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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



# ROCK. SOLID. HISTORY.

Where the world-famous Bay of Fundy exposes a 300-million-year-old story.

## MESSAGE FROM THE STAFF

Welcome to the COVID-19 issue of the Joggins Fossil Institute's annual report. To say the least, 2020 was a year like no other. And like all individuals, businesses, and organizations, JFI experienced many changes, positive and negative, over the last twelve months. The highlights include:

In March, the Joggins Fossil Centre administrative offices closed due to the COVID-19 pandemic. The Centre did not open for the summer season until July, and only after Jordan LeBlanc, Director of Operations, had compiled a COVID -19 response plan and retrofitted the building to comply with guidelines regarding social distancing and traffic flow. The café did not open for the season, extra cleaning staff were hired and guided tours were provided under COVID-19 protocols.

In April, Dr. Melissa Grey, Director of Science and Curator of Palaeontology resigned after eleven years with the JFI. Her dedication and expertise will be missed.

In July, a major fossil find, by visitor Erin Levy, boosted moral and furnished an important addition to the fossil collection. From the find sprang the popular Fossil Finder 2020 Contest.

In August, the Joggins Fossil Centre was awarded the 2020 TripAdvisor Traveller's Choice Award.

In September, another successful ArtScape: Artist-In-Residence programme was completed with sponsorship from the Province of Nova Scotia and Municipality of the County of Cumberland.

Overall visitation, and therefore admissions, were down 65%. Total earned revenue was down approximately 75%. Bus tours were cancelled, in-house programming scaled back, guided tour numbers limited and international visitors non-existent. Many of our Maritime Bubble visitors, however, expressed their pleasure at visiting the Joggins Fossil Cliffs for the first time and finally striking it off their "bucket lists." Zoom meetings and presentations became a new practice for JFI and proved to be a successful outreach tool, which will be built upon in the future.

Other positives include the new community newsletter mail-out to local residents, a first-time grant from Heritage Canada (COVID-19 relief funding), the donation of a video camera from the NS Department of Energy and Mines, increased fundraising efforts and individual donations, and the staining of the building's exterior.

We extend our condolences to friends and family of the late Brian Fisher, a former JFI board member. We welcome new board members, Tyler Eddy, Royal Tyrrell Museum, Donald James, Gov't of Canada, and Dale Porter, newly elected councilor for the District. Thank you to outgoing board members, Don Fletcher, Mike McLellan, Brian Murphy, and Christopher Shore for their support and service.

Thank you to all donors, visitors, volunteers, and local residents, who supported JFI through the pass twelve months; here's to health and happiness in the future.

Jola 20 8 les Jana Levis long M. A. Saine Dh. Noon

Jordan LeBlanc | Lorna Terrio | Craig Johnson | Laurie Glenn Norris





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



#### **BOARD OF DIRECTORS**

#### **EXECUTIVE**

#### Don Trenholm

Chair

Resident-Cumberland County

#### Dayle Morris-Quinn

Treasurer

Resident-Cumberland County, District 9

#### OTHER DIRECTORS

#### Mr. Ron Burdock

Member at Large

#### Mr. Tyler Eddy (appointed January 2021)

Member at Large

#### Mr. Don Fletcher (resigned October 2020)

Member at Large

#### Ms. Danielle Leighton

Member at Large

#### Ms. Stephanie MacPherson

Member at Large

### Mr. Brian F.P. Murphy Q.C. (resigned October

2020)

Member at Large

#### Dr. Jeff Ollerhead

Member at Large

Chair, Science Advisory Committee

#### **APPOINTED**

#### MR. DONALD JAMES (appointed November,

2020

Ex-officio & Non-Noting

Department of Energy & Mines

Government of Nova Scotia

#### MR. CHRISTOPHER SHORE (resigned

November, 2020)

Ex-officio & Non-Voting

Department Communities, Culture and Heritage

Government of Nova Scotia

#### MR. BRIAN FISHER (resigned October, 2020)

Ex-officio & Non-Voting

Department of Natural Resources

Government of Nova Scotia

#### MR. MIKE MCLELLAN (resigned October, 2020)

Ex-officio & Non-Voting

Municipality of the County of Cumberland

#### MR. DALE PORTER (appointed January, 2021)

Ex-officio & Non-Voting

Municipality of the County of Cumberland



#### **MANAGEMENT TEAM**

#### Dr. Melissa Grey (resigned April 2020)

Director of Science/Curator of Palaeontology

#### Mr. Jordan LeBlanc

Director of Operations

#### Ms. Lorna Terrio

Director of Administration

#### Mr. Craig Johnson

Manager, Development & Strategic Engagement

#### Ms. Laurie Glenn Norris

Education and Outreach Manager

#### **SEASONAL STAFF**

















2020 seasonal staff at JFI (top row, left to right): Sarah Beardsley, Dana Brown, Darren Doncaster, Maureen Glennie, Ben Manthorne, Joyce McAloney, Larissa Schinkel, Weylin Smith. Not pictured: Chris St. Peter.

