



Fredericton Botanic Garden Association Annual General Meeting Report 2008

Presented at the Annual Meeting on February 7, 2009

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FREDERICTON BOTANIC GARDEN ASSOCIATION, INC.

2008

Executive Committee

President – Jacques Paynter
Vice-President – Vacant
Secretary – Carole Peacock
Treasurer – Michael Dillon

Board of Trustees

Nora Davidson-Wright

Suite 201 346 Queen Street
Fredericton, NB E3B 1B2

Lucy Dyer

758 George Street
Fredericton, NB E3B 1K5

Ruth Muldrew

155 Southamptton Drive
Fredericton, NB E3B 4T5

Jacques Paynter

167 Colonial Heights,
Fredericton, NB E3B 5M2

Bill Seabrook

1343 Lincoln Road
Fredericton, NB E3B 8J5

Michael Dillon

51 Angelview Court, Apt 24
Fredericton, NB E3B 7B8

Valerie Hillier

671 McLeod Avenue
Fredericton, NB E3B 1V4

Brian Parker

27 Marshall Street,
Fredericton, NB E3A 4J8

Carole Peacock

36 Alexandra Street
Fredericton, NB E3B 1Y4

George Strunz

26 Cameron Court,
Fredericton, NB E3B 2R9



Minutes of the 2008 Annual General Meeting

Presented at the Annual General Meeting on February 7, 2009

FREDERICTON BOTANIC GARDEN ASSOCIATION

Annual General Meeting
February 9, 2008
Marysville Heritage Centre

President Bill Seabrook called the meeting to order at 12:40 p.m.

Approval of the Agenda

Motion: to approve the agenda as printed
Moved by George Strunz, seconded by Richard Tarn
Motion carried

Approval of the Minutes of the 2007 Annual General Meeting

Motion: to approve the minutes of February 10, 2007
Moved by George Dietrich, seconded by Wendy Bourque
Motion carried
There was no business arising from the minutes.

Financial Report

Treasurer Mike Dillon presented the Annual Assets Report 2007, the Financial Statement for 2007 and the Budget for 2008
Motion: to approve financial reports as presented
Moved by Mike Dillon, seconded by Charlie Fullerton
Motion carried

President's Report

President Bill Seabrook presented his report. He introduced Board members and thanked them for their service. He also recognized the work of Graham Allen as Administrative Assistant during the past year.
Motion: to accept the President's report as presented.
Moved by Bill Seabrook, seconded by Louis-Philippe Albert
Motion carried

Committee Reports

Motion: to accept committee reports as presented



Moved by Norah Davidson-Wright, seconded by George Bastin
Motion carried

Special Projects

Richard Tarn, chair of the 2007 Plant Sale, presented a report about the event and introduced Ruth Muldrew who will serve as co-convener with Regan Lagrandeur for the 2008 sale.

Election of Trustees

George Strunz as chair of the Board Development announced the resignation of two Board members: Dr. Carmen Stuart and George Bastin. He presented two nominees: Valerie Hillier and Aaron Savage. There being no further nominations from the floor, the nominees were elected by acclamation.

George thanked out-going president Bill Seabrook for his service and announced Bill will remain a member of the Board.

Bill Seabrook presented a plaque to retiring Board member George Bastin.

Other Business

There being none the Annual General Meeting was declared adjourned at 1:30 p.m. by Louis-Philippe Albert.

The new Board held a meeting and announced the Board Executive:

President	Jacques Paynter
Vice-President	Aaron Savage
Treasurer	Mike Dillon
Secretary	Carole Peacock

The meeting adjourned.

The Silent Auction followed, along with entertainment by the Waterhouse Trio and refreshments.

Guest speaker Roger Smith presented an illustrated talk, "Nature Photography with Surprises" and a slide show with musical accompaniment, "The Dying Garden".

Dessert and entertainment followed.

Silent auction results were announced.

The meeting concluded at 4:30 p.m.

