

Le Jardin Botanique de **Fredericton** Botanic Garden

FREDERICTON BOTANIC GARDEN ASSOCIATION, INC.

ANNUAL REPORT

January 1 - December 31, 2003

February 14, 2004

**PO Box 57, Station. A / C.P. 57, succursale A
Fredericton, NB, E3B 4Y2**

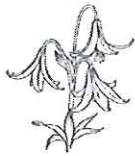
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Fredericton Botanic Garden Association Annual General Meeting Report 2004

Presented at the Annual Meeting on February 14, 2004

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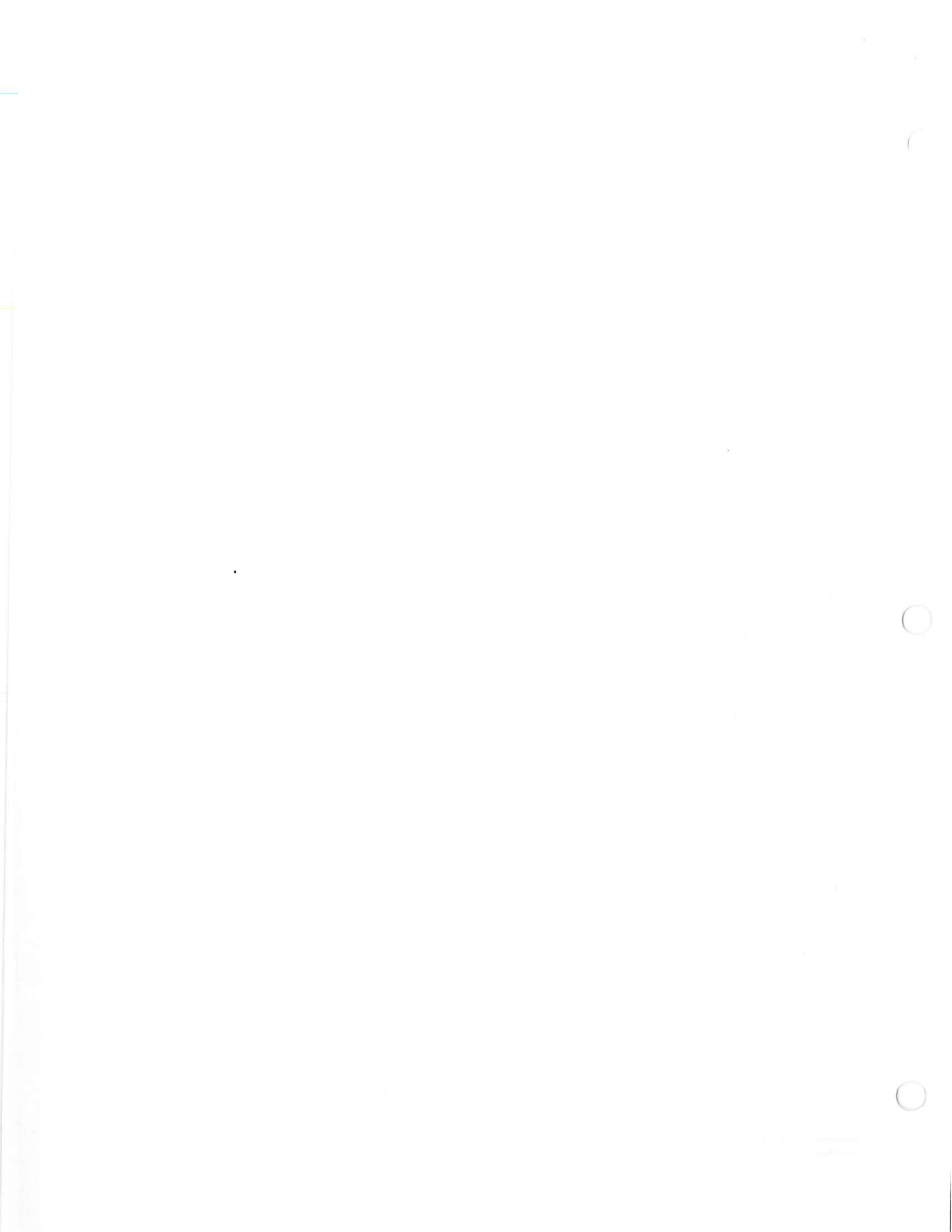
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FREDERICTON BOTANIC GARDEN ASSOCIATION, INC.

**2003
Executive Committee**

President - Wendy Bourque
Vice-President - Jane Seabrook
Secretary - Richard Tarn
Treasurer - Nancy Beltrandi
Past President - Louis-Philippe Albert

Board of Trustees

Louis Philippe Albert
226 Montgomery Street,
Fredericton NB E3B 2X1

Wendy Bourque
195 Bourque Lane,
Fredericton, NB E3B 7E3

Carla Gunn
46 Beaconsfield Street,
Fredericton, NB E3B 1K5

Andrew Lawson
686 Riverside Drive,
Fredericton, N.B. E3A 8C2

George Strunz
26 Cameron Court,
Fredericton, NB E3B 2R9

Bryan Walker
217 Wright Street,
Fredericton, NB E3B 2E3

Nancy Beltrandi
1654 Hanwell Road,
Fredericton, NB E3C 1N3

Lucy Dyer
758 George Street,
Fredericton, NB E3B 1K5

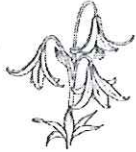
Nadia Khoury
542 Pederson Crescent,
Fredericton, N.B. E3B 2Z2

Jane Seabrook
1343 Lincoln Road,
Fredericton, N.B. E3B 8J5

Richard Tarn
21 Forest Acres Court,
Fredericton, NB E3B 4L2

Don Young
1289 Lincoln Road,
Fredericton, NB E3B 8J5





Minutes ANNUAL GENERAL MEETING

FEBRUARY 8, 2003, 1:00PM CAPITAL WINTER CLUB

The meeting was called to order at 1:00 PM by the President, Louis-Philippe Albert.

Howard Fritz acted as recording secretary.

Approval of the Agenda:

MOTION: to approve the agenda as written

Moved by Richard Tarn, seconded by Bill Hall. Motion Carried.

Approval of the Minutes of the 2002 Annual General Meeting:

MOTION: to approve the minutes of the February 8, 2002 meeting as recorded.

Moved by Richard Tarn, seconded by Malcolm McMahon. Motion Carried.

There was no business arising from the minutes.

Financial report.

Treasurer Nancy Beltrandi spoke to the financial report for January 1 to December 31 2002.

MOTION: to approve the financial report as presented.

Moved by Nancy Beltrandi, seconded by Bill Hall. Motion Carried.

Budget proposal for 2003

MOTION to approve the budget as presented.

Moved by Bill Hall, seconded by Charlie Fullerton. Motion Carried.

President Louis-Philippe Albert introduced the 2002 Board of Trustees and said nice things about them.

