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JOGGINS FOSSIL CENTRE

The Joggins Fossil Institute is a not-for-profit, charitable organization.

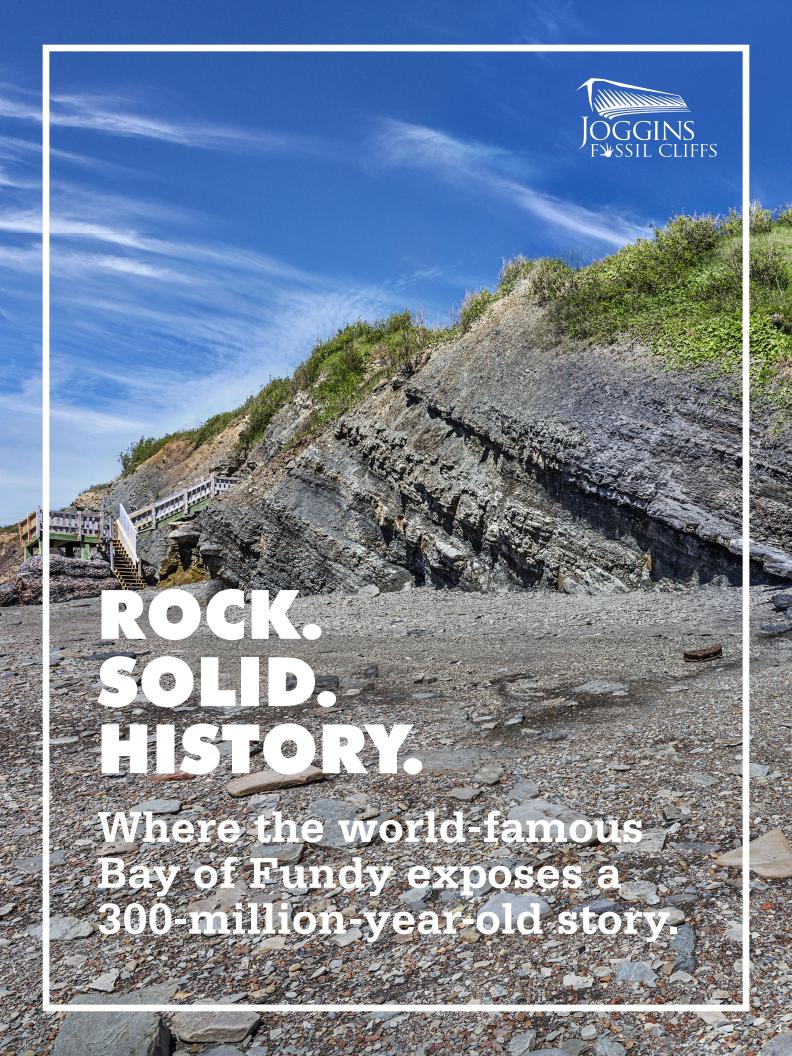
Our MISSION is to be exemplary in fulfilling our responsibilities under the United Nations Convention for the Protection of World Cultural and Natural Heritage to protect, conserve, and present the outstanding value of the Joggins Fossil Cliffs through research, education, and tourism.



United Nations
Educational, Scientific and
Cultural Organization



The Joggins Fossil Cliffs inscribed on the World Heritage List in 2008



Message from the Staff

THE POWER OF PARTNERSHIPS

During 2019 the Joggins Fossil Institute focused on partnerships which resulted in great leaps forward in marketing and outreach. JFI partnered with Nova Scotia Tourism to work on attracting more visitors to the site. We connected with NovaShores Adventures to offer the "Joggins Hidden Cliffs Experience", a four-hour kayaking adventure that gave participants a chance to explore sections of the Cliffs, completely inaccessible by foot, and to experience the Bay of Fundy tides, first-hand. We also partnered with Parrsboro's Fundy Geological Museum to produce "Cast into the Past", a hands-on adventure during which participants explored both sites in one day; visiting the beach with a palaeontologist; and creating fossil casts to take home. JFI learned a tremendous amount from both programmes and is excited to offer them again in the 2020 season.

