

## **International Peace Garden Annual General Meeting**

Call to Order – 11 a.m.: President Dorothy Dobbie

**Roll Call** – Secretary Judy Saxby **Adoption of 2021 AGM Minutes** 

Greetings from the President of the Board: Dorothy Dobbie

**Introduction of Board Members and Staff** 

Annual Report (attached): CEO Tim Chapman & Finance Administrator Kim Miller

Auditor's Report (attached): Daryl Heizelman, Brady Martz and Associates

Horticulture & Conservatory Report (attached): Johannes Olwage

**Grounds Maintenance Report (attached):** Eric Lagerquist **Buildings Maintenance Report (attached):** Joe Malaterre

Visitor Services Report: Valerie McCallum

Marketing & Communications Report (report attached): Margie Zalk Enerson

**Development Report (report attached):** Alyssa Slike

International Music Camp Report: Tim & Christine Baumann

North American Game Warden Museum Report: Jonathan Tofteland

Acknowledgement of Incoming Board Members:

Old Business: New Business: Adjourn Meeting:



## 2021 Annual Meeting Minutes (virtual meeting via Zoom) May 15, 2021

- I. Call to Order 10:00 a.m.: Vice President Dorothy Dobbie called the meeting to order.
- II. Roll Call: Board members physically present Ed Albrecht, Dorothy Dobbie (chair), Cathy Jelsing, Lisa Kudelka, Terry Rockstad, Lori Sollin, Les Thomas. Board members present via Zoom Bernie Chrisp, Rick Felstead, Doyle Piwniuk, Larry Rainnie, Judy Saxby, Charlie Thomsen, Jerry Migler. Not present: Misheyla Iwasiuk, Donna Bye, Marshall McCullough, Dean Zaderaka. IPG Staff: CEO Tim Chapman, Melinda Goodman, Kenny Keith, Joe Malaterre, Johannes Olwage, Gwen Wooley, Lori Scheirlinck.
  - Guests via Zoom: Tim and Christine Baumann, Lorna Cowan, John Edwards, Jim Fuglie.
- **III. Adoption of 2020 AGM Minutes:** Lisa Kudelka moved to accept the minutes of the June 20, 2020 Annual General Meeting. Charlie Thomsen seconded the motion. **Motion carried.**
- IV. Greetings from the President of the Board (message attached): President Marshall McCullough was unable to attend the meeting. Vice President Dorothy Dobbie thanked Marshall McCullough for his service.
- V. Vote on Proposed Changes to the Bylaws (draft attached): Rick Felstead moved to accept the proposed changes to the International Peace Garden bylaws. Seconded by Lisa Kudelka. **Motion carried.**
- VI. Annual Report (report attached): CEO Tim Chapman thanked everyone for joining the meeting. Although 2020 was a challenging year with very few Canadian visitors, it was a good year too. Tim Chapman commended Finance Administrator Gwen Wooley on securing as much COVID relief funding from both countries as possible. About a third as many visitors as usual visited the Garden. Many improvements were made throughout the Gardens including a complete electrical upgrade at the campground, irrigation and greenhouse upgrades, an equipment and cold storage building was built. Melinda Goodman and her team were thanked for putting together this annual report and continuing to push the marketing in the right direction.
- VII. Auditor's Report: Daryl Heizelman with Brady, Martz & Associates went over the Auditor's Report and reported the audit had gone well. In the report, everything is presented in two columns, a column showing totals in U.S. dollars and a column showing totals in Canadian dollars.
- VIII. Department Reports (reports attached):
  - a. Horticulture & Conservatory Johannes Olwage stated last year was a challenging year for everyone but had quite a few highlights.