The following written Committee Reports were presented:

- Building Maintenance (Charlie Fullerton)
- Talks in the Garden (Nadia Khoury)
- External Communications (Wendy Bourque)
- Fund Raising (Howard Fritz)
- Membership (Lucy Dyer)
- Newsletter (Susan Cassidy)
- Recognition (John Saunders)
- Site Development (Richard Tarn)
- Programme (Christa Flanagan)
- Plant Sale and Raffle (Bill Seabrook)
- Treasured Garden Tour (Andrew Lawson)
- Docent Working Group (Malcolm McMahon)



Wendy Bourque asked for Programme ideas and invited input to assist in the planning.

Malcolm McMahon asked for suggestions and volunteers for the Docent initiative.

Howard Fritz urged members to help increase the visibility of the Garden in the community: "Take a friend for a walk in the Garden".

MOTION: to receive the committee reports as presented.
Moved by Bill Hall, seconded by Richard Tarn. Motion Carried

The meeting was then entertained by a beautiful slide show entitled "Images of the Garden" by Michael Khoury.

Jane Seabrook presented the Nominating Committee report.

Retiring from the Board:
Wayne Beckett, Howard Fritz and Charlie Fullerton

Still on the Board:
Louis-Philippe Albert, Nancy Beltrandi, Wendy Bourque, Lucy Dyer, Carla Gunn, Andrew Lawson, Jane Seabrook and Richard Tarn.

Re-offering to the Board:
Nadia Khoury

New Board Nominees:
George Strunz, Bryan Walker and Don Young.

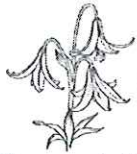
A call for further nominations from the floor elicited no response so the Nominating Committee Report was adopted by acclamation.

After a refreshment break and more Silent Auction bids the meeting was entertained by Barbara Roberts who spoke on the topic "Why Fredericton needs a Botanic Garden ... one person's opinion".

Louis-Philippe Albert said more nice words about retiring Board members Wayne Beckett, Howard Fritz and Charlie Fullerton.

There being no further business the meeting was adjourned at 3:30PM and the results of the Silent Auction were announced.

Respectfully submitted by Howard Fritz, Secretary



Financial Report 2003

Presented at the Annual General Meeting on February 14, 2004

Revenue		Expenses	
Donations		Administration	2164.83
Gift Received	1797.90	Administration Services	2760.00
Memorial	125.00	Board Development	77.90
Rose Garden	25.00	Building	72.36
TOTAL Donations	1947.90	Capital Fund Raising	
Garden Visits	236.87	Campaign Dir	3850.00
Grants		Campaign expenses	30135.85
Government of Canada	1880.00	Training	300.00
Province of NB	2603.51	TOTAL Capital Fund Raising	34285.85
TOTAL Grants	4483.51	Education	62.02
HST Rebate	3866.05	External Communication	441.65
Interest Inc	632.52	Membership Services	78.84
Membership	4362.45	Postage	135.24
Miscellaneous Income	62.00	TOTAL Membership Services	214.08
Newsletter advertisement	50.00	Miscellaneous	146.11
Plant Sale Income	14436.97	Newsletter	50.00
Gifts in Kind	292.67	Postage	640.50
TOTAL Plant Sale Income	14729.64	Publishing	441.94
Raffle Income	5886.50	TOTAL Newsletter	1132.44
Gift in Kind	779.83	Plant Sale	6100.22
TOTAL Raffle Income	6666.33	Gifts in Kind Adjustment	292.67
Rental Income	195.00	TOTAL Plant Sale	6392.89
Royal Bank Account	15000.00	Raffle	865.59
Silent Auction Income	2909.00	Gift in Kind Adjustment	779.83
Site Development Other Income	11821.39	TOTAL Raffle	1645.42
Treasured Garden Income	3950.00	Recognition Committee	752.53
TOTAL INCOME	70912.66	Silent Auction	49.45
		Site Development	18283.32
Account Balances Report		Operating	2247.15
As of 31/12/03		EI / CPP Employers share	662.57
Account	Balance	Salary	9495.00
Bank Accounts		Vacation Pay	379.80
Chequing	2589.77	TOTAL Site Development	31067.86
Shares	7641.90	Treasured Garden Tour	2058.22
TOTAL Bank Accounts	10231.67	Utilities	
Cash Accounts		Electric	1596.51
Segregated	103.94	Telephone	489.19
TOTAL Cash Accounts	103.94	Water	199.64
		TOTAL Utilities	2285.34
OVERALL TOTAL	10335.61	TOTAL EXPENSES	85608.95
		NET	-14696.29



Budget 2004

Presented at the Annual General Meeting on February 14, 2004

Income	
Accounts Receivable	\$19,285.85
Donations	\$2,250.00
Garden Visits	\$200.00
GST Rebate	\$400.00
Interest	\$550.00
Membership	\$4,000.00
Miscellaneous Fund Raising	\$200.00
Miscellaneous Income	\$50.00
Programs	\$2,500.00
Education	
Plant Sale	\$15,500.00
Raffle	\$7,000.00
Seedy Saturday	\$130.00
Silent Auction	\$3,000.00
Treas. Garden. Tour	\$4,500.00
Rentals	\$200.00
Site Development Grants	\$6,400.00
Total Income	\$66,165.85
Expenses	
Administration	\$1,800.00
Administration Services	\$3,830.00
Board Development	\$800.00
Building	\$790.00
External Communications	\$3,350.00
Membership	\$1,300.00
Miscellaneous Expense	\$150.00
Newsletter	\$1,800.00
Programs	\$2,500.00
Education	\$200.00
Plant Sale	\$3,550.00
Raffle	\$1,210.00
Seedy Saturday	\$100.00
Silent Auction	\$70.00
Treas. Garden Tour	\$2,375.00
Recognition	\$250.00
Site Development	\$18,750.00
Utilities	\$2,400.00
Total Expenses	\$45,225.00
Net Income	\$20,940.85



President's Report

Annual General Meeting February 14, 2004

This is a particularly exciting period for our Association. After a number of years in the planning stage, our very ambitious fund raising campaign is now a reality. This campaign was undertaken to see our five-year Development plan through to completion. Many hours of steering committee meetings (commencing last May), presentations, and a large measure of dedication by a small number of people, has culminated in the formation of a campaign cabinet, which will manage the campaign over its course. We have been extremely fortunate that many knowledgeable and well-known individuals in our community have agreed to join with us in this vision for the Garden. They will be donating huge amounts of their time and expertise to ensure the success of our Garden's development. We had a wonderful show of support for the development plan, and our efforts to realize it, when in November Lieutenant Governor Herménégilde Chiasson agreed to be the Patron of the Fredericton Botanic Garden. The announcement was made at a very well attended reception at Government House.

Although our Development Plan has been a reality for some time now, we ultimately want more than just a pretty garden. We want an interactive site filled with people of all ages enjoying themselves while engaging in hands-on garden experiences. To that end the members of our programming committee have expended much time and effort this past year drafting out a programming document to accompany the plans for the physical plant of the Garden. Our research in this area indicates that although having a beautiful site is a wonderful thing, without programming to complement the site, it will provide visitors with a somewhat empty experience.