JFI was also fortunate to partner with Heritage Models Museum, and the Minudie Heritage Association to publish a local travel brochure. The free brochure contains a map which leads visitors around the Joggins/ Minudie/River Hebert driving or biking "loop", and identifies 18 heritage attractions to take in along the way, including the anchor sites of the Heritage Models Museum (River Hebert), Joggins Fossil Centre/ Cliffs, UNESCO World Heritage Site and, in Minudie, the Seaman School Museum, St. Denis Church and the King Seaman Universalist Church. Local businesses are also listed for the visitors' convenience. All partners involved appreciated the mutual benefit of keeping visitors in the area longer.

Looking back, the 2019 tourism season was slow in starting. The cold wet weather of May/June was reflected in weaker admission numbers. JFI had a stronger July than in 2018, but, unfortunately August was down this year over last. By the end of September, paid admission was down slightly compared to 2018. One interesting tidbit is that spend-per-head was up. Another way of looking at it is that, while we had fewer people through our doors, those who did come, purchased more than usual.

We thank all of our 2019 partners for their hard work and cooperation. It was great to work together.

This article appeared in the November 27, 2019 edition of the Amherst News.

The Joggins Fossil Institute team,

Melissa Grey | Jordan LeBlanc | Lorna Terrio

Melissachrey John 20 8 line Jana Levis long M. A. Joine Dh. Moins Craig Johnson | Laurie Glenn Norris





Left to right: Lorna Terrio, Jordan LeBlanc, Laurie Glenn Norris, Melissa Grey and Craig Johnson



Left to right : Dr. Melissa Grey and Dr. Elisabeth Kosters toast Dr. Kosters' induction as a Lifetime "Keeper of the Cliffs."







BOARD OF DIRECTORS

EXECUTIVE

Don Trenholm

Chair

Resident-Cumberland County

Dr. Elisabeth Kosters (Ceased May 30, 2019)

Vice-Chair and Chair of the Science Advisory
Committee

Member at Large

Dayle Morris-Quinn

Treasurer

Resident-Cumberland County, District 9

OTHER DIRECTORS

Mr. Ron Burdock (Elected September 25, 2019)

Member at Large

Mr. Don Fletcher

Member at Large

Ms. Danielle Leighton (Elected January 23, 2020)

Member at Large

Ms. Stephanie MacPherson

Member at Large

Mr. Brian F.P. Murphy Q.C.

(Elected September 25, 2019)

Member at Large

Dr. Jeff Ollerhead (Elected May 30, 2019)

Member at Large

Chair, Science Advisory Committee

Ms. Laura Reinsborough

(Resigned November 27, 2019)

Member at Large

Chair of the Fundraising Committee

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

Mr. Craig Johnson

Manager, Development & Strategic Engagement (January 6, 2020)