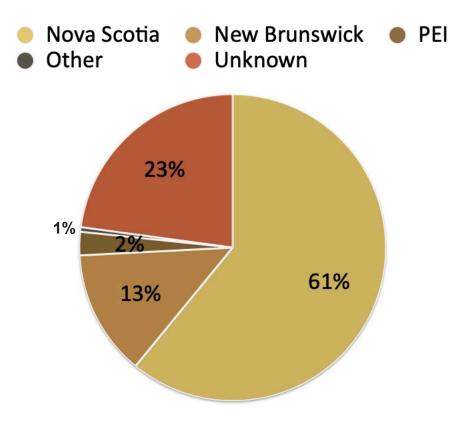


# THE NUMBERS

Number of Facebook fans	4,081
Number of Twitter followers	1065
TripAdvisor rating	4.5
Average number of website sessions per day	86.7
Total number of website sessions this year	26,786
Number of people who paid admission	4,643
Estimated visitors to Joggins Fossil Cliffs	
UNESCO World Heritage Site	7,500*
Highest weekly sales	August 3-9, 2020

\*The estimated visitation number is just that, an estimate. Access to the Joggins Fossil Cliffs is free for everyone. The only accurate tracking we have for visitation is at the admissions desk. We then estimate how many visitors we believe came to the site, and add it to the admission totals to get the 'Estimated Visitors' number. As a reminder it is only a best guess made by staff based on anecdotal evidence.

#### CANADIAN VISITOR PROVINCE OF ORIGIN



# EDUCATION, EXHIBITIONS & OUTREACH

Education is a critical component of our Mission at the Joggins Fossil Institute. 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**

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.



Larissa conducting a group tour in the time of COVID.

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

The Children's March Break Day Camps were held on Tuesday March 16 and Wednesday March 17, 2021. Activities included a Scavenger Hunt, casting and painting fossils, making a mosaic and watching a movie. Due to COVID-19 restrictions, it was a two-day event and the registration was limited to ten children, ages 5 to 8.

There was also a ZOOM presentation by writer and teacher, Odette Barr, of New Brunswick. "Let's Visit the Arctic" was recorded and placed on the JFI Facebook page and website on March 15.

#### FIBRE ARTS FRIENDS

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

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

Andrew Godsalve's ArtScape Artist-in-Residence project entitled "Camera Sigillaria" included the construction of large photomontage installations, compiled from photographs taken during the residency and assembled in ways inspired by the geological forms and processes he encountered in Joggins and other sites relevant to the "Coal Age." His work also "reflected upon coal mining, quarrying and tourism" and "the relations between geologic and human histories across different times and spaces."

The 2020 ArtScape: Artist-In-Residence programme was sponsored by the Province of Nova Scotia and the Municipality of the County of Cumberland.

