

November 2, 2021

## FOG Board Meeting

7pm

Via Zoom

Meeting called to

FOG Board meeting

Order: by Janet M.

Minutes taken by Diane

### **Attendees:**

Janet McLean, Brett Zawadiuk, Debra Meakins, Shaffina Mohamed,

Katherine Irwin, Diane Bell, Carl Charest

### **Absent :**

Nicole Stratton, Zahra Merali, Melanie Kruger, Ieuan Evans

### **Minutes**

Topic	Presenter
<p><b>1. Welcome, Acceptance of Agenda</b></p> <p>Shaffina made the motion to accept the proposed Agenda with changes to the order, Brett second the motion.</p> <p><b>2. Acceptance of Minutes from October 5<sup>th</sup>, 2021</b></p>	Janet
<p>- Debra made the motion to accept the minutes from October 5<sup>th</sup> without changes, Katherine second the motion</p>	
<p><b>3. General Managers Report</b></p>	Carl
<ul style="list-style-type: none"><li>- Northern Lights Experience was launched – with 850 booking to date. Luminaria -optimistic</li><li>- re: same.</li><li>- After Luminaria, All Canadian Winter Experience at the Garden.</li><li>- Cultural Planning – working on improvements, Dec. 9<sup>th</sup> final retreat to launch same.</li><li>- Feedback from survey was great, results will help formalize direction of Garden.</li></ul>	

- Grant from Travel Alberta was awarded to Garden for \$250,000.00. Once check arrives FOG will create a new bank account for same. Western Economic Diversification Canada has invited the Garden to submit documentation for a \$500,000.00 grant.
- Possible to end the year at the Garden with a surplus.
- Northern Lights Dining Experience domes will be open to Diners from 5:00 – 10:00 p.m. with only one sitting per dome. A 3 course Fondue dining experience will be offered.
- University of Alberta Festival of Trees will not be the same experience as in previous years, they are requesting a small partnership with the Garden that would allow them to use the Dining domes to host their annual Christmas Brunch (this would occur during the day and not interfere with the Northern Lights Dining experience.
- Kerry will be inviting FOG Board members for one evening to experience the Dining domes.
- Question: What free food will be offered at Luminaria this year? Free- apple cider. There is food offered for sale from local suppliers from the concession. Garden pass holders will receive free cookies and hot chocolate.
- Culina is working with the Garden re: menu for the Northern Lights Dining Experience.
- All volunteers at the Garden need to be double vaccinated.

**4. Financial Report**

**Diane**

- Casino Account- \$21,189.93, a cheque for \$10,105.07 was delivered to Ben for Garden expenses. Telus mobility has been paid for the next 2 months.
- Community Spirit Account- \$55,633.87. FOG has received a donation from Canada Helps for \$481.25.
- T-Bill Account- \$276.34

**5 Website Manager Update**

**Janet**

- Gurpreet has been asked to build a website for FOG.

**6. Administrative Position- agreement to job description**

**Janet**

- Janet send out an outline of the job description for the Administrative position, she suggests we advertise locally as well as in Edmonton. Other suggestions were U of A career center,

social media, membership, zip recruiter, alert persons of interest to the job opportunity and Carl will encourage Kerry to send notice to past casual Garden staff.

- Question: could the title be changed to Event coordinator? Suggested skill set should include simple booking, minor administrative tasks. Small changes were suggested to enhance Job description.

## **7. Sponsorship List for Luminaria 2022 & Luminaria Update**

**Janet**

- Suggestions:
- ATB Financial,
- Service Credit Union (only sponsor activities that are free of charge) Pay for admission to Garden, although FOG events are free.
- Boston Pizza
- Dairy Queen
- Power Pack
- Alberta Furnace
- Edmonton Business Association

### Luminaria Update

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- Janet has been cleaning and repairing fairy costumes for Luminaria, purchased packaging for storage of costumes, & lights for same. If there is money left over from cheque that was given to Tessa, the costume designer, the excess could be used to make costumes for next year.
  - Board members are encouraged to volunteer on Dec. 21<sup>ST</sup> & Dec. 31<sup>st</sup> (dates that FOG will receive gate sales) length of shifts are 4:30 – 9:30 p.m. Volunteers will receive a food voucher and 2 tickets to attend Luminaria on another night. Volunteers are needed for: the entrance, to greet visitors, children's area, and Costume crew(daytime shift from 10:00 a.m. to 4:00 p.m.
  - Janet is researching signature treat for Dec. 21<sup>st</sup> & 31<sup>st</sup>. Possible ideas are individual cookies with a message inside (Friends, Friendship) possible boxes of cookies. Money collected could be used for a specific project.
  - Question: how would we collect payment? Concession stand would have cookies available and collect fee.

**Finance:** MONTH finances were reviewed see item # 4.

**Next meeting:** 7th, December, 2021 at 7pm, via ZOOM.

**Meeting adjourned at 8:10p.m. by Debra, second Brett.**