

**SALISBURY ZOO COMMISSION**  
**Meeting Minutes**  
**November 15, 2023**

**Members Present:** Clifton Griffin, Dave Harris, James Maybury, Linda Wainer, Hemalantha Bhaskaran, Don Pulver, Lorraine Bozman, Amy Stewart, Allen Swiger, Karen Lutz

**Staff Present:** Jamie Nichols, Vanessa Junkin, Kelly Colbert, Emily Goebel

**Absent:** Chuck Eicholz

**Visitor:** Laura Mears

Clifton Griffin called the meeting to order at 12:02 pm at the Zoo Education Center and the Pledge of Allegiance was recited.

**Minutes:** The minutes from the September 20, 2023 meeting were presented. Linda Wainer made a motion to accept the minutes and was seconded by Don Pulver. The motion passed.

**Financial Report**

James Maybury presented the “Profit and Loss” summary for July – October 2023. Some highlights: the new eagle exhibit; the new x-ray machine and the installation in the health building; smoothing the pavement; and transferring funds from DZS to the Zoo Commission. Don Pulver made a motion to accept financial report, with a second from Linda Wainer. All were in favor and the motion passed.

**Staff Reports**

**Zoo Director Report**

1. Staffing
  - a. Hired New maintenance person: Jennifer Carmine. Years of construction background
  - b. Lead Keeper/ Adrienne doing a great job
  - c. Open Animal Care position:
  - d. Figuring out guest services positions
  - e. Working on overall responsibilities within zoo and ABCD
  - f. Security brought internal; Zoo now has 2 security officers looking for 1 more
2. Eagle exhibit
  - a. Netting ordered
  - b. Installation Contractor Identified
3. Bear Transformer Moved
  - a. Underground conduit being installed
  - b. Soon pole and transformers to be removed
4. Bear design
  - a. Met 2 times with Epsten group
  - b. Initial concept design(s)
  - c. See attached drawing
5. 5-year Plan
  - a. Meeting with staff and get wish list
  - b. Ask Zoo commission for ideas
  - c. Start January Master Plan
6. AZA Mock Inspection
  - a. Met with Coach in October

- b. Hold ups on accreditation
    - Bear
    - Pathways
    - Deferred maintenance
    - Parking
7. USDA- Inspection
- a. Last Monday pop inspection
  - b. 1<sup>st</sup> with new Avian standards
  - c. Did well, a couple correctable issues or already changing protocols

## **Marketing & Outreach Report – Nov. 15, 2023**

Vanessa Junkin, Marketing and Outreach Manager

1. Halloween Happening went well, and we had 15 of 15 tables filed for 10/28 and 13 for 10/21
  - d. Gateway Subaru was again the presenting sponsor at \$7,500
  - e. 10/21: 8 paid tables, 4 trade, one for bear campaign
  - f. 10/28: 10 paid tables, 4 trade, one for bear campaign
  - g. Have contacts for next year who were interested
2. Email newsletter open rates continue to do well:
  - h. 38% in October, 37% in November
3. Donations
  - a. Donation update – seems to have a seasonal impact
    - February: Five donations, \$280
    - March: Seven donations, \$142
    - April: 17 donations, \$265
    - May: 30 donations, \$620
    - June: 25 donations, \$625
    - July: 27 donations, \$650
    - August: 38 donations, \$601
    - September: 27 donations, \$394
    - October: 24 donations, \$405
    - November (as of 11/13): 7 donations, \$175
  - b. In 2023, online donations have come from people in 21 states and Washington, D.C.
8. Social Media
  - a. We have gained 66 Instagram followers since the last meeting (up to 5,625 from 5,559)
  - b. We have gained 284 Facebook followers since the last meeting (up to 19,472 from 19,188)
  - c. Most popular posts were the two things I sent releases about:
    - Peanut's death: Reached 46,133 people and had 7,430 engagements (FB)
    - On-the-scene post from Halloween Happening: Reached 15,432 people and had 1,532 engagements (FB)
9. Media Coverage
  - a. I sent two Zoo press releases since the last meeting, and both were covered by several media outlets.

