

**AMENDED**

**ADOPTED – MAY 10, 2011  
Agenda Item No. 4**

Introduced by the County Services and Finance Committees of the:

**INGHAM COUNTY BOARD OF COMMISSIONERS**

**RESOLUTION GRANTING THE PARKS & RECREATION COMMISSION THE ABILITY TO  
APPROVE FUTURE VISITOR INCENTIVE PROGRAMS AT THE POTTER PARK ZOO**

**RESOLUTION #11-142**

WHEREAS, Board of Commissioner Resolutions #07-129 and #08-141 approved the Potter Park entrance fee structure; and

WHEREAS, in 2010 the Board of Commissioners authorized Mother's Day, Father's Day, and Grandparent's Day for Ingham County residents where Mothers, Fathers, and Grandparents received free entrance on the recognized holiday; and

WHEREAS, in 2010 the incentives successfully increased visitation on these days by an average of 79 percent, bringing nearly 2,000 additional visitors to the Potter Park Zoo; and

WHEREAS, in an effort to continue to increase visitation, Zoo staff is asking for flexibility to alter Zoo admission fees to promote similar future visitor incentive events; and

WHEREAS, the Zoo Board and Parks & Recreation Commission supported this concept at their April meetings.

THEREFORE BE IT RESOLVED, the Board of Commissioners grants the Parks & Recreation Commission the ability to approve visitor incentive programs at the Potter Park Zoo as it relates to Zoo admission fees after the consideration and recommendation of the Zoo Board, with the approval of the Controller, Board Chair and Chair of County Services Committee.

BE IT FURTHER RESOLVED, staff will provide statistical feedback regarding all incentive programs to the Potter Park Zoo Board, Parks & Recreation Commission and Board of Commissioners on a yearly basis.

**COUNTY SERVICES: Yeas:** De Leon, Copedge, Celentino, Schor, Vickers, Dragonetti

**Nays:** None **Absent:** None **Approved 5/3/11**

**FINANCE: Yeas:** Tsernoglou, Nolan, Bahar-Cook, McGrain

**Nays:** Schor, Dougan **Absent:** None **Approved 5/4/11**