- b. Grounds New Grounds Manager Kenny Keith, who started in his position in January of 2021, introduced himself. He stated he appreciates the opportunity.
- c. Buildings Buildings and Maintenance Manager Joe Malaterre is in his second year at the Garden. Joe stated the vision and plan of the IPG appealed to him. He expressed his thanks for the opportunity.
- **Marketing & Communications (report attached):** Melinda Goodman, Director of External Relations, reported time has been spent focusing on best practices. Some highlights of the previous year were adding a new CRM data base, volunteer program, and an associate membership program.
- X. International Music Camp Report (report attached): Tim and Christine Baumann expressed their thanks for the invitation to report at the meeting. They have several things going on this summer but no programming is being held at the International Peace Garden because of the border situation. They are doing things differently with intentions to return to the Peace Garden next year. They thanked the International Peace Garden staff saying they appreciate their efforts.
- XI. Acknowledgment of Incoming Board Members: Rick Felstead reported the terms of three board members expire this year, two members from the U.S., Lisa Kudelka and Dean Zaderaka and one member from Canada, Ed Albrecht. All three members were duly nominated and have agreed to serve a further term of three years as no other nominations were received within the time allowed for nominations. Motion: Rick Felstead moved the three members be elected and serve until 2024. Bernie Chrisp seconded the motion. Motion carried.
- **XII. Presentation and thank you to outgoing president:** Vice President Dorothy Dobbie deferred this item to a future meeting as the outgoing president wasn't in attendance.
- XIII. Old Business: No old business.
- XIV. New Business: No new business.
- **XV. Adoption of reports:** Bernie Chrisp made a motion to adopt all the reports. Seconded by Cathy Jelsing. **Motion carried.**
- XVI. Adjourn Meeting: Vice President Dorothy Dobbie adjourned the meeting.



# **2022 PRESIDENT'S REPORT TO THE AGM Dorothy Dobbie, President**

Today, more than ever since the end of the last world war, this wonderful garden, the International Peace Garden, should be an iconic landmark recognized around the world. The concept of peace as epitomized here in the heart of our continent has an important role in creating a stabilizing force to our human existence.

To that end, our CEO Tim Chapman and I have been in discussion with the International Peace Garden Foundation to invigorate more recognition of how such symbols of peaceful co-existence can remind everyone, everywhere, to choose their leaders with care and to set an example of understanding and acceptance between peoples.

The Foundation has been in existence for three decades and has named gardens in 20 countries. The IPG goal in these discussions is to facilitate a network of such gardens around the world, always with reference back here to our International Peace Garden that started it all, 90 years ago, in 1932.

The fiscal year 2021/22 has seen many breakthroughs for the International Peace Garden. The rehabilitation construction has begun with many projects completed.

The board has initiated a major fundraising campaign to top up the government rehabilitation grants that were so generously awarded us by Manitoba and North Dakota two years ago. This effort, led by past presidents and their wives, Ty and Rita Langager and Charlie and Roine Thomsen, is just beginning to gain momentum. Our goal is to raise \$2.5 million US (\$3.1 million CDN) to complete the work that we have begun.

To further the work of the Fundraising team, we have held several receptions on either side of the border to speak firsthand to the need for private support. The Garden also hosted several dinners and events in the Garden last summer.

Construction is now well underway on both the Children's playground and the Conservatory. We have some new (and revenue generating) housing for summer and year-round staff. The "cabins"

for summer staff are being rented out to visitors in the off-season, and the old manager's staff quarters will be converted to office and staff day needs.

Despite the excitement and turmoil that construction brings, our staff have soldiered on. We held a formal celebration to recognize the generous support of our province and state attended by both Former Premier Brian Pallister and Governor Doug Burgum.

Last summer saw the commemoration of the 20<sup>th</sup> anniversary of the 9/11 tragedy in New York. Here at the Peace Garden we have a relic of that event to help us remember the horror of that act of hatred and intolerance. We held a ceremony near the newly renovated site in the Garden to respect the many who lost their lives that day. Our thanks go to the Brandon and Minot Rotary Clubs for rehabilitating the memorial site.

