media purchases and parade float funding. Additional advertising dollars for calendar year 1982 gives us more flexibility with our tight fiscal budget to develop cooperative ventures and extend our marketing impact. These funds can give us added reach prior to two significant promotional events. One-half of the funds are needed for a spring/summer promotion. The funds would be distributed as follows:

Radio buys	\$ 15,000
Media support for Zoobilee (a four-week country western music series)	5,000
Red panda promotion	2,800

The other half of the advertising request is needed for expanded promotion of the cross country ski program. The 21,000 plus skiers surpassed the 81/82 season goal of 17,000. Increased advertising support will ensure that further gains result from and are built upon this past season's strong showing. The funds would be distributed for:

Printing 50,000 ski brochures	\$ 5,000
Printing 10,000 two-color ski posters	3,000
Printing 5,000 one-color trail maps	700
Booth rental at Snow World	300
On-site promotional ski signage	1,000
Radio buys for November - January	15,000

C. Audio/Visual Support

\$ 30,000

The audio/visual unit is integral to our implementation of marketing, informational, promotional and educational programming. Heavily used equipment needs to be reconditioned or replaced. New equipment not attainable within fiscal budget limits is needed to build upon and improve our constantly requested production capability. With increased acceptance and use in the electronic community, e.g. broadcast, cable and closed circuit, it is necessary to keep abreast of the state-of-the-art in order to insure our hard achieved media relationships. The proposed funds would be distributed as follows:

1) New Plumbicon Color Tubes

\$ 7,500

The Ikegami Color Camera has been invaluable since its purchase in September 1978 (for \$33,000) in providing broadcast quality video footage that is used extensively in producing Zoo television commercials, public service announcements, and general news and public relations footage; also, in educational and orientational video programs for on-site use and distribution to television stations, cable and closed-circuit television systems, schools, and other institutions. All video footage and editing can be performed in-house with high technical quality standards, providing the Zoo with great savings (one 30-second television PSA produced off-site cost the Zoo \$17,000 two years ago; in the last year alone, the A/V staff has produced seven television commercials and PSA's plus numerous programs, all at minimal costs). The camera itself is still performing very well, but a routine replacement of the plumbicon color tubes is needed to maintain high color rendition and overall broadcast quality. Installation and complete setup can be performed by the local authorized Ikegami servicing facility, and is included in the cost.

2) Portable Videocassette Recorder

\$ 3,400

Our current portable videocassette recorder purchased before Zoo opening is well past its regular life expectancy. A new recorder is needed to ensure continued capability for portable video recording, which is essential to over-all documentation and production needs. The old recorder will serve as an important standby unit, and will also be available for use by the Education Department, Biological Programs, or A/V interns for classes, special projects, and research.

3) Character Generator

\$ 3,470

Video character generators feature high resolution graphic arts character display for titling or captioning of video programs, and would incorporate into our existing video switcher and editing system.

4) Time Base Correctors

\$ 8,000

A time base corrector ensures increased video quality and flexibility. A TBC would allow tape-to-live camera (graphics/slides) dissolving and mixing. TBC's give increased quality on successive generations of dubbed programs.

effectiveness of our staff and volunteers. The cost effectiveness of these dollars has been very high in the past.

1) Minnesota Zoo Seminar/Workshop Series \$ 7,600

A continuation of the series begun in April 1980, expanded in scope to include the operations of the entire zoo. This series brings professionals from zoos, research facilities, and the business community to MZG to interact with Zoo staff. This series has been successful in motivating our staff, involving all staff levels and volunteers in management considerations, establishing close ties between MZG and professionals from throughout the world, and in exchanging information in both directions. Through this series we are better able to exhibit, breed and manage our animals, educate our visitors, promote the Minnesota Zoo and manage the site. As an additional benefit participants will on occasion make presentations of a more general nature to our public.

2) Professional Development \$ 10,000

The ability to offer programs to our staff and volunteers, on and off-site will contribute to their effectiveness and yield significant benefits to the Minnesota Zoo. These programs will promote refinement of the communication, management and creative skills of the staff. Monies will be used to bring programs such as "Creativity in Business" by Wilson Learning and "Listening" by Sperry Univac as well as to send staff to seminars offered in the community.

3) Staff Travel \$ 17,500

Exchange of information among zoos is vital. Money to send our staff and volunteers elsewhere contributes to this exchange. Attendance at conferences and visits to other zoos will be the primary use of these dollars. They will supplement our appropriated funds and allow a wider range of staff to travel, learn and bring knowledge and ideas back to the Zoo.

IV. Details of FY84 Request

Continued support in Research, Advertising, and Staff Enrichment is sought. Monies will be used as described for FY83. An inflation factor of 5% has been added.

MZS Grant

Minnesota Zoological Garden Apple Valley, MN 55124 612/432-9010 Cable: MZOO

April 26, 1982

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

Dear Karla:

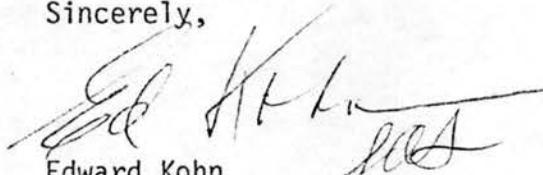
Last Thursday, you and Steve Iserman discussed the possibility of directing the remaining funds under the Society's zoo grant to the Minnesota Zoological Garden Foundation. The purpose of this would be to continue to maintain the degree of flexibility for the use of those funds by having them administered by an independent organization.

You indicated that you had no problem with adding the word Foundation on the check but you would check with your auditors before making such an adjustment.

Therefore, I am enclosing your check #5261 in the amount of \$35,160.29 with the request that, with the approval of your auditors, it be modified or rewritten to the order of the MZG Foundation and returned to us for processing.

Thank you for your assistance in this matter.

Sincerely,



Edward Kohn
General Director

EK:gd

Enc.



MINNESOTA ZOOLOGICAL SOCIETY
555 WABASHA
ST. PAUL, MINNESOTA 55102

5261

3/31 1982

22-7
960 O

PAY
TO THE
ORDER OF

Minnesota Zoological Garden

\$ 35,160.29

The sum of *35,160 and 29/100*

DOLLARS



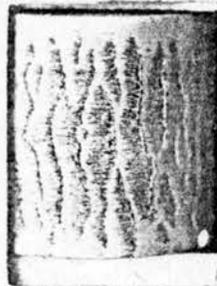
American Bank

American National Bank and Trust Company
Fifth & Minnesota St. St. Paul, Minn. 55101

Larissa Williams

Stephanie Anne Fox

FOR *30 Fund*





Minnesota Zoological Society

April 20, 1982

James L. Hetland, Chairman
Minnesota Zoological Board
c/o First National Bank of Minneapolis
Urban Development Department
515 Marquette Avenue
Minneapolis, MN 55402

Dear Mr. Hetland:

Enclosed are two Minnesota Zoological Society checks issued to the Minnesota Zoological Garden.

One check, in the sum of \$17,477.05, represents the 70 percent share for the Zoo of the balance of funds as of January 31, 1982, raised through the Society's Animal Sponsorship program during fiscal year 1981-82 which began June 1, 1981. 1,650 people donated money to the program to sponsor an animal of their choice. During the first 10 months of operation, through January 1982, the Society's sponsorship program raised over \$50,000.00 for exhibit improvements, animal enrichment programs, and graphics at the Minnesota Zoo.

When the Society originally embarked on the Animal Sponsorship program, it was our understanding that the Zoo would schedule a special "donor day" to recognize donors. We have received inquiries about this and would like to know when that will occur. We would also like to know the estimated installation date of the donor recognition board. The Society gave the Zoo a gift of a \$1,600.00 labeling machine to assist in making the board. We feel the permanent board should have been completed and installed by now.

The second check, in the sum of \$35,160.29, represents the balance of the restricted Society account earmarked for Zoo projects which was initially approved by the Society board of directors in 1980. These funds are part of an original \$100,000.00 grant for specific programs or expenditures in the areas of biotelemetry, lectureships, special events, summer interns, audio tour equipment, and staff enrichment programs at the Zoo.

At its March 18, 1982, meeting, the Society board of directors voted to remove the restrictions that required the \$35,160.29 remaining in the restricted fund to be spent on specific programs. The Society Board voted to turn the balance of that fund over to the Zoo Board with the request that the funds be expended at the direction of and in the discretion of the Zoo Board with the request, however, that the use of the funds be limited to the general areas of exhibit improvement, animal purchase or care, and research and education.

