



## **ANNUAL GENERAL MEETING**

**21 March, 2019**

**7:30 p.m.**

**Agenda**

1. Minutes of 2019 Annual General Meeting – Douglas Ballam
2. Annual Report – Douglas Ballam
3. Treasurer's Report – Marjorie Evans
4. Resolutions – Douglas Ballam
5. Motions from the floor – Douglas Ballam
6. Nominations and Election of Board
7. Call for volunteers
8. Any other business



## **2. 2019 President's Report**

### **PROGRAMMING**

**44 events with 1506 participants!**

### **2018 Outdoor Events**

- 9 events
- Highlights include:
  - Winter Gull Workshop (Megan)
  - Long Pond Clean-up (Emma, Laura)
  - Hike with New Canadians (Doug)
  - Learn to Camp with Parks Canada (Doug)



## 2. 2019 President's Report PROGRAMMING

### 2018 Indoor Events

- 35 events
- Highlights include:
  - Public Talk – missing seabirds (Laura, Bill)
  - Public talk - Coastal Restoration/WWF (Sara J.)
  - Public talk - Limestone Barrens plants (Laura, Gene)
  - PCSP Earth Day fair (Rita)



## **2. 2019 President's Report**

### **PROGRAMMING – Nature Nook at the Rooms**

#### **2018 Nature Nook at the Rooms**

- 12 events
- Hundreds of people reached
- Mostly tourists
- Demanding on volunteers
- Special thanks to the many, many volunteers who contributed!



## 2. 2019 President's Report

### Protecting Our Environment

- a. Participated in appeal for EIS for Grieg
- b. Husky Exploration Drilling Project
- c. Advocated for increased funding for Parks and Wildlife agencies
- d. Called for release of the Natural Areas Plan
- e. Worked with CPAWS to establish a Conservation Licence Plate Program
- f. Protecting our environment
- g. Participated in appeal for EIS for Grieg
- h. Husky Exploration Drilling Project
- i. Advocated for increased funding for Parks and Wildlife agencies
- j. Called for release of the Natural Areas Plan



## 2. 2019 President's Report

### Wild Things Scholarship Winners

### Alexandra Hayward and Kelly Young



# Social Media Insights

Facebook (Jan. 2018 – Mar. 2019)

Total Followers (Mar. 2019)	1,289
New Likes	318
Unlikes	65
<hr/>	
<b>Net Likes</b>	<b>253</b>

Average Daily Engaged Users	12.9
Average Weekly Engaged Users	70.4



# Social Media Insights

## Facebook (Jan. 2018 – Mar. 2019)

Total Daily Reach: 76790  
Average Daily Paid Reach: 521.95  
Average Daily Non-Paid Reach: 157.29

**Paid Reach Multiplier: 3.3X**

Total Paid on Social Media: \$80.00  
Total Paid Days: 20 days  
Total Paid Reach: 10,439  
(14% of all)



### Event Promotion

Birding at Voisey's Brook  
Saturday, July 14, 2018, 10 AM - 12 PM  
Promoted by Nick White on Jul 10, 2018  
Completed

3,413  
People Reached

70  
Link Clicks

\$25.00  
Spent of \$25.00

[View Results](#)





# Social Media Insights

## Twitter (Jan. 2018 – Mar. 2019)

Followers (as of Mar. 2019)	784
Total Impressions (Jan. '18 - Mar. '19)	~93,000
Average Engagement Rate	1.1%



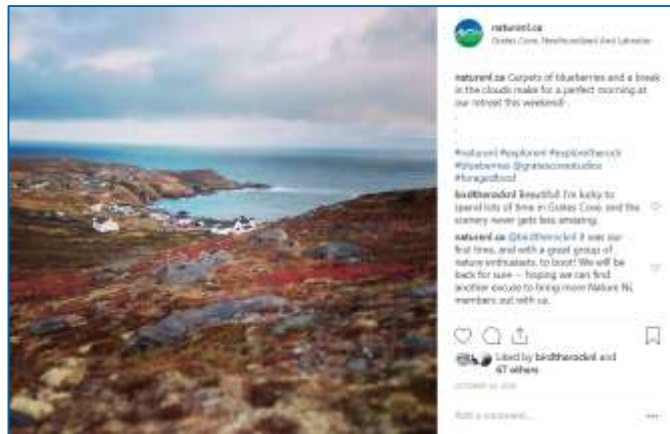
The screenshot shows the Twitter profile for Nature NL (@Nature\_NL). The top navigation bar includes 'Tweets', 'Top Tweets', 'Tweets and replies', 'Promoted', and 'Impressions'. Two tweets are visible:

- Tweet 1:** Posted on Jan 26. Text: "Check out this new resource for exploring the plants of Newfoundland and Labrador! #ExploreNL #naturalist #wildflower newfoundland-labradorflora.ca/?fbclid=IwARDR...". Impressions: 2,865.
- Tweet 2:** Posted on Feb 5. Text: "This \$1000 scholarship recognizes the enthusiasm and efforts of a student whose volunteer activities have helped to conserve or enhance nature in Newfoundland and Labrador. Deadline is March 25, 2019 naturenl.ca/awards/wildthi...". Impressions: 2,756.



# Social Media Insights

## Instagram



Followers (as of Mar. 2019) 880

**New Followers (since August 2018) ~750**

Total Posts (2015-18) 3

Total Posts (since August 2018) 46





# 3. 2019 President's Report Tuck-Walters Award





## 1. 2018 AGM Minutes

15 March 2018, 7:30 pm

**Present:** 26 members

**Priorities for the 2018**

1. Deliver a high quality outdoor and indoor program, including Nature Nook at the Rooms.
2. Recruit new board members for available board seats.
3. Support Nature NL efforts by raising \$5000 for a 20 hr/month position or equivalent in-kind/volunteer effort.
4. Identify and implement tactics to make the Wild Things Scholarship sustainable.

## 2. President's Report

21 March 2019

**Review of Priorities for 2018**

1. Achieved.
2. Achieved.
3. Limited success. \$1000 from City of St. John's. Needs dedicated and experienced volunteer(s).
4. Limited progress. Trivia Night tested as signature event but something else needed.



## 1. 2018 AGM Minutes

15 March 2018, 7:30 pm

**Present:** 26 members

**Priorities for the 2018**

5. Establish a quarterly electronic newsletter that will direct members to original articles on the Nature NL website, share original articles monthly and produce the annual Osprey.
6. Find free, permanent storage/event preparation space.

## 2. President's Report

21 March 2019

**Review of Priorities for 2018**

5. Partial success. Sharing through social media reaches more people than print by a couple orders of magnitude. Additional volunteers required. Securing, reviewing and formatting content a challenge.
6. Unsuccessful. Attempted to engage Memorial University through shared media events but request for small space denied. Suggest getting friendly faculty to request space.



# 4. Treasurer's Report

21 March 2019

## NATURE NEWFOUNDLAND AND LABRADOR

### Financial Statement as of 31 December 2018

Assets	2018	2017
Bank balance	\$ 13,947.49	\$ 13,738.61
Cheque written not yet cashed	- 106.54	0.00
Transactions completed in Jan. 2019	818.15	
Coin on hand	3.85	3.85
PayPal balance (fees not deducted)	<u>100.00</u>	<u>0.00</u>
Total assets	\$ 14,762.95	\$ 13,742.46
Liabilities zero		
Scholarship Fund ( Note 1 )	4,388.43	4,862.46
Money available for other uses	10,374.52	8,880.00
Net Assets at end of financial year	\$14,7762.95	\$ 13,742.46
Revenue	\$ 8,720.60	\$ 10,081.63
Expenses	<u>7,700.16</u>	<u>7,492.56</u>
Total Surplus or (Deficit)	1,020.44	2,589.07
Surplus or (Deficit) for general uses	1,402.15	(2,273.39)

Note 1: Dave Snow, founder and sponsor of the Wild Things Scholarship, died in April 2017 and donations in his memory are set aside to continue the scholarship.

Note 2: The Society owns a number of back issues of the Osprey, a spotting telescope, a pair of binoculars and a display board. It also owns a display tripod lent to NL Environment Network.

