

2024 President's Report for OXA

Our year got off to a great start with more workshops and talks given by Sigrie Kendrick, our Executive director. We are seeing more interest up and down the valley and beyond for information about xeriscape and how to implement it in all kinds of landscapes. From homeowner's to stratas to municipalities looking for advice, OXA is becoming known as the 'go to' for waterwise learning.

- The OXA website and plant database continues to draw in a record number of over 25,000 visits. Industry professionals are using it to inform their designs and recommendations for landscaping. Gardeners are making lists from the plant database and using them when purchasing plants.
- OXA's social media presence is growing across all platforms, We are seeing overall reach across Facebook and Instagram to over 50,000 views and counting. We publish and send out a monthly newsletter, and Sigrie's column on Castanet and in the newspapers informs and inspires gardener's throughout the valley.
- OXA's membership rolls have swelled to 356 members and over 140 new members this year.
- OXA's two demonstration gardens are blooming and buzzing with beautifully adapted annuals, perennials, shrubs and trees. Thanks to the efforts of Brad Parks and Sigrie Kendrick along with dedicated volunteers, the gardens have never looked better. In August, thirty Michigan Master Gardeners came to tour the gardens. and a Master Gardeners group from Kamloops came later in August. More to come on future planned gardens.
- We want to acknowledge the partnership with OBWB, and Make Water Work. These organisations provide major funding and cross promotion for our organisation.
- This year we have held three plant sales to raise funds and awareness around what is possible for xeriscape gardening in the here and now.
- We would like to give a big shout out to all of OXA's amazing and awesome volunteers! Without their help none of this would be possible. Thank You!

Joan Byrne
September 21, 2024