Sincerely,

Mark E. Jacobson
President

MEJ/jmh
Enclosures

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706

April 26, 1982

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

Dear Karla:

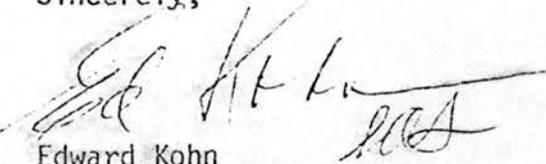
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You indicated that you had no problem with adding the word Foundation on the check but you would check with your auditors before making such an adjustment.

Therefore, I am enclosing your check #5261 in the amount of \$35,160.29 with the request that, with the approval of your auditors, it be modified or rewritten to the order of the MZG Foundation and returned to us for processing.

Thank you for your assistance in this matter.

Sincerely,


Edward Kohn
General Director

EK:gd

Enc.



MINNESOTA ZOOLOGICAL SOCIETY GRANT STATUS

May 18, 1982

PROJECT NAME	CURRENT BUDGET	CURRENT OBLIGATIONS	BALANCE
Biotelemetry	\$ 17,605.00	- 0 -	\$ 17,605.00
Special Events	\$ 1,710.37	- 0 -	\$ 1,710.37
Summer Interns	\$ 7,780.00	\$ 3,315.42	\$ 4,464.58
Audio Tours	\$ 2,684.16	- 0 -	\$ 2,684.16
Seminar Workshops	\$ <u>5,380.76</u>	\$ <u>630.32</u>	\$ <u>4,750.44</u>
TOTAL	\$ <u>35,160.29</u>	\$ <u>3,945.74</u>	\$ <u>31,214.55</u>

March 22, 1982

Proposals for projects utilizing Society Funds

- Portable bleachers for whale viewing
- Construct additional permanent whale viewing areas
- Construct new front entry gate and landscaping entry area
- Improve landscaping and plantings in public areas around MBC entry area
- Install additional planters and plants at Tropics ramp and walkway, education wing and admission areas
- Install plantings and protective barriers at Macaque exhibit
- Install new seating throughout public areas
- Install acoustical absorption panels in Education, Admission and Gift Store areas
- Install improved ventilation system at Zoolab area
- Construct multipurpose room at west end of Education wing
- Construct fireplace at ski lodge
- Construct improved walkway fencing at Northern Trail

*Sandy
These reviews of the
in context of new
exhibits as well as
improvements.
Can we afford an
add'l NT exhibit?
ED*

Mark J.

November 9, 1981

CASH CONTRIBUTIONS TO MINNESOTA ZOOLOGICAL GARDEN FROM THE SOCIETY:

FYE

1974 \$84,000.....1974,1975,1976 Minnesota Aid-to-the-Zoo
 -1976 Horse Shows

1977 \$137,364.....Zoo Walks in cosponsorship with the Foundation
 -1978

1978 7,300.....Midwest Federal/Society promotion

\$228,664

1979 15,000.....for purchase of television cameras

1979 2,500.....for purchase of Zoo Walk materials

1979 2,900.....for visitor information booth

1979 3,000.....for Zoo Walk Sundae Social

23,400

1980 912.....for newspaper advertising

1980 2,300.....for Speakers Bureau equipment

1980 200.....for lecture honorariums

1980 200.....for learning excursion packets

3,612

1981 98,400.....for Zoo Fund

35,000 in restricted account to be drawn upon by zoo

1981 1,600.....for label making machine

1981 500.....for Waterfowl Conference Luncheon

(4,000 not yet pd.)

1980 16,000.....for Continuing Education Coordinator

-1981

1981 650.....for Speakers Bureau Projector

1981 32,700.....for Animal Sponsorship Program

1980 3,000.....for AAZPA scholarships to zoo staff

-1981 152,850 — (4,000 not yet pd.)

1981 42,000 — (not yet pd.) for research program

\$221,862 — (4,000 + 42,000 not yet paid)

Society for Zoolab

K

March 17, 1982

Karla Williams
Director
Minnesota Zoological Society
555 Wabasha Street
St. Paul, MN 55102

Dear Karla:

Ed has forwarded to me your letter of March 1 regarding a donation to the Society for Zoolab. I have copied the letter to Jean Brennan and as needs are identified request funds as we do for other Zoo Fund expenditures. We are in the process of programming Zoolab and therefore will probably not draw on them immediately.

Best regards,

Sanford

Sanford Friedman
Assistant Director
Biological Programs

SF:ad

cc: Edward Kohn





Minnesota Zoological Society

cc: SF, 51
9d

SF action pls.

c. Jan. 31/6/82
Blanton

ACTION
PLEASE

March 1, 1982

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

Dear Ed:

The Minnesota Zoological Society received a gift of stock valued at \$474.15 from a Society member with a request that the money be used to purchase animals for, or to make improvements in, ZooLab.

The donor requested the Society be responsible for dispersing the funds, hence, the stock was sold at my direction and deposited in the Society's Zoo Fund restricted account. May I suggest we use the same method of payment developed by S. Friedman for other Zoo Fund expenditures. The Zoo identifies the needs and places the orders; the Society pays the authorized invoices direct to the vendors.

Please notify me if you have any questions or wish to discuss the gift further.

Regards,

A handwritten signature in cursive script, appearing to read "Karla".

Karla A. Williams
Executive Director

cc: M. Jacobson



Minnesota Zoological Society

cc: SF
ad
a file

October 8, 1981

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

Subject: Restricted Funds for Research Program

Dear Ed,

Your request to release the restricted funds to underwrite the first phase of the Society funded research program, was discussed by the Society Board of Directors at their meeting last week. The request was not approved for reasons outlined in this letter.

You will recall when the initial request for \$15,000 for a post doctoral position, \$10,000 for a pre-doctoral position and \$7,000 for internships was recommended by the Zoo Programs Committee last March, the Society Board moved to approve and endorse the concept but to withhold release of funds until a mutually satisfactory reciprocal agreement was in hand. At that time the Board fully acknowledged the importance of continuous and long range funding for such an endeavor and did not wish to jeopardize the program's future and its accomplishments by not being in position to guarantee that support. The Board fully recognized your concern that a program of this kind required more than a one year commitment to attract qualified candidates whose research would be on-going and without a resolved agreement, the Society could not predict its future financial status.

The action taken by the Society last week was motivated by two major concerns.

First, was the issue of the status of the new contract between the Zoo and the Society. Because the approval of the grant request was specifically tied to the successful completion of the contract, the Board again felt that approving release of funds should be withheld, and that applications should be opened and allowed to run until 90 days after the signing of the contract. At that time, applications would be screened by Dr. Mech and zoo staff to select the final candidate.

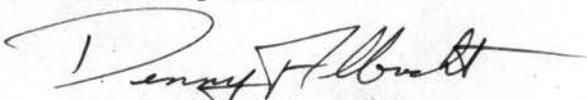
Second, it has been the understanding of the Zoo Programs Committee that the \$15,000 grant you requested would be awarded on the basis of an open search, with several candidates interviewed. In dis-

cussions with Sandy Friedman we understand a candidate has already been selected. It appeared to the Board that the candidate in question has been chosen by zoo staff in a closed manner, even if for obviously good reasons.

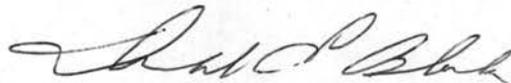
There appears to have been some misunderstanding and confusion on the part of all parties and for our part we apologize for not being as specific as we could have been with regard to exact procedures. Nonetheless, we feel that we were clear in that the Society was to be notified prior to selection of the individual and feel justified in withholding our approval.

The Board continues to be extremely supportive of this project, and intends to strengthen its commitment for long term financial assistance by seeking donations from its membership for both research and education yet this season.

With regards,



Dennis P. Albrecht
Zoo Programs Chairman



Donald E. Block
Marketing and Promotion
Chairman

KAW:dab

cc: Zoo Board Members

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

VIII. New Business

A. Personnel Policy

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

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

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

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

MOTION CARRIED.

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

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

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

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

MOTION AMENDED to exclude actual costs incurred by Animal Sponsorship in 1981. CH/NB
3 in favor, 9 against, 2 abstaining.

MOTION FAILED.