Respectfully submitted,

Carole Peacock



Financial Report 2008

Presented at the Annual General Meeting on February 7, 2009

Balance Sheet
(Includes unrealized gains)

Account	Balance
ASSETS	
Cash and Bank Accounts	
Capital Credit Union	
Chequing	4328.78
Shares	531.44
Segregated	126.27
TOTAL Cash and Bank Accounts	5,012.44
Investments	
Investors Group	51,871.89
TOTAL Investments	51,871.89
TOTAL ASSETS	56,884.33
LIABILITIES & EQUITY	
LIABILITIES	0.00
EQUITY	56,884.33
TOTAL LIABILITIES & EQUITY	56,884.33



**FBGA
ANNUAL FINANCIAL REPORT FOR 2008**

ITEM	BUDGET 2008			2008 ANNUAL TOTALS			BUDGET 2009		
	INCOME	EXPENSES	BALANCE	INCOME	EXPENSES	BALANCE	INCOME	EXPENSES	BALANCE
INCOME/FUNDING									
City of Fredericton Grant	\$25,000		\$25,000	\$25,000		\$25,000	\$10,000		\$10,000
Province of NB				\$2,534		\$2,534			
Gov't of Canada				\$3,221		\$3,221.00			
Capital Fundraising				\$10,000	\$1,500	\$8,500	\$50,000		\$50,000
Donations	\$1,000		\$1,000	\$902		\$902	\$1,000		\$1,000
Donations - Memorials	\$5,000		\$5,000	\$2,396		\$2,396	\$5,000		\$5,000
Bank charges/Interest		\$100	(\$100)		\$1	(\$1)		\$100	(\$100)
HST Rebate	\$5,000		\$5,000	\$2,165		\$2,165	\$5,000		\$5,000
SUB-TOTAL	\$36,000	\$100	\$35,900	\$46,218	\$1,501	\$44,717	\$71,000	\$100	\$70,900
FUNDRAISING ACTIVITIES									
Plant Sale - General	\$10,000	\$4,000	\$6,000	\$10,085	\$3,554	\$6,531	\$10,000	\$4,000	\$6,000
Plant Sale Raffle	\$4,000	\$1,200	\$2,800	\$4,778	\$1,114	\$3,664	\$4,000	\$1,200	\$2,800
Plant Sale Silent Auction	\$600	\$200	\$400	\$366		\$366	\$600	\$200	\$400
AGM Silent Auction	\$1,500	\$200	\$1,300	\$1,571	\$301	\$1,270	\$1,500	\$200	\$1,300
Seedy Saturday	\$50	\$100	(\$50)	\$94	\$85	\$9	\$50	\$150	(\$100)
Treasured Garden Tour	\$3,000	\$1,500	\$1,500	\$2,658	\$2,077	\$581	\$3,000	\$1,500	\$1,500
Talks in the Garden		\$100	(\$100)		\$38	(\$38)		\$100	(\$100)
Membership	\$4,000	\$200	\$3,800	\$3,895	\$293	\$3,602	\$4,000	\$200	\$3,800
Other sale items				\$15		\$15			
SUB-TOTAL	\$23,150	\$7,500	\$15,650	\$23,462	\$7,462	\$16,000	\$23,150	\$7,550	\$15,600
ADMINISTRATION									
Administration - General		\$1,800	(\$1,800)		\$2,449	(\$2,449)		\$1,800	(\$1,800)
Admin. Services - (Exec. Dir.)		\$4,500	(\$4,500)		\$4,448	(\$4,448)		\$4,500	(\$4,500)
AGM		\$500	(\$500)		\$433	(\$433)		\$500	(\$500)
Building	\$1,500	\$300	\$1,200	\$1,590		\$1,590	\$1,000	\$300	\$700