- b. River otter Peanut's death was covered by WBOC, WRDE, WMDT and DelmarvaNow
  - c. I was on Delmarva Life to talk about the Halloween Happening events. HH had coverage on WMDT and DelmarvaNow, and in the Salisbury Independent.
10. Stars of Salisbury: Salisbury Zoo won Favorite Landmark and Favorite Park and second place for Favorite Place for Day Trip in annual Readers' poll.
11. Upcoming Events/News
- a. The Shore Gives More – Giving Tuesday, Nov. 28 –[shoregivesmore.org/salisburyzoomd](http://shoregivesmore.org/salisburyzoomd)
  - b. Annual Appeal
  - c. Salisbury Holiday Hunt – [www.bit.ly/ScavrSalisburyHunt](http://www.bit.ly/ScavrSalisburyHunt)
  - d. The Zoo will be featured in the Experience Ocean City guide, a ¼ page ad, (Ocean City visitor guide)

## **Education Department Report**

### **Kelly Colbert**

Catie our Education Technician has put in her two weeks. She will be going to work for the county and will be missed!

### **Docent Updates**

We are currently in the middle of redoing the Docent program as a whole. We will soon be implementing a new software for them to use that track all of their hours and time spent volunteering at the zoo. Our goal is to have consistent records for all Docents starting January 2024 for our future AZA accreditation.

Bake sale raised over 400\$ during Halloween Happening! It was wonderful having our Docents come out and help with the Event!

We are in the process of redoing Docent Training, switching from a 5-week long class to a 1-day class. This will allow us to offer it more frequently and get new Docents in sooner!

We have 7 of the new Docents from the most recent class who have hit the ground running in the department, 3 of which have already gotten their 50-hours to become CAT Docents.

We will be implementing a new educational speaking schedule (staff, local people, businesses} for Docents coming in the new year.

### **Education Updates**

Our KWEE program has started running! So far, we have had a great turn out and we have gotten excellent feed back from the teachers who have attended so far.

Halloween Happening was a successful event! We made a net profit of **\$20,805.06!** We served 3030 people in total for both weekends. We served approximately 100 more with members, free sponsor tickets, comp tickets and staff tickets.

We got our Cricut machine from the grant we received! It will be an incredible asset to our department! We are going to be using it for our Holiday Event!

I am in the process of redesigning our onsite and off-site programs which will launch at the start of the new year. We have begun planning out our new programs for the new year.

Animal Updates: We lost our Ball Python Ricky due to sickness. We will be acquiring a Screech Owl this month. Mina the Red Tail Hawk and Morticia the Turkey Vulture will be retiring and going on exhibit. This will be a long process.

We have hired 3 new part time staff. They have begun their training and we look forward to having them on the team!

We have started working on our Holiday events here in Education! Rockin Around the Zoo and Cookies with Santa will be coming up soon!

### **Organization Reports**

Docents – Karen Lutz

In January we will need to elect a new officers: president and secretary and someone to keep docent hours.

Herb Society - Lorraine Bozman

A group of members gathered together on Wednesday, November 8<sup>th</sup> in the herb garden to trim and clean up the garden. In order to help protect it for the coming cold months, we were able to use pine needles which were readily available in the Zoo.

Our next meeting will be on December 5<sup>th</sup> for a holiday potluck luncheon in the Education Building.

### **Committee Reports**

#### **Education Committee – Dave Harris/Hema Bhaskaran**

LEAF program is a success. (See Education Department minutes.)

Seeking mini grants such as Chesapeake Bay Foundation

KWEE is continuing. (See Education Department minutes.)

The Education Committee is developing lessons on Andean bears for Lower Shore counties.

#### **Advancement Committee – Chelsye Phillips-Hutton**

In 2024 looking to gather information and make a brochure on questions/answers about the zoo.

#### **Old Business:**

On-going Honey Zoo Project

#### **New Business:**

Capital Campaign for Bear Exhibit is on-going. We need to make sure Mayor Randy Taylor is informed about the needs of this project.

Funds have been transferred from the Delmarva Zoological Society to the Zoo Commission.

For the Zoo Employee update see Director's Report.

James Maybury made a motion to adjourn, Don Pulver seconded. All were in favor.

The next scheduled meeting is January 17, 2024. at noon in the Zoo Education building.