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

MOTION TIED.

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

TABLE AMENDMENT CH/NB.

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

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

4 in favor, 5 against, 4 abstaining.

MOTION FAILED.

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

MOTION CARRIED.

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

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

MOTION CARRIED.

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

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

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

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

MOTION to move back to agenda. NB/IH.

4 in favor, 7 against, 1 abstaining.

MOTION FAILED.

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

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

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

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

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

4 in favor, 4 against, 4 abstaining.

AMENDMENT TIED.

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

M. Seal asked if one month would be sufficient.

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

S. Friedman agreed 90 days would be sufficient.

MOTION CARRIED.

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

MOTION CARRIED.

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

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

MOTION CARRIED.

Meeting was adjourned at 12:30 a.m.

Minutes recorded by D. Bell.

MINNESOTA ZOOLOGICAL SOCIETY

BALANCE SHEET

For Period Ended 8/31/81

A S S E T S

Cash	90,060.69	
WIN-Dain Bosworth Account	94,435.73	
Certificate of Deposit	200,000.00	
*Total Cash and temporary investments	<u>384,496.42</u>	
Receivable		-0-
Inventories		25,247.07
Prepaid Expense		541.86
Property and equipment	12,690.34	
less accumulated depreciation of	<u>(5,755.52)</u>	6,934.82
Other assets:		
Land		6,000.00
Oil Painting		7,500.00
		<u>430,720.17</u>
Total assets	<i>(plus net li. of equip) 2,120K</i>	<u>430,720.17</u>

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

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

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



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

September 2, 1981

Ms. Karla Williams, Executive Director
Minnesota Zoological Society
555 Wabasha Street North
St. Paul, MN 55102

Dear Karla:

At the August 20, 1981 meeting of the Minnesota Zoological Board, my staff presented and the Board approved a proposal for the use of the Animal Sponsorship proceeds. This proposal conforms to Rick Slows of the Attorney General's Office advice that the funds be spent on the animal, exhibit, or interpretation of the exhibit for which it was donated, an animal on the same trail, or interpretation on the sponsored animal's trail. By using the Sponsorship proceeds in this manner, we are fully meeting our promise to the donors as outlined in the Sponsorship promotional material.

As I mentioned to you and Bob last Thursday, while the Society grant funds are best administered by your office, I believe it would be most efficient for the Zoo to carry the responsibility of obligating and disbursing the Animal Sponsorship proceeds. The number of individual orders contemplated along with the coordination of materials and services necessary to effectively put the Sponsorship proceeds to work will make for many transactions and quite a disbursing burden.

I want to assure you that we will keep those funds invested until needed and the interest earned will be used for the same purposes as direct Sponsorship proceeds and will be credited fully to the program in our reporting. A quarterly accounting of expenditures will be made to both the Society and Zoo Board.

In light of these interests and so that we may proceed with the task of putting the Sponsorship funds to work, I am requesting that the Society transfer to the Zoo by check the May 31, 1981 Sponsorship fund balance of \$32,700. *need 11/19/81*

The Society's wonderful effort in launching the Sponsorship program is greatly appreciated and will allow many benefits to our resident animal collection which would not otherwise be achieved.

Sincerely,

Edward Kohn
Director

EK:pn

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

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

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

4-16-81

Society
ZOO PROGRAM COMMITTEE
RECOMMENDATION

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

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

The request priority is as follows:

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

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

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

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

*(James
Zoo Director)*

2. Direct Advertising Continued:

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

3. Internship Program (#2 page 5)

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

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

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

This pilot program is recommended for Board approval as presented.

5. Staff Enrichment Programs

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

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

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

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

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

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

Motions Continued:

22,000
2,000

Motion Number 2. Motion is made to approve the ^{funding for the} concepts of post-doctoral support, pre-doctoral support and an additional \$2,000.00 for animal management/zoo keeper exchange programs. ^{helping to} Funding for these programs will be made at such time as a satisfactory ^{contract} agreement between the Zoo and Society can be developed. _{the Zoo}

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

DA:jmt

from
1. 5,000
4. 8,000
5. 5,000

18,000

18,000

42,000

38,000

MINNESOTA ZOOLOGICAL SOCIETY

Proposed Budget

Profit and Loss Statement for F.Y. '82

Revenue:

Membership Dues;		
-Direct Benefit	\$171.3	(ascribed value)
-Society Contribution	117.3	(tax deductible)
Investment Income	25.8	
Auxiliary Activities	15.0	
Other	.8	
Animal Sponsorship	24.0	(ie 30% of net \$80,000 revenue)
	<u>\$354.2</u>	

Expenses:

Salaries	\$ 83.6	
Membership/Marketing	81.8	
Auxiliary/P.R.	21.0	
Member Activities/Education	68.8	
Volunteer Services	10.8	
General Administration	35.5	
Animal Sponsorship	44.0	- Q: - 12.5% of volume
	<u>\$345.5</u>	

Net profit before Zoo contribution \$ 8.7

Current Cash Reserve

Cash on Hand including Certificates of Deposit
as of March 31, 1981\$290,718

Current Liabilities;

Unearned Membership Dues, -	
Special Holding Account.....	64,893
Carryover Appropriated Zoo Fund.....	60,368
Appropriation of Current Fiscal Year 80-81 to Zoo as projected.....	42,000
Proposed Animal Sponsorship Receipts to Zoo.....	40,000
Future Program Expansion and Development.....	100,000
	<u>\$307,261</u>

Program Deficit (16,543)

MINNESOTA ZOOLOGICAL SOCIETY
Committee Budgets - F.Y. '82 5/15/81

Marketing and Promotion

New Member Campaign	\$46.3
In-Site Membership Campaign	6.0
Renewal Membership Campaign	24.5
Seasonal Membership Campaign	5.0
	<u>\$81.8</u>

Auxiliary

Public Relations	\$ 1.0
Calendar	15.0
General Administration	5.0
	<u>\$21.0</u>

Membership Activities and Education

Publications	\$51.9
Member Activities	2.0
Education	11.0
Special Events	3.7
General Administration	.2
	<u>\$68.8</u>

\$51.9 for publications does not include the proposed complimentary copies to the zoo list.

Animal Sponsorship

Printing/Postage	\$ 4.8
Publicity/P.R.	2.3
Supplies	7.4
Professional Fees	2.5
General Administration/Salaries	27.0
	<u>\$44.0</u>

E. Volunteer Services

I. Recruitment	\$ 1.7
II. Recognition	4.0
III. Volunteer Support	4.6
IV. ZooVAP	.5
	<u>\$10.8</u>

F. General Administration

I. Overhead	\$ 6.0
Occupancy	2.0
Telephone	2.0
Supplies	2.0
Rental	2.0
Printing	3.5
Postage	2.0
Publicity	.3
Conferences	2.0
Travel	1.0
Professional Fees	5.5
Data Processing	4.0
Other	2.0
Memberships	1.0
Depreciation	2.0
Hospitality	.2
II. Salaries	83.6
	<u>\$119.1</u>

TOTAL

A. Marketing and Promotion.....	\$81.8
B. Auxiliary.....	21.0
C. Membership Activities & Education...	68.8
D. Animal Sponsorship.....	44.0
E. Volunteer Services.....	10.8
F. General Administration.....	119.1
	<u>\$345.5</u>

200 COSTS
35,000

ASSUMPTIONS

1. Programs unchanged.
2. Major staff unchanged -- clerical reduced by CETA
3. No income recognized for Continuing Education.
4. Previous funding commitments recognized.
5. All 1981 Sponsorship contributions to Zoo.
6. 30% of sponsorship revenues retained by the Society, 1982-1986.
7. Membership -- 10% growth through 1983 -- 5% growth 1984-1986.

	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>
Family-\$32.50	7,200	7,300	7,400	7,500	7,600	7,700
Individual-\$21.50	800	1,500	2,285	2,700	3,200	3,600
Supporting-\$50.00	250	250	300	300	300	300
Donor-\$100.00	250	250	300	300	300	300
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	8,500	9,350	10,285	10,800	11,400	11,900

8. Membership price -- \$4 increase 1984.
9. Expense Growth -- +11% 1982; +8% 1983; +9% 1984; +8% 1985; +8% 1986.
10. Recognition of need for future Continuing Education grants.
11. 1982 revenue based on 8,500 members at new rate
12. Animal Sponsorship revenue projected:
 \$80.0 1982; \$100.0 1983; \$110.0 1984; \$125.0 1985; \$150.0 1986.