Rapport de la présidente

*à l'assemblée générale annuelle
du 14 février 2004*

Notre association traverse une période des plus excitantes. La campagne de financement est en marche, suite à plusieurs années de préparation. Son but consiste à réaliser notre Plan quinquennal de développement. C'est en mai dernier que le comité organisateur s'est mis à l'oeuvre, suivit de discussions, présentations et beaucoup d'engagement, qu'on a formé un Cabinet de personnes pour diriger la campagne. Nous sommes très heureux de bénéficier du génie et des connaissances de personnalités du milieu qui ont acceptées de participer à la réalisation de notre vision du Jardin. Leurs contributions est incalculable en terme de temps et d'expertise au bénéfice de notre projet de développement communautaire. Nous avons reçu un énorme appui en novembre dernier, lorsque son honneur Herménégilde Chiasson, Lieutenant Gouverneur, a accepté le rôle de « Patron du Jardin botanique de Fredericton ». L'évènement médiatique de cette annonce à la résidence officielle fut des mieux réussi et à laquelle a participé plusieurs de nos membres.

La réalisation du plan de développement du Jardin devra toutefois dépasser la beauté physique du site. Le Jardin doit être interactif et plein de gens de tous âges qui jouiront des avantages d'un tel projet. C'est dans cet intention qu'un comité de programmation a formulé un plan d'activités qui accompagnera chaque phase du développement physique du Jardin. Nos recherches dans ce domaine démontrent que sans une programmation cohérente et intéressante, la visite du Jardin s'avèrera une expérience vide, même si c'est le plus beau jardin qui soit.

Notre logo s'est aussi mérité une attention particulière. Quoique très attrayant, l'ancien logo



Our old Fredericton Botanic Garden logo although attractive, did not translate well into digital format and a very similar logo was in use for another prominent local association. In anticipation of the fund raising campaign we instituted a new logo for the association and it will be used from now on as a symbol of the Garden. The Canada Lily (*Lilium canadense*) can now be seen on our pins, stationary, campaign materials and website.

The introduction of the new logo was the incentive to update our web page to reflect our new look. The web site has now been revamped and it is in both official languages. On behalf of the Association I would like to extend our thanks to both David and Rebecca Colborne who work quietly behind the scenes to keep the web site current and bilingual. The web site will also now contain an archive of the newsletter, which has also undergone a considerable overhaul during the past year. It has a new look and can be printed off your own computer in full colour if you have the computer capabilities. If not, we mail out a black and white copy to our members who wish to receive it in hard copy.

The City of Fredericton, always a keen supporter of the Garden, has made a firm budget commitment that will extend over the next five years. This significant contribution will amount to a total of approximately \$500,000.00 in both money and in-kind contributions. The City's tourism department has also become an enthusiastic proponent and predicts the Garden will have infinite tourism potential at some point in the not too distant future. In light of this the Fredericton Tourism Association has also designated the garden as one of their top priorities for future development.

We have been making a concerted effort to raise the profile of the Garden in the community as per our strategic plan. We have had significant media coverage over the past year including interviews associated with the Plant Sale, the Recognition Event, the Treasured Garden Tour and the Lieutenant Governor's announcement of his Patronage. Our plans are to continue the media

se prêtait mal à la reproduction informatisée et s'apparentait trop au logo d'un autre organisme important de notre communauté. En prévision de la campagne majeure de financement, un nouveau logo a été élaboré et adopté pour identifier le Jardin et notre Association. Le Lis du Canada (*Lilium canadense*) est désormais notre symbole floral sur les entêtes de lettres, la publicité, le site Web et même sur une épinglette que vous pouvez acheter.

Le choix d'un nouveau logo a entraîné la révision de notre page Web qui est maintenant terminée et se présente dans les deux langues officielles. Je tiens à remercier très sincèrement David et Rebecca Colborne qui oeuvrent dans l'ombre et sans bruit pour maintenir notre site bilingue et à jour. Vous trouverez aussi dans le site une section archive qui contient les bulletins de l'Association. Le bulletin fait l'objet lui aussi de révisions depuis un an. Il a un nouveau look et moyennant les capacités informatiques requises, vous pouvez l'imprimer en couleur, directement de votre ordinateur. Sur demande, nous vous ferons parvenir régulièrement une copie en noir et blanc.

La ville de Fredericton a toujours appuyé le développement du Jardin et elle l'a confirmé encore dernièrement en s'engageant à fournir 500 000 \$ au cours des prochains cinq ans. Ce montant pourra comprendre des sommes en argent et des services « en effet ». Le département municipal du tourisme nous accorde aussi son appui enthousiaste. Il prévoit des retombées importantes à cette rubrique dans un avenir proche. L'Association touristique de Fredericton a d'ailleurs reconnu aussi le Jardin comme l'une de ses priorités pour le développement touristique de la région.

L'un des domaines d'action retenu par notre Plan stratégique était de rehausser le profil et d'accroître la visibilité du Jardin. La media fait de plus en plus état de nos activités comme, la vente de plantes, la cérémonie de reconnaissance des bénévoles, la randonnée dans nos jardins et l'annonce du Lieutenant Gouverneur. Nous



attention as we move through the Fund Raising Campaign and also expand our efforts out into the community by making presentations to local service clubs and organizations in the Fredericton area. Raising public awareness will be a priority for the association in the upcoming year.

We introduced a new event this year to recognize individuals in our association who have contributed a great deal over many years. Several of our long time members and supporters received plaques, congratulations and thanks for their dedication to the garden. Thanks to the efforts of our recognition Committee it was a beautiful day for everyone.

Our regular events, the Plant Sale and Treasured Garden Tour, were as usual a resounding success due to the efforts of many supports that come out every year to help make it so. Thanks to everyone who participates. These activities go a long way to making all Frederictonians friends of the Botanic Garden

Respectfully Submitted by,
Wendy Bourque
President of the Fredericton Botanic Garden
Association

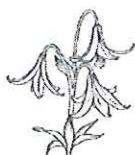
prévoyons poursuivre ces démarches à mesure que la campagne de financement progresse et que nous redoublons nos efforts de promotion auprès des clubs sociaux et autres organismes de la région de Fredericton. Notre association concentrera ses efforts à sensibiliser et à mieux informer la population concernant le Jardin et ses activités.

Nous avons commencé cette année a reconnaître publiquement les individus qui ont contribué de façons marquées au sein de notre Association On leur a présenté une plaque en remerciement de leur contribution au cours des années. C'est grâce au bon travail du comité de reconnaissance que ce projet fut si bien réussi.

Nos projets spéciaux annuels, tels que la vente de plantes en mai, la randonnée dans nos jardins en juillet, furent encore une fois de grandes réussites. Encore là, c'est dûe en grande partie à l'excellent appui des bénévoles qui se matérialisent à chaque année. Nos sincères remerciements. De telles activités font connaître notre projet qui se mérite l'appui d'un nombre grandissant de Frederictoniens.

