THE JOGGINS FOSSIL INSTITUTE

FISCAL YEAR | APRIL 1, 2018 TO MARCH 31, 2019



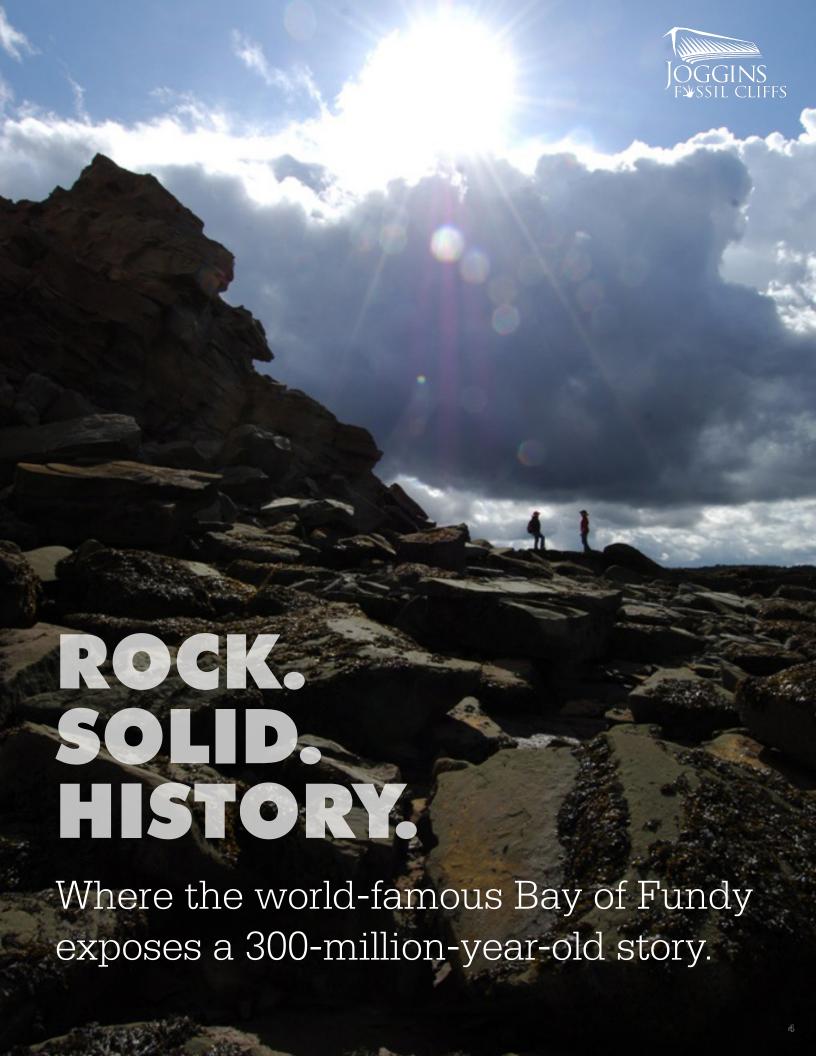


# CONTENTS

- 01 Message from the Staff | PAGE 5
- 02 Board of Directors | PAGE 6
- 03 Management Team | PAGE 7
- 04 The Numbers | PAGE 9
- 05 Education, Exhibits & Outreach | PAGE 10
- 06 Development & Strategic Engagement | PAGE 15
- 07 Scientific Research & Collections | PAGE 16
- **08** Events in 2018/2019 | PAGE 19
- 09 Partnerships & Supporters | PAGE 21
- 10 Statement of Financial Activity | PAGE 23







### MESSAGE FROM THE STAFF

#### A REFLECTION ON 10 YEARS AS A UNESCO WORLD HERITAGE SITE

Ten years has gone by so quickly but of course it's less than a drop in the bucket when compared to the vast amount of time that the cliffs represent! In the last decade, we've engaged the local and global community, created new exhibits and educational experiences, and said goodbye to and welcomed new staff and volunteers. We've accomplished so much but there is still so much do to! Much like the Cliffs show about Earth's past, things are constantly evolving and changing; the same is true at the Institute. We are planning to provide even better experiences here so that visitors and local community members can engage with the site even more. Collaborations with universities, museums and community groups have been, and will continue to be, very fruitful. We look forward to what the next ten years will bring!