Profit and Loss Statement for 1981-1986
 Revised Draft: May 1, 1981

AMERICAN EFFICIENCY® LINE No. 4636

	1	2 1981	3 1982	4 1983	5 1984	6 1985	7 1986
<u>Revenue:</u>							
1	Membership Dues;						
2	- Direct Benefit	118.8	171.3	176.9	190.1	196.7	203.9
3	- Society Contribution	109.2	117.3	131.2	144.5	191.0	200.1
4	Investment Income	31.0	25.8	19.4	20.4	24.4	25.6
5	Auxiliary Activities	12.0	15.0	18.0	20.0	22.0	25.0
6	Other	.4	.8	1.0	1.5	2.0	2.5
7	Animal Sponsorship (30%)	40.0	24.0	30.0	33.0	37.0	45.0
8		311.4	354.2	376.5	409.5	473.1	502.1
9	<u>Expenses:</u>						
10	Salaries	74.0	83.6	93.2	102.5	112.7	123.9
11	Membership/Marketing	82.0	81.8	85.0	90.2	94.5	99.2
12	Auxiliary/P.R.	20.0	21.0	23.0	25.3	27.8	30.5
13	Member	62.2	68.8	75.6	83.1	91.4	100.5
14	Volunteer Services	10.8	10.8	11.8	12.9	14.1	15.5
15	General Administration	32.5	35.5	39.0	42.9	47.1	51.8
16	Animal Sponsorship	29.6	44.0	48.0	52.8	58.0	63.8
17		311.1	345.5	375.6	409.7	445.6	485.2
18							
19	Net Profit before Zoo Contribution	.3	8.7	.9	(.2)	27.5	16.9
20							
21	Zoo Grant I <i>18.9</i>	27.1	60.4				
22	Zoo Grant II <i>conception</i>		42.0				
23	Education Grant		8.0	?	?	?	?
24	Animal Sponsorship	40.0					
25	Net Profit	(66.8)	(101.7)	.9	(.2)	27.5	16.9
26							
27	Fund Balance 240.4	173.6	71.9	72.8	72.6	100.1	117.0
28	- restricted	60.4					
29	- unrestricted	113.2	71.9	72.8	72.6	100.1	117.0
30	Excess Animal Sponsorship <i>Contribution</i>		56.0	70.0	77.0	88.0	105.0
31							



1981 Grant Request
to Society

Society

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

MZB revisions of 3/12/81
incorporated

1981 MZG REQUEST
TO THE MINNESOTA ZOOLOGICAL SOCIETY
FOR PROGRAM SUPPORT

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I. SUMMARY OF 1980 EXPENDITURES AND 1981 FUNDS

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

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

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

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

A. Summary of 1981 Request

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

1
2
1

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

TOTAL----- \$80,000

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

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

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

TOTAL----- \$ 8,000

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

C. Details of 1981 Request

\$12,000

1. Staff Enrichment Programs

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

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

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

b. Zookeeper and Horticulturist Exchange/Program 2,000

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

c. Staff Development \$5,000

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

2. Internship Programs \$32,000 total

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

a. Post-Doctoral or Sabbatical Support 15,000

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

b. Pre-Doctoral Support 7,000

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

c. Undergraduate/Graduate Support 10,000

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

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

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

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

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

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

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

4. Tropics Zoolab \$ 8,000

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

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

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

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

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

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

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

b. A float is needed for zoo representation in numerous metro parades and festivals. The zoo currently has requests for 12 local parade appearances. The focus of the float would be on the zoo volunteer and Society. It provides a cost-effective advertising vehicle with which we can maintain high zoo awareness in our metropolitan market. It would be staffed with volunteers utilizing existing soft sculpture animal masks. Material cost is based on information from local float manufacturer; labor is to be supplied by zoo volunteers. 5,000

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

6. Direct Advertising \$ 15,000

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

III. REVIEW OF 1980 AND 1981 EXPENDITURES INCLUDING ACCOMPLISHMENTS ACHIEVED

A. Summary of 1980 Expenditures

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

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

B. Summary of 1981 Expenditures

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

C. Accomplishments Achieved

BIOTELEMETRY PROJECT

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

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

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

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

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

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

All of these relate closely to a successful telemetry system.

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

ANIMAL HEALTH PROJECT

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

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

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

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

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

SILK-SCREENING PROJECT

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

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

We suggest these funds be made available for reprogramming.

ZOOLAB HABITAT DEVELOPMENT

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

PUBLIC SERVICE COMMUNICATION

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

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

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

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

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

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

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

LECTURESHIPS AND PROFESSIONAL DEVELOPMENT

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

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

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

SHORT-TERM SEASONAL INTERNSHIPS

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

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

CONTINUING EDUCATION

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

MINUTES OF MEETING OF
MINNESOTA STATE ZOOLOGICAL BOARD
March 12, 1981

positively received. More than 10 civic parades have asked for a zoo float. F. Alexander questioned the internship program dollars, noting that some funding under last year's grant was not used but was available for reprogramming. D. Bender explained that the total request was \$98,000 worth of projects plus an additional \$8,000 for continued education which has already been approved by the Board. E. Kohn added that staff had met with a Society committee to better understand the interests that the Society might like to sponsor. He added that certain projects that could not be covered under the grant monies could possibly be funded from Animal Sponsorship proceeds. H. Goldenberg expressed concern that the legislature might cut appropriations because of the sponsorship program funds available for zoo needs. P. Davies remarked that she felt projects should be considered only if they increase attendance, such as opening the Children's Zoo during Easter rather than late spring, hosting the symphony on the site, or opening new small exhibits. She added that the request for staff travel money appears to be a way to escape the intent of the Governor's Executive Order which she believes bans employee travel. F. Alexander stated that promotional advertising (direct media purchase) should be included in the request. E. Kohn responded that the request was formulated in close cooperation with Society committees to reflect the Society's interest in the area of general professionalization of zoo programs as well as special events for public appeal.

MOTION made by H. Maruska, seconded by H. Goldenberg, that the Minnesota Zoological Board authorize the director to submit to the Society the grant proposal as detailed in the February 4, 1981 memo, with revisions as recommended by O & P and detailed in the March 12 presentation; in addition, \$15,000 from listed projects will be redirected toward a direct media purchase to be used during the 4th quarter of FY 1981. MOTION CARRIED, with P. Davies opposing.

The O & P Committee also discussed the appointment of David Bender as Assistant Director, Public Affairs, and recommends confirmation of the director's appointment. F. Alexander objected to the appointment because the position had not been advertised on a state or national level.

MOTION made by H. Maruska, seconded by P. Zollman, that the Minnesota Zoological Board confirm the appointment of David Bender as Assistant Director, Public Affairs. MOTION CARRIED, with P. Davies opposing and F. Alexander abstaining.

H. Maruska reported that the committee had considered logo conversion from the 4-claw symbol to the "M" Moose including discussion of the cost of such conversion. The cost presented by staff was approximately \$3,100; however, the committee recommended postponing on the purchase of flags which brings the cost of the conversion to \$2,200. H. Goldenberg stated that he favored the change, adding that it was a highly promotable symbol. H. Maruska explained that the logo will begin to appear on public information materials and will be changed on stationery and vehicles only on regularly scheduled replacement schedules. F. Alexander objected to the process by which the change was presented.

Minnesota Zoological Society

Karla Williams reminded the Board that Animal Sponsorship kick-off will be March 21-22 at the zoo. She distributed posters and requested that they be posted in offices. K. Williams reported that both Minneapolis mayor, Don Fraser, and St. Paul mayor, George Latimer, plus TV and radio celebrities would be on-site selling sponsorships during kick-off weekend. 550 PSAs have been released to state newspapers, 7 PSAs to TV stations, 6 PSAs to radios. All PSAs were produced by zoo staff with support need funding from the Society. Thus far, \$12,000 has been contributed for sponsorships. An additional \$3,000 has been pledged but not yet received. She added that Honeywell, 3M and NSP had all donated supplies or services to the project. IDQ is donating food for sponsors at the kick-off event.

