

SALISBURY ZOO COMMISSION

Meeting Minutes

March 15, 2023

MEMBERS PRESENT: Clifton Griffin, Dave Harris, Karen Lutz, Lorraine Bozman, Linda Wainer, James Maybury, Don Pulver, Allen Swiger

MEMBERS NOT PRESENT:

STAFF PRESENT: Leonora Dillon, Mary Poudel, Jamie Nichols, Vanessa Junkin, Chuck Eicholz

Clifton Griffin called the meeting to order at 12:00 noon at the Zoo Education Center and the Pledge of Allegiance was recited. Clif thanked Jamie Nichols and Karen Lutz for getting reports out to committee members.

Minutes: The minutes from the January 18, 2023 meeting were approved with a motion by Don Pulver and seconded by James Maybury. The motion passed.

Financial Report: James shared that he and Jamie Nichols are working on the new budget. Donations are up about 18% or \$10K; event income is up; Gift Shop income down 13% or \$5K due to increase in inventory cost. Other areas of interest are: restricted donations are close to \$18K, animal income/expenes/materials for hospital are up, credit card fees are up. Expenses are on line with last year's financials. A motion to accept the financial report was made by Don Pulver, seconded by Linda Wainer and passed.

STAFF REPORTS:

ZOO Director's REPORT:

March 2023 ZC meeting

Staffing:

*Keeper position – Jessie Meyer resigned her position effective March 1. Travis Zimmerman, who has been an intern and PT Keeper with us, was promoted and will be filling her place. Travis does not graduate until May of this year so his schedule will be a little different from a standard keeper schedule until he completes school.

*We have a Maintenance Associate on staff. David Dean is technically an ABCD staff but stationed with us and will be here helping out at the zoo the majority of the week. He has a background with the zoo.

Animals: *included animal inventory for knowledge

*The goats feeding area should be started the week of March 13. Once it is completed, the goats will be able to be moved on exhibit in the deer yard.

*Pinocchio will probably be going out much sooner than the cubs but his placement has not been decided. There is a chance for placing him for breeding purposes. He will be returning. This will allow us to keep the cub(s) longer if Chaska kicks them off. Bear exhibit changes are dependent on bears' movements and the capital campaign.

Projects:

*The Ocelot Spot remodel is complete to the point it can be set up for sales starting in April.

* Admin office- keepers are moved in. We are working on getting Jamie and Leonora moved in the week of March 13

*Got preliminary approval on a grant through the Palmer foundation to rebuild Coati exhibit. The grant application was completed. Daisy was euthanized. If money comes through, the exhibit remodeled will be easier without coati present.

*Bison, Spec Owl, Deer, Alpaca and Kook exhibits all have project components that are in partial states of completion. David will be assisting in getting those projects completed.

Zoo Happenings:

Capital campaign planning is still happening. Moving forward on the Bears exhibit

NEW BUSINESS

Several upcoming purchases I'd like to make for general zoo improvements. Most of which need to be done for AZA accreditation purposes.

Chuck Eicholz is now zoo curator and Vanessa Junkin is marketing and outreach manager.

Report from Chuck Eicholz

Ramp at hay shack is being completed by Dave and volunteers.

Electrical work is being completed by Rommel Electrical.

Spectacled owl roof is being xxxxxx

Tom Turkey is day to day. He is 17 years old. Te zoo is looking for a Heritage turkey when a replacement is needed.

Two wallabies are in the hospital with gaping wounds.

Eagle contractors are being sought, \$49K for structure and \$25K for netting. Some funds will be from Mengason/Gala funds.

EDUCATION CURATOR REPORT:

1. LEAF had to be rescheduled because of bad weather and will end at the end of April. Because of budget restraints there is bus shortage and teachers are choosing to spend more time at the zoo.
2. The kindergarten program has been picked up from the Ward Museum.
3. Hopefully the zoo will be able to hire part-time people for the summer.

4. Wild about Reading will incorporate diversity.
5. We have 12/13 vendors scheduled so far for Earth Day.
6. We are working with Boy Scouts/Girl Scouts on meeting badge requirements.
7. Summer camps are being advertised. The Junior Zoo-keeper is almost full. We'll also be during the program at Wor-Wic.
8. Cameron will be in charge of the Zoo Crew.
9. Stephen Decatur Middle School and Oak Ridge Church helped with clean-up this spring.
10. New shirts will be revealed on Earth Day. Staff will receive 3 shirts for full time, part-time 2 and hats.

Marketing & Outreach Report

Vanessa Junkin

I started Jan. 30 and can share a little bit about myself and my experience.

Website updates

- I have been making a lot of updates to the Zoo website.
 - The animals are now all listed.
 - New page for story time
 - Updates throughout site

Social media

- As of March 14, insights for the last 28 days:
 - Page reach: Facebook up 28.4%, Instagram up 265%
 - Page visits: Facebook up 41.1%, Instagram up 108%
 - New likes/followers: Facebook up 65.8%, Instagram up 138%
- Using Reels to expand audience – We reached 788% more accounts that weren't following us compared to Jan. 13-Feb. 11.
- We have gained 238 Instagram followers (4,650 total) and 91 Facebook followers (18,065 total) since I started.
- Trivia Tuesday

Media coverage/connection

- New black-tufted marmoset, Timmy, was featured on DelmarvaLife on March 6 with Keeper Adrienne after I sent a press release.
- Press release on docent training ran in Salisbury Independent, and was shared widely on social media, and 19 docents came to the first meeting.

New interactive Zoo map coming and will be accessible on web site, replacing present map.

Zoo Stampede has 110 runners preregistered so far.

Zoo e-newsletter will have donate button.

Allen Swigur added that the new logo will be revealed 4/22 and there is an increase in marketing to tourist.

ORGANIZATIONAL REPORTS

Friends of the Salisbury Zoo: Linda Weiner -No Report

Docents: Karen Lutz – We have a new group of docents who are very active.

Herb Society:

In December the Bay trees were put into cages. We are on the border of planting zones where these trees need special care to survive our winter winds and temperatures.

The garden was cleared of leaves and weeded in February so that mushroom compost could be spread. In keeping with our pledge to be kind to our earth, we use no chemical fertilizers or weed killers in the garden.

The first 2023 Thyme Keepers meeting will be held on March 14 at 1 PM in the Education Building. The theme of this meeting will be to establish the agenda for all meetings from March through the second Tuesday in November. A schedule for garden maintenance will be set, fundraising ideas will be discussed, and events for each month will be firmed up.

Anyone interested in becoming a member is welcome to attend.

COMMITTEE REPORTS:

Education Committee: Dave Harris

The committee is looking for grants for early childhood programs to fit the Maryland blueprints.

Public Relations: No report

Year to Date Financial Report – James Maybury

The financial report was provided and discussed. We are looking into Truist for putting money into interest gaining accounts. We also have new signature cards for check signers.

James will present the Retention Policy at next Zoo Commission meeting in May.

Old Business:

1. ZC/DZS/ City Capital Campaign for Bear Exhibit is still meeting.
2. Honey Zoo project is on-going.

New Business:

1. Funds for a \$31K laser for the hospital. A motion was made by Cliftonn, seconded by Linda Weiner and passed.
2. Additional zoo shirts will be ordered.

A motion to adjourn the meeting was made by Clifton Griffin, seconded Dave Harris and passed.

The next meeting will be Wednesday, May 17, 2023

Public comments in writing only.

The Zoo Commission reserves the right to go into a closed session pursuant to Maryland's Open Meeting Law.