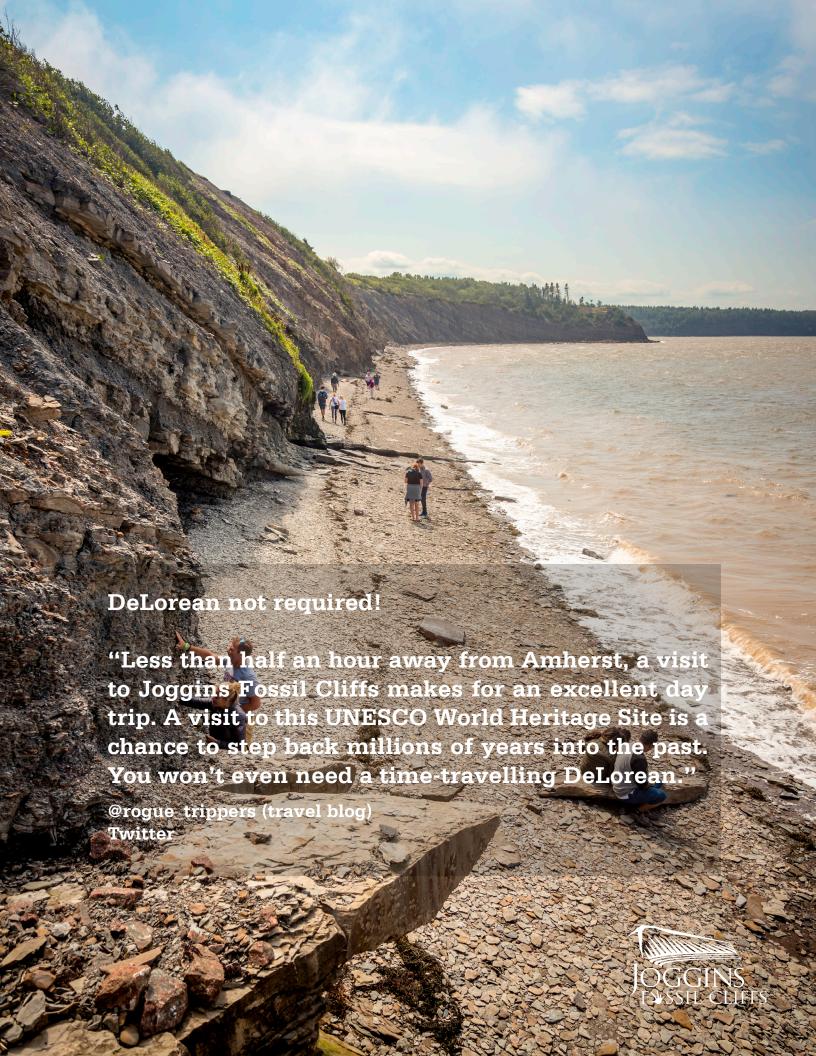








Left to Right: Andrew Godsalve (Photo by Devin Berquist), Sandra Phinney: writer from Yarmouth, Nova Scotia, was chosen as the 2021 JFI ArtScape: Artist-In-Residence. Her project, 'Fossil Mindfulness', is sponsored by the Municipality of the County of Cumberland. (Photo by Sue Hutchins.)



#### **OUTREACH**

#### PRESENTATIONS/TALKS/IN-HOUSE PROGRAMMING

Most JFI in-house and off-site presentations were cancelled in 2020/21 due to COVID-19. This past year was the first in which 'Streaming' presentations became part of JFI outreach programming. Jordon LeBlanc, Director of Operations, hosted ZOOM presentations to the following institutions:

- The Booker School, Port Williams, NS
- Dalhousie University, Halifax, NS
- St Mary's University, Halifax, NS
- River Hebert Schools, River Hebert, NS
- Izaak Walton Killam Memorial Library, Yarmouth, NS

The Science Literacy Week presentation, 'The Importance of Fossils' with Danielle Serratos, Director/Curator, Fundy Geological Museum was presented on Facebook.

https://jogginsfossilcliffs.net/education/

In-house presentations for the year consisted of two tours by 2020 ArtScape Artist-in-Residence, Andrew Godsalve: "Camera Sigillaria Open Studio" and "Camera Sigillaria Beach Tour," both in October, 2020, with COVID-19 protocols in place.

Children's March Break Day Camps were held March 16 and March 17. Activities were Scavenger Hunt!, Make a fossil! Paint a Fossil!, Make a Mural! And Movie Time! Due to COVID-19 restrictions the camps were limited to 10 participants only.

The Education and Outreach Manager attended two ZOOM workshops:

- In January/February, "How to be An Ally: Museum Version". Hosted by the Association of Nova Scotia Museums & Membertou Heritage Park
- In February, "ZOOM 101". Hosted by Jays' Care Foundation

#### MEDIA, CLIFF NOTES NEWSLETTER & COMMUNITY NEWSLETTER MAILOUT

Centre staff, to get the word out about happenings, distributes a quarterly newsletter entitled Cliff Notes Past editions can be found under the "Outreach" tab of the JFI website.

The Cliff Notes Newsletter was distributed by MailChimp. The Community Newsletter, introduced in 2020, is distributed via Canada Post to homes in Joggins, River Hebert, Lower Cove, Minudie, Strathcona, Maccan, Lower Maccan, Chignecto and Athol. 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.





### DEVELOPMENT & STRATEGIC ENGAGEMENT

In January of 2020 I stepped into my new role at JFI as Manager of Development and Strategic Engagement. It was an exciting time full of optimistic planning. I dug in and absorbed all I could learn about the organization, examining what had been tried in the past and what potential lay ahead of us. Then it all came to a sudden stop.

Covid-19 arrived in Nova Scotia and a State of Emergency was declared. We were directed to work from home if we could, and so we tried. Hours were reduced in an effort to keep spending down. We did what work we could do from home,



but soon it became apparent that I could not do my job well under the circumstances. I took a brief leave, joined the many Canadians on the CERB programme, and waited for the restrictions to lift.