The Joggins Fossil Institute team,

Melissa Grey | Marc LaPointe | Jordan LeBlanc | Lorna Terrio | Laurie Glenn Norris





IFFS ANNUAL REPORT :: THE JOGGINS FOSSIL INSTITUTE

#### **BOARD OF DIRECTORS**

#### **EXECUTIVE**

#### Don Trenholm

Chair

Resident-Cumberland County

#### Dr. Elisabeth Kosters

Vice-Chair and Chair of the Science Advisory Committee Member at Large

#### Dayle Morris-Quinn

Treasurer

Resident-Cumberland County, District 9

#### OTHER DIRECTORS

Ms. Tammy Allen (to Jan 2019)

Resident-Cumberland County

#### Mr. Don Fletcher

Member at Large

#### Ms. Stephanie MacPherson

Member at Large

#### Ms. Laura Reinsborough

Member at Large

#### APPOINTED

#### Mr. Christopher Shore

Ex-officio & non-voting

Department Communities, Culture and Heritage

Government of Nova Scotia

#### Mr. Brian Fisher

Ex-officio & non-voting
Department of Natural Resources
Government of Nova Scotia

#### Mr. Mike McLellan

Ex-officio & non-voting Municipality of the County of Cumberland





#### MANAGEMENT TEAM

#### Dr. Melissa Grey

Director of Science/Curator of Palaeontology

#### Mr. Marc LaPointe

Director of Development and Strategic Engagement

#### Mr. Jordan LeBlanc

Director of Operations

#### Ms. Lorna Terrio

Director of Administration

#### Ms. Laurie Glenn Norris

Education and Outreach Manager



Permanent staff at JFI: (left to right) Marc LaPointe, Laurie Glenn Norris, Melissa Grey, Lorna Terrio and Jordan LeBlanc.

#### SEASONAL STAFF



2018 Seasonal Staff at JFI: (top row, left to right): Langille Weatherbee, Alex Gray, Thaddeus Bligh, Bay Berry and Dara Brown, (bottom row, left to right): Joyce McAloney, Ben Manthorne, Darren Doncaster, Rebecca Beardsley and Cathy Hoeg.

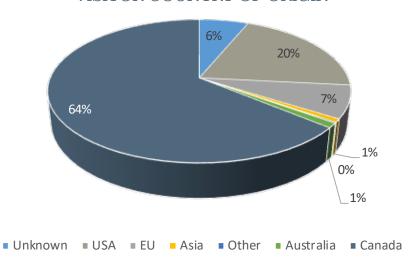
SIL CLIFFS ANNUAL REPORT :: THE JOGGINS FOSSIL INSTITUTE



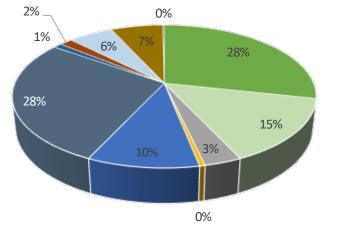
# THE NUMBERS

Number of Facebook likes	3,106
Number of Twitter followers	786
TripAdvisor rating	4.5
Average number of website sessions per day	565
Total number of website sessions this year	109,646
Number of people who paid admission	14,400
Estimated visitors to Joggins Fossil Cliffs	
UNESCO World Heritage Site	20,000
Highest weekly sales	July 30-Aug 5

#### VISITOR COUNTRY OF ORIGIN



#### CANADIAN VISITOR PROVINCE OF ORIGIN



■ NS ■ NB ■ PEI ■ NFLD ■ Que ■ On ■ Man ■ Sask ■ Alberta ■ BC ■ Territories



### EDUCATION, EXHIBITIONS & OUTREACH

Education is a critical component of the Joggins Fossil Institute's mission. Everyone who visits the UNESCO World Heritage Site is immersed in an educational endeavour: from the multi-generational family grounds visiting the beach and discovering fossils, to planned visits by school groups who are seeking to accomplish specific learning outcomes. Outreach is an important component of education and creates audience expansion.

