

JOGGINS FOSSIL INSTITUTE ANNUAL REPORT

FISCAL YEAR: APRIL 1, 2022 TO MARCH 31, 2023



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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.

The Joggins Fossil Institute acknowledges that it is in the district of Siknikt, in Mi'kma'ki, the traditional territory of the Mi'kmaq people. Mi'kma'ki is covered by the "Treaties of Peace and Friendship" which Mi'kmaq and Wolastoqiyik peoples first signed with the British Crown in 1725. The treaties did not deal with surrender of lands and resources but in fact, recognized Mi'kmaq and Wolastoqiyik title and established the rules for what was to be an ongoing relationship.

MESSAGE FROM THE STAFF

The Joggins Fossil Centre opened its regular season on May 1, 2022, marking a significant milestone since the pandemic began. The season turned out to be a remarkable one. The Centre saw an impressive return of paid admissions, surpassing previous years' records, with approximately 12,200 visitors comprising of both guided beach tours and general admission. This number is more than the total admissions recorded in the years 2020 and 2021 combined!

In addition, the Centre made much-needed improvements to the beach access pathway, sometimes referred to as 'the dugway'. The upgrades made the pathway more accessible, safer, and easier to use. There are already plans in place to improve it further in the future, subject to funding.

The Roundhouse Café reopened to the public in July and August of 2022, with the help of a student funding grant that facilitated staffing and capacity. The additional staff was also necessary to accommodate the numerous bus tours the Centre provides service to. It is anticipated that 2023 will be an even bigger year for catering and bus visits.

After two years without an on-site Curator of Palaeontology, the JFI was thrilled to welcome Dr. Jade Atkins to the team. Dr. Atkins completed her Ph.D. at Carleton University in 2021, where she studied the evolution and development of amphibians. She also holds a M.Sc. in Applied Sciences from Saint Mary's University and a B.Sc. Honours in Biology and Social Anthropology from Dalhousie University.

The past year also marked the retirement of Laurie Glenn Norris, the JFI Education and Outreach Manager, and the departure of Craig Johnson, Director of Development and Strategic Engagement. The JFI expresses gratitude to both Laurie and Craig for their contributions over the years and wishes them the best in their future endeavours.

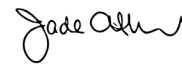
Finally, the JFI acknowledges the immense contribution of its front-facing staff. The team was delighted to welcome back returning staff members Dana, Sarah, Weylin, and Joyce. The new seasonal staff, Crystal, Kiana, and Margaret also made significant contributions to the Centre's vitality. The JFI owes its success to this outstanding team of individuals.



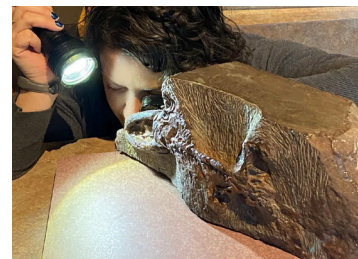
Jordan LeBlanc



Lorna Terrio



Jade Atkins



BOARD OF DIRECTORS

EXECUTIVE

Don Trenholm

Chair

Resident-Cumberland County

Dayle Morris-Quinn

Treasurer

Resident-Cumberland County, District 7

OTHER DIRECTORS

Mr. Ron Burdock

Member at Large

Mr. Tyler Eddy

Member at Large

Ms. Danielle Leighton

Member at Large

Dr. Jeff Ollerhead

Member at Large

Chair, Science Advisory Committee

Mr. Dale Porter

Ex-officio & non-voting

Municipality of the County of Cumberland

APPOINTED

Ms. Danielle Serratos

Vice Chair

Resident-Cumberland County, District 7



MANAGEMENT TEAM

Mr. Jordan LeBlanc

Director of Operations

Ms. Lorna Terrio

Director of Administration

Dr. Jade Atkins

Curator, Director of Science & Research

FORMER STAFF

Mr. Craig Johnson

Director, Development & Strategic Engagement

Ms. Laurie Glenn Norris

Education and Outreach Manager


SEASONAL STAFF



Left to Right: Sarah, Margaret, Weylin, Dana, Joyce, Crystal and Kiana.



Ashley organizing the Joggins Fossil Centre Gift Shop.

A large, layered rock formation, likely a fossil cliff, dominates the background. The rock face shows distinct horizontal strata of varying colors, from light tan to dark grey. At the base of the cliff, a group of people, mostly women, are standing and looking up at the rock face. Some are pointing towards the cliff. The scene is outdoors, and the lighting suggests a sunny day.