La présidente de l'Association du Jardin
botanique de Fredericton,

Wendy Bourque



Board Development Committee

Presented at the Annual General Meeting on February 14, 2004

Working with Board members, the Board Development Committee addressed a number of issues including: by-law amendments, *pro-tem* replacement for vacant Trustee position and terms of reference of committees. The Chair of the Board Development Committee served on the Nominating Committee for new members of the Board of Trustees.

In light of the new opportunities and challenges that have arisen for the Botanic Garden as a result of the ambitious Fundraising Campaign and other recent exciting developments since the last Strategic Planning exercise in 1999, the Committee proposes that a revised Strategic Plan should be formulated during 2004 reflecting these developments.

In order to enhance the ability of Trustees to contribute optimally and in an enjoyable way to meeting the objectives of the FBG Board, the Committee also proposes to focus especially on items (ix) and (xi) in the Terms of Reference listed below.

Respectfully submitted,
George Strunz
Eleanor Methven

Board Development Committee - Terms of Reference

- 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.
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"TALKS IN THE GARDEN" Committee

Presented at the Annual General Meeting February 14, 2004

The year began with an interesting slide presentation by Roger Smith of RJS Digital filled "A Garden Through the Seasons." This featured a local garden showing the many different phases of growth and rest throughout the year.

In February, Jane Seabrook organized the popular "Seedy Saturday." Both seeds and gardening information were exchanged by those attending.

"Lawn Care with Minimum Pesticide Use" was the subject of the "Talk" in March. Jack Wetmore of Wetmore's Landscaping gave helpful information on how to have a healthy lawn. He also showed slides he had taken when he was at Floriades in Holland in 2002, which all enjoyed seeing.

Brian Parker, Landscape Architect, gave a talk and slide presentation of "Woodland Plants" in May. Woodland plants were a feature of the upcoming Botanic Garden Plant Sale.

The "Talk in the Garden" in June was literally in the Garden. Richard Tam, a founding member of the Garden, led a group through the garden showing the work already done and also telling them of the future plans for the garden.

In October, Kim Edmondson of Hope Seeds gave an interesting talk and slide presentation titled "Colonial Gardening in New Brunswick" She gave information on early gardens in Canada from aboriginal gardens to the time of the Colonial gardens.

On a Saturday afternoon in November, Michiko Nishijama gave a talk on and a demonstration of "Japanese Cooking." The audience enjoyed sampling the food prepared.

Throughout the year, attendance at the Talks has been very good. The audience is comprised of both long time and newer gardeners, as well as those who have a special interest in the particular subject being presented.

We welcome suggestions, both as to the subjects and for the presenters for future "Talks in the Garden."

Respectfully submitted
Joyce Astle

Committee Members:
Nadia Khoury
Joyce Aslte



FUND-RAISING COMMITTEE

*Report to the Annual General Meeting
February 14, 2004*

by Louis-Philippe Albert, Committee Chair

Background: At our 2001 Annual meeting, we approved a Strategic Plan indicating the need for the Fredericton Botanic Garden Association (FBGA) to engage in more aggressive fund-raising activities. A feasibility study was done that same year by the consultants of Jean-Robert Nolet et Associés and confirmed the potential for a successful campaign. In 2002 our Site Development Committee, assisted by the landscape design firm of Daniel K. Glenn Limited, completed a 5-year development plan which was subsequently approved by the Fredericton City Council. A Programme Committee was formed to suggest further teaching, learning and leisure activities to be undertaken by the FBGA as the 5-year site development plan unfolds. The fund-raising feasibility study had indicated that children activities and related initiatives would be well received in the community.

The Campaign: A Steering Committee was formed to plan the Garden's first major fund-raising campaign. It was the responsibility of that committee to:

- Assist in the development and approval of the campaign plan, the case statement, the name and logo, the theme and official colours, etc, of the campaign;
- Approve the procedures, systems and policies concerning the processing of gifts and expenses as well as for recognising donors appropriately;
- Assist in the development of a preliminary list of large gift donor prospects and potential government program;
- Identify and recruit staff and a core group for the Campaign Cabinet and other committees, including Honorary Committee members.

LE COMITÉ DE FINANCEMENT

*Rapport à l'Assemblée générale annuelle,
le 14 février, 2004*

par le président du comité, L.-P. Albert.

Mise en situation : À son Assemblée générale annuelle de 2001, notre Association a adopté un plan stratégique indiquant qu'il était temps qu'on ait des activités plus agressives de prélèvement de fonds pour le développement du Jardin botanique de Fredericton. Une étude de faisabilité par les consultants de J.-R. Nolet et associés a confirmé les potentiels d'une campagne. C'est en 2002 que le Comité de développement du site et la firme paysagiste Daniel K. Glenn, ont présenté le Plan de développement pour les prochains 5 ans, qui fut endossé par le Conseil municipal. Un Comité de programmation a par la suite élaboré un ensemble d'activités pour diverses clientèles au fur et à mesure que s'effectue le développement du Jardin. L'étude de faisabilité souligna d'ailleurs l'appui du public pour de telles activités, surtout celles destinées à la jeunesse.

La campagne : Un comité organisateur fut formé pour diriger la planification de notre première campagne majeure de financement. Le comité avait comme responsabilité :

- D'appuyer la formulation et d'approuver le plan de la campagne, la raison d'être, le nom et le logo, le thème, les couleurs, etc;
- D'approuver les procédures, les systèmes et les politiques d'administration des dons et des dépenses, de même que pour bien reconnaître les donateurs et donatrices;
- De participer à la préparation de listes préliminaires pour les dons principaux et les programmes pertinents des gouvernementaux;
- D'identifier et recruter le personnel et les membres du Cabinet et dirigeants des comités, ainsi que les membres du Comité honorifique.



The Steering Committee completed its work in November 2003. As chairperson, I am most appreciative to those who contributed their time and knowledge to this critical phase of our project. The members were:

À titre de président de ce comité qui a complété son mandat en novembre 2003, je tiens à remercier tous ceux qui ont donné de leur temps et connaissance à cette phase très importante du projet. Les membres étaient :

Margaret Bannister, Wendy Bourque, Cecil Freeman, Ed Fox, Howard Fritz, Mavis Hurley, Richard Robinson, John Robison, John Saunders, Robert Saintonge, Bryan Walker.

The Campaign Cabinet Chair and Vice-Chair, Larry Armstrong and John Robison respectively, and the leaders of the Campaign Divisions are fully committed to the attainment of our three million dollar objective and we are confident that it will be reached. They are counting on the support of all members of our Association.

Le président du Cabinet Larry Armstrong et son Vice-président John Robison ainsi que les leaders des divisions de la campagne sont pleinement engagés et confiants d'atteindre l'objectif de 3 M \$ de la campagne. Ils doivent toutefois pouvoir compter sur l'appui de tous les membres de l'Association.