SEASONAL STAFF









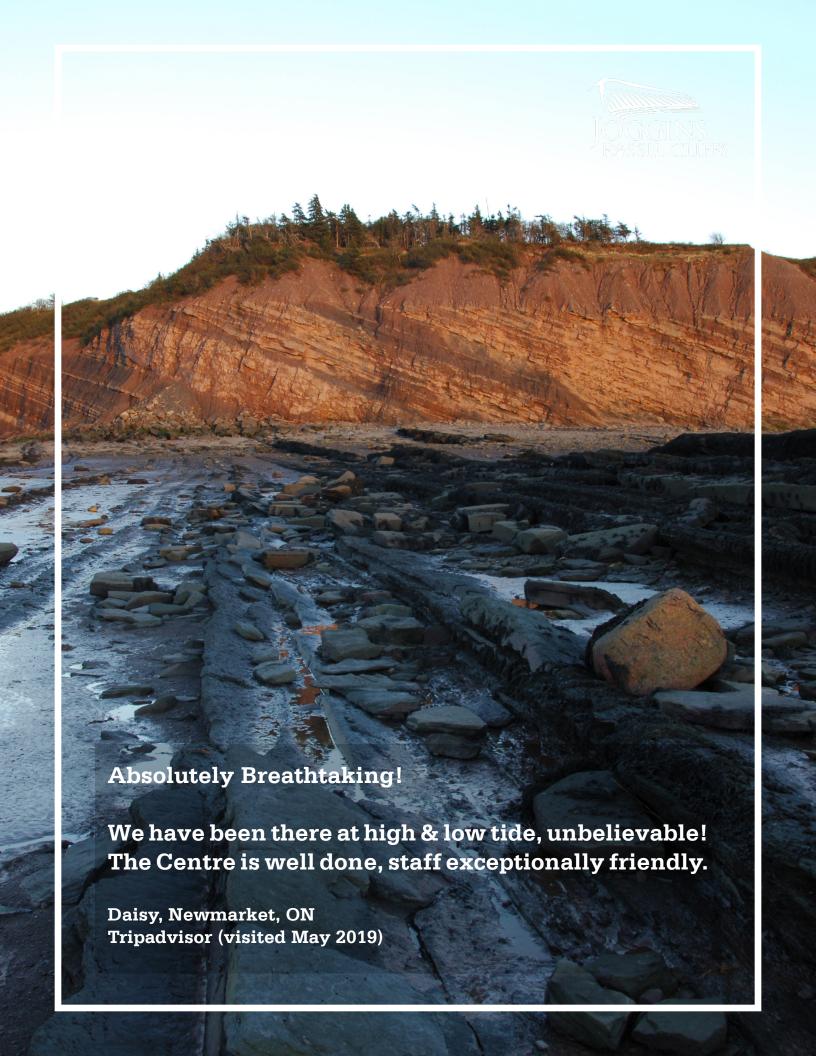






2019 seasonal staff at JFI (top row, left to right): Dana Brown, Darren Doncaster, Maureen Glennie, Cathy Hoeg, Joyce McAloney, Thaddeus Bligh & Sahana Kanabar, Weylin Smith & Ben Manthorne

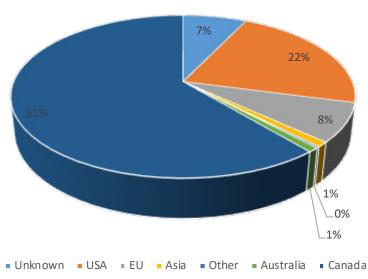




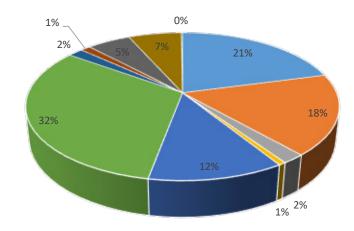
THE NUMBERS

Number of Facebook likes	3,584
Number of Twitter followers	900+
TripAdvisor rating	4.5
Average number of website sessions per day	145
Total number of website sessions this year	52,862
Number of people who paid admission	13,272
Estimated visitors to Joggins Fossil Cliffs	
UNESCO World Heritage Site	20,000
Highest weekly sales	August 5-11, 2019

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 some form of education, from multi-generational family groups visiting the beach and discovering fossils, to planned visits by school groups who are seeking to accomplish specific learning outcomes. Outreach is also an important component of education at the Institute and allows us to reach an even broader audience.

EDUCATION

GROUP TOURS

The Joggins Fossil Centre hosted 20 different school groups, totalling approximately 615 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.



Left: Students visiting from Augusta U. in Georgia



SUMMER AND MARCH BREAK CHILDREN'S DAY CAMPS

The Joggins Fossil Institute offered day camps in July and August of 2019. 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 ninth year of the Joggins Fossil Institute March Break Day Camps was cancelled due to the COVID-19 virus. The Institute wishes to thank all the parents and guardians who registered their children for the programme. Thank you also to the presenters who had agreed to participate: Indigenous elders Emile Gautreau and Louise Goodwin, Park Your Paws, Amherst, Brilliant Labs, Birds Canada and Mad Science for the Maritimes.

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

Jeff Martin: Sounding Cliffs project follows the tradition of soundscape composition, which is a practice of electroacoustic music that attempts to draw the listener's attention to the sounds and contexts of specific acoustic environments, in this case, the Joggins Fossil Cliffs. Dr. Martin recorded the sounds of water, falling rocks and other natural and human-made sources to use and manipulate in the composition of his work.

