

**Friends of the Central Experimental Farm
Amis de la Ferme expérimentale centrale**

**Minutes of a meeting of the Board of Directors
March 16, 2022, at 10:00 a.m.**

PRESENT: Eric Jones, Shirley Ewen, Donna Pape, Dell Durnin, Robert Stuart, Randy Taylor

VISITOR: Heather Webster

ABSENT: Richard Hinchcliff, Blaine Marchand, Deborah Higdon-LeBlond

AGENDA:

- **MOVED by Shirley Ewen and SECONDED by Donna Pape THAT the agenda be adopted. CARRIED.**

MINUTES:

- **MOVED by Randy Taylor and SECONDED by Robert Stuart THAT the minutes of the February, 2022, meeting be approved. CARRIED.**

PRESIDENT'S REPORT

- Eric welcomed Heather to the meeting as an observer.
- The new administration assistant, Shelley Guilfoyle, was introduced to the board.
- The AGM will be held virtually. Randy will draw up a RFP for the 2022 financial audit. Donna will sit on the board for one year as an observer as her term is complete. The Friends will follow up with persons who have shown interest in joining the board.

TREASURER'S REPORT/FINANCIAL ISSUES – Randy

- FCEF has a balance of \$124,000.00.
- Julia presented a new project for the Board's consideration. She has researched having pictures of the farm made into puzzles and has found a company in Ontario who can produce them. The cost is \$26 per puzzle for producing 100 puzzles which includes three designs (cost including delivery will be around \$29.00). She has done a survey to select three pictures for the puzzles.
- **MOVED by Randy Taylor and SECONDED by Donna Pape THAT we have one hundred puzzles produced and sell them on the on-line boutique as a pilot project. CARRIED.**

PROJECTS AND FRIENDS

- **Bench Project:** -AAFC has identified 4 locations for 2 benches at each spot, but the locations are not in the arboretum or the ornamental gardens and staff have given a number of reasons for this decision. The Board is concerned that those who donated may not want to proceed. Randy is to call to see if the construction of the benches has begun and Eric will contact AAFC on follow-up steps. If those who purchased the benches decide not to go ahead, their funds must be returned and they will lose their CRA tax deduction. After this round, the bench program

will be suspended and Donna will let Shelly and Julia know so the information can be removed from the web-page and Farm notes.

- **Building Book:** No report.
- **Garden tours:** Rob – Garden team leaders have responded to the request for tour guides. Rob will write a description for the guides. Blaine will lead the peony tours.
- **Woodland improvement:** Eric – FCEF will purchase plants from the smaller suppliers for this project.
- **The Tree book:** Eric -Need to make a decision whether the present publication should be revised or to write a new book.
- **Master Gardener lectures:** Donna –First lecture was on March 8 (Rob Stuart) and was well received.
- **Greeting Cards:** Dell –Sales are slow. The fall set will be reprinted as numbers are low. Dell will review pictures for a new set.
- **Creation of pathways:** Eric – Jeremy is starting to plan for this project; a plan is necessary before a grant application can be made.
- **Upgrading of the arches:** Fiona – AAFC may proceed with this project using its own resources.

MEMBERSHIP –Deborah e-mailed a report which is attached to the minutes.

- A total of 411 memberships (increase of 13 from last month) which includes 529 people (an increase of 18). Fifty per cent of the members receiving the January renewal requests have renewed.

RECRUITMENT OF VOLUNTEERS- Donna

- Nineteen people have registered for the volunteer orientation in April which will be held on-site.
- New signs will be produced and displayed when the garden teams are in the gardens.

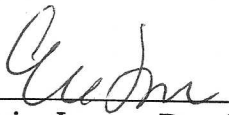
EVENTS- Donna

- Fifteen vendors have signed up for the plant sale. Donna has a new volunteer, Jeanne Currie, to help with this event.
- The timing of the Book sale will be decided at the next meeting.
- The need for an Events Director, as well as coordinators, was identified as a priority.

NEXT MEETING

- The next FCEF Board meeting will be held April 20, 2022 at 10:00 a.m.

The meeting was adjourned at 12:05 p.m.


Eric Jones, President


Shirley Ewen, Secretary

March 17, 2022; Notes from Deborah

good morning, shirley,

here are the membership stats for today's board meeting, fresh from janice working on membership yesterday. am hoping someone will introduce shelley to the board (i think i asked randy to).

current memberships: 411, an increase of 13 from last month.

people: 529, an increase of 18 people since last month.

50% of the requests to renew sent with the january newsletter have been answered with a renewal, a very good stat.

of the 59 memberships processed in 2022 so far, 19 have been from lapsed memberships, 18 have been completely new. strangely, quite a few of the lapsed have been lapsed for more than 10 years.... people are coming back to the friends. many of the renewals have come with registration for the mg lectures. we had one new lifetime senior couple membership, people completely new to the friends.

office update: shelley has been learning the ropes very quickly, julie has been doing a fantastic job training her. confident we'll continue to be in good hands.

tech update: many of the new volunteers who joined us to give tech support are working regularly in the office or from home to support us very well. janicetayles comes in every tuesday and has taken on membership/donation processing. kathymcdougall will take on the april newsletter mailing when it arrives. heatherwebster is supporting both the office tech and volunteer database, doing an excellent job. susan bailey has taken on an archival role, creating a keyword index for the newsletters, and in the future will digitize all newsletters, and eventually board meeting minutes. our webmaster, who was only with us a month or so, had to resign due to family situation but shelley should be able to cover us there. we have not yet reached out to nuiesser for e-commerce support but will look at it when deborah returns, if necessary. shelley has e-commerce experience, so may not be necessary. nui has a lot of gardening experience and she may fit in as a volunteer gardener. we still require someone to look into our internet service provider, we are paying a high sum for consumption, wifi password was changed recently, will monitor for consumption changes to see if it improves.

thanks shirley, for reporting this today.

deborah