Fundraising Campaign: Family Division
by Bill Seabrook, chair

Campagne de financement: division famille
par Bill Seabrook, président.

The Family division of the Botanic Garden Association's First Major Fundraising Campaign began in early November and will continue until all members have been canvassed.. The goal of the Family Division is \$100,000. To date we have had responses from about 40% of our membership and have raised \$63,000 this sum does not include the generous donation of a \$25,000 life insurance policy. To date your contributions have been most generous.

La première Campagne majeure de financement pour le Jardin botanique a commencée en novembre par une sollicitation auprès des membres de l'Association. La campagne se continuera jusqu'à ce que tous les membres auront été invités à faire leur contribution. Notre but est de 100000 \$ et nous avons recueilli 63000 \$ après avoir sollicité 43% des membres, excluant le don d'une police d'assurance de 25000 \$. Jusqu'à présent vos contributions ont été très généreuses.

The holiday season, followed by the extremely harsh weather has slowed down our canvassing efforts. We realise that some of you will not yet have been canvassed. Rest assured that all will be contacted and asked to contribute before the family campaign closes.

La saison des fêtes, suivit d'une période très froide ont ralenti nos démarches de sollicitation. On réalise que plusieurs d'entre vous n'ont pas encore été approchés mais soyez assurés que vous le serez avant la fin de la campagne de la famille.



Fundraising Campaign Family Division

Presented at the Annual General Meeting on February 14, 2004

The Family division of the Botanic Garden Association's Major Fundraising Campaign began in early November and will continue until all members have been canvassed. The goal of the Family Division is \$100,000. To date we have had responses from about 42% of our membership and have raised \$65,534 this sum does not include the generous donation of a \$25,000 life insurance policy. To date your contributions have been most generous.

The holiday season, followed by the extremely harsh weather has slowed down our canvassing efforts. We realize that some of you will not yet have been canvassed. Rest assured that all will be contacted and asked to contribute before the family campaign closes.

The family division consisted of the membership at 310. Of the 310, 267 (86%) have been assigned canvassers. There have been 129 responses (42%), raising 65,534 (65.5% of the objective)

The average gift has been \$612

There are 138 that have been contacted by their canvasser, but have not returned their response.

There remains 43 to be assigned canvassers.



Membership Committee

Presented at the Annual General Meeting on February 14, 2004

Over the past year, the Membership committee has met regularly. Among our accomplishments are:

- Memberships increased again this year. We have gained 71 new members over the year. We appreciate their support for our organization, and hope they will become actively involved. We continued to promote the purchase of memberships at Association events, including:
 - Setting up and decorating a booth on the raised platform at the Annual Plant Sale in May, and organizing a draw for both new and renewing members. The decorating included some time spent making tissue-paper butterflies. We also distributed membership brochures at that event while people waited in line for the opening of the sale.
 - Setting up a membership tent at the Treasured Garden Party, and organizing a draw for the 7 new and for the 7 renewing members who purchased a membership on that occasion. We also organized a presence at the Resource Centre that day.
 - A member of the committee attended Education Committee events, and asked attendees to consider buying a membership if they were not already a member.
 - A table was set up at an event at Green Village, and brochures distributed.
 - A membership was donated to the Auction held by the SpudBusters, and gift memberships were presented to guest speakers at Education Events.

For the second year, we offered (via the Newsletter or e-mail announcement) a decorated Christmas wreath as an incentive to anyone buying a gift membership for a non-member. Four wreaths were decorated and delivered in appreciation of four new members, and two more gift memberships were purchased after the deadline for the wreaths.

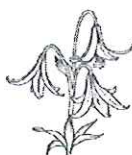
Through our Strategic Plan, we have identified several objectives for the coming year. We would be happy to have interested volunteers join the Committee to help us achieve these goals:

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. Investigate the feasibility of additional promotional items
5. Involve members more fully in FBGA initiatives.

Currently our membership stands at (309), consisting of 159 Individual memberships, 81 Senior/student memberships, and 63 Family memberships. Because each Family membership represents at least two individuals, the total number of members is now around 400.

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 the hard working members of the Membership Committee, including Nancy Beltrandi, Wend Bourque and Carla Ward, for their valued contributions and ideas. We welcome Janis Boston as a new member of the Membership committee.

Submitted by
Lucy Dyer, Chair of Membership Committee



Site Development Committee

Presented at the Annual General Meeting on February 14, 2004

2003 Accomplishments

2003 was a year of change - the road re-alignment, more involvement of volunteers, an open house, and the creation of the Hal Hinds Memorial Garden.

Hal Hinds was the inspiration behind the FBGA and the Association's founding president. Following his death in 2001 it was decided to create a garden in his memory. Brian Parker, a close friend of Hal's, identified a location and designed the garden. On two Saturdays in the middle of summer 17 volunteers worked to construct the Garden with mostly donated materials and plants. In a small shaded hollow above the ponds, the garden is planted with primulas, a special favourite of Hal's, and other shade plants. The new garden was dedicated at the Recognition Event on September 7.

The re-alignment of the steep service road, a priority of the Development Plan, was undertaken by the City in the late fall. This was completed with minimal disturbance to adjacent areas, and sections of the old road were planted with small trees. With this completed, the planning and building of new gardens along the road, including the Children's Garden, can proceed as resources permit.

The involvement of volunteers in the Garden has already been noted. Association members took the initiative to revive three beds along the lower part of the road. Joe Harrison and a small group of friends spent a number of evenings reclaiming some of the more interesting plants that were being overgrown by more invasive species.

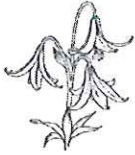
A Community Open House was held on a Saturday, September 27, to present the Development Plan to a larger audience. The City advertised the event and several committee and Board members set up a display in the Entrance Garden and waited for the audience to arrive. There was a minimal response to the advertising so members talked with the visitors to the Garden.

For the second year a small children's garden was planted near the Resource Centre for use by the Odell Summer Camp. Ten to 50 children visited once a week to learn about plants and gardening. An agreement with the City to locate a community organic garden on the FBG site did not materialise. The proposed site was too wet in the spring and the garden was relocated to Kimble Drive.

All of the usual garden maintenance tasks continued - care of the beds and lawns, labelling of plants, road and trail maintenance. Nursery beds were established to maintain and propagate material and now hold carryover material from the Plant Sale. Also, the composter area near the Resource Centre was cleaned up and the 'step' bed below the ballpark has been removed.

2004

At the end of the year not all of the plans for 2004 are finalised; they will be announced at a later date. However, the Committee be looking for more ways to involve members in work in the Garden. Also, a start has already been made on the preparation of interpretive signs for the major garden features to increase the information provided about the Garden.