#### **EDUCATION**

#### **GROUP TOURS**

The Joggins Fossil Centre hosted 13 different school groups, totalling approximately 730 students! Student groups ranged from kindergarten to university, visiting mainly from around the Maritime Provinces. Other tour groups, including special interest, seniors' educational groups, and bus tours accounted for dozens of bookings and hundreds of visitors. Group bookings are nearly split 50/50 between school groups and special interest/tour bus groups.

A typical group visits the Exhibition Gallery and the beach, and may also participate in a curriculum-oriented activity such as: CSI Joggins (Carboniferous Scene Investigation), Geological Timeline Exploration, or casting and molding of fossils. Popular activities for university-aged groups include: creating a stratigraphic log of a portion of the cliffs and fossil quadrat surveys.

#### SUMMER AND MARCH BREAK CHILDREN'S DAY CAMPS

The Joggins Fossil Institute offered day camps in July and August of 2018. These camps were popular and offered new learning opportunities for local children. Laurie, our Education and Outreach Manager, entertained them with crafts, scavenger hunts, fossil explorations, games, planting and caring for the Learning Garden, and more. Many thanks also to workshop providers, volunteers and participants for making this year another success!

The Joggins Fossil Institute offered its eighth year of March Break Children's Day camps from March 19-21, 2019. For ages 5-12, the activities spanned a variety of disciplines including Mad Science for the Maritimes, endangered species, Indigenous culture, and wild woods animals, and crafts. The March Break Children's Day camps were sponsored by the Municipality of the County of Cumberland.







The IOth Anniversary Fossil Festival attracted an attendance of approximately 600. Photos: (L to R) Elders Louise Goodman & Emile Gautreau preform a Blessing the Cliffs ceremony to open the Joggins Fossil Festival, Champ the Pony was a crowd favourite at the Festival; Elizabeth Glenn-Copeland held two storytelling sessions during the festival.



L CLIFFS ANNUAL REPORT :: THE JOGGINS FOSSIL INSTITUTE

#### FIBRE ARTS FRIENDS

Fibre Arts Friends has proved to be a popular programme for all the crafters in the area. It's offered nine months of the year. Participants bring their rug-hooking, knitting, crocheting, stain-glass work, cross-stitch, needle point etc. and have a wonderful time creating

#### ARTSCAPE: THE ARTIST-IN-RESIDENCE PROGRAMME

Elizabeth Glenn-Copeland, a writer, theatre artist, and artist facilitator from Sackville NB., was the second ArtScape Artist-in-Residence. Her project Rock Whisperers was jury-selected from Canada-wide submissions. Elizabeth created the narrative poem, "Daring to Hope at the Cliff's Edge: Pangea's Dream Remembered," which will be published in 2019. She also presented four public readings/performances and a poetry workshop.

ArtScape: The Artist-In-Residence Programme 2018 was sponsored by the Municipality of the County of Cumberland.









Left: Elizabeth Copeland-Glenn, right: Jeffrey Martin, composer and music educator from Sackville, NB was chosen as the 2019 JFI ArtScape Artist-in-residence. His project, Sounding Cliffs is sponsored by the Province of Nova Scotia.

#### **EXHIBITIONS**

#### CURRENT RESEARCH: THE COPROLITE CONUNDRUM

**A new, rotating exhibit** opened in May, 2018 that highlights current research at the site. In this case, we highlight the work we are doing with 300 million-year-old fish coprolites (also known as poo!). We are doing research to determine the different types of coprolites and we use microscopes, and have even tried CT-scanning it, to find out what's inside.