Insurance		\$2,000	(\$2,000)		\$1,670	(\$1,670)		\$1,700	(\$1,700)
Board Development		\$300	(\$300)		\$128	(\$128)		\$300	(\$300)
Utilities (Telephone)		\$1,000	(\$1,000)		\$974	(\$974)		\$1,000	(\$1,000)
SUB-TOTAL	\$1,500	\$10,400	(\$8,900)	\$1,590	\$10,102	(\$8,512)	\$1,000	\$10,100	(\$9,100)

PUBLIC RELATIONS

Advertising		\$1,000	(\$1,000)		\$1,157	(\$1,157)		\$1,000	(\$1,000)
Newsletter		\$1,000	(\$1,000)		\$642	(\$642)		\$300	(\$300)
Web Site		\$100	(\$100)		\$52	(\$52)		\$100	(\$100)
Sale Items	\$400		\$400			\$0	\$400		\$400
Recognition		\$250	(\$250)		\$86	(\$86)		\$250	(\$250)
Other activities						\$0		\$500	(\$500)
SUB-TOTAL	\$400	\$2,350	(\$1,950)	\$1,937	(\$1,937)	\$400	\$2,150	(\$1,750)	

SITE DEVELOPMENT

Entry Garden Development				\$0	\$616	(\$616)			\$0
Memorial Garden Devel.		\$3,000	(\$3,000)			\$0		\$500	(\$500)
Memorial Benches					\$15,580	(\$15,580)			\$0
Rose Garden Devel.		\$60,000	(\$60,000)	\$400	\$43,047	(\$42,647)		\$60,000	(\$60,000)
Operating		\$200	(\$200)		\$382	(\$382)		\$500	(\$500)
Students (Salaries etc.)	\$6,000	\$16,500	(\$10,500)		\$13,847	(\$13,847)	\$6,000	\$16,500	(\$10,500)
Pond and landscaping		\$5,000	(\$5,000)		\$10,560	(\$10,560)		\$17,000	(\$17,000)
White Garden completion		\$500	(\$500)			\$0		\$500	(\$500)
Signage		\$3,500	(\$3,500)		\$4,032	(\$4,032)		\$1,500	(\$1,500)
Landscaping below Entrance		\$6,000	(\$6,000)			\$0			\$0
Plant Collecting Acquisition					\$4,000	(\$4,000)		\$5,000	(\$5,000)
Other site development				\$45	\$272	(\$227)			
SUB-TOTAL	\$6,000	\$94,700	(\$88,700)	\$445	\$92,337	(\$91,891)	\$6,000	\$101,500	(\$95,500)

TOTAL	\$67,050	\$115,050	(\$48,000)	\$71,715	\$113,338	(\$41,623)	\$101,550	\$121,400	(\$19,850)
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President's Report

Presented at the Annual General Meeting on February 9, 2008

2008 was a very busy year from a physical development perspective and the social scene for the Board of Trustees, the various committees and the approximately 400 garden members. It is my pleasure to report on some of the highlights for the year.

Site Development

We have completed a significant amount of work and expended approximately \$60,000 in funds on the Rose Garden. Most of this work has involved surveying, clearing, grubbing and levelling the site so to casual observation it does not appear that much has been accomplished. However, the site is now ready for work on the aesthetic elements of the concept to begin in earnest. When completed, this approximately \$400,000 project will be a showcase for the garden.

Planting of 75 different varieties of perennials in the vicinity of the storm water retention pond, below the Entrance Garden, was completed during the summer. Albeit a somewhat modest project, it is hoped that this colourful feature will draw visitors to other attractions in the "lower" sections of the garden.

The very attractive, high quality memorial benches continue to be in demand and can be found in various strategic locations around the Garden.

The Memorial Grove was completed and all that remains is the installation of a dressed granite slab this spring.

A new site map for use in signage, print publications and the web use has been prepared. This map will be featured prominently in the new Information Kiosk at the Entrance Garden.

A plan to divide the existing pond into considerably enlarged upper and lower ponds has been approved. This development will incorporate an island connected by a small bridge, wetland landscaping and the integration of Hal's Memorial Garden.