ArtScape: The Artist-In-Residence Programme 2019 was sponsored by the Province of Nova Scotia.







Left: Jeff Martin. Right: Andrew Godsalve, photographer from Hinton, AB, was chosen as the 2020 JFI ArtScape Artist-in-residence. His project, Camera Sigillaria is sponsored by the Province of Nova Scotia. Godsalve photo by Devon Berquist.



OUTREACH

CONFERENCES

Dr. Melissa Grey, the Curator of Palaeontology, presented talks at two conferences:

Canadian Palaeontology Conference (University of Toronto Mississauga, ON). Talk entitled: "Digesting the Late Carboniferous: using fish coprolites to reconstruct the aquatic paleoecosystem of the Joggins Formation, Nova Scotia, Canada." Collaborative research with Natural Resources Canada and Queen's University.

Atlantic Geosciences Society's Annual Colloquium (Truro, NS) (co-convened a session entitled "Palaeontology and Sedimentology in Atlantic Canada"). Talk entitled: "Current Research at the Joggins Fossil Institute." Highlights new projects and collaborative research with Carleton University, Queen's University, Natural Resources Canada, and the State University of New York.

PRESENTATIONS/TALKS/IN-HOUSE PROGRAMING

The Joggins Fossil Institute delivered presentations to community, school, and professional groups, with attendees totalling approximately 350 people in 2019/20. 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 include: Acadia University, The Geological Survey of Canada (Atlantic region), Mount Allison University, and Saint Mary's University.

In-house presentations and programming attendance for the year was approximately 224. It included the annual Science Literacy Week presentation, book events with 2018 Artist-in-Residence, Elizabeth Glenn-Copeland and writer Laurie Glenn Norris, and two new programmes "Joggins Hidden Cliffs Experience" and "Cast into the Past."







Left to right: Science Literacy Week speaker Amy Tizzard, P.Geo, chats with Christie Anne McLellan (left) and Joy Gray; Elizabeth Glenn-Copeland; Laurie Glenn Norris with her novel Found Drowned.

MEDIA AND THE CLIFF NOTES NEWSLETTER

Amherst News

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.

Cliff Notes

Cliff Notes are distributed by 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