**Inspirations by Indu Varma** a multi-media exhibition of paintings, prints and sculpture was on exhibit from April 22nd to June 3rd. Ms. Varma provided an artist tour-and-talk the day of the opening.

**From Vimy to Juno: Canada in France 1914-1945**, a national travelling exhibition created by the Juno Beach Centre was exhibited at the Royal Canadian Legion Branch #4, Joggins from May 2nd to 12th. Co-sponsored by the Joggins Fossil Institute. Approximately 350 visitors toured this important exhibition.



A famous Joggins fossil will soon be on permanent display at the Royal Ontario Museum, Toronto. A large (200 kg) lycopsid (large club moss) on display at the Centre since its opening, travelled to the Nova Scotia Museum, on route to Ontario, in November. The lycopsid will be centre-stage in the Carboniferous section of the **Dawn of Life Gallery** slated to open at the ROM in 2021. Don Ried ONS, Keeper of the Cliffs, discovered the fossil along the Joggins Cliffs many years ago.

Photos below: Coprolites exhibit, Indu Varma, Dara Legere, Joggins Legion speaks to River Hebert School students about From Vimy to Juno; and lycopsid in transit.









#### **OUTREACH**

#### CONFERENCES

The Curator of Palaeontology presented talks at two conferences this past year:

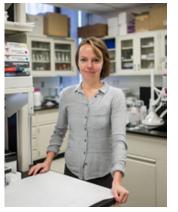
**International Palaeontological Congress (IPC)**: Conservation Monitoring at the Joggins Fossil Cliffs UNESCO World Heritage Site – ten years later

**Atlantic Geosciences Society's Annual Colloquium** (co-convened a session entitled "Palaeontology and Sedimentology in Atlantic Canada") and spoke about ArtScape the JFI Artist-in-Residence program in the "Earth Science Outreach in the Maritime Provinces" session.

The Education and Outreach Manager attended two **Learn 2 Lead Workshops**, Sponsored by the Municipality of the County of Cumberland - Grant Seeking and Community Youth Development.









Photos above (L to R): Dr. Melissa Grey at the International Palaeontological Congress in Paris, student intern Alix Main and Dr. Hilary Maddin, 2018 Science Literacy Week presenter, new interpretation signage on grindstone quarrying was placed at the Lower Cove beach during the summer.



CLIFFS ANNUAL REPORT :: THE JOGGINS FOSSIL INSTITUTE

#### PRESENTATIONS/TALKS/IN-HOUSE PROGRAMING

The Joggins Fossil Institute delivered presentations to community, schools and professional groups. The Institute's staff delivers presentations, as requested, either at the Joggins Fossil Centre or at other locations around the Maritime Provinces. A sampling of groups to which we delivered off-site talks this past year include: Mount Allison University (x3) and Acadia University (x2).

In-house presentations and programming attendance for the year was approximately 224.

Mount Allison University student Alix Main spent her summer at the Centre investigating the relationship between literature and the physical environment. Alix was a student of Dr. Janine Rogers, Department of English, Mount Allison University.

#### MEDIA AND THE CLIFF NOTES NEWSLETTER

To get the word out about happenings at the Centre, staff submits articles to the local newspaper (Amherst News) and have been distributing a quarterly newsletter entitled Cliff Notes (past editions found under the "Outreach" tab of the JFI website.

The Cliffs Notes Newsletter was distributed to subscribers via MailChimp. Numerous articles and photos were published in the Amherst News during the past year. On-line articles appeared in the local newspapers and The Chronicle-Herald as well as Public Service announcements and interviews on CBC Radio in Nova Scotia and New Brunswick, and Cable 10.





SSIL CLIFFS ANNUAL REPORT :: THE JOGGINS FOSSIL INSTITUTE



# L'histoire récente la région

### Great.

"...our guide did a fantastic job of sharing his knowledge and enthusiasm for the beaches and its fossils. Really interesting."