Acknowledgements

The direct and indirect support of the City of Fredericton is again acknowledged. Far less would have been accomplished without the dedication of Brian Cochrane, Assistant Manager, Community Services, and Jeff Graham, lead hand for the Garden. During the summer City casual employee Robyn Byers provided leadership to our two summer students, Catherine Trudel (SEED) and Stephanie Hogue (SCP). With an all new crew, and one student less than in 2002, it was a challenge for them to keep up with all the work, especially at the beginning, but they did a great job.

Lastly, the contributions of all the committee members must also be recognized: David Boyle, Gerry Chevrier, Brian Cochrane, Kelly Foster (who was replaced by Jeff Graham part way through the year), Charlie Fullarton, Jeff Graham, Jim Martin, Brian Parker and Jane Seabrook. Brian Parker's contribution to the Hal Hinds memorial garden has already been noted; Brian once again made a big contribution to all aspects of Garden development.

Richard Tarn
Chair, Site Development Committee



Program Committee Report

Presented at the Annual General Meeting on February 14, 2004

At the beginning of the year, the Program Committee was given a specific task by the FBGA Board:- to prepare a long term comprehensive program proposal that would encompass the various events, activities and programs that the Association wishes to implement over the next 5-10 years. The requested proposal was to serve a parallel function with the Five Year Development Plan (Daniel K. Glenn) being used to guide the development of our site. The Program Committee has developed such a document together with suggested priorities, an implementation schedule and budget estimates. That document has been accepted by the Board as the working paper to guide future program development.

At the present time the program and activities conducted by the FBGA consists primarily of a series of approximately 10 events that are planned and conducted annually entirely by volunteers from within the organization. Some of these activities have an educational or outreach component; others have a strong fundraising component. Overall, these activities are very well conducted.

Our review of the 'state of The Garden' indicates that we are probably at a plateau in terms of the types, quality and number of activities we can deliver based on present funding levels, and based entirely on volunteer preparation and volunteer presentation.

This program and activity plan looks forward to a significant change in funding level, and to professional help in activity preparation and delivery. The objective is to prepare educational materials and activities specific to young people and adults, to develop specific community outreach and participation programs, and to prepare the materials and docents required to present our beautiful site to the public.

A. Building Blocks

Program Manager - Engage a professional botanic garden Program Manager to: assist the Board in the formulation of program direction; prepare educational programs and materials, assemble materials etc. related to Garden interpretation, develop a docent training program, and to serve as the technical resource person for the Garden.

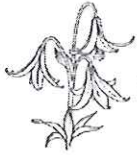
Docents - Develop a cadre of trained docents to present our onsite and offsite educational programs, and to present our Garden to the public.

B. Education

Young People Onsite - tours, camps, lectures
 Offsite - links with schools, clubs, school curriculum modules
Adults - Onsite and offsite presentation of courses (listing available)

C. Visitors and Tours

Self-conducted tours, docent conducted tours, seasonal tours, buses and groups
Site for events, rental opportunities. THE SHOP.



D. Community -

Participation -Artists in The Garden, Guest Gardener, Flower Show Host
Outreach -Horticultural Therapy

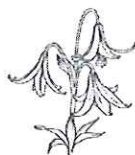
E. FBGA Events -

Seedy Saturday, Orchid Day, Plant Sale, Talks in the Garden, Treasured Garden Tour,
Open House, BBQ and Garden Tour, etc., etc.

The task of the Program Committee for 2004 - to fine tune the working document, to integrate the implementation of the components of the Program Plan with fund raising and with the development of our site, and to implement selected components of the Program Plan.

Respectfully submitted: - Wendy Bourque, David Boyle, Jane Tarn and Don Young (Chair).





Plant Sale and Raffle

Presented at the Annual General Meeting February 14, 2004

INCOME		EXPENSES	
Plant Sale		Plant Sale	
Brian Parker IOU	17.50		
Payback	267.29		
Plant Sale	14119.47	R.S.C.A.R	252 rhododendrons
Unused Float	32.71	Hortico	plants
SUBTOTAL Plant Sale	14436.97	C. Frensch Ltd	plastic pot markers
		Richters	plug trays
		Supplies	
Gifts in Kind			Pro-mix
Haywards Greenhouse	17.67		Pots & pot soil
Grey's Greenhouse	200.00		Greenhouse rental
Martin's Greenhouse	75.00		Delivery charges
TOTAL Gifts in kind	292.67		Postage
			Postage and copying
TOTAL Plant Sale	14729.64		Inkjet
			stationary
Raffle Income		Covey Basics	
Raffle Tickets	1529.00	Refreshments	
Market Sales	2073.25	Robert Scott	BQ supplies
Member Raffle Sales	2284.25	Advertising	
TOTAL Raffle Income	5886.50		Daily Gleaner
			EZ Rock Capital FM
Gift in Kind			Daily Gleaner
Dube Botanical Garden	29.83	W.W.Boyce Farmer's Market rental	
Charlie Fullarton	750.00	Reimbursement (shrub)	
TOTAL Gift in kind	779.83	Plant Sale Float	
		SUBTOTAL Plant Sale	6100.22
TOTAL Raffle Income	6666.33	Gifts in Kind adj	779.83
		TOTAL Plant Sale	6392.89
TOTAL INCOME Plant Sale and Raffle	21395.97		
		Raffle	
		License	25.00
		Building supplies	10.90
		Ticket printing	286.81
		Postage	138.00
		Wood	21.49
		Market rental	15.00
		Tarps	18.39
		Bench and chair (Charlie Fullarton)	350.00
		SUBTOTAL Raffle	865.59
		Gifts in Kind adj	779.83
		TOTAL Raffle	1645.42
		TOTAL Expenses Plant Sale and Raffle	8038.31
		NET Income Plant Sale and Raffle	13357.66



Plant Sale and Raffle...

Comparisons	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
Plant Sale Revenue	8149.95	10700.16	10067.21	9982.98	10246.30	12526.74	11611.32	12290.73	14784.39	14436.97
Expense	779.35	4189.39	3172.08	2554.68	2088.05	3748.67	2598.56	4012.08	3400.95	6100.22
Raffle Revenue	3423.45	3407.00	2722.50	2908.05	2828.89	4622.25	5243.41	4316.52	6278.95	5886.50
Expense	592.66	957.24	1066.77	598.87	704.16	877.76	950.28	635.68	809.64	865.59
Net	10201.39	8960.53	8550.86	9737.48	10282.98	12522.56	13305.89	11959.49	16852.75	13357.66

15th Annual Plant sale

May 25 was the day of our 15th annual plant sale. As luck would have it, the weather turned out to be a cold, wet, an altogether dirty day. In spite of the weather a long line of regulars appeared prior to the noon opening. The general feelings were that there were fewer people at the sale this year than in the past.

However those that did come spent handsomely and our net proceeds from both the raffle and the sale were \$13,357.66.

We would like to express our thanks to the members of the Botanic Garden Association who donated plants and worked so tirelessly for the sale, without your efforts there would have been no sale. We would also like to thank those members of the horticultural industry who donate so generously.