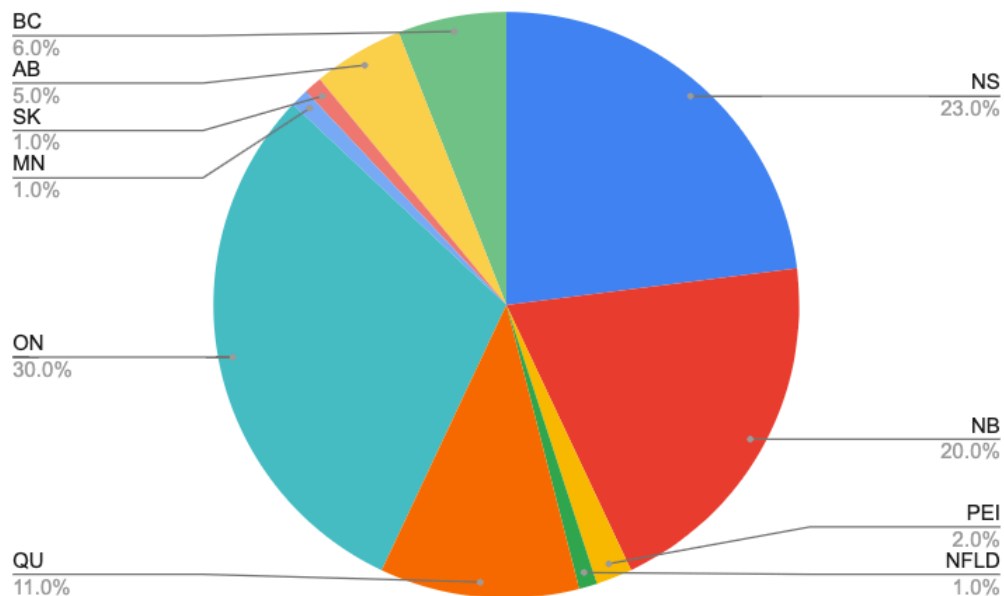
“Love this place. I have been here several times and it is always a delight. The grounds are spectacular, and the museum is great. The staff is helpful and very knowledgeable. You can view the footprints of creatures frozen where they once walked. They have a great record of plant, invertebrate and vertebrate life within fossils.”

*Krista W
2022, Google Review*

THE NUMBERS

Number of Facebook fans.....	5,400
Number of Twitter followers.....	1,211
Number of Instagram followers.....	920
TripAdvisor rating.....	4.5
Google Reviews rating.....	4.6
Average number of website sessions per day.....	158
Total number of website sessions this year.....	57,726
Number of people who paid admission.....	12,181
Highest weekly sales.....	July 31 – August 8, 2022

CANADIAN VISITOR PROVINCE OF ORIGIN



*From visitors that reported province of origin.

EDUCATION & OUTREACH

Education is a critical component of our Mission at the Joggins Fossil Institute. Everyone who visits this 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. Visiting university classes may participate in more advanced, curriculum-based activities, such as creating a stratigraphic log for a portion of the cliffs or fossil quadrat surveys.

CHILDREN'S DAY CAMPS

This year, we held a March Break Camp for children aged five to twelve on March 14, 15, and 16. With the help of expert interpreters Sarah Beardsley and Weylin Smith, the thirteen junior palaeontologists created their own fossil casts from molds, learned about trackways, learned how fossils are prepared, and much more!



FIBRE ARTS FRIENDS

Fibre Arts Friends continues to be a popular programme. It is offered eight months each year, from September through April. Participants bring their rug-hooking, knitting, crocheting, stain-glass work, cross-stitch, needle point, etc., and have a wonderful time creating.

STAFF TRAINING

This year, the Joggins Fossil Institute signed up for TRACK (training, resources, assessment, coaching, and knowledge sharing), which is offered by the Nova Scotia Association of Museums. TRACK offers training that helps museums to address accessibility, equality, diversity, and inclusion, responding to climate change, and community needs. You can learn more about TRACK [here](#).

OUTREACH

PRESENTATIONS

- The Director of Science & Research visited River Hebert District School and gave a presentation to grade 7 students about coastal erosion and taphonomy.
- The Director of Science & Research gave guest lectures to three university classes, one at Dalhousie University and two at Mount Allison University.
- The Director of Science & Research gave two community guest lectures to the Blomidon Naturalists Society and the Kitchener-Waterloo Gem & Mineral Club

IN-HOUSE PROGRAMMING/NETWORKING

JFI built on the successful summer programme, “Fossil Finds,” which highlights fossils found by visitors on tours, by joining the popular social media hashtag, “Fossil Friday,” to highlight unique and cool fossils in the JFI collection.

NETWORKING

JFI staff participated in meetings of the Minudie Heritage Association and River Hebert/Joggins and area Development Association.