Development Campaign

We have embarked on an ambitious campaign to raise the \$1.5 million needed to complete the garden master plan and provide a secure operating budget for the future. We are very pleased to announce that Rose Mary McCain McMillan has agreed to chair the campaign cabinet and has ensured a great start to our endeavours with a generous contribution. The cabinet comprises prominent business and government representatives from the Fredericton region. Ric Cuthbertson of Go2 Solutions has volunteered his services as campaign consultant.



Committees

The many committees, spearheaded by significant volunteer effort ensured the success of several fund raising and social events, including the Annual Plant Sale at the Boyce Market, the Treasured Garden Tour, Talks in the Garden, planting and landscaping work groups, memberships, newsletters, field day BBQ, perennial exchange, and Board development.

Local Improvement Association

The LIA, the mechanism which ties the FBGA with the City of Fredericton, met in the latter part of the year to discuss issues related to master plan implementation, capital funding, operations and maintenance, visitation, security, and lighting.

Conclusion

In closing, a strong note of appreciation must be extended to the City of Fredericton for their generous support, with particular kudos to Brian Cochrane of the Division of Parks and Trees for his long standing interest in, and advocacy on behalf of, the Garden. Thanks are also due to the Board of Trustees, and our Executive Director, Graham Allen, for their dedication and support.

Respectfully submitted,

Jacques Paynter
President, Board of Trustees



Board Development Committee

Presented at the Annual General Meeting on February 9, 2008

An orientation session was held for newly elected Fredericton Botanic Garden Association Board Members on November 19, 2008. The purpose of this event, held annually since 2005, was to facilitate and accelerate their familiarization with the history of the FBG and developments to date, as well as current visions for future development, administration and organization, activities of working sub-committees and opportunities and responsibilities of Board Members. Although some new Board members were unable to attend, the orientation session like its predecessors was deemed successful and informative by all who participated, including the “seasoned” Board members.

We thank Board members, present and past, who served as resource people for this occasion.

The question of the optimum size of the Board of FBG was discussed extensively in 2008 and it was concluded that a nine-member Board could function efficiently in the running of the affairs of the Organization. An amendment of the By-laws to accommodate this change is presented for ratification at this meeting.

The composition and term status of the FBGA Board of Trustees serving during 2008 is shown below:

Serving to end of 2010

1. Aaron Savage (1st term)*
2. Jacques Paynter (1st term)
3. Ruth Muldrew (1st term)
4. Norah Davidson-Wright

Serving to end of 2009

1. Lucy Dyer (3rd term)
2. Brian Parker (2nd term)
3. Bill Seabrook (2nd term)

Serving to end of 2008

1. Mike Dillon (2nd term)
2. George Strunz (2nd term)
3. Valerie Hillier (2nd term)
4. Carole Peacock (1st term)

Board Members indicated above as serving until the end of 2008 may be re-elected.

*Unable to reoffer in 2009

Respectfully submitted, (Feb 2009)

George Strunz



Terms of Reference: Board Development Committee

- i) Review the composition of the Board and committees and the involvement of their respective members annually.
- ii) Recommend changes to the Board and committee structure, terms, etc., that would be most effective and productive for the FBGA.
- iii) Develop a standing list of potential Board and committee members.
- iv) Recruit and nominate qualified candidates to the Board and committees. Explain duties and attendance expectations.
- v) Maintain an up-to-date manual for presentation to new Board and committee members.
- vi) Develop and implement an orientation program for new members of the Board and committees.
- vii) Interview each new Board member or committee member at the time of nomination and annually thereafter, to assess their interests, role on the team, and their satisfaction with their current and past involvement.
- viii) Assure ongoing board training for all members.
- ix) Try to assure all members are using their skills effectively and are satisfied with their involvement.
- x) Arrange for recognition of Board and committee members.
- xi) Develop ways to make serving the Botanic Garden organization an enjoyable experience.