Since most \$10 animals are already sponsored, a group of tapirs are being reserved for a special group sponsorship, whereby an individual may be a member of Tapir Troop for a \$10 donation. A similar group sponsorship is planned for the whales this fall and perhaps for the baby gibbon. K. Williams added that the program hopes to raise \$100,000 with first year expenses of \$40,000. The funds, after expenses, will be earmarked for animal care, exhibit improvement and presentation. E. Kohn added that the categories were general; presentation, for example, could be animal acquisition, behavioral enrichment programs, or interpretation. F. Alexander asked how the money would be given to the zoo. K. Williams responded that quarterly checks to the Zoo Board was one option considered. E. Kohn added that staff will work out a method for review by the Board for expenditures of these funds. These dollars will not be used for food, medicine or direct care expenses since funds are appropriated for these purposes.

Current membership in the Society is 8,300. A mailing of 25,000 is planned to encourage people to buy memberships at the old rates prior to May's increased rates. This year's poster will feature an animal portrait-type art rather than a group of animals as in the past. Due to 25% membership attrition rates, the Society must gain 2,900 new members to reach its goal this year.

Membership activities include a trip to Africa this fall (a trip to Hawaii was just concluded). June 6 is Open House at the Zoo.

The new volunteer training class began March 14 with 60 volunteers who were selected from 135 applicants.

Operations & Planning Committee

H. Maruska reported on the O & P Committee meeting held Friday, March 6. The committee made some recommendations for changes to the draft Society grant proposal which was distributed to Board members last month. The revised pages distributed at the Board meeting incorporate the recommended revisions: (1) less emphasis is recommended on employee achievement/recognition program, (2) recorders for audio self-guided tours are to be purchased rather than rented, (3) short-term internships be grouped, and (4) special events be itemized. Board discussion on the committee's recommendations and staff's revised grant proposal followed. Funding of a parade float was questioned on the premise that citizens might assume tax dollars funded it. D. Bender responded that the promotional value (perhaps with a Society or sponsor label) would be beneficial to the zoo since the zoo's entry last year was so

~~R Voigt~~

REVISIONS TO FEBRUARY 4, 1981 DRAFT PROPOSAL FOR
MINNESOTA ZOOLOGICAL SOCIETY GRANTS AS RECOMMENDED
BY O & P COMMITTEE AT ITS MARCH 6, 1981 MEETING

R. Voigt

SUMMARY OF 1980 EXPENDITURES AND 1981 FUNDS

1980 Society Grant	\$ 98,400.00
1980 Expenditures and Unliquidated Encumbrance	(40,453.16)
1980 Committed Funds	(19,664.63)
1980 Balance for reprogramming	\$ 38,282.21
1981 Society Grant (Estimated)	\$ 50,000.00
1981 Expenditures and Unliquidated Encumbrance ¹	(4,000.00)
1981 Committed Funds ²	(4,000.00)
1981 Balance	\$ 42,000.00
1980 Balance for reprogramming	\$ 38,282.21
1981 Balance estimated for new grants	42,000.00
1981 Total estimated available	\$ 80,282.21
1981 Zoo Request	\$ 98,000.00
1981 Continuing Education Request	8,000.00
TOTAL REQUEST	\$106,000.00

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

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

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

A. Summary of 1981 Request

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

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

TOTAL----- \$98,000

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

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

TOTAL----- \$ 8,000

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

\$106,000

C. Details of 1981 Request

\$18,500

1. Staff Enrichment Programs

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

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

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

b. Zookeeper and Horticulturist Exchange/Program 3,500

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

c. Staff Development \$ 7,500

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

2. Internship Programs \$39,000 total

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

a. Post-Doctoral or Sabbatical Support 16,000

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

b. Pre-Doctoral Support 8,000

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

c. Undergraduate/Graduate Support 15,000

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

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

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

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

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

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

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

4. Tropics Zoolab \$ 10,000

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

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

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

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

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

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

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

b. Zoo Parade Float 5,000

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

c. Special Events Seasonal Calendar 1,900

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

d. Sketch-in 2,300

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

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

f. Ecology Ballet

\$ 300

Dancer fee for premier performance of an original ballet.

6. Behavior Enrichment Development

\$ 12,500 total

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

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

Office Memorandum

DEPARTMENT Minnesota Zoological Garden

TO : Minnesota Zoological Board Members

DATE: February 4, 1981

FROM : Edward Kohn, General Director

PHONE: 432-9010 x300

SUBJECT: SOCIETY GRANT PROPOSAL (ATTACHED)

I am requesting authorization to submit the attached Society Grant Proposal to the Minnesota Zoological Society Board for their consideration. Zoo staff has informally discussed the items identified in the request with the Society's Zoo Programs Committee. Minnesota Zoo Board review and approval is necessary to proceed. Project start-ups in some cases could be accomplished as soon as April.

The Society has in the past obligated \$98,400 for zoo programs, \$38,242 of which remains available for reprogramming. Of the latter amount, \$25,000 would be made available from cancelling our request for a silk-screen lab. Our view now is that we can cover such needs more efficiently on a job by job basis from the community.

The attached proposal, compiled by Sandy Friedman, includes a report of previous years grants and expenditures and programs that we recommend for funding in the coming year. (See pages 8 and 9 for proposed projects.) Several projects are extensions of successful ventures funded in the first year. Others are new efforts. In one case, internships, we share a high level of interest with the Society to add professional levels.

The 1981 request lists \$110,500 for projects which zoo staff has identified as highly desirable. This is \$30,000 above the present funding capacity of the MZG and will require some deferrals.

EK:gd

1981 MZG REQUEST
TO THE MINNESOTA ZOOLOGICAL SOCIETY
FOR PROGRAM SUPPORT

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Prepared by: Sanford Friedman
Assistant Director, Biological Programs

25 January 1981

I. INTRODUCTION

In October 1979 Ed Kohn, on behalf of the Zoo, requested funding from the Minnesota Zoological Society for seven projects. In December the Society voted unanimously to donate \$98,400 in support of the Minnesota Zoo programs. A detailed description of each project and the funding allocated is included in an article published in Animal Kingdom in April 1980. A copy is attached. In July 1980 an additional \$8,000 was allocated from 1981 funds for partial support of a Continuing Education program.

The Society has solicited submission of another request this year for additional funds. This document reviews the expenditure of funds in 1980 and proposes projects for which we are seeking funds in 1981. A summary of 1980 expenditures is included on page 2 and a summary of our 1981 request on pages 8 and 9.

II. SUMMARY OF 1980 EXPENDITURES AND 1981 FUNDS

1980 Society grant	\$ 98,400.00
1980 Expenditures and Unliquidated Encumbrance	(40,453.16)
1980 Committed Funds	(19,664.63)
1980 Balance	<u>\$ 38,282.21</u>
1981 Society Grant (Estimated)	\$ 50,000.00
1981 Expenditures and Unliquidated Encumbrance	(4,000.00)
1981 Committed Funds	(4,000.00)
1981 Balance	<u>\$ 42,000.00</u>
1980 Balance	\$ 38,282.21
1981 Balance	42,000.00
Total Funds Available for Programming	<u>\$ 80,282.21</u>

III. REVIEW OF 1980 AND 1981 EXPENDITURES INCLUDING ACCOMPLISHMENTS ACHIEVED

A. Summary of 1980 Expenditures

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

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

B. Summary of 1981 Expenditures

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

C. Accomplishments Achieved

BIOTELEMETRY PROJECT

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

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

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

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

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

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

All of these relate closely to a successful telemetry system.

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

ANIMAL HEALTH PROJECT

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

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

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

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

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

SILK-SCREENING PROJECT

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

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

We suggest these funds be made available for reprogramming.