For many years, the International Peace Garden has overlooked the contribution of our Indigenous population to the efforts of peace at Turtle Mountain. We are proud to have welcomed our first Indigenous board member and look forward to adding others. Meanwhile Les Thomas and Judy Saxby have been co-chairing an Advisory Council to further the participation of our Indigenous partners in this wonderful land we all now call home.

We also believe that the Garden should be the centre piece of the tourism efforts of our neighbouring communities and that we need to participate in cross promotion on both sides of the border. I have set up a Community Advisory Committee, led by Mayor Judy Swanson from Boissevain and a co-chair yet to be named in North Dakota. Two of our board members, Larry Rainnie from Boissevain and Lori Sollin of Bottineau, have acted as liaisons for the Peace Garden Board. Unfortunately, Lori will be leaving the board so her position will be reassigned.

Finally, it is the Year of the Garden in Canada, and the International Peace Garden is proud to be featured on the cover of the coffee table book the organizers of the Year of the Garden have produced to celebrate iconic gardens across Canada. It is just one more nod to the excellent work of our entire team.

Although he was unable to be here today and as his term has expired, I would like to formally thank Marshal McCullough for his leadership and hard work as president and as a board member for the past 15 years. I also thank all retiring board members for their tireless efforts on our behalf over the past few years. And I welcome the new members who will be elected to the board.

There is much yet to be done, but with the hard work and good will of our members and with your support and encouragement, we will forge ahead over the coming years. Tim reminds us that it is only a decade from now when we will be celebrating our Golden Jubilee. I plan to be here with all of you.

In closing, it is an honour to serve as your president. I look forward to serving you well.

Dorothy Dobbie

May 14, 2022



## 2021-2022 ANNUAL REPORT Tim Chapman, CEO

As we prepare to celebrate our 90<sup>th</sup> Anniversary, I look back on 2021 with a smile and sense of gratitude for all we continue to do as a team. Much like the year before, we faced significant challenges brought on by the pandemic. Fortunately, we have a strong Board, Staff and Membership. The continuity throughout the organization led to a beautiful 2021 season and great start to our Covid 19 recovery.

Our revenue steadily increased from the first pandemic year in 2020, from about 30 percent of pre-Covid numbers to about 50 percent. Canadians were unable to easily access the Garden for much of the 2021, but we began seeing a return toward the end of the season as the ArriveCan app program was launched. This incremental return of Canadian visitors was aided by the addition of a regular supper series.

Substantial contruction began on the two marquee projects in our capital rehabilitation scope of work. The Conservatory and Children's Nature Play Area were both started in 2021. The latter saw great progress before winter and requires about 4 additional weeks before we have a grand opening July 3, 2022. The Conservatory's foundation was completed before winter and is now rapidly coming together and will be enclosed within the coming months. These projects will continue to enhance the full-family experience we aim to provide.

We also saw the completion of our 5 new cabins, which double as seasonal staff housing and winter rentals for the public. Our new irrigation system was completed and led to an immediate increase in quality and fullness of the flower beds and perennials. Our lawns were also a strikingly beautiful frame to the floral displays thanks to the efficient irrigation. Two new single family homes for full-time, year-round staff were started in 2021 and nearing completion.

Our fundraising and development reached new heights establishing a strong Capital Campaign to support the historic \$12M USD/\$15M CAD investment from the State and Province. Former

Board Presidents Ty Langager and Charlie Thomsen are joined by their partners Rita Curl-Langager and Roine Thomsen as co-chairs of this \$2.5M USD/3.1M CAD campaign. We have received pledges and in-kind support totalling more than \$500,000.

All of this momentum bodes well for a strong 2022 with more open borders and a return of the International Music Camp.

