

1-21-18 Notes for SGH Leadership Team Meeting

The meeting was held at the home of Donna Shearer in Dahlonega. In attendance were Bob Pledger, Buz Stone, Dave Teffeteller, Frank Gheesling, Kim Wood, Sarah Heath, Jim Heilman, Billy Johnson, Gil Meredith, Elliott & Brenda Segall, David & Cindy Wasileski, and Donna Shearer. Leadership Team members Chris Curtin, Derrick Morris, and John Shearouse were unable to attend, as were Lead Facilitators Wynn Mott, Jeanette Rader, and Jimmy Stewart.

BOARD MATTERS

THANKS for an outstanding 2017 year! – Donna expressed her appreciation of each and every Leadership Team member and all our wonderful volunteers for their exceptional dedication to the cause of saving the hemlocks, can-do spirit, and proactive engagement in the community. We accomplished a tremendous amount of good work in 2017 and are most blessed!

A warm welcome to our new Treasurer, Sarah Heath, who will take on the duties on maintaining our financial records and preparing necessary reports as well as participating in our hemlock activities as her time permits.

Commitment to serve in 2018 – Leadership Team members who were present expressed their willing to continue service through this calendar year.

Signing of Annual Acknowledgment – Leadership Team members who were present signed the Annual Acknowledgment indicating they have reviewed, understand, and agree to abide by the organizing documents of Save Georgia's Hemlocks.

REVIEW OF 2017 STRATEGIES & ACTIVITIES

FY 2017 PROGRESS REPORT

The summary report was presented and discussed. A detailed version is available on request.

- * All 19 HWA-infested Georgia counties in native hemlock range now served by our Hemlock Help Program.
Hemlock Help Line available 7 days a week with 1,329 calls handled.
- * 9 Hemlock Help Clinics & Facilitator Training Workshops with 51 attendees – 45 new Facilitators trained, 6 Facilitators refreshed. Current total of 278 trained Facilitators in Georgia and 56 in other states.
- * 247 Facilitator visits made with charitable treatment of 3,043 trees.
- * 8 customized training classes for 115 civic/community volunteers.
- * 15 presentations to civic/community groups with 564 attendees.
- * 3 Hemlock Lessons for 155 elementary and middle school students.
- * 11 festivals with 64 volunteers and 1,615 visitors/contacts.
- * 46 articles/news items written by, with the assistance of, or about SGH published in newspapers/magazines.
- * 14 hemlock rescue projects with 52 volunteers, 610 saplings and 120 seedlings rescued and used for educational/service activities or potted for future adoption.
- * 214 hemlock saplings adopted; 17 large saplings donated to municipalities / schools / nonprofits.
- * 1 hemlock field insectary project with 26 volunteers planting 24 large saplings – UNG 12/8/17.
- * 1 hemlock restoration project on a trout stream with 27 volunteers planting 42 large saplings.
- * 5 other hemlock sapling planting projects with 9 volunteers planting 15 large saplings.
- * 36 hemlock treatment projects with 351 volunteers treating/retreating 5,065 trees.
- * 31 soil injectors repaired/refurbished, 1 in process at year end (completed 1/9/18).
- * Total of 6,766 volunteer hours logged.

Dave volunteered to circulate a fillable pdf form for use in reporting quarterly activity; it will also be available for download from the [Facilitators](#) page of our web site.



RECAP OF TREES TREATED AS OF 11/30/17

Here is a summary of trees treated by or with the help of SGH during FY 2017 and cumulative since 2009. This was our most productive year by far!

	USFS	DNR State Parks	DNR Wildlife Mgt	Private Property	Nonprofits & Other	TOTAL
FY 2017	1,805	909	0	3,470	1,653	7,837
FY 2009 - 2017	7,154	2,500	3,395	11,980	4,915	29,944

DISCUSSION OF UNFINISHED BUSINESS

* Classes were offered but not held in Fannin, Cherokee, Gordon, Dade/Walker, and Banks/Stephens Counties during 2017, so they'll be prioritized in 2018.