In December, January and February, Thomas, a River Hebert District School grade 11 student, began an 80-hour work placement at the Centre in conjunction with the Options and Opportunities Career Pathways Programme.

JFI staff joined the Association of Nova Scotia Museum’s Education and Training Working Group.

The Director of Science & Research joined the Atlantic Geoscience Society council as a councillor.





"I am a fossil freak and my husband is not. We both thoroughly enjoyed the museum, the videos, and the visit to the beach. It's hard to get your head around history of over 300,000,000 years, but it is fun to try and to search for fossils."

*Nhiker,
via Trip Advisor, 2022*

DEVELOPMENT & STRATEGIC ENGAGEMENT

The Joggins Fossil Institute (JFI) faced its greatest challenge in the Covid-19 pandemic, but today we are re-covering, re-building, and ready to celebrate 15 years as a UNESCO World Heritage Site in 2023.

We are recovering our tourism numbers. In the last pre-pandemic season (2019), 13,272 visitors paid to visit the Joggins Fossil Centre and take a tour of the cliffs with JFI interpretive staff. Only 4643 paid to visit the museum or take a guided tour in 2020, and just 5269 did the same in 2021. Thankfully, visitors returned in a big way in 2022 with 12,181 paying admission at the centre.

We are re-building our team. Our long-time Curator and Director of Paleontology, Dr. Melissa Grey, moved on to an academic position in 2020. Due to the uncertainty created by the pandemic we were not in a position to fill the role until this year. In August we were pleased to announce that Dr. Jade Atkins has joined our dynamic team as our new Curator and Director of Science & Research.

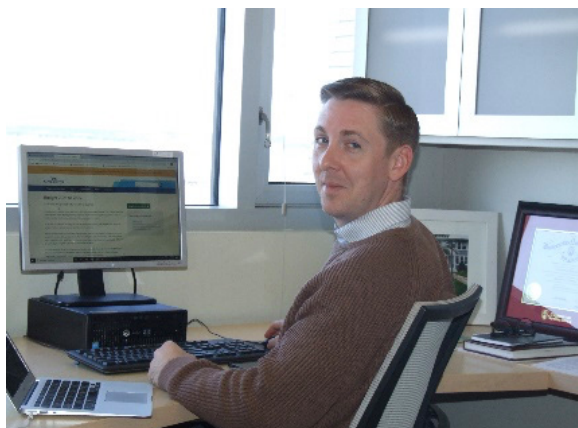
\$81,201.53 was raised through donations and grants this year, building upon the \$88,112.00 raised in 2021-2022 and \$82,835.82 in 2020-2021. Thanks to our visitors, donors, and the support of the Government of Canada, Government of Nova Scotia, the Municipality of Cumberland, we are ready to mark our 15th anniversary with renewal: fresh programming, an enhanced visitor experience, and investments in the Joggins Fossil Centre and grounds.

I ask that you consider, in the year ahead, making a 15th anniversary donation and help JFI shape the next 15 years. As a not-for-profit, charitable organization, JFI's long-term success is reliant upon your support for continued success.

THANK YOU,

Craig Johnson

Director 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 Director of Science & Research 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 two times a year and submits an annual report to the Board summarizing the committee's work.

RESEARCH

JFI has started a virtual seminar series, held twice a month between September and March. The seminar series highlights research occurring at the Joggins Fossil Cliffs, palaeontology research in the Maritimes and across Canada, and other interesting research topics. The first year of this series was a success; 125 people attended the seminars over Zoom. A selection of seminars has been made available on our YouTube page where collectively the videos have over 500 views. You can watch the seminars [here](#).

In September, a group of student researchers from Carleton University visited JFI. A member of this group, Misha Whittingham, has been conducting research in Nova Scotia and Prince Edward Island to learn more about the environmental and climate changes that occurred during the transition from the Carboniferous to the Permian.

In November, JFI hosted Dr. Lorenzo Marchetti, a postdoctoral researcher at the Museum für Naturkunde in Berlin. Dr. Marchetti was interested in our large trackway collection.

NEW RESEARCH PUBLICATIONS

Arbez, Thomas, Atkins, Jade B., & Maddin, Hillary C. Cranial anatomy and systematics of *Dendrerpeton* cf. *helogenes* (Tetrapoda, Temnospondyli) from the Pennsylvanian of Joggins, revisited through micro-CT scanning. *Papers in Palaeontology* (2022) 8:2. Read the paper [here](#).

Dr. Trevor Kelly of Dalhousie University defended his PhD thesis, titled, "Sedimentology and reservoir characteristics of the Carboniferous Joggins Formation, Nova Scotia, Atlantic Canada," in August, 2022. You can find his thesis [here](#).