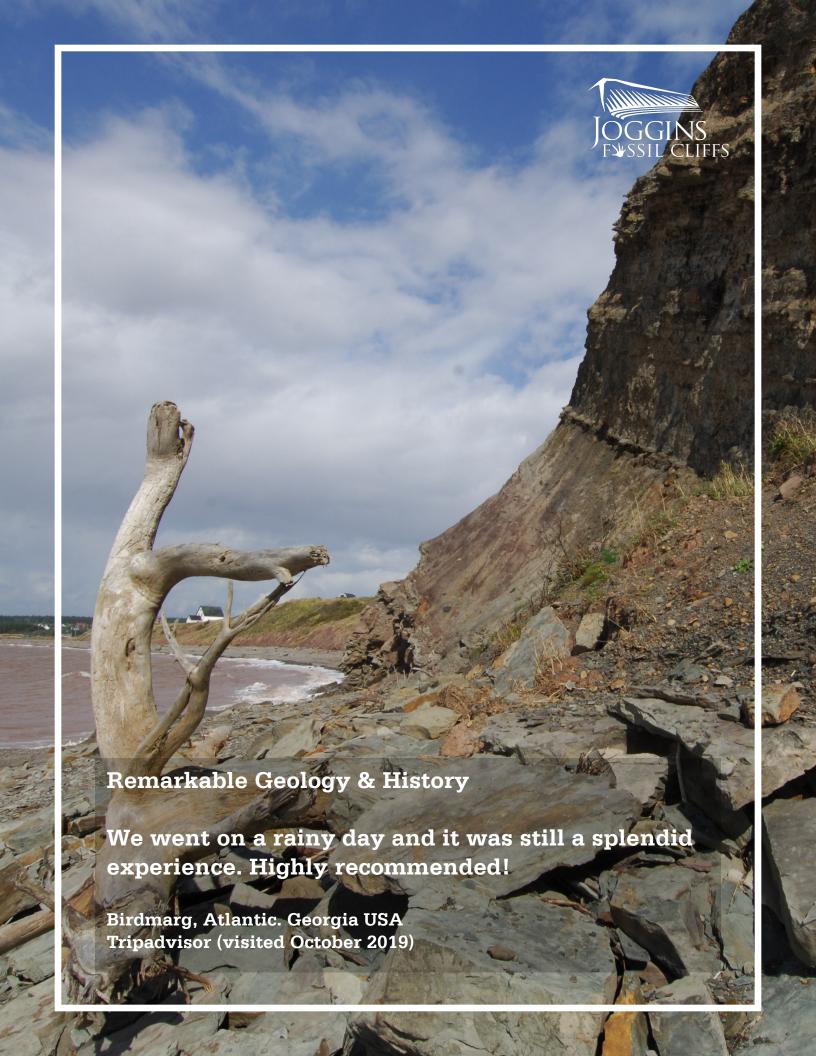
"Loop" Brochure

The Joggins Fossil Institute partnered with the Minudie Heritage Association and the Heritage Models Museum to produce a "Loop" brochure for visitors to the area. The brochure contains a map of the highway through the communities of River Hebert, Joggins, Lower Cove, Minudie and Barronsfield, and a listing of all the attractions and businesses along the way.









DEVELOPMENT & STRATEGIC ENGAGEMENT

In January 2020, Craig Johnson was hired for the position of Manager of Development and Strategic Engagement. Craig is a non-profit management professional, with a decade of experience in communications, community building, fundraising, and partnership development. The heart of his professional background is the development of community partnerships and relationship building.

He has been employed with a number of non-profit organizations, including, Executive Director and Fund Development and Communications Coordinator with the Colchester East Hants Hospice; and Fundraising and Communications Coordinator with the Marigold Cultural Centre, Truro. Craig's vast volunteer experience includes Nova Scotia Music Week, the Colchester Community Workshops Foundation, First United Church, Truro, and The East Coast Music Awards.

Craig's initial focus at JFI will be to deepen awareness about its need for ongoing financial support, while developing a donor program that will be sustainable in the years to come. In the first few weeks on the job, Craig digitized donor history, developed comprehensive donor policies and procedures, applied for the Tourism Nova Scotia EXCELLerator Program, and began work on improving outreach via social media. In the coming months Craig looks forward to developing streams of revenue in support of gallery revitalization, as well as community outreach throughout central Nova Scotia and eastern New Brunswick.





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. Jeff Ollerhead), is responsible for organising 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.

New research publication: CHIPMAN, M., GREY, M. AND PUFAHL, P.K. 2020. Coprolites from a brackish ecosystem in the Pennsylvanian Joggins Formation, Nova Scotia, Canada and their palaeoecological implications. Palaeogeography, Palaeoclimatology, Palaeoecology: 538: 109407.

RESEARCH

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





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. 20 new specimens were added to the Collection in 2019. All specimens are collected with a Heritage Research Permit issued by the Province of Nova Scotia.

