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| FOG Board Meeting |

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| March 2, 2021 |
| 7pm |
| Via Zoom |

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| Meeting called by: | Monthly | Type of meeting: EExecu | Board meeting |
| Facilitator: | Janet McLean | Note taker:  | Jessica Huber |
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| Attendees: | Ieuan Evans, Diane Bell, Brett Zawadiuk, Katherine Irwin, Debra Meakins, Janet McLean, Melanie Kruger, Nicole Stratton, Shaffina Mohamed, Zahra Merali, Carl Charest |
| Absent: | Shaffina Mohamed, Melanie Kruger, Ieuan Evans |
| Guests: |  |

## Minutes

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| **Topic** | **Presenter** |
| 1. **Welcome & Adoption of current agenda**
 | **Janet** |
| * Diane motioned to accept, Zahra 2nd
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| 1. **Administrative Update**
 | **Jessica** |
| * Review of financials which are attached to the email with agenda
* Please get your bios in so I can update the “About Us” tab on our website, putting a face to each member’s name would be great
* So far 4 stories/articles have come in: Neuro Garden, Zoltai Garden, Chickadees, and Roses – they are up and running on our website and we would love to add more
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| 1. **Plant Sale**
 | **Janet**  |
| * Janet will receive information from Ken soon regarding what information is getting planted and then we will focus our stories / articles on those plants so we can have those up on our website for individuals to look up prior to buying or after purchasing
* In person sales will be occurring, we’ll need to get some volunteers for weekends (mother’s day Sunday – mid June)
* Focus on potager gardens / containers and vegetables as those are the items that sold out last year at greenhouses around the city
* Our role will be customer support, promotion, information online, and schedule our volunteers
* Janet would like to have a few days before the public for Friend members to access the plant sale, especially to hear feedback
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| 1. **Review of Friends at Other Botanic Gardens**
 | **Janet / Brett** |
| * The University of Cambridge offers similar benefits, their website directs you almost immediately to their Friends website – i.e. asking you to become a friend, etc.
* Make our membership more attractive so we can bring in a larger membership group.
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| 1. **Proposed Updates for FOG Members**
	* **Early March – early call for plant sale volunteers, statistics from 2020 Garden season, Chickadee article**
	* **Early April – details about plant sale & request for volunteers**
	* **May – AGM?**
 | **Janet** |
| * AGM has to be done within 16 months of our last meeting. Our early March update will include the plant sale and that we’d love to see everyone come out, the Chickadee article. And save the statistics for our AGM. We can give notice
* End of August we can discuss the season. Start the season with the AGM (business meeting) and then have a festive year end in August.
* Have our AGM over Zoom as it is very structured. We can email our financials for audit.
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| 1. **Garden Update**
 | **Carl** |
| * The second last paragraph in the statistics that was sent out Carl says be cautious reading as it’s comparing “apples to oranges”
* Started the planning process for the upcoming year – going through 8 steps in the planning – currently in step 6. Step 5 was the team getting together to identity the activities that were allowed (Gate Admissions, Picnics, Luminaria).
* Picnics are going to be scaled up – picnics 7 days a week & a higher capacity, non-picnic visitors will be allowed during the evening unlike last year where only picnic purchasers were in the garden during the evening.
* Luminaria will be offered longer and have a higher capacity.
* $1.5 million needs to be generated in Revenue to balance the budget.
* Step 6 is to focus on additional initiatives – the Garden is thinking about targeting corporations to become sponsors, writing a few grant proposals to raise additional funding (i.e. Indigenous Garden).
* Run gourmet coffee style tea shop (locally sourced coffee, tea, & pastries) through the front entry building – offering brunches (enjoy view of plaza and then enjoy the garden)
* Offering daytime picnics – Carl’s vision is a simple picnic (i.e. Grandma bringing grandkids). Less gourmet, a bit cheaper, but lower margins for bigger qualities
* Garden is hoping to generate more revenue from the annual bundle so that admission revenues are not weather dependant.
* Eventually offering wedding receptions – the obstacle with this is that weddings are on stage 4 and likely not plausible for the 2021 year
* Very good hope for the plant sales
* The plan is post covid is a longer range (5 year) plan and that will be working on this year.
* Step 8 is if a surplus is generated, how does the Garden want to spend this money.
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**Finance:** February’s finances were reviewed.

**Next meeting: Tuesday, April 6, 2021 at 7pm, via ZOOM.**

**Meeting adjourned at 7:55 pm by Zahra.**