Hannah Flemington, an undergraduate student at Queen's University, presented a research poster titled, "Coastal erosion and the Minas Bay: An analysis," in March, 2023. You can find the poster [here](#).

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. All specimens are collected with a Heritage Research Permit issued by the Province of Nova Scotia.



EVENTS 2022/2023

FIBRE ARTS FRIENDS	2022 – April 5, May 17, October 18, November 15 2023 – January 17, March 21
ON EXHIBIT: FIBRE ARTS FRIENDS 2016-2022	May 8, 2022 to May 16, 2022
CENTRE OPENING	May 1, 2022 to October 15, 2022
ADOPT A HIGHWAY	Highway Clean Up May 20, 2022
ANNUAL GENERAL MEETING	May 19, 2022
VIRTUAL SEMINAR SERIES	2022 – Sept. 29, Oct. 13, Oct. 27, Nov. 10, Nov. 24 2023 – Jan. 26, Feb. 9, Feb. 23, Mar. 23
MARCH BREAK CAMP	March 14 – 16, 2023



MEMBERSHIPS, PARTNERSHIPS & SUPPORTERS

JFI IS A MEMBER OF:

- The Amherst and Area Chamber of Commerce
- The Association of Nova Scotia Museums
- The Atlantic Geoscience Society
- The Bay of Fundy Ecosystem Partnership
- TIANS: Tourism Industry Association of Nova Scotia

JFI IS A PARTNER WITH:

- The Fundy Geological Museum
- Tourism Nova Scotia (A division of Communications, Culture, Tourism and Heritage)

JFI IS A SUPPORTER OF:

- The Adopt-A-Highway Program
- The Atlantic Universities Geoscience Conference
- 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

JFI IS SUPPORTED BY:

- The Government of Canada
- The Province of Nova Scotia
- The Municipality of the County of Cumberland
- Christie-Smith Community Fund

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 Kusters
- Dr. Laing Ferguson (1935-2013)
- Mrs. Rhonda Kelly
- Mr. Don Reid ONS (1922-2016)
- Dr. Graham Williams



VOLUNTEERS 2022/2023

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.

Thomas Berry	Intern
Dr. Nikole Bingham-Koslowski	Science Advisory Committee Member / Virtual Seminar Series Speaker
Ron Burdock	Board of Directors Member
Dr. Thais Condez	Virtual Seminar Series Speaker
John Cormier	Science Advisory Committee Member
Dr. Lynn Dafoe	Science Advisory Committee Member
Tyler Eddy	Board of Directors Member
Dr. Tim Fedak	Science Advisory Committee Member / Virtual Seminar Series Speaker
Dr. Caroline Franklin	Virtual Seminar Series Speaker
Dr. Bryan Gee	Virtual Seminar Series Speaker
Laurie Glenn Norris	Fibre Arts Friends / Artist in Residence Management
Dr. Melissa Grey	Virtual Seminar Series Speaker
Olivia King	Virtual Seminar Series Speaker
Danielle Leighton	Board of Directors Member
Regan Maloney	Virtual Seminar Series Speaker
Dayle Morris-Quinn	Board of Directors Member
Dr. Rachel Nottrodt	Virtual Seminar Series Speaker
Dr. Jeff Ollerhead	Science Advisory Committee Member
Julie Paquet	Science Advisory Committee Member
Dale Porter	Board of Directors Member
Danielle Serratos	Board of Directors Member / Science Advisory Committee Member
Weylin Smith	March Break Camps volunteer
Dr. Mo Snyder	Science Advisory Committee Member
Amy Tizzard	Science Advisory Committee Member
Don Trenholm	Board of Directors Member
Dr. Grant Wach	Science Advisory Committee Member
Misha Whittingham	Virtual Seminar Series Speaker
Conrad Wilson	Virtual Seminar Series Speaker

STATEMENT OF FINANCIAL ACTIVITY

Statement of Revenues and Expenditures Year Ended March 31, 2023

	General 2023	Capital Fund 2023	Contingency Fund 2023	Total 2023	Total 2022
REVENUES					
Federal funding					
Provincial funding					
Municipal funding					
Non-government funding					
Fundraising					
Admissions					
Gift shop					
Cafe					
Other					
Interest earned					
Total Revenue					
EXPENSES					
Advertising and promotion					
Amortization					
Artist in Residence					
Insurance					
Interest and bank charges					
Legal fees					
Memberships					
Miscellaneous					
Office					
Professional fees					
Purchases (Gift Shop and Café)					
Repairs and maintenance					
Salaries and wages					
Supplies					
Telephone					
Training					
Travel					
Utilities					
Total Expenses					
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES					



JOGGINS

F_YSSIL CLIFFS