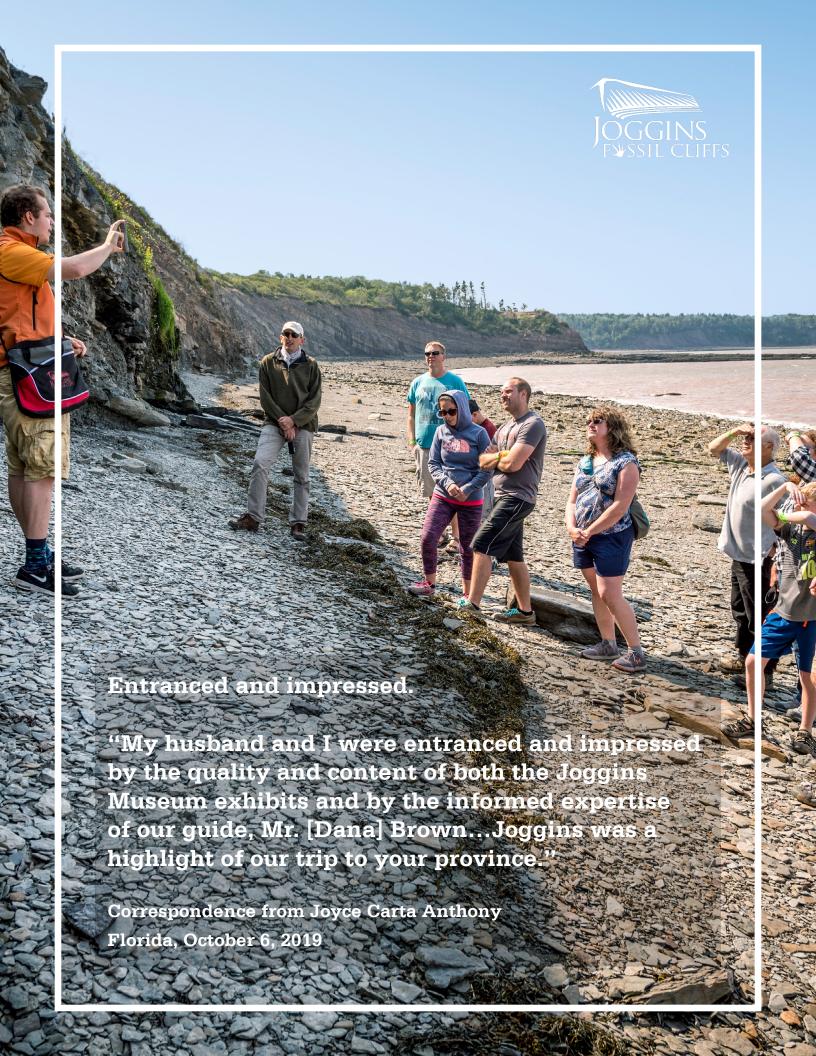
TAXONOMIC CATEGORY	TOTAL
Invertebrates	101
Paleobotany	731
Structural	20
Traces	634
Vertebrates	335
Unknown	21
Total	1842

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



Seen here are photos of new fish coprolite (fossil feces) specimens added, for research purposes, to the Collection in 2019. The project is entitled "Digesting the Late Carboniferous: using fish coprolites to reconstruct the aquatic paleoecosystem of the Joggins Formation, Nova Scotia, Canada."





EVENTS 2019/2020

CENTRE OPENING	April 28, 2019 Presentation of Minudie Heritage Assoc., letter collection by Laurie Glenn Norris and introduction of Artscape Artist-in-Residence Jeff Martin.
FIBRE ARTS FRIENDS	April 18th, May 30th, June 20th, Sept 19th, Oct. 17th and Nov. 21st, 2019 & Jan 21st, Feb 18th and March 17th, 2020.
ADOPT-A- HIGHWAY CLEANUP DAY	April 15, 2019 With local volunteers and River Hebert grade 7 students. Sponsored by A & J Superette, McLellan's Service Centre, Sobey's Amherst, NS Trans. & Infrastructure, NS Adopt-A-Highway Programme.
ARTSCAPE: ARTIST-IN- RESIDENCE PROGRAM	April 23 – June 30, 2019 Composer Jeff Martin's Sounding Cliffs project .
JFI 11TH ANNIVERSARY	July 7, 2019 Book reading/signing by Laurie Glenn Norris
HIDDEN CLIFFS OF JOGGINS EXPERIENCE	July 15, 2019 JFI partnering with Nova Tours provided a kayaking experience of the Joggins Fossil Cliffs.
CAST INTO THE PAST EXPERIENCE	July 29, 2019 JFI partnering with the Fundy Geological Museum provided beach tours of trace fossils & cast-making workshop.



EVENTS 2019/2020

SUMMER DAY CAMPS	July 26th & 27th & August 9th & 10th, 2019 Activities included gardening, fossil-related activities; nature activities, and writing.
JEFF MARTIN PRESENTATION & WORKSHOP	August 4 Work-in-progress concert & family workshop
SCIENCE LITERACY WEEK	September 19 Amy Tizzard P. Geo. Spoke about "The Oxford Sinkhole"
GREAT CANADIAN COASTLINE CLEANUP	September 30 Volunteers from the local community removed litter from Lower Cove beach
JEFF MARTIN FINALE CONCERT	October 5 Jeff Martin performs Sounding Cliffs
SU MORIN MEMORIAL GARDEN DEDICATED	October 6 The Su Morin Memorial Garden dedication/signage installed
UN DAY	October 24 Volunteer luncheon and Dr. Elisabeth Kosters induction as "Keeper of the Cliffs"



EVENTS 2019/2020

END-OF-YEAR SALE

October 27 | Gift shop sale and Community craft/food tables

BOOK LAUNCH

November 3 | Launch of *Daring to Hope at the Cliff's Edge* by Elizabeth Glenn-Copeland.