We were finally able to return to work, and open for the season on July 1. Needless to say, this was not the year I had envisioned when I arrived in January. We did, however, work hard at what could be done. We made an effort to be innovative and flexible in our roles. Priorities shifted and it was all hands on deck as we opened up for the summer season.

There were a few initiatives that I had planned for this year that simply could not happen because of Covid-19 limitations - a speaking tour, farmer's market visits, trade show booths - or were not financially feasible due to reduced visitation numbers, such as the introduction of text-to-donate technology. There were, however, a few key items that I was happy to accomplish under the circumstances. Policies and procedures regarding donations were updated, modernized, and expanded. Our email database was leveraged to conduct a fall appeal for donations via an email campaign. We moved engagement efforts online, and our social media presence grew during the pandemic.

We launched a Fossil Finders competition online as a new way to engage with visitors. The effort gained media attention and was covered by CBC Radio. This past fall we issued a new community newsletter by mail, and will do so again this spring. The opportunity to engage with community groups in person was interrupted by the pandemic, as groups were not meeting, but I was able to present to a Rotary Club in Moncton in the summer and I am scheduled to speak to Rotary in Truro in April.

The pandemic also created a very difficult fundraising environment, as individuals and businesses were challenged by lockdown measures. The focus shifted to securing emergency support, and JFI successfully applied for a one-time \$50,000 COVID-19 Emergency Support Grant from Heritage Canada. Additionally, we were also successful in securing a \$25,000 grant from Cumberland County. Individual donations remain a relatively low-level income stream, but we are finally seeing growth in this area. The total dollar amount of individual donations in 2020 was three and half times greater than the year prior. We will build upon this success in the coming year by implementing additional online giving initiatives, and look forward to engaging the use of text-to-donate technology when visitor numbers begin to pick up once again.

#### **Craig Johnson**

Manager, Development and Strategic Engagement



### 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. 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 is responsible for organizing meetings, writing 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 PUBLICATIONS:**

Kosters, Elisabeth C. & Grey, Melissa. 'From Scratch: Building the Governance Structure of the Joggins Fossil Institute', Geoheritage (2021) 13:14. <u>Link here</u>.

#### RESEARCH

Formal research collaborations remain established between JFI, Acadia University and Mount Allison University



#### COLLECTIONS

The total number of specimens in the collection is 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. All specimens are collected with a Heritage Research Permit issued by the Province of Nova Scotia.

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

The most exciting find of the season occurred in July when Erin Levy, of Bedford, NS discovered an impressive trace fossil during a visit to the Fossil Cliffs. It contains the trackways of two very different animals, one of them an amphibian, the other a millipede.





### FAREWELL TO DR. MELISSA GREY

It is with bittersweet emotions that the Joggins Fossil Institute's board of directors and staff bid farewell to Dr. Melissa Grey, who has been an integral part of the organization for the last eleven years. Melissa leaves JFI to expand her teaching duties at Mount Allison University. She began her stint at JFI in 2009, first as Science and Education Coordinator. Soon after, she became Curator of Palaeontology and Director of Science. Melissa was also an adjunct professor in the Biology department at Mount Allison University. In 2018 she organized and hosted the Joggins Research Symposium.

Melissa is a palaeontologist with a background in Biology and Zoology. What made her and her work such a great fit for the Joggins Fossil Cliffs site was her research interest in fundamental questions regarding evolutionary processes. At JFI her research projects and publications covered the general categories of Palaeontology (fossil forests, trace fossil taxonomy); Geology (Limestone provenance, erosional studies) and History (dendrochronology) and more.

During her tenure at JFI she developed numerous research and publishing partnerships with instructors and students at Mount Allison University, Saint Mary's University, Dalhousie University, Acadia University, Carleton University, The California Institute of Technology, the New Mexico Museum of Natural History, among others.

Melissa's research has been published in numerous scholarly publications including the <u>Journal of Systematic Palaeontology</u>, <u>Palaeontology</u>, <u>Atlantic Geology</u>, <u>Geology Today</u> and the <u>Journal of Palaeontology</u>.







Left to right: Melissa in the lab doing her thing; during the 2018 Joggins Symposium; with Don Reid ONS and Pam Harrison in 2016.