“Talks in the Garden” Committee

Presented at the Annual General Meeting on February 7th, 2009

The Talks in the Garden take place at the Resource Centre of the Fredericton Botanic Garden Association on Cameron Court off Hanwell Road. The talks are held at 7:30 pm and everyone is welcome.

Talks in 2008 included:

“Yikes! I’ve got mould and Mmmushrooms” with David Boyle

“Where is the Botanic Garden Going in the Next Few Years” with Brian Parker and Richard Tarn

“Prune the Old and Train the Young” with Evans Estabrooks



Membership Committee

Presented at the Annual General Meeting on February 7, 2009

Annual Report - Membership Committee - January 1 - December 31, 2008

Over the past year, the FBGA Membership committee has met sporadically. We welcomed the addition of three new volunteers - Deolinda Cardoso, Jane Edwards and Linda Glassford to the Membership Committee to join Nancy Beltrandi, Janis Boston, and Lucy Dyer. In the fall, Deolinda Cardoso left the Committee for the present. Her talents in helping with events and her ideas were much appreciated. Thank you Deolinda!

We have gained 31 new members this year. We appreciate the support from new members for our organization, and extend them all a hearty welcome to the organization. We hope they will become actively involved. At the end of 2008, our membership stood at 225, consisting of 125 Individual memberships, 53 Senior/student memberships, and 46 Family memberships. Because each Family membership represents at least two individuals, the total number of members is higher than the total number of memberships.

We continued to promote the purchase (and renewal) of memberships at Association events and elsewhere, including:

- Setting up and decorating a membership booth on the raised restaurant area of the Market at the Annual Plant Sale in May, distributing brochures, and organizing a draw for new members. We also set up a small Botanic Boutique at the Plant sale, to generate some extra revenue for the Association by selling the Association's attractive, high quality green t-shirts, FBGA pins, and a few other mainly garden related items such as note cards featuring photographs taken by members, utility belts, bags, etc.
- Setting up a membership tent at the Treasured Garden Party, and organizing a draw for the new and renewing members who purchased a membership on that occasion.
- Contacting some lapsed members to encourage them to renew their memberships in an effort to improve our retention rate.
- Attending Seedy Saturday to promote membership.
- A list of retailers providing a 10% discount to members now includes: Capital Landscape & City Gardeners, Co-Op Country Store (Northside) Corn Hill Nurseries, Curries Greenhouses, Green Village (except Crafters Corner), Kent Garden Centre, Scott's Nursery and Wetmore's Nursery. One other retailer was approached during the year, but declined to offer an ongoing discount to members. We will continue to look for new discount opportunities.
- Gift memberships were promoted via the Newsletter.



We would be happy to have interested volunteers join the Committee to help us achieve these goals:

1. Continue recruitment of new members and distribution of brochures.
2. Increase our retention rate of present members by encouraging renewals
3. Review benefits of membership and tweak these where possible
4. Encourage the purchase of promotional items (T-shirts, pins) etc.

I would like to thank the volunteers who helped sell memberships at the Plant Sale and Treasured Garden Tour. I would also like to thank all of the hard working members of the Membership Committee for their valued contributions and ideas.

Submitted by
Lucy Dyer, Chair of Membership Committee.

Building Committee

Presented at the Annual General Meeting on February 7, 2009

A safety hand rail was installed in the stairwell leading to the upper level.

A step was installed outside the rear door making the step into the building to a standard level.

A small stove with an oven was installed in the kitchen.

Security concerns prompted some upgrades. The front entrance was upgraded with a steel door and dead bolt. The office door jamb and door were replaced with a more secure steel door. The remaining windows were fitted with metal grating.