Above left: Kayaking portion of the Hidden Cliffs of Joggins Experience; above right: Fundy Geological Museum summer students during trial run of Cast Into the Past program; above left: Su Morin Memorial Garden ceremony; above right: The Great Canadian Beach Clean-up. Photo by Stephanie Moreau.



MEMBERSHIPS, PARTNERSHIPS & SUPPORTERS

JFI IS A MEMBER OF:

- The Association of Nova Scotia Museums
- The Atlantic Geoscience Society
- The Bay of Fundy Ecosystem Partnership
- The Geological Association of Canada, Palaeontology Division
- TIANS: Tourism Industry Association of Nova Scotia

JFI IS A PARTNER WITH:

- The Fundy Geological Museum
- Nova Scotia Tourism
- The Cape Jourimain Nature Centre

JFI IS A SUPPORTER OF:

- The Adopt-A-Highway Program
- The Atlantic Universities Geoscience Conference
- The Joggins Volunteer Fire Department
- The River Hebert District School
- The Royal Canadian Legion, Branch #4, Joggins
- The River Hebert/Joggins & Area Development Association
- The River Hebert Heritage Models Museum
- The Minudie Heritage Association
- The Cumberland County Genealogical Society
- The Cliffs of Fundy GeoPark Society
- The Cumberland County Tourism Strategic Planning Committee

JFI IS SUPPORTED BY:

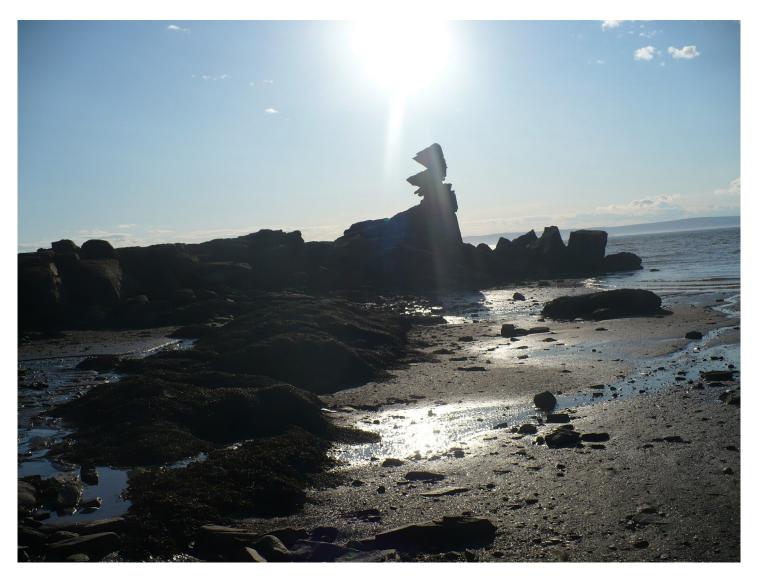
- The Government of Canada
- The Government of Nova Scotia
- The Municipality of the County of Cumberland
- The Canadian Geological Foundation



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
- Mrs. Edna Boon
- Mr. Mark Boon
- Dr. John Calder
- Dr. Elisabeth Kosters
- Dr. Laing Ferguson (1935-2013)
- Mrs. Rhonda Kelly
- Mr. Don Reid ONS (1922-2016)
- Dr. Graham Williams