In peace,

Tim Chapman



## **Annual Horticulture Report – AGM 2022**

## **Highlights:**

- **Strong Team:** The following IPG Horticulturists are commended for their outstanding performance in 2021: Jonah Neufeld in the Conservatory, Meredith Swanson in the Sunken Garden, Michelle Burnett in the Display Gardens and Georgia Bonser, also in the Display Gardens. Without them and an amazing seasonal staff we would not have accomplished what we did.
- **Volunteers:** More volunteers signed up to help plant annual flowers and perform general garden maintenance than in prior years. We are especially grateful to groups such as the ND Master Gardeners and many others who made an effort to return multiple times throughout the season. The increase in volunteer participation is very encouraging.
- **Floral Displays:** Annual flower designs and displays were executed with great success and within the tight timeframes required. Designs were built around the 2021 design theme: "Building for the Future". Staff enjoyed the abundance of positive feedback from visitors!
- **Perennial Plantings:** Multiple perennial beds in the Sunken and Display Gardens were renovated. The addition of carefully selected perennials to maximize seasonal impact, as well as mulching with wood chips to reduce weed growth and retain moisture, has made these areas more sustainable to maintain for staff in the future. Less herbicide, irrigation and weeding will be needed. We aim to tackle new areas every year and keep improving the overall appearance and manageability of the IPG's outdoor spaces.
- **Pruning and Hedging Backlog:** Horticulture staff, in conjunction with Grounds Staff, were also able to catch up on a backlog of pruning hedges, shrubs and trees that form an integral part of the formal sections in the Garden.
- **New Irrigation System:** The newly installed irrigation system contributed significantly to the success of the season and allowed staff to focus on other horticultural tasks instead

- of dragging hoses around or (literally!) unplugging leaches from sprinkler nozzles. We cannot stop singing its praises!
- **Production Greenhouses:** Upgrades were made to two existing Greenhouses which enabled us to store more of the Vitko Collection while the Conservatory expansion is still under construction. Emergency backup systems were installed which ensured the protection of the collection through the winter months.
- Conservatory Deconstruction and Plant Removal: Conservatory plants were dug up and transported to the greenhouses in July 2021 with the help of an NCCC/Americorps team of 9 volunteers. This wonderful group of people helped IPG Staff complete the process within the two weeks available before deconstruction started.
- **New Play Park:** Horticulture staff planted up the landscaped beds of the new Play Park and were helped by students from Dakota College at Bottineau, who used this experience to supplement their required practicum hours.



## 2021-2022 DEVELOPMENT REPORT Alyssa Slike, Development Manager

It has been an exciting, busy, and productive year for the Development Department.

The Governor of North Dakota and the Manitoba Premier met at the Gardens. A joint Media Event was held to announce the respective government funding of infrastructure and construction initiatives at the Garden.

The Development Manager's primary focus was the Capital Campaign given an accelerated timeline; construction underway. Development Manager worked with the CEO and TWB, contracted Fundraising Consultants.

Capital Campaign (CC) infrastructure was set in place. Public and donor events were held. Guests included historic families, enabling additional engagement and stewardship opportunities. Research of prospective and potential CC donors was done. CC Committee Co-Chairs and members were established. Feasibility interviews were conducted. Board donations and early private and corporate donations were received.

CC specific events were held in Winnipeg, Manitoba and both Bismarck and Minot in North Dakota. Additional events are planned. The Manitoba Premier is scheduled to attend the Winnipeg event.

Letters of appreciation were sent to prior year donors. A Winter Annual Campaign was established. Content was created for IPG's first Giving Tuesday. A Late Spring campaign is being established to coincide with the garden planting season. Results were excellent for these first-year initiatives.

Development also worked with CEO and Marketing/Communications on various additional initiatives, including the newsletter, website, print materials, content, and strategy.

CDN P.O. Box 419 Boissevain, MB R0K 0E0 1-204-534-2510 USA 10939 Highway 281 1-888-432-6733 Dunseith, ND 58329 www.peacegarden.com 1-701-263-4390 The Fundraising Committee reviewed membership and fees; changes made for implementation January 1, 2022. Additional benefits were established for Lifetime Members. US Co-Chair stepped off Board and F/R Committee, position to be filled.