Site Development

Presented at the Annual General Meeting on February 9, 2008

2008 Accomplishments

The major project of the Botanic Garden is the construction of the Rose Garden. The year 2008 was the first of five years of funding at \$60,000 a year approved by the Board. In the fall survey work was carried out to confirm locations and grades for the belvedere at the top, and the three tiers of the main garden. Using this information the site grade levels were established so there is now some resemblance to the image on the interpretive sign. Also, all of the wall material and paving material for the belvedere entrance has been ordered. The best ways to bring water and electrical utilities to the site are being determined.

To increase the variety of perennials in the Botanic Garden, the largest planting of perennials in the history of the Garden was carried out this summer around the rock swale and holding pond immediately below the Entrance Garden. The planting contains about 75 different varieties including ferns and grasses, and common and more unusual plants. This was largely planted by a small group of members over several Wednesday evenings in June and early July, and completed by our summer workers.

In the summer and fall we experienced a number of very heavy rainfalls. While much of the Garden site was very wet, we escaped serious erosion damage. The swales around the Entrance Garden, and the holding pond below, worked well in controlling runoff from the top of the site. Water management will continue to be an issue in some lower areas of the Garden and will be addressed when further developments are planned.

The magnolias planted in the Memorial Grove in late 2007 established themselves and preparations have been made for the placement of a boulder for memorial inscriptions. A further six benches have been installed at various locations in the Garden.

A new kiosk has been placed in the Entrance Garden and is ready for the addition of signage.

2009 Plans

The Rose Garden will continue to be the major project. The framework of this garden will become clear as the walls are constructed that outline the belvedere and terraces. Progress will also be made in bringing utilities to the site.

A second project for 2009 involves the ponds. Poor drainage continues to limit access to areas surrounding the ponds and this part of the Garden lacks a unifying theme. To address both these issues the Board has approved the concept of further enlarging the main pond and making changes to the surrounding areas. The larger pond will include an island linked to the shore and will be designed for a greater variety of water plants, including water lilies. Surrounding shrub and perennial plantings will show the existing material to better advantage and allow some additional plantings.

In the Entrance Garden a site map will be installed in the kiosk and a row of perennials will be planted between the road and the rock swale to provide further colour.



A boulder will be placed in the Memorial Grove so that names of donors can be recorded.

The Committee is reviewing options to provide identification information for plants in the Garden. This is expected to be carried out over several seasons with the labeling of trees and shrubs planned for 2009.

Acknowledgements

What is accomplished in the Garden each year is largely dependent on the direct and indirect support of the City of Fredericton and specifically those who work most closely with us – Brian Cochrane, Manager, Parks and Trees Division, Community Services Department, and Harold Boone, Trails and Project Coordinator. Work in the Garden was led by City employees Jamie Adamson, Horticultural Technician, and Geoff Graham Forestry Technician with the support of our summer students Hilary Waterhouse and Stephen Gilliss. The students were supported in part by grants from the New Brunswick SEED program and the federal student employment program.

We are pleased when Owen Washburn agreed to join the Committee in 2009. All members, Harold Boone, Brian Cochrane, Charlie Fullarton, Brian Parker, co-chair Jane Seabrook and Owen Washburn, are deserving of thanks for their participation and contributions to the work of the Committee. Again I wish to recognize the leadership provided by Brian Parker in his role as an FBGA and volunteer which is in addition to the contract work he does for the Botanic Garden as the senior landscape artist with the Glenn Group Ltd.

Richard Tarn

Co-chair Site Development Committee



**Site Development
Income**

SCP Federal	3,221.00
Seed Provincial	<u>2,534.94</u>
Total Income	5,755.94

Expenses

Entry Garden	
Bench plaques	616.98
Memorial Benches	13,656.62
Installation	<u>1,922.73</u>
	15,579.35
Ponds and Swale	
Landscape design	3,587.75
Excavation	5,314.29
Topsoil etc	<u>1,657.88</u>
	10,559.92
Signage and Kiosk	4031.99
Rose Garden	
Landscape design	4,294.00
Grading	1,265.60
Stone work	<u>37,487.17</u>
	43,046.77
Plant Acquisition	3,999.77
Operating	
supplies, seed, etc	344.74
Student Salary	12,369.76
Employer Costs	<u>991.74</u>
	13,361.50
Total Expenses Site Development	91,541.02