Marjorie Evans, Treasurer 25 March 2019



# 4. Treasurer's Report

21 March 2019

NATURE NEWFOUNDLAND AND LABRADOR  
Statement of Revenues and Expenditures 1 January 2018 to 31 December 2018

REVENUES	2018	2017
Memberships	\$ 2,204.50	\$ 1,425.00
Donations, receipted general	2,580.00	1,885.00
receipted Wild Things scholarship fund	1,525.97	4,862.46
Donations, not receipted	104.25	10.00
Donations; Canada Helps, United Way	24.00	151.53
Subscriptions to printed copies of The Osprey	X	202.00
Bird Studies Canada	438.13	446.88
Rent from NLEN, refund deposit from Gathering Place	290.00	
Sales through membership drive	609.00	
Other sales of T-shirts, bird checklists, gull guides	213.00	93.83
Trivia nights	100.00	70.00
Misc.; HST rebate, etc. (job credit, Nat. Can. Refund)	631.75	934.89
<b>TOTAL REVENUES</b>	<b>\$ 8,720.60</b>	<b>\$ 10,081.63</b>
<b>PAYMENTS</b>	<b>2018</b>	<b>2017</b>
Rent	\$ 1,704.30*	\$ 569.70*
Insurance	1,242.00	1,223.60
Bank charges	40.20	73.63
PayPal, Shopify fees	87.49	67.31
P.O. Box rental	190.90	189.35
Registry of companies	20.00*	10.00*
NLEN membership	60.00	60.00
Printing advertising cards, signs	0.00	294.15
T-shirts, bird check lists	253.26	48.30
Membership drive materials	615.96	
Strategy session (2017/CSC courses, Nature Can. Meeting)	575.24	775.00
Misc. prizes, food, web domain, etc.	243.75	
Butterpot Park trip bus	345.00	
The Osprey print & post	220.17	175.53
Wild Things Scholarship	2,000.00	1,000.00
T4 penalty (2017 WWF/New Canadians project)	101.89	3,005.89
<b>TOTAL PAYMENTS</b>	<b>\$ 7,700.16</b>	<b>\$ 7,290.88</b>

X One annual print copy of The Osprey now included automatically in membership.

\* Non-receipted cash donations did not go through bank, but listed in revenue and account book.

+ Paid for storage unit to mid January 2018 as well as December 2017 rent at Gathering Place.

© Bird & Nature Society of Newfoundland & Labrador 2018



## 5. Call for Volunteers

21 March 2019

- Need for interested volunteers
- As little as three hours a month
- Presenter at a lecture?
- Hike leader?
- Have your own idea for an event?
- Committees
  - **Communication Committee** (find original content, assist with management of website, Facebook, assist with Osprey)
  - **Programming Committee** (assist with set up and delivery of indoor and outdoor events)
  - **Fundraising Committee** (assist the Director of Fundraising with funding applications, identifying potential donors, visiting donors)
  - **Assistant Treasurer**





## 6. Nominations and Election of Board

21 March 2019

- 1 Laura King (President)
- 2 Doug Ballam (Past President)
- 3 Michelle Fitzsimmons (Treasurer) (\*new)
- 4 Jen Sullivan
- 5 Megan Boucher
- 6 Nick White
- 7 Sara Jenkins
- 8 Marjorie Evans
- 9 Justin So
- 10 Bev McClenaghan (\*new)
- 11 Julia Sparkes (\*new)
- 12 Tiffany Small (\*new)
- 13 MacGregor Parent (\*new)
- 14 Arielle Przybysz (\*new)



## 7. New President's Priorities

21 March 2019

- Host more members-only events
- Host more adventurous events (birding by kayak? overnight naturalist camping? etc)
- Transfer knowledge from more experienced scientists and board members to board (through workshops, old documents, etc) so the evolving board can be as prepared as possible to respond to EAs, forestry, fisheries, etc consultations



## 7. New President's Priorities

21 March 2019

- Reach beyond the traditional naturalist club - building our Nature for New Canadians and Parks Canada outreach program, engage new Canadians and international students in our regular programs, and offer programs that are easier to attend
- Tighten links with other organizations through co-hosting events
- AOB?

Motion required to close meeting. Must be seconded. "All in favour? Any opposed? Motion carried."