# EVENTS 2020/2021

CENTRE OPENING	July 1, 2020 – with COVID-19 protocols in place.
FIBRE ARTS FRIENDS	May 19, June16, Sept. 15, Oct.20 and Nov. 17, 2020; Jan 19, Feb 16 and March 16, 2021.
SCIENCE LITERACY WEEK	September 15, 2020, "The Importance of Fossils" with Danielle Serratos, Director/Curator Fundy Geological Museum. A Facebook presentation.
ANNUAL GENERAL MEETING	September 17, 2020
ARTSCAPE: ARTIST-IN- RESIDENCE PROGRAMME	Camera Sigillaria with Andrew Godsalve October 14 to October 24, 2020 In-house Exhibition from October 10-October 24, 2020 Camera Sigillaria: Open Studio October 10, 2020 Camera Sigillaria: Beach Tour October 24, 2020
END-OF -YEAR GIFT SHOP SALE	October 24, 2020
CHILDREN'S MARCH BREAK DAY CAMPS	March 16 & 17, 2021



### 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 Programme
- The Atlantic Universities Geoscience Conference
- The Joggins Volunteer Fire Department
- River Hebert 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 Advisory Committee

#### JFI IS SUPPORTED BY:

- The Government of Canada
- The Province of Nova Scotia
- The Municipality of the County of Cumberland



### 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 2020/2021

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

Dr. Nikole Bingham-Koslowski	Advisory Committee Member
Odette Barr	ArtScape: Artist-in-Residence & March Break Day Camps
Ron Burdock	Board of Directors Member
Dr. Suzie Currie	Science Advisory Committee Member
Charlene Daborn	March Break Day Camps
Dr. Lynn Dafoe	Science Advisory Committee Member
Tyler Eddy	Board of Directors Member
Brian Fisher	Board of Directors Member
Dr. Tim Fedak	Science Advisory Committee Member
Don Fletcher	Board of Directors Member
Maureen Glennie	Kitchen Gardens
Andy Hinners	Su Morin Memorial Garden
Donald James	Board of Directors Member
Sara Jewell	ArtScape: Artist-in-Residence
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
Dayle Morris Quinn	Board of Directors Member
Brian F.P. Murphy, O.C.	Board of Directors Member
Dr. Julie Paquet	Science Advisory Committee Member
Dale Porter	Board of Directors Member
Chris Shore	Board of Directors Member
Danielle Serratos	Science Literacy Week
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





Awesome experience!

"Wrapping up vacation week with our first trip off the Island in a very long time. We checked the tide charts this morning then made our way over to @Joggins Fossils to find fossils from the Carboniferous period around 300 million years ago! What an awesome experience!"

@JayScotland, @CBCNews meteorologist with @CBCPEI
Twitter



# STATEMENT OF FINANCIAL ACTIVITY

Statement of Revenues and Expenditures Year Ended March 31, 2021

	General 2021	eneral Fund	Contingency Fund	m-4-1	Total 2020
			2021	Total 2021	
REVENUES	2021	2021	2021	2021	2020
Federal funding	\$50,506			\$50,506	\$3,869
Provincial funding	\$263,797			\$263,797	\$26,3453
Municipal funding	\$55,105			\$55,105	\$25,000
Fundraising	\$2,414	_		\$2,414	\$3,110
Admissions	\$29,843	_		\$29,843	\$129,102
Gift shop	\$19,976		_	\$19,976	\$58,361
Cafe	-	-		-	\$19,652
Rental		_			\$87
Other	\$337	_	_	\$337	\$701
Interest earned	-	-	\$529	\$529	\$1,223
Total Revenue	\$421,978	-	\$529	\$422,507	\$504,558
	,				
EXPENSES					
Artist in Residence	\$11,187	-	-	\$11,187	\$4,635
Advertising and promotion	\$7,245	-	-	\$7,245	\$12,351
Amortization	-	\$19,934	-	\$19,934	\$24,749
Consulting fees	-	-	-	-	\$26,272
Insurance	\$5,773	-	-	\$5,773	\$5,637
Interest and bank charges	\$4,908	-	-	\$4,908	\$6,807
Legal fees	\$31	-	-	\$31	\$31
Memberships	\$130	-	-	\$130	\$345
Miscellaneous	\$522	-	-	\$522	\$2,577
Office	\$9,589	-	-	\$9,589	\$1,419
Professional fees	\$6,750	-	-	\$6,750	\$7,973
Purchases (Gift Shop and Café)	\$9,834	-	-	\$9,834	\$40,447
Repairs and maintenance	\$63,169	-	-	\$63,169	\$33,179
Salaries and wages	\$193,457	-	-	\$193,457	\$299,305
Supplies	\$2,261	-	=	\$2,261	\$3,149
Telephone	\$5,818	-	=	\$5,818	\$6,610
Training	\$178	-	-	\$178	\$1,240
Travel	\$211	-	-	\$211	\$1,910
Utilities	\$39,154	-		\$39,154	\$36,549
Total Expenses	\$360,217	\$19,934	-	\$380,151	\$515,185
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	\$61,761	\$(19,934)	\$529	\$42,356	\$(10,627)



