

# FOG Board Meeting

October 5, 2021

7pm

Via Zoom

**Meeting called by:** Janet McLean

**Type of meeting:** FOG Board meeting

**Facilitator:**

**Note taker:** Diane

**Attendees:** Janet McLean, Brett Zawadiuk, Katherine Irwin, Debra Meakins, Melanie Kruger, Nicole Stratton, Zahra Merali, Shaffina Mohamed, Diane Bell

**Absent:** Ieuan Evans

**Guests:** Carl Charest, Kerry Mulholland

## Minutes

Topic	Presenter
<b>1. Welcome and Adoption of current agenda and September Minutes</b>	<b>Janet</b>
<ul style="list-style-type: none"><li>- Shaffina made the motion to accept the agenda and the September minutes as presented.</li><li>- Debra second the motion.</li></ul>	
<b>2. Financials</b>	<b>Diane</b>
<ul style="list-style-type: none"><li>- \$5000.00 check received from Welsh Society – Deposited Oct. 1st</li><li>- \$5000.00 check received from Edmonton Community Foundation-Capital Regio Beautification Fund – Deposited Oct. 1<sup>st</sup></li><li>- Casino Account - September 30, 2021 - \$16,274.38 with \$5000 deposit \$21,274.38 (Oct.1<sup>st</sup>)</li><li>- Community Spirit Account - September 30, 2021 - \$50,171.65 with \$5000 deposit plus (direct deposit Oct.1 \$20.95) = \$55,150.70</li><li>- T-Bill Account - \$276.30</li></ul>	
<b>3. Administrative Update</b>	<b>Janet</b>
<ul style="list-style-type: none"><li>- 50/50 ticket status – Melanie made the motion to suspend discussion of FOG 50/50 ticket sales as fundraiser till another time Katherine second the motion.</li><li>- Luminaria volunteer positions are available – 2 positions for emissary of Snow Queen – greeters, 1 position for a Fairy, costumes will be available for same. 3 positions needed for 10 a.m. to 4 p.m., twice during Luminaria for costume repair, cleaning, etc.</li></ul>	

All Volunteers must be fully Vaccinated for the Covid 19 virus, with Proof of the same.

Tessa, costume designer will hold 2 workshops one in October and one in November.

Workshop will entail ½ hour to display how to create and embellish costumes, ½ hour for questions.

Volunteer for website manager was recruited through the U of A 'Switchboard' site, potential candidate Gurpreet, an Electrical engineer master's student. Janet and Brett will interview him on Friday, Oct. 8.

#### **4. Membership Proposal**

**Brett, Kerry**

- 2022 Pass Proposal was distributed to Board members for review.
- Goal – to streamline process for Garden participants
- Main change – elimination of fee for FOG members, therefore potential loss of income for FOG, although should not be significant once administrative costs are reduced.
- Question – how much money are we actually giving up from membership fees?
- Janet reported in 2020 we collected \$8654 in membership fees and we paid our director \$10,500.00, the plant sale was the only event requiring preparation, overall administration expense was \$14, 800.00. In 2019 we collected \$14646.00 in membership fees, director salary was \$6000, with an overall administration cost of \$12,510.00.
- Task at hand, many people don't know what FOG is and the commitment required to be a member. Need clear explanation re: FOG membership and why be a member with re: passes.
- Question - How many FOG members? Over 300.
- Debra mentioned we need to update our bylaws to clarify # votes a FOG family has for AGM voting purposes.
- Need a new database to transfer membership over. Registry may just be a spreadsheet.
- Carl – re: adm. costs, with garden support, won't need to duplicate costs therefore FOG can focus on other activities.
- With the Garden Experience Pass, you become 'ambassadors' of the Garden.
- FOG could host existing Garden events i.e. every Monday night in the summer, the Garden will have a wine and cheese night with different stations in each of the featured Gardens. FOG could host one event a month. Garden will showcase FOG events and programs to general public.
- Discussion re: 2022 3 tier Pass Proposal
- Garden plan, to increase FOG brand, concept of auto renewal, transition to Garden year round pass.

Brett made the motion to accept the 2022 Garden Pass and Friends of the Garden Membership Proposal and to proceed with informing FOG members, with the deletion of fundraising under FOG membership. All Board members voted in favor of the proposal.

<b>5. Directors Report</b>	<b>Carl</b>
<ul style="list-style-type: none"> <li>- Cultural Planning Process - Consultant Victor Shewchuk working with Garden.</li> <li>- 2 surveys were sent to stakeholders, garden staff, broad cross section of organizations associated with Garden : volunteers, teachers, FOG Board members. Excellent response, consultants will analyze same. Aim to provide strong team culture prior to strategic planning.</li> <li>- Ken Willis, Supervisor of Horticulture Crew resigned.</li> <li>- New Managerial structure proposed with 4 managerial positions. Horticulture – maintenance, Guest experience manager, Community outreach, Integrated resource.</li> <li>- Profitability over summer – attendance slightly lower possibly due to other attractions open, weddings filled the revenue gap. Anticipating balanced budget at close of year.</li> <li>- Last Friday, October 1<sup>st</sup> was the last day of the season. Luminaria begins November 28<sup>th</sup>. Dining Domes for Northern Lights Dining Experience -February 2022. February Winter offering, traditional Canadian winter activities, taffy, tobogganing, etc.</li> <li>- Planning for open house in Garden at the end of Covid, July or August.</li> <li>- Travel Alberta Infrastructure grant, to promote year round outdoor experience, Kerry waiting to hear from Travel Alberta if Garden will receive this grant which will be for Northern Lights Dining Domes.</li> </ul>	

**Finance:** MONTH finances were reviewed see item #1.

**Next meeting:** November 2, at 7pm, via ZOOM.

**Meeting adjourned at 8:27 p.m. by Janet.**