Respectively submitted

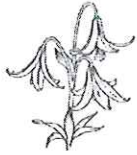
Bill Seabrook
Chair, Plant Sale Committee



Treasured Garden Tour and Silent Auction

Presented at the Annual General Meeting on February 14, 2004

Treasured Garden Tour						
Income						
Treasured Garden Tour Tickets			3950.00			
Expenses						
Don Bosse, Musician		300.00				
Covey Basics, Supplies		22.45				
Tarp-Rite, Tent, fly, delivery		460.00				
Robert Wilkins, Refrigeration truck		75.00				
Refreshments, supplies		173.74				
Advertisizing						
The Bugle		64.17				
Daily Gleaner		455.40				
Northside News		184.00				
EZ Rock Captial FM		103.50				
Oromocto Post Gazette		77.28				
Supplies, punch, cups		55.09				
Envelopes		9.89				
Tickets maps		20.70				
Table skirt rental		<u>57.00</u>				
Total expenses		2058.22				
Treasured Garden Tour Net			1891.78			
Silent Auction						
Income			2909.00			
Expenses						
Capital Winter Club Rental		43.12				
Supplies		<u>6.33</u>				
Total expenses		49.45				
Silent Auction Net			2859.55			
Comparisons						
		1999	2000	2001	2002	2003
Treasured Garden Tour	Revenue	2540.00	3050.00	3935.00	4800.00	3950.00
	Expenses	1218.06	2156.21	1799.97	2416.38	2058.22
	Net Income	1321.94	893.79	2135.03	2383.62	1891.78
Silent Auction	Revenue	924.50	1543.00	972.95	2034.50	2909.00
	Expenses	43.13	315.87	113.13	89.76	49.45
	Net Income	881.37	1227.13	859.82	1944.74	2859.55



Treasured Garden Tour

Presented at the Annual General Meeting on February 14, 2004

The 5th annual Treasured Garden Tour was held on Saturday, July 12, 2003. The event was a tremendous success in raising awareness of the Botanic Garden. The Tour this past year included 4 area gardens plus the Garden party at the Botanic Garden.

An excess of 260 tickets were sold to those wishing to visit the gardens of Doris Demers and David Palmer, Joel Richardson, Margaret Bannister and Urlic Cormier, and Verena and Philip Folkins. Each garden inspired the visitors in their own way and was enjoyed by all. Thanks to our garden hosts for making their gardens available to the hundreds of people who participated in the tour. All who attended the garden party enjoyed the fancy sandwiches and sweets donated by the membership while mingling with friends. The displays provided by Green Village and Scott's Nursery helped create a touch of wonder for the event as well as adding additional horticultural advice. Visitors at the Botanic Garden enjoyed live entertainment provided by the Don Bosse Jazz Quartet as they meandered the gardens. The addition of a master of ceremonies to announce commencing Botanic Garden tours, prize draws, and acknowledgements helped improve traffic flow throughout the entire Botanic Garden and created much excitement.

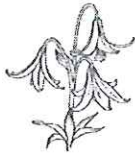
We would like to offer our appreciation to both Scott's Nursery and Green Village for their contribution. Many individuals and businesses contributed to the Treasured Garden Tour through donations of food, time, and resources. We would like to thank them all for their support. We couldn't have done it without it.

I would like to thank all of those of the organizing committee who worked for months on this year's Treasured Garden Tour. I would also like to thank all of the members who helped during the day of the tour. All the volunteer's hard work and participation made this year's Treasured Garden Tour a tremendous success! Thank you all.

The 6th annual Treasured Garden Tour will be held on Saturday, July 10, 2004. This is sure to be another success and I hope that we can count on the continued participation of our membership in hosting what has become an event not to be missed.

Submitted by:

Andrew Lawson



Docent Working Group

TERMS OF REFERENCE

Draft 2002-08-28

- 1- **Statement of purpose:**
To assist visitors in learning about plants and enjoying the Fredericton Botanic Garden.
 - 2- **Timeframe:**
Ad hoc (for now) but may either stand alone or eventually be integrated to the Programme Committee.
 - 3- **Membership:**
The work group could include up to five members with a variety of qualifications and representation (e.g. city groups, cultures/languages, geography, interests, etc)
 - 4- **Key result areas/major responsibilities:**
 - 1-Identified opportunities for enjoying and learning for various clientele, (such as youth, families, seniors, etc);
 - 2-Effective venues and guidelines for each (e.g. a manual);
 - 3-Recruited, trained and supervised persons, etc.
 - 5- **Authority and accountability:**
The Committee is appointed by and reports to the Board, directly or through the President, as determined by the Board. The level of authority delegated is: e.g. Complete authority, within approved resource allocation and workplan and may access external resources as authorized by the Board;
 - 6- **Relationships:**
Internal (with other committees e.g. Program; Site development; External communications) and external (with schools, business, church and seniors groups), other organizations and institutions (e.g. Art Gallery, Kings Landing).
 - 7- **Reporting:**
Present plans and recommendations (budget, etc) to the Board and to the AGM at least yearly and provide information on plan implementation progress and deviations as appropriate.
-
-



External Communications Committee

TERMS OF REFERENCE and PLAN

DRAFT-3 (LPA-1999 06 17)

OBJECTIVE:

"To manage the image of the FBGA in the media"

GOALS:

- 1 - To promote the FBGA as an educational and leisure opportunity in the Capital city for:
 - a) local residents, and
 - b) non-residents (visitors, tourists, others)

Activities:

- 1-Involve teachers (sabbatical) in designing the educational opportunities for primary, middle and high school students (university?)
- 2-Draw on Third Age Centre, etc, to design leisure opportunities for seniors
- 3-Design family educational and leisure opportunities.

- 2 - To inform potential clientele (local residents, provincial and external audiences) of;
 - a) selected historical features (facts, legends).
 - b) content of the FBGA to date and who did it.
 - c) responsibilities/relationships in operating the FBGA (City, volunteers, etc).

Activities:

- 1-Involve communicators and students in "popularising" the history
- 2-List the current contents and features of the garden (by areas of interest)
How much of it is from private sources?
- 3-Give the City some promotional mileage for their contribution (if they want it?)

- 3 -To inform potential sponsors (private and public, local and external) of the development plans and needs of the FBGA

- a) identify opportunities (small, medium, large)
- b) relate to public good and commercial benefits

Activities:

- 1-Identify and estimate the value of potential benefits of a garden in Fredericton
Public good:
Commercial:
- 2-Identify "on-side" potential sponsors and consult/test the approach, tools, etc.
- 3-Carve out a variety of projects costed from \$500.00 to \$1 million.

- Action Plan:**
- 1-Relates to the communication activities of the other 6 committees by providing a framework within which specific topics can be communicated and yet contribute to (or at least be consistent with) FBGA priority themes for the year;
 - 2-Realistic/feasible by volunteers and by a low resource organization.
-
-



Fund-raising Campaign Committee-2001-2002

TERMS OF REFERENCE

DRAFT 2001-02-26

Purpose: The purpose of this structure is to raise funds for the development of the Fredericton Botanic Garden, by conducting a capital drive and arranging for planned giving opportunities.