Plant Sale & Raffle

INCOME

Plant Sale

Sales	9647.61
Silent Auction	366.00
BBQ	437.55
	10451.16

Raffle

Market sales	3082.45
Member sales	1696.00
Gift in Kind	
	4778.45

TOTAL INCOME 15229.61

EXPENSES

Plant Sale

Corn Hill Nursery		
ARHS	Rhododendrons	139.49
Red Lane Garden	Plants	329.60
Bluestem Nursery	Plants	473.20
Canning Nursery	Plants	634.52
UNB Biology	Greenhouse rental	160.00
York County		
Properties	Market Rental	450.00
Daily Gleaner	Ads	469.37
Carole Peacock	Copies	67.64
Bill Seabrook	Cartridge etc	50.82
Covey Basics	Supplies	64.80
	Premix	33.52
	Postage	132.21
	BBQ supplies	316.13
	Refreshments	171.89
	Peat Moss	35.58
		3528.77

Raffle

License	25.00
Tickets	205.82
Wood for prizes	370.20
Market Rental	20.00
Prize (Bicycle)	518.67

Raffle **1139.69**

TOTAL EXPENSES 4668.46

NET 10561.15

Comparisons	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Plant Sale Revenue	10246.3	12526.74	11611.32	12290.73	14784.39	14436.97	14233.60	11492.00	9748.97	10697.39	1085.16
Expense	2088.05	3748.67	2598.56	4012.08	3400.95	6100.22	3438.35	3854.70	3924.02	4278.40	3528.77
Raffle Revenue	2828.89	4622.25	5243.41	4316.52	6278.95	5886.5	3911.60	3901.08	4613.80	4322.93	4778.45
Expense	704.16	877.76	950.28	635.68	809.64	865.59	891.26	404.86	553.22	801.01	1139.69
Silent Auction								902.00	648.00	641.00	366.00
Net	10282.98	12522.56	13305.89	11959.49	16852.75	13357.66	13815.69	12035.52	10252.91	9940.91	10561.15



Treasured Garden Tour 2008

Presented at the Annual General Meeting on February 7, 2009

Planning for the Treasured Garden Tour started very late this year due to the resignation of the past chair in the Fall of 2007, nevertheless the event seemed to go off without a hitch and everything ran smooth.

Committee members were Nancy Beltrandi, Rose Burke and Ian Veach. Carole Peacock looked after monitoring ticket sales and collecting and depositing the ticket revenue.

Due to the short span of time to plan the event, I relied a lot on past chair, Andrew Lawson and Nancy Beltrandi for guidance and information. Pre-planning included booking of the ball field, tent, chiller truck and the gardens to be toured. Prizes were acquired by various means for door prizes and host garden recipients. Marketing was rushed but key to the success of the event.

Logistics:

- the ball field is booked through the City of Fredericton – we were lucky the space was still available as it typically should be booked in April
- the tent was booked through Tarp-Rite in Woodstock. Though it is much cheaper to rent from Tarp-Rite, it is also more labour intensive and insecure. As I did not have a space or means by which to store and haul the tent, it remained outside the Resource Centre for several days. I plan to try to work out a deal with the local company Advanced Fabrics next year for day-of delivery, set-up and tear-down
- the chiller truck is easy to acquire and not that expensive, however the gentleman who rents it to us would much prefer that we use his smaller trailer unit. In order to do this we need to have someone volunteer their vehicle and the vehicle needs to have a hitch on it. Apparently the trailer will suffice for our needs, is less noisy and would use much less fuel.
- The gardens were all reviewed and booked by Nancy Beltrandi and her committee. They were all different in style and unique from each other. The gardeners were all wonderful people and the committee did a great job at choosing beautiful gardens each within close proximity to each other.
- Food was coordinated with great effort by the committee who made a mountain of individual phone calls for food donations. Though there was enough food donated, more help is needed in this area next year to make the phone calls, as well as to coordinate the food preparation on Saturday morning.