Poppyoppy Ormskirk, UK TripAdvisor (visited October 2018)

### DEVELOPMENT & STRATEGIC ENGAGEMENT

#### (OR HOW TO MAKE FRIENDS AND RAISE FUNDS)

The Joggins Fossil Institute's Board of Directors decided, over a year ago, to raise new funds for reinvestment in gallery exhibits, buildings, grounds, programming and projects. Shortly thereafter, the Board started working with Danielle Boucher, Senior Consultant at Global Philanthropic Canada, to prepare and plan for this exciting new start for Joggins.

In October 2018, Marc Lapointe MBA CFRE, was hired for the newly created position of Director of Development



and Strategic Engagement to implement the plans created by Global Philanthropic as well as to find and forge links with other organizations to help improve the visitor experience at the Joggins Fossil Centre.

Marc, his Newfoundland-born wife Margaret and their children have lived in Moncton for two decades and have travelled across virtually every inch of Atlantic Canada. Marc earned his MBA from St. Mary's University, Halifax, and carries the Certified Fundraising Executive designation, the highest form of certification in fundraising. He has been involved in the development world for ten years. Prior to his fundraising experience, he worked in sales and marketing for many years, and brings a unique set of talents to the Joggins Fossil Institute.

Marc's role, in addition to putting into effect the plans developed by Global Philanthropic, is to forge relationships with governmental organizations, businesses, non-profits and local volunteers to help further the Joggins Fossil Institute's mission to protect, study and interpret the most unique "Coal Age" fossil site on earth.

Set aside the date of June 30, 2019, for participation in the first of many activities to come.

Also, look for an opportunity to win an original oil painting of the Joggins Fossil Cliffs (left image below). The winning name will be drawn at the end of the season and the original painting will be shipped anywhere in the world. We thank the artist John Bladek for this wonderful donation.

Keep reading the "Cliffs Notes" newsletter for more information on how we plan to make the Joggins Fossil Centre an even better place to visit.







### SCIENTIFIC RESEARCH & COLLECTIONS

#### SCIENCE ADVISORY COMMITTEE (SAC)

The Joggins Fossil Institute's Science Advisory Committee (SAC) advises the Board on matters of research and other scientific matters related to the site and its management. The SAC currently consists of nine volunteer members from two federal government departments (Canadian Wildlife Service and Geological Survey of Canada), one provincial government representative (Department of Communities, Culture, and Heritage) and three Maritime universities (Dalhousie University, Mount Allison University and Cape Breton University). Members specialize in geology, palaeontology, biology, or environmental sciences. The Curator of Palaeontology is an ex-officio member of the SAC and, in conjunction with the Chair (Dr. Elisabeth Kosters), is responsible for organizing meetings, taking and distributing minutes, and reporting to the Board on SAC recommendations. The SAC meets twice a year and submits an annual report to the Board summarizing the committee's work.

The bulk of efforts from the SAC in 2018 involved the planning and organization of JFI's first **research symposium**, held September 22, 2018. It attracted regional, national and international researchers on a variety of topics from Palaeontological research at Joggins (or at similar sites) to education and outreach efforts. Of course, it also included a field trip to the beach!



Joggins Research Symposium participants, September 22, 2018

CLIFFS ANNUAL REPORT :: THE JOGGINS FOSSIL INSTITUTE

#### RESEARCH

Formal research collaborations remain established between JFI, Acadia University and Mount Allison University (the Curator of Palaeontology is an adjunct professor at both universities).

Research with past Honour's student, Max Chipman, through Acadia University (and co-supervised with Dr. Peir Pufahl) on Joggins fish coprolites has been completed and a manuscript is in preparation for submission to a journal. New coprolite research is also underway in collaboration with Dr. Nikole Bingham Koslowski (Geological Survey of Canada) and Dr. Peir Pufahl (Acadia University) to understand the chemical nature of the specimens.