To date, overall revenue for CC is \$380,277 received with an additional \$234,575 in outstanding pledges to date.

Adopt A Flower Bed program was launched with a successful response, as an ongoing annual revenue stream. This will help with ongoing operational funding. Current revenue is \$17,000. An additional \$4,500 has been received through in-kind donations with media support, increasing our reach through many forms of media.

**Next steps for IPG's continued development:** Diverse Revenue streams, in addition to recently added and established. Diversification of revenue is very important. Establishing these takes time, longer given the concurrent Capital Campaign.

Various future additional revenue sources identified by Development Manager, including, yet not limited to, "Adopt A" campaigns, naming rights, corporate support, in-kind support, revenue streams. These include Legacy and Planned Giving, Major Gifts, overall and in-kind Sponsors, corporate partnership agreements, Website supporters - Individual and Corporate, Event Sponsors, and many additional funding streams. Additional "Adopt A" programs include, yet not limited to, trees, trails, benches, picnic tables, interior roadways (non-state maintained), paths, 1-800-Flowers or similar partnership for adding IPG as a charitable donation option to add to their customer's purchases..., and Donate-A Car (charity receives the funds - not the actual car). All are some of the many additional potential revenue streams. Further funding of our endowments will really help the long-term operational funding.

To accomplish these goals, additional dedicated development staff support will be needed. Ultimately, donor engagement and stewardship should be through IPG's relationship building. Additional staffing will be needed to accomplish. An ongoing component of IPG's future funding. This should overlap, to ensure a smooth transition when TWB's current Capital Campaign contract is complete.

Many potential areas for increasing revenue, in addition to the existing streams. Charities have learned over the past two years, diverse revenue streams are so important to the continued health of the organization. We have made great strides. We are also quite fortunate to have many areas remaining to be established and grow. Looking forward to the exciting upcoming season with the Garden's 90<sup>th</sup> year, and borders being open for IPG to welcome all the expected guests this year.



#### 2021-2022 MARKETING HIGHLIGHTS

**Engage to Inspire – Margie Zalk Enerson** 

GOAL: Increase awareness, perception, and attendance for International Peace Garden

#### **STRATEGY and TACTICS:**

- Worked closely with ND Tourism and Travel Manitoba on their partner outreach programs
  - o Email blasts
  - Banner ads on sites
  - Event listings on their calendars
  - Social media co-promotions
  - Print ads
  - Rest area brochure distribution

#### • Updated IPG website

- o Revised navigation for better visitor experience
- Added separate Capital Campaign page
- o Created prominent Donate button on homepage page with new page content
- o Improved Event calendar with better search features and event descriptions
- Showcased Events in multiple places on website highlighting both IPG events and other events happening at the Garden
- Added clearer travel instructions on homepage and multiple links to Prepare for Visit page
- o Removed icons and used more IPG photos for Attractions pages
- Separated Café and Gift Shop for better access to revenue generating areas of IPG
- o Highlighted online reservations for kayak and picnic area reservations

## • Update IPG Brochure

- o Revised numbering system for better viewing
- Updated copy and images
- Created History and Donate insert
- Highlights of Conservatory Expansion and Play Area

## Expanded Media Coverage

- Negotiated with regional media to sponsor Flower Beds in exchange for media trade
- o Tripled media budget for 2022
- o Focused on a consistent look for IPG in brand and messaging
- o Placements in regional print publications, local radio
- o Partnered with American Horticultural Society, Canada Year of the Garden

#### • Public Relations

- Created Blog section on website
- o Writing and distributing blogs to local papers on both sides of the border
- o Plans to start a Podcast
- o Planned for four quarterly newsletters Winter (Feb) and Spring (April) complete
- o Conducted a Media Day Virtual Event April 6

#### Social Media

- Redesigned weekly Peace quotes
- Increased activity of posting on social media platforms, increasing followers and engagements.
- o Paid Like Campaign and boosting posts around events Mother's Day, etc.