VOLUNTEERS

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

Louanne Berry	Children's Camp Volunteer, Adopt-A-Highway
Dr. Nikole Bingham-Koslowski	Science Advisory Committee Member
Ron Burdock	Board of Directors Member
Dr. Suzie Currie	Science Advisory Committee Member
Charlene Daborn	Children's Camp Volunteer, Adopt-A-Highway
Dr. Lynn Dafoe	Science Advisory Committee Member
Brian Fisher	Board of Directors Member
Dr. Tim Fedak	Science Advisory Committee Member
Don Fletcher	Board of Directors Member
Maureen Glennie	Vegetable Gardens/ Great Canadian Beach Clean-up
Jackie Gould	Great Canadian Beach Clean-up
Andy Hinners	Su Morin Memorial Garden
Dara Legere	Adopt-A-Highway, Great Canadian Beach Clean-up
Dr. Elisabeth Kosters	Chair, Science Advisory Committee, Vice Chair, Board of Directors
Danielle Leighton	Board of Directors Member
Dr. Jason Loxton	Science Advisory Committee Member
Dr. Jeff Ollerhead	Chair, Science Advisory Committee, Board of Directors Member
Stephanie MacPherson	Board of Directors Member
Mike McLellan	Board of Directors Member
Stephanie Moreau	Great Canadian Beach Clean-up
Dayle Morris Quinn	Board of Directors Member
Brian F.P. Murphy, O.C.	Board of Directors member
Barry Norris	Great Canadian Beach Clean-up
Dr. Julie Paquet	Science Advisory Committee Member
Laura Reinsborough	Board of Directors Member
Chris Shore	Board of Directors Member
Amy Tizzard P.Geo.	Science Advisory Committee Member
Don Trenholm	Chair, Board of Directors
Dr. Grant Wach	Science Advisory Committee Member
Sean Weseloh-McKeane	Science Advisory Committee Member



STATEMENT OF FINANCIAL ACTIVITY

Statement of Revenues and Expenditures Year Ended March 31, 2020

	General	Capital eneral Fund	Contingency Fund	Total	Total
	2020	2020	2020	2020	2019
REVENUES					
Federal student funding	\$3,859	-		\$3,869	\$7,689
Provincial funding	\$263,453	-	-	\$263,453	\$262,129
Municipal funding	\$25,000	-		\$25,000	\$25,000
Fundraising	\$3,110	-	_	\$3,110	\$1,159
Admissions	\$129,102	-	-	\$129,102	\$141,536
Gift shop	\$58,361	-	_	\$58,361	\$58,526
Cafe	\$19,652	-	-	\$19,652	\$24,043
Rental	\$87	-	-	\$87	\$87
Other	\$701	-	-	\$701	\$465
Interest earned	-	-	\$1,223	\$1,223	\$270
	\$503,335	-	\$1,223	\$504,558	\$520,904
EXPENSES					
Artist in Residence	\$4,635	-	-	\$4,635	\$4,250
Advertising and promotion	\$12,351	-	-	\$12,351	\$12,604
Amortization	-	\$24,749	-	\$24,749	\$23,558
Consulting fees	\$26,272	-	-	\$26,272	\$42,012
Interest on obligations under capital lease	-	-	-	-	\$423
Insurance	\$5,637	-	-	\$5,637	\$5,565
Interest and bank charges	\$2,527	-	-	\$2,527	\$2,136
Legal fees	\$31	-	-	\$31	\$31
Memberships	\$345	-	-	\$345	\$282
Miscellaneous	\$2,577	-	-	\$2,577	\$2,904
Office	\$1,419	-	-	\$1,419	\$5,347
Professional fees	\$7,973	-	_	\$7,973	\$6,816
Purchases (Gift Shop and Cafe)	\$40,447	-	-	\$40,447	\$40,829
Repairs and maintenance	\$33,179	-	-	\$33,179	\$37,209
Salaries and wages	\$303,585	-	-	\$303,585	\$296,786
Supplies	\$3,149	-	-	\$3,149	\$2,779
Telephone	\$6,610	-	-	\$6,610	\$7,204
Training	\$1,240	-	-	\$1,240	\$2,564
Travel	\$1,910	-	-	\$1,910	\$4,926
Utilities	\$36,549	-	-	\$36,549	\$43,107
	\$490,436	\$24,749	-	\$515,185	\$541,332
	\$12,899	\$(24,749)	\$1,223	\$(10,627)	\$(20,428)