Timeframe: The Fund-raising Campaign Committee is a two-year project group. While follow-up activities, such as receiving pledges, etc, may extend over a longer period, the two-year mandate is firm. Also, similar structures may succeed this committee at future dates.

Membership: The Committee shall be co-chaired by persons with demonstrated leadership abilities and include up to ten other members, representing a cross-section of the community. Representation from the business, liberal arts, professions, public servants and universities, as well as the geographic areas of the community shall be sought.

Key result areas/major responsibilities: The Committee is responsible for the planning and implementation of an effective fund-raising campaign. It should include the following areas of activity:

- Formulate objectives and a two-year workplan;
- Arrange for the conduct of a feasibility study;
- Set a campaign target and establish pledge mechanisms and other planned giving opportunities;
- Plan and implement an effective public information programs;
- Arrange for the recruiting, training and supervision of canvassing volunteers;
- Conduct the fund-raising campaign and celebrate success.

Authority and Accountability: The Committee is appointed by the Fredericton Botanic Garden Association Board of Trustees and reports to the president (or his/her designate). The Committee has full decision authority within approved resource allocation and workplan. External resources may also be accessed as agreed with the Board.

Relationships: While the Committee is a stand-alone structure, it should constantly be aware of the activities and plans of standing committees and special project teams, which may have complementary activities. Duplication and overlap must be avoided. The Committee shall also explore collaborative relationships with external organizations and institutions to assist in achieving its objectives.

Reporting: The Committee provides monthly progress report to the FBGA President (or designate), through one of its co-chairs (or designate). The brief written reports will indicate progress and discrepancies relative to the agreed worplans, as well as recommendations and requests for the Board's consideration.



Recognition Committee

TERMS OF REFERENCE

DRAFT 2002-09-15

- 1- **Statement of purpose:**
To coordinate the planning and implementation of activities to recognize the generosity of people and other legal entities for significant contributions to the attainment of FBGA objectives.
- 2- **Timeframe:**
Standing committee, which integrates ongoing and new activities such as memorials, plaques, certificates, awards, recognition events, information to the public, etc.
- 3- **Membership:**
A minimum of 4 members, one of which serving on the Board of Trustees.
Ideally, there would be representation from age groups, gender, etc, and have skills in communications, identification of «significant» contributions, etc.
- 4- **Key result areas/major responsibilities:**
 1. A framework or guidelines to appropriately recognize significant financial, in-kind or other contributions to the Fredericton Botanic Garden and/or to the Association;
 2. A description of activities to recognize different levels of contributions;
 3. Qualified persons to lead and deliver the activities;
 4. Recommendations to the Board of Trustees.
- 5- **Authority and accountability:**
The Committee is appointed by and reports to the Board, directly or through the President, as determined by the Board. The level of authority delegated is in accordance with approved resource allocation and workplan. The Committee may access external resources as authorized by the Board, etc.
- 6- **Relationships:**
The committee activities would be facilitated by working closely with other related components of the Association and in particular with the Fund-raising, Site Development, Membership and External Communications committees.
- 7- **Reporting:**
The committee is expected to present its long term and annual plans, report on major progress and deviations and make recommendations to the Board as appropriate as well as report annually to the general membership.

Approved by the Board of Trustees, September 19, 2002



Programming and Positioning Analysis

TERMS OF REFERENCE (To be revised extensively)

Background:

The Fredericton Botanic Garden Association, amongst its various activities, operates the 53-acre Fredericton Botanic Garden through a partnership agreement with the City of Fredericton Parks and Trees Department, official gatekeepers of the property on behalf of the citizenry. Comprised of approximately 300 members, the Association seeks to enhance the Garden's position as a destination of choice within the City of Fredericton, by attracting both residents and the traveling public.

A preliminary environmental scan undertaken by Association volunteers illustrates that the Fredericton Botanic Garden has the potential to be positioned similar in scale to such small to medium-sized facilities as: the Mendocino Coast Botanic Garden, Fort Bragg, CA; the Annapolis Royal Historical Gardens, Annapolis Royal, NS; the Thuya Gardens and Asticou Azalea Garden, Northeast Harbor, ME; the Key West Botanic Garden, Key West, FL; the Van Duesen Botanic Garden, Vancouver, BC; and the University of Alberta Devonian Botanic Gardens, Edmonton, AL. Several if not all of these facilities have touristic as well as localized community values.

The Association's executive recognizes the benefits and values associated with attracting touristic activity to the Botanic Garden site: potential access to new funding, potential new revenue streams, support for a better product and experience, more and better programming, legitimacy for enhanced signage, recognition by and integration with (packaging) the existing tourism business community within the City of Fredericton, the ability to contribute to Fredericton's overall value as a travel destination.

The executive recognizes that there is a planning relationship amongst the functions of theming, positioning and programming.

The executive also recognizes that amongst the primary activities of tourists - apart from sightseeing and requiring accommodations - are: enjoying local cuisine, retail shopping, entertainment and experiencing local culture. Essentially, the theme of an attraction is merely the backdrop against which these primary needs are offered. The stronger the thematic, the greater likelihood that people will be attracted to spend money on their primary needs. And we know: if they don't do it and spend it at the Fredericton Botanic Garden, they will do it and spend it elsewhere in Atlantic Canada.

Public and private commercial gardens are like any and all potential tourism operations: they are only relevant for the people they attract; and best practices (lessons learned) within the tourism industry demonstrate that uniqueness (dominance, differentiation) is the first instrument of success. Uniqueness is derived through theming. As shown within the hierarchy of The Nine

Essentials of Successful Travel Products (See Appendix 'A') 'Theming' is the first priority. Theming drives all of the other attributes of success, followed by authenticity, accessibility, personal enrichment, education, entertainment, interactivity (hands-on), value-added and exceeding expectations. Following this template, programming tends to have a natural evolution and flow.



A second formula to be used in helping determine the positioning of the Fredericton Botanic Garden is The Value Equation (See Appendix 'B').

The Association executive, as the result of consultations with its membership and other stakeholders, has narrowed its discussion on uniqueness and theming options to the following concepts:

- **The Interactive Garden; or**
- **The Entertainment Garden; or**
- **The Children's Garden; or**
- **The (local heritage-what was the original site?) Garden**

The Association seeks the services of a qualified consultant(s) to assist in finalizing its theming and positioning with the intent of shaping its programming potential. A maximum of _____ has been earmarked for the purposes of engaging such services.

Goals and Objectives

The Goals and Objectives of conducting analysis toward the theming, positioning and programming of the Fredericton Botanic Garden are:

1. To enhance the Garden's use and interest pertaining to the citizenry of Fredericton;
 2. To enhance the Garden's destination value in attracting tourists to New Brunswick;
 3. To identify resources toward improving the physical attributes and associated programming which will enhance local use and interest, as well as that of tourists; and
- To heighten the value of the Garden to the community of Fredericton.