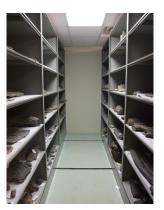
#### **COLLECTIONS**

The total number of specimens in the collection numbers over 1800, with a Working Collection of approximately 85 specimens. The Working Collection is used for educational experiences and activities in the gallery and off-site for outreach. No new specimens were added to the Collection in 2018.

TAXONOMIC CATEGORY	TOTAL	
Invertebrates	90	
Paleobotany	717	
Structural	19	
Traces	615	
Vertebrates	351	
Unknown	27	
Total	1819	

<u>Click here</u> to access the on-line database for the Collection held at the Joggins Fossil Centre.









A "new" old specimen awaiting curation.



L CLIFFS ANNUAL REPORT :: THE JOGGINS FOSSIL INSTITUTE



# EVENTS 2018/2019

CENTRE OPENING AND INDU VARMA EXHIBITION OPENING	April 22, 2018   Earth Day – Centre opened for the season!
FIBRE ARTS FRIENDS	April 19th, May 17th, June 21st, Sept 20th , Oct. 18th and Nov. 15th, 2018 & Jan 17th, Feb 21st and March 21st, 2019
ADOPT-A- HIGHWAY CLEANUP DAY	<b>May 7th, 2018</b>   with 13 local volunteers and students from River Hebert Schools
FROM VIMY TO JUNO EXHIBITION	<b>May 2nd to 12th, 2018</b>   Co-sponsored with the Royal Canadian Legion Branch # 4
ARTSCAPE: ARTIST-IN- RESIDENCE PROGRAM	<b>May 21st – June 30th, 2018</b>   Poet Elizabeth Glenn-Copeland completes her <i>Rock Whisperers</i> project
POETRY WORKSHOP	June 2nd, 2018   with Elizabeth Glenn-Copeland
CANADA DAY PARADE	July 1st, 2018   JFI summer students took part in parade



# EVENTS 2018/2019

10TH UNESCO ANNIVERSARY	<b>July 7th, 2018</b>   First ever Joggins Fossil Festival with beach and behind-the-scenes tours, storytelling, craft and local business/ organizations tables. Also a BBO, horseback riding, and evening reception. 600 in attendance.
SUMMER DAY CAMPS	July 26th & 27th and August 9th & 10th, 2018   Activities included gardening, fossil-related activities; nature activities, and writing
MOVIE NIGHT	<b>July 28th, 2018</b>   River Hebert/Joggins and Area Assoc. Fundraiser
SCIENCE LITERACY WEEK	Sept. 21st, 2018   Dr. Hillary Maddin presented "The origin & Evolution of vertebrates: Insights form the Fossil Record of Nova Scotia"  Sept 22, 2018   Joggins Symposium
HALLOWEEN TREATS	Oct 28th, 2018   Halloween treats & gift shop sale
HERITAGE DAY	<b>Feb 18th, 2019   Elizabeth Glenn-Copeland</b> read excerpts from her poem "Daring to Hope on the Cliff's Edge: Pangea's Dream Remembered." There was a slideshow of Maud Lewis' winter paintings.
MARCH BREAK	March 19-21, 2019   Children's day camps. Activities included Finding Furry & Feathered with Barb Thompson, Indigenous Culture with Emile Gautreau/Louise Goodwin, Wild Woods with Dr. Jesse Popp and Mad Science for the Maritimes



### MEMBERSHIPS, PARTNERSHIPS & SUPPORTERS

Association of Nova Scotia Museums Member Member Atlantic Geoscience Society Bay of Fundy Ecosystem Partnership Member Member Geological Association of Canada, Palaeontology Division Government of Canada Supporter Government of Nova Scotia Supporter Municipality of the County of Cumberland Supporter Cumberland County Tourism Strategic Planning Committee Supporter Cliffs of Fundy GeoPark Society Supporter Canadian Geological Foundation Supporter Fundy Geological Museum Partner Nova Scotia Tourism Partner

#### LIFETIME KEEPERS OF THE CLIFFS

Lifetime Keepers of the Cliffs are those individuals who have made a significant contribution to the development and support of the Joggins Fossil Institute.