#### Video

- Created Capital Campaign video
- o Editing outtakes from video footage for shorter social media videos
- **Teamwork Coordination** A talented team of professionals with strengths in their expertise:
  - Marketing Consultant
  - Web Development manager
  - Master Gardener social media manager
  - Public Relations manager and writer



# 2021-2022 ANNUAL BUILDINGS MAINTENANCE REPORT Joe Malaterre, Buildings Manager

The primary focus of the past year was to reducing operating cost. The Maintenance department helped to achieve this by improving energy management throughout the garden.

## Here are a few accomplishments for the past year.

- We have recently launched a digital and trackable work order program
- Currently implementing a preventive maintenance program
- Collaborated with North Central Electric Cooperative to install heat rate meters
- Moving cleaning supplies to eco-friendly dispensers and products
- Adjusted all cooling setpoints from 68 degrees to 73 degrees resulting in a 10% reduction in cooling cost.
- Adjusted all heating set points from 72 degrees to 70 degrees resulting in a 6% savings in heating cost.
- Painted multiple small buildings

#### 2022 goals

- Reduce the number of electrical meters at the Green Houses. If I am able to reduce the number of meters to one, it should be an annual savings of \$1200 per year.
- Replace the two failed BAS systems with more efficient systems.
- Painting building exteriors
- Working with local contractors to restore the North and South Terrace buildings
- Continue to paint public restrooms and small buildings located throughout IPG

We have a plan to improve the overall aesthetics of the garden in three-years' time. This will be achieved one repair at a time, one building at a time, through build back better practices and strategies.



# **2021-2022 ANNUAL GROUNDS MAINTENANCE REPORT Eric Lagerquist, Grounds Manager**

Hello,

I am the grounds manager at the IPG. I took over role in late March of this year. I am very excited seeing previous accomplishments since I left in 2018. From the new play area that still has work left to the new staff housing as well as the cabins. As you all know, we got a hit with a very disastrous ice storm a few weeks ago. My main goal is to get this cleaned up and looking as great as it should.

I have 14 years' experience working here and have ice storm clean up experience from the spring of 2016. I also am taking it upon myself as another goal, to train and coach all IPG staff with the equipment. From heavy duty machinery to chainsaws and trimmers. I believe with the proper training and guidance, we will protect ourselves more, along with our costly machinery and equipment that we want to keep in great operating status as well. Another goal of mine is to get a contractor here as soon as the ground thaws and warms up enough to sew grass. I believe with a hydroseeding machine we will get so much done so much faster than seeding by hand and raking in, as well as costs and time spent.

Another goal is to get my staff working this year, to love the gardens. I don't think this will be hard to do seeing how it has improved as well as the work environment. I am 100% enforcing a positive work environment and will practice this ethic. One of my bigger goals is to clean up the

Legion Athletic Camp area where there is an overabundance of trees. This will include chipping what is possible, as well as cutting and splitting the rest of the dumped trees that will not fit through the woodchipper.

I also want to keep the formal garden lawns looking spectacular, from the smallest of mowing areas to the bigger fields. This will also include the new play park. I want to keep that looking like a world class place like it should be upkept. My staff and I are going to be striving for the best. From previous years working here, I know what this place can look like and have suggested ideas in the past, but it didn't really make a difference. Now, the ideas I have had are a reality here.

Another one of my goals is to finish the beach area at the MWI picnic area so we can get our name out there for a water work site. Families with children can come here on very warm days and have a place to go for a swim or just stand in the water. I think that will greatly impact our revenue as well.

In summary, like I said I am new to the grounds manager role, but I know what needs to get done and am not afraid to strive for perfection and roll up my sleeves either. I am so grateful I got offered this position and am "chomping at the bit" to go get after it and start cleaning up this ice storm mess. I thank you for your time, and God bless!