Prizes and gifts:

- Gift baskets for each of the host gardeners were put together for us by Scott's Nursery who had them donated from Halifax Seed. Nancy and Rose also contributed some things to the baskets.
- Prizes came first from a couple of prizes left over from the Plant Sale – a year subscription to Saltscapes magazine and a family pass for one season to Kingsbrae Garden in Saint Andrews. The Playhouse also donated 2 pair of tickets for 2008-09 season performances



Marketing:

Carole Peacock was very helpful in this area as she gave me a media list to work from with a lot of helpful notes.

- A media release went out on June 17
- A psa was placed on CBC Radio, in the Daily Gleaner, in Tourism Talk and in the Arts News (for 2 weeks)
- Ads were placed in the Daily Gleaner and on Capital FM which included psa's
- A Gleaner article was coordinated through Lori Gallagher a staff writer for the Daily Gleaner which was printed in the "Living in Balance" section the Thursday prior to the tour
- The tour was mentioned on the weekly radio garden show which airs in Nova Scotia called "The Weekend Gardener"
- Posters were distributed throughout Fredericton and Oromocto
- The Posters was uploaded to the website in both English and French

Other:

- Tickets were sold at Botinicals Gift Shop, Westminster Books, Scott's Nursery, Green Village, Trites Flower Shop and Main St. Floral Gallery
- Tickets and maps were printed by Kwik Kopy printing – might look into other options next year to get the cost down on printing
- Ian Veach helped us create the maps for the garden tour
- The Lieutenant Governor, and the Mayor and Council were all invited to attend the Garden Tour and were sent tickets prior to the event

Final remarks

This was a whirl-wind planning session for my first year but I do plan to continue as chair of the event through the next season.

I still have yet to hold a wrap-up meeting with the committee, however, I do have some of my own suggestions for future Garden Tours to offer.

My first suggestion is to set the dates of the Garden Tour for 3 years out at a time, this may allow us to get into some tourism marketing pieces early. I would also like to investigate some gardening publications and make sure that we get our information to them early in January or February for May/June publication dates.

A suggestion was made by Ian Veach to seek out committee members during or immediately following the AGM in February, which I think we will plan on doing.

We will also try to cut costs and labour further for the next event.

In closing, a big thank you to Rose, Nancy, Ian and Carol as well as to Jacques and the many other people who helped out on the day of the event.

submitted by Valerie Hillier, August 27



Treasured Garden Tour 2008 financial

INCOME

Treasured Garden Income	
Tickets	2598.00
Donations	10.21
TOTAL Treasured Garden Income	2608.21

EXPENSES

York Street Printing tickets	273.25
posters	89.72
Stephen Peacock - Music	200.00
Robert Wilkins - Refrigeration Truck	105.00
Tarp-Rite -Tent	440.70
Advertizing	
Radio Atlantic	244.00
Daily Gleaner	628.18
Supplies	45.81
TOTAL EXPENSES	2027.66

NET	580.55
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Silent Auction - 2008

Silent Auction Income	1570.78
Expenses	300.59
Silent Auction Net	1270.19

Comparisons	2003	2004	2005	2006	2007	2008
Treasured Garden Tour						
Revenue	3950.00	4225.00	3845.00	3945.00	2670.00	2658.21
Expenses	2058.22	2218.37	2132.07	1883.58	909.18	2077.66
Net Income	1891.78	2000.63	1712.93	2061.42	1760.82	580.55
Silent Auction						
Revenue	2909.00	2183.00	1039.00	2258.81	1625.50	1570.78
Expenses	49.45	100.63	123.48	216.74	114.26	300.59