Ms. Jenna Boon Dr. Laing Ferguson (1935-2013)

Mrs. Edna Boon Mrs. Rhonda Kelly

Mr. Mark Boon Mr. Don Reid. ONS (1922-2016)

Dr. John Calder Dr. Graham Williams

#### WHO WE SUPPORTED IN 2018

Adopt-A-Highway; Atlantic Universities Geoscience Conference; Joggins Volunteer Fire Department; River Hebert District School; Joggins Legion; River Hebert/Joggins & Area Development Association; River Hebert Heritage Models Museum, Minudie Heritage Association and River Hebert Curling Club.





# VOLUNTEERS

The individuals listed below have enthusiastically donated their time to assist with activities, events and/or sit on the JFI Board of Directors, Fundraising and Science Advisory Committees.

Tammy Allen	Board of Director's Member
Louanne Berry	Children's Camp Volunteer
Susan Beaton	Children's Camp Volunteer
Dr. Nikole Bingham-Koslowski	Science Advisory Committee Member
Dr. Suzie Currie	Science Advisory Committee Member
Charlene Daborn	Children's Camp Volunteer
Dr. Lynn Dafoe	Science Advisory Committee Member
Dale Fawthrop	ArtScape
Don Fletcher	Board of Director's Member
Maureen Glennie	Children's Camp Volunteer
Don Grey	Volunteer
Janet Hammock	ArtScape
Pam Harrison	Volunteer
Alex Hoeg	Volunteer
Dara Legere	Volunteer
Dr. Elisabeth Kosters	Chair, Science Advisory Committee, Vice Chair of Board of Directors
Dr. Peter Lelievre	Volunteer
Dr. Jason Loxton	Science Advisory Committee Member
Dr. Jeff Ollerhead	Science Advisory Committee Member
Stephanie MacPherson	Board of Director's Member
Dayle Morris Quinn	Board of Director's Member
Julie Paquet	Science Advisory Committee Member
Laura Reinsborough	Board of Director's Member
Don Trenholm	Chair, Board of Directors
Dr. Grant Wach	Science Advisory Committee Member



## STATEMENT OF FINANCIAL ACTIVITY

	2018-2019	2017-2018
REVENUE		
Provincial Funding	\$262,129	\$259,070
Federal Student Funding	\$7,689	\$6,744
Municipal Funding	\$25,000	\$28,393
Non-Government Funding	-	\$776
Admissions	\$141,536	\$151,326
Gift Shop	\$58,526	\$64,138
Cafe	\$24,043	\$24,653
Fundraising	\$1,159	\$3,967
Other	\$465	\$2,971
Rental	\$87	518
Total Revenue	\$520,634	\$542,556
	2018-2019	2017-2018
EXPENSES		
Artist in Residence	\$4,250	\$7,597
Advertising and Promotion	\$12,604	\$7,238
Consulting Fees	\$42,012	\$8,100
Interest on Obligations Under Capital	\$423	\$1,544
Lease	Ψ±ΔΟ	Ψ1,044
Insurance	\$5,565	\$5,480
Interest and Bank Charges	\$2,135	\$5,074
Legal Fees	\$31	\$31
Memberships	\$282	\$271
Miscellaneous	\$2,904	\$2,008
Office	\$5,347	\$5,636
Professional Fees	\$6,816	\$6,820
Purchases (Gift Shop and Cafe)	\$40,829	\$43,617
Repairs and Maintenance	\$37,209	\$24,525
Salaries and Wages	\$296,786	\$320,073
Supplies	\$2,779	\$3,013
Telephone	\$7,204	\$6,513
Training	\$2,564	\$3,520
Travel	\$4,926	\$3,669
Utilities	\$43,107	\$38,713
Total Expenses	\$517,773	\$493,442
Excess of Revenue Over Expenses	\$2,816	\$49,114