ZOOLAB HABITAT DEVELOPMENT

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

PUBLIC SERVICE COMMUNICATION

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

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

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

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

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

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

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

LECTURESHIPS AND PROFESSIONAL DEVELOPMENT

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

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

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

SHORT-TERM SEASONAL INTERNSHIPS

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

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

CONTINUING EDUCATION

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

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

A. Summary of 1981 Request

PROJECT	REQUEST	STATUS	DESCRIPTION
1. Staff Enrichment	\$20,000 total		Promote professional development by bringing programs in areas of need to MZG and sending our staff to other institutions
a. Animal Management Seminar/ Workshop Series	7,500	Continuation of existing program	Brings professionals from other institutions to MZG to exchange information with animal management staff
b. Zookeeper and Horticulturist Exchange Program	3,500	New Program	Travel funds to send zookeepers and horticulturists to other institutions
c. Staff Achievement/Recognition Program	5,000	New Program	Stipends to staff in recognition of achievement to permit individual professional development
d. Personnel Development	4,000	Continuation of existing program	Bring programs to MZG that will promote refinement of the communication and time management skills of staff.
2. Research Internship Programs	26,500 total		Support for selected individuals conducting research at MZG
a. Post Doctoral or Sabbatical Support	16,000	New Program	Emphasis will be on conducting research, assisting other researchers and working with staff on developing research objectives, proposals and techniques
b. Pre-Doctoral Support	8,000	New Program	One year support of a University of Minnesota graduate student to conduct research at MZG that is the basis of a doctoral dissertation
c. Student Interns	2,500	New Program	Support for advanced undergraduate or graduate students to conduct research at MZG

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PROJECT	REQUEST	STATUS	DESCRIPTION
3. General Support Interns	\$ 12,500	Continuation of Existing Program	Support for interns in animal management, animal health, education and exhibition
4. Continuing Education	4,000		Continuation of program begun in September 1980. Monies will support this program through the 1981-82 school year.
5. Audio Self-Guided Tour: Pilot Program	10,000	New Program	Development and trial of a self-guided cassette tour for the trail systems
6. Tropics Zoolab	10,000		Development of the Zoolab concept in the Tropics
7. Special Events Programming Support	15,000	New Program	Contractual and promotional support for viable major special events programming
8. Behavior Enrichment Development	12,500	New Program	Investigate and develop special exhibit modifications designed to increase animal activity
TOTAL-----	\$110,500		

B. Summary of Continuing Balances

PROJECT	CONTINUING BALANCE	DESCRIPTION
Bio-telemetry	\$16,160.00	Continuation of an on-going program designed to remotely detect and record biophysical data. No time frame has been established for encumbering the entire balance.
Animal Management Seminar/Workshop Series	3,504.63	Completion of 12 month series begun in April 1980. All monies should be encumbered by March 1981.
Continuing Education	4,000.00	Continuation of program begun in September 1980. Monies will support this program through the 1981-82 school year.

C. Details of 1981 Request

1. Staff Enrichment Programs

\$ 20,000 total

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

a. Animal Management Seminar/Workshop Series

\$ 7,500

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

b. Zookeeper and Horticulturist Exchange/Program

3,500

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

c. Staff Achievement/Recognition Program \$ 5,000

Support is sought for a program through which personal achievement may be recognized through stipends to seminars, classes, regional and national conferences, etc. Funds are also sought for recognition items such as plaques and certificates. The program will be administered by a committee composed of the division directors led by the General Director.

d. Personnel Development 4,000

The ability to offer programs to the staff as a whole that will promote professional development will be of great value. Monies will be used for programs such as "Creativity in Business" by Wilson Learning and "Listening" by Sperry Univac. The program will be administered by the Division of Public Affairs.

2. Research Internship Programs \$ 26,500 total

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

a. Post-Doctoral or Sabbatical Support 16,000

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

b. Pre-Doctoral Support 8,000

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

c. Student Interns

2,500

Support for two advanced undergraduate and/or graduate students to conduct research at MZG. A summer research intern program has been initiated at several major zoos. Among these are Brookfield, National Zoo, Oklahoma City, and San Diego. While the structure has varied to some extent, many similarities exist. Among these are the need for close supervision and guidance. Given the limited time available, present level of expertise and lack of experience conducting such a program, we must limit the number of interns accepted and require significant previous research experience demonstrating an ability to work independently. The possibility of integrating them into the research of the post-doctoral or pre-doctoral will be explored. We are confident data useful to the zoo can be generated. Given increased experience with research and with this program in particular, it is possible it will be expanded in the future.

3. General Support Interns

\$ 12,500 total

The zoo may extend its capabilities in animal management, health, and exhibition and in education through the use of interns. Interns have been successfully used in all of these areas in the past. Benefits to the interns themselves and to the zoo have been significant. Support for ten interns at \$1250 each is being sought. The distribution of these interns among the departments will be determined based on need.

4. Continuing Education

\$ 4,000 request
4,000 continuing
balance
8,000 total

Program to continue as described previously in this request and as in the attached brochure. During the 1981-82 school year, one new learning adventure per quarter will be developed to augment existing courses. A one-half time person is needed to develop the new classes and revise existing curricula. This individual would secure teachers, aid Society staff in development of quarterly calendar and brochure and teach 220 hours/quarter. Recently Kathy Lundgren has become a full-time Zoo staff member. With an additional \$4000 supplementing a continuing balance of \$4000 a half-time staff member can be funded.

5. Audio Self-Guided Tour: Pilot Program

\$ 10,000 total

The educational potential of a self-guided cassette tour for each trail system is promising. Such an approach, commonly used in many museums and some zoos, has many advantages. Such tours are flexible, can be

specialized and are dynamic. We anticipate such a system to be an integral part of our interpretive graphics program. Funds are sought for rental of 48 recorders from Acoustiguard Corporation of New York for one year and limited production costs incurred by the Zoo.

The initial pilot audio tours would be developed for outdoor nature hiking trails and the indoor Tropics Trail. The Tropics Trail would have two taped programs, one dealing with the animal collection and another dealing with the plant collection. Production costs include: tapes, materials, printed guides and support materials to go with the cassette units.

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

6. Tropics Zoolab

\$10,000 total

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

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

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

7. Special Events Programming Support

\$ 15,000 total

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

8. Behavior Enrichment Development

12,500 total

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

Minnesota Zoo Puts \$98,400 Society Donation To Work

Back in December of 1979 your Society voted unanimously to donate \$98,400 to Minnesota Zoo programs. The grant money was directed to seven different projects summarized below and based on criteria developed by the Society and the Zoo. The programs selected for funding were those which enhanced the areas of conservation, research, and education and for which alternative funding was not available. We are proud to report to you how these funds increase the excellence of Zoo programs.

Biotelemetry Project—\$25,000.

Biotelemetry, the remote recording of biophysical data, is a relatively new field with the greatest technological advances taking place in the last few years. In this system, a temperature sensitive telemetry transmitter is implanted in an animal and the information is transmitted via the coaxial cable at the Zoo to a computer which stores and analyzes the data. The funds provided by the Society are directed to developing the programming needed to direct the micro-mini-computer-based equipment to do the required automated tasks, providing some consultant fees to develop the project, and creating two graduate-level assistantships to implement the program. The system, the first of its kind in any zoo, will notify animal management staff of temperature

changes in the animals signifying the onset of illness or estrus, well before behavioral changes are perceptible to animal keepers. This is an important advantage especially in preserving endangered species, since frequently it is too late to diagnose and treat illness or rearrange male/female pairs by the time abnormal behavior appears.

ZooLab—\$5,000.

Improvements and expansion of the Zoo Lab will take place over the course of a year. The emphasis of Zoo Lab is on quality, one-to-one interactions with as much contact and participation as is possible. A popular program, Zoo Lab has no counterpart in the country. New things to watch for in the Zoo Lab are—reptile case, ferret habitat, bird aviaries, saltwater and freshwater aquariums, electric fish display, opossum exhibit, Zoo animal foods display, gerbil habi-

trail system, tarantula display, special lighting for the rainbow boa exhibit, display case for animal skulls and stimulating interpretive graphics.

Public Service Communication —\$8,400.

Several different kinds of communication equipment were funded to improve public communication services at the Zoo.

The library at the Zoo can expand the information sources within its walls from thousands to several millions with the addition of a computer terminal and printer (\$1,800). The hook-up of the computer is combined with access to two computer networks: Lockheed Dialogue and OCLC. The Lockheed Dialogue network allows the Zoo to do subject searches within 100 different data bases. Each data base is a complete subject library



in itself, containing as many as one million different records. A few of the 100 data bases included are biological sciences abstracts and reviews, research, Smithsonian research, science, foundations and grants, educational research and aquatic sciences. The OCLC network provides national library collection and cataloging information. The two networks work together with Dialogue telling the librarian *what* information is available and OCLC identifying *where* the information is stored.

The on-site video capacity at the Zoo will be increased with the addition of a VP-2000 Video Player (\$1,500). This machine allows the use of another channel of the coaxial cable system and provides a wider selection of topics to be presented to Zoo visitors. Person-to-person communication will be expanded by the use of two new voice expanders (\$600), allowing Volunteers to present additional animal demonstrations and tours. And the photo lab, a vital behind-the-scenes operation of the Zoo, has been modernized with the installation of a black and white RC printing system (\$4,500). The new system creates a 53% increase in photo processing efficiency, allowing the photographer to spend his time shooting pictures rather than processing them.

Lectureships And Professional Development \$15,000.

This grant provides the Zoo staff the opportunity to bring in experts for professional seminars and workshops in order to keep them up-to-date on developments in their professional fields. The program includes a personnel development training course for all Zoo supervisors and management staff (\$4,500); while the strongest emphasis is on lectures and seminars presented by outside experts in the areas of animal management and exhibits (\$10,500).

The purpose of the personnel development training course is to better serve visitors to the Zoo by refining the communication and time management skills of supervisory and management staff. "Many of the Zoo's employees have never had the opportunity to analyze their actions and reactions in a public role through a well-defined workshop series. Although the Zoo staff is dedicated and hard-working, this series should very effectively improve their working relationships, interfaces with the public, self-confidence in their own abilities and a basic understanding of the roles of other employees," said Beverly Rongren, Associate Director of Visitor Services. "Since most employees at the Zoo interact with thousands of people, human relations and communication skills are most important," she adds.

The program is presented by the Dale Carnegie Institute and consists of an orientation and workshops in ten areas of communication and time management skills presented within six sessions.

The Animal Management Staff Enrichment Program provides continuing education in animal behavior, wildlife conservation, captive reproduction and management, and other related areas. Experts in these fields are brought to the Zoo to present seminars that last from one to three days, providing an in-depth educational experience for Zoo staff in the very complex areas of maintaining healthy viable animals for Zoo exhibition and reproduction.

The year long program consists of twelve seminars; one per month. Two general and ten specialized seminars are scheduled. The specialized seminars will deal with practical problems in specific areas of the Zoo: Minnesota Exhibits, Northern Trail Exhibits, Tropics Exhibits and Aquatic Exhibits. H. Brad House, Associate Director of Biological Programs, says about the project, "The potential benefits of this go well beyond the specific assistance to current exhibition and animal management problems by motivating and stimulating staff to new thoughts and enrichment of our already excellent animal collection."

Silkscreening Project—\$25,000.

Interpretive and directional signage is another of the vital needs of a zoo which consumes a great deal of production time and many dollars. The Zoo was limited to metal photo and paper signs. The purchase and installation price of the silkscreening equipment will be offset in three to four years since 75 percent of present signage costs will be saved. The advantages of the new equipment are brilliant color effects, ability to print on large surfaces, and low cost. The Zoo can now produce posters, banners, flags and T-shirts in addition to signage. We can look forward to a more functional and colorful Zoo.

Short Term Seasonal Internship—\$10,000.

At \$1,000 per internship the Zoo may extend its capability as well as its educational performance in its major areas through the appointment of ten interns per year in visitor and biological programs. Applications will be accepted in project areas such as public opinion survey, graphics and exhibitions, horticulture and animal programs.

Work in Animal Health Project

This grant provides \$3,000 for short term technical and professional veterinary interns at the Zoo. Interns not only learn and assist in zoo veterinary medicine, they also share the latest methods and research results with Zoo staff, keeping staff up-to-date as well. A one-time investment of \$2,000 has been made in a video tape recorder and monitor so that medical procedures that infrequently occur or are performed on rare animals can be stored and shared with students and professionals. More immediate needs are fulfilled with the purchase of an intensive care unit for medium-sized animals. The unit provides controlled temperature, humidity and oxygen. These programs and equipment enhance the excellent veterinary program at the Zoo.

Society Grant Status

11/18/80

	1	2	3	4	5	6	7
	Project 1a BioTelemetry \$25,000	Project 1b Animal Health Internship \$10,000	Project 2a Lick Screen \$25,000	Project 2b Zoolab \$5,000	Project 2c Public Service Lectureships & Comm. \$20,000	Project 3a Prog. Dev. \$15,000	Project 3b Short Term Lead Internship \$10,000
1	Animal Mgmt. Seminar					410.00	
2	Study Internship Lori Schwartz						295.20
3	Cheryl Stahl-Sandvik Internship (Feb + Feb)						400.00
4	Linda Ritter Internship (Jan + March)						1000.00
5	Mary Martin Internship (Jan + March)						1000.00
6	Aimee Gebeart Internship	100.00	100.00				
7	Aimee Gebeart Internship	100.00	100.00				
8	Aimee Gebeart Internship		100.00				
9	Doug Hardy Internship		225.00				
10	Animal Mgmt. Seminar					1825.00	
11	Animal Mgmt. Seminar					248.55	
12	Animal Mgmt. Seminar					110.00	
13	Zoolab			192.93			
14	Zoolab			201.54			
15	Animal Mgmt. Seminar					309.00	
16	Animal Mgmt. Seminar					140.00	
17	Zoolab			354.06			
18	Zoolab			1044.55			
19	Paula Swanson Internship						1000.00
20	Animal Mgmt. Seminar					623.00	
21	Animal Mgmt. Seminar					275.00	
22	Paula Swanson Internship		1000.00				
23	Zoolab			75.00			
24	Zoolab			135.40			
25	Debbie Schneider Internship						301.20
26	Roxanna Halberbaum Microboard System		150.00				
27	Microboard System	990.00					
28	Animal Mgmt. Seminar Justy trans. kits Installation & testing mini cup.	250.00				230.00	
29	Develop & Install Software	7000.00					
30	Intensive Care Unit		5000.00				
31	Lori Reisinger - Vet. Tech. Student		100.00				
32	Lori Reisinger - Vet Tech Student		100.00				
33	Lori Reisinger - Vet Tech Student		1000.00				
34	Lou Ann Pfeiffer - Vet. Student		75.00				
35	Hon Humphrey - Vet Student		75.00				
36	Zoolab Habitat			1225.00			
37	Zoolab Habitat			321.25			
38	Zoolab Habitat			666.12			
39	Sony 2010 w/RFK-3				1540.00		
40	Photo Equipment				4498.75		
	Sub Totals	8940.00	6220.00	4976.15	4652.75	4163.55	

	1	2	3	4	5	6	7
	Project 1a	Project 1b	Project 2a	Project 2b	Project 2c	Project 3a	Project 3b
Sub Totals	8740.00	6225.00		4716.15	4652.75	4168.55	3196.40
Terminal LA 34 Receiver + Supplies					1537.90		
Rollabout Mach. Stand					119.95		
Oetro Low Acoustic Coupler					190.00		
Sherwood Amplifier, Spkrs					759.00		
Personnel Res. Training Prog.					725.45	2375.00	
Personnel Res. Training Prog.						2375.00	
Animal Mgmt. Seminar						1020.00	
Animal Mgmt. Seminar						306.00	
Animal Mgmt. Seminar						261.00	
Kathy Dohelman Internship						1050.55	1000.00
Steve Rodewald Internship (May + Aug.)							1000.00
							5196.40
Original	25000.00	10000.00	25000.00	5000.00	20000.00	15000.00	10000.00
Obligated thru 11/18	8740.00	6225.00	0	4716.15	4652.75	10505.53	5196.40
Balance	16260.00	3775.00	25000.00	2838.85	15347.25	4494.47	4803.60
		8775.00					



79-80
Society Funding
Projects

cc: EK you
his base

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

October 10, 1979

Mr. Robert L. Bonawitz
CDC Mail Station PLY-011
2300 Berkshire Lane N.
Minneapolis, Minnesota 55441

Dear Bob:

The creative association of a vital Minnesota Zoological Society and the Minnesota Zoo is a renewing source of strength in the service of our common cause. Our cause is the discovery, understanding and, thus, love of wildlife, for the sake of its future--and ours. Our Zoo is a great new arena where citizens of Minnesota and their guests may, one by one, enjoy becoming partners in this cause.

Conservation can succeed ultimately only in alliance with an enlightened community. The Minnesota Zoological Society is our strongest ally in the service of this good purpose.

On behalf of our Zoo and under the authority of the Minnesota Zoological Board, I am pleased to propose to the Minnesota Zoological Society a program for channeling donor contributions further in the service of our mission through mutually agreeable support of Zoo projects in conservation, research and education.

The criteria that have governed our thorough review of alternative zoo needs are these:

1. Zoo projects should be selected for recommended support that reflect the common purposes and shared interests of the MZS and the MZG for achieving and sustaining a grand world class zoo in service to the citizens of Minnesota and their guests and with creative commitment to our living charge.
2. Zoo projects should be selected whose purposes are likely of achievement and for which progress can be ascertained clearly and reported back periodically to the MZS.
3. Zoo projects should be selected for which alternative funding is not timely, available or appropriate.
4. Zoo projects should be selected that provide for vitally needed extension, application or improvement of the Zoo's core capabilities in conservation research and education.

5. Zoo projects recommended to the MZS for support should reflect the Society's focus on program support rather than the focus of the Minnesota Zoological Garden Foundation which is on support of major capital development.

Consonant with these criteria we recommend consideration of the following projects for funding:

1. Biological Program Support

a. Bio-Telemetry Project

16,200
\$25,000

Temperature sensitive telemetry transmitters have been implanted in selective species at MZG, with the eventual goal of having a broad selection of warm-blooded animal species monitored in this way. A system is designed to store, condense and analyze data from the transmitters. The transmitters will permit more insight into basic physiology of the individual animals monitored with value to the clinical awareness of the state of health of each, may lend itself to improved reproductive management, and, at the same time, contribute significantly to establishing physiological norms for the species. The same capability will provide a unique opportunity for the study of questions concerning the corelationships of environment and physiology on a species by species basis.

Funding is sought for implementation of information storage and analysis services, consultations specific to the project, and for two graduate level assistantships. The project is supervised by a team including Dr. Kent Kane, Mr. Ralph Waterhouse, and Dr. Nate Flesness.

b. Animal Health Internship Project

8,200
\$10,000

The core capabilities of our small but excellent animal health staff will be greatly enhanced through carefully selected internships and video monitoring equipment for educational needs. In addition, intensive care capability is essential for present clinical needs. Preceptorships will include six senior veterinary students, each for two months at \$150/month, and four veterinary technician students, each for three months at \$100/month, for a total of \$3,000. Educational equipment for the program requires a one-time investment of \$2,000. In addition, the intensive care unit, controlling temperature, humidity and oxygen, requires \$5,000.

2. Visitor Program Support

a. Silk-Screening Project

\$25,000

The Zoo's capability for in-house graphics production is limited to the metal-photo process at present. The versatility and impact of full color graphics is highly desirable and will greatly enhance the zoo's on-going development of a unified, usable graphics program. The talents of the zoo's graphic artist and graphic technician will serve the zoo's goals of improved visitor experience far better in the silk-screening mode than in metal-photo production.

b. Zoolab and Habitat Project Development \$5,000

As a pilot program, the zoo opened its educational lab to the public for two hours each day this summer. The response has been so extremely positive that it is deemed highly desirable to continue the public program throughout the year and to develop it further. Materials and services for the fine public program are not budgeted for in this biennial budget.

c. Public Service Communication \$20,000

Expansion of public service capability will be achieved by the following:

Library computer hookup to permit literature search,
and invaluable service to animal management staff. \$1,800

Back-up video tape deck to avoid reduction in zoo
programming when a unit is down and being repaired. \$1,500

Additional voice expanders (2) for use by volunteers
in animal demonstrations and guided tours. \$600

Replacement photo equipment for black and white proces-
sing lab; heavy usage has resulted in breakdown of
equipment, and more durable replacement is recommended. \$4,500

Low light level color TV camera is essential in order
to permit effective public viewing of the beaver den
interior. \$11,600

3. General Program Support

a. Lectureships and Professional Development \$15,000

Development of zoo resourcefulness and technical proficiency can be greatly enhanced through seminars and lectures by outside experts on specific professional subjects. Seminars on a technical level for animal management and other professional areas may also in some instances enable additional lectures of a more general nature and popular appeal for all staff and associates.

Infusion of new ideas and continued educational program improvement are greatly enhanced also through attendance by staff at seminars, workshops and visits with professionals in other similar institutions. The program will support through honorarium and travel eight to twelve visiting lecturers ranging from local to national and international.

Robert L. Bonawitz
October 10, 1979
Page 4

b. Short-Term Seasonal Internships

\$10,000

At \$1,000 per internship the Zoo may extend its capability as well as its educational performance in its major areas through the appointment of ten interns per year in visitor and biological programs. Applications would be accepted, for example, in project areas such as public opinion survey, graphics and exhibitions, horticulture and animal programs.

Summary of Request

1. Biological Program Support		
a. Bio-Telemetry Project	\$25,000	
b. Animal Health Internship Project	<u>10,000</u>	<u>\$35,000</u>
2. Visitor Program Support		
a. Silk-Screening Project	\$25,000	
b. Zoolab and Habitat Project Development	5,000	
c. Public Service Communication	<u>20,000</u>	<u>\$50,000</u>
3. General Program Support		
a. Lectureships and Professional Development	\$15,000	
b. Short-Term Seasonal Internships	<u>10,000</u>	<u>\$25,000</u>
		<u>\$110,000</u>
Total Request		

I would welcome an opportunity to present these interests, with my staff, in more detail for hoped for consideration by the Society.

The contribution to our collective missions of such support would be of inestimable value.

Sincerely,

Edward Kohn
General Director

EK:bd

STATE ZOOLOGICAL BOARD

Date _____ Resolution No. 246

Motion by _____ Seconded by _____

WHEREAS, the 1969 Minnesota State Legislature created the Minnesota Zoological Garden and established the State Zoological Board as described in Minnesota Statutes, Chapter 85A, and

WHEREAS, Minnesota Statutes, Chapter 85A, provides bonding authority to issue \$23,025,000 in State Zoological Garden bonds, with interest on invested funds to accumulate, to design and construct the Minnesota Zoological Garden, with a provision that an additional \$2,350,000 may be issued upon receipt of matching funds from other than state sources, and

WHEREAS, the State Zoological Board has been given powers and charged with the duties and responsibilities to acquire, purchase, construct, equip, operate and maintain the Minnesota Zoological Garden as described in Minnesota Statutes, Chapter 85A, and

WHEREAS, the Minnesota Zoological Society is a non-profit membership organization formed for the purpose of promoting and supporting the Minnesota Zoological Garden, and

WHEREAS, the Minnesota Zoological Society has requested the Minnesota Zoological Board to identify projects to which Society donor funds would be most appropriately channeled,

NOW, THEREFORE, BE IT RESOLVED, that the State Zoological Board hereby requests the Minnesota Zoological Society to fund through its donor contributions the program projects summarized below.

Bio-Telemetry Project	\$25,000
Animal Health Internships/Equipment	10,000
Silk-Screening Capability	25,000
Zoolab Equipment and Habitat Development	5,000
Public Service Communications Equipment	20,000
Lectureships and Professional Development	15,000
Short-Term Seasonal Internships	<u>10,000</u>
Total Request	\$110,000

ADOPTED this 11th day of October, 1979.

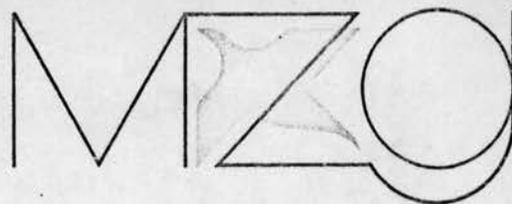
James L. Hetland, Jr., Chairman

Patricia Davies, Vice-Chairperson

pn

2 of 11 ✓
= 246

MINNESOTA ZOOLOGICAL GARDEN



November 27, 1974

Mr. Joe Cleary
12805 Highway 55
Plymouth, Minnesota 55441

Dear Joe:

I want to express my sincere thanks to you and to the Minnesota Hunters and Jumpers Association and the Minnesota Saddlebred Association for the fantastic effort put forth in the first Minnesota Aid to the Zoo Horse Show. The gift of \$25,000 to the Minnesota Zoological Garden is almost unbelievable considering that this was the first time that all of these groups collaborated for this charity.

I am looking forward to continued association with your groups as well as the Minnesota Zoological Society in the sponsorship of future horse shows. I hope that this can become one of the major fund raising events for the Minnesota Zoological Garden in future years.

Please convey to your membership the sincerest gratitude that the Minnesota Zoological Board has for your efforts and that we are looking forward to continued association with your groups.

Sincerely yours,

A handwritten signature in cursive script that reads 'Firmin L. Alexander'.

Firmin L. Alexander
Chairman

FLA/mme