* Two hemlock treatment projects are being carried forward. One is the continuation of the Laurel Ridge project in Cherry Log, and one is a charitable project on a nearby property.

REVIEW OF 2017 FINANCIAL MATTERS

FINANCIAL SUMMARY FOR FY 2017 AND CUMULATIVE FY 2009 – FY 2017

Our spending in 2017 matched our income almost perfectly, and we have a one-year reserve on hand. Our financial practices and condition are right where they should be.

Starting Ckg Acct Balance	\$25,858.67
Total Income	+\$28,693.35
Total Expense	-\$28,312.51
Ending Ckg Acct Balance	\$26,239.51

FY 2017 INCOME	Individual	Member	Foundation	Non Profit	In Kind Goods	In Kind Service	Corp	Gov Reimb
Income by Source	\$1,317.00	\$17,173.39	\$2,506.23	\$1,434.10	\$2,460.00	\$720.00	\$1,621.07	\$1,461.56
Income by Percentage	4.59%	59.85%	8.73%	5.00%	8.57%	2.51%	5.65%	5.09%
Total for FY 2017	\$28,693.35							

FY 2017 EXPENSE	Hemlock Clinics	Facil Trng	Other Educ	Public Comm	Saplings	Treatment	Gen Admin	Memb & Fund Raising
Expense by Category	\$0.00	\$889.73	\$9,700.10	\$1,577.14	\$4,750.02	\$9,921.16	\$1,418.16	\$56.20
Expense by Percentage	0.00%	3.14%	34.26%	5.57%	16.78%	35.04%	5.01%	0.20%
Total for FY 2017	\$28,312.51							

Spending in FY 2017: 94.79% for educational & charitable service, 5.21% for administration, membership & fund raising.

CUMULATIVE INC. FY 2009 - 2017	Individual	Member	Foundation	Non Profit	In Kind Goods	In Kind Service	Corp	Gov Reimb
Income by Source	\$34,267.93	\$67,333.21	\$28,779.63	\$7,763.03	\$16,761.45	\$2,220.00	\$4,682.20	\$3,164.74
Income by Percentage	20.77%	40.81%	17.45%	4.71%	10.16%	1.35%	2.84%	1.92%
Cumulative Income	\$164,972.19							

CUMULATIVE EXP. FY 2009 - 2017	Hemlock Clinics	Facil Trng	Other Educ	Public Comm	Saplings	Treatment	Gen Admin	Memb & Fund Raising
Expense by Category	\$5,421.68	\$11,731.76	\$34,161.16	\$11,191.62	\$18,002.32	\$46,725.76	\$9,477.50	\$2,020.88
Expense by Percentage	3.91%	8.46%	24.62%	8.07%	12.98%	33.68%	6.83%	1.45%
Cumulative Expense	\$138,732.68							

Cumulative Spending: 91.72% for educational & charitable service, 8.28% for administration, membership & fund raising.

STATUS OF GRANTS AND DEDICATED FUNDS ON HAND (UPDATED 2/4/18)

Cox Conserves Heroes	\$167.41	unrestricted
Lake Rabun Foundation (2 grants)	\$1,048.56	Rabun County only
Northwest Georgia EMC	\$1,590.89	hemlock restoration on trout streams in northwest GA counties
Norcross Wildlife Foundation	\$921.77	Rabun County only
Laurel Ridge donations	<u>\$ 611.66</u>	Laurel Ridge treatment project
Total dedicated funds	\$4,340.29	

FINAL RESULTS OF 2017 ANNUAL MEMBERSHIP APPEAL

The letters were mailed out in February and March, and the majority of donations were received in March, April and May. We received **91 donations** for a total of **\$8,805** from this campaign. This greatly improved on the 2016 membership appeal which resulted in 49 donations totaling \$4,715.

REPORT ON HEMLOCK CONE PENDANTS

We received a donation of \$100 in scrap silver and spent an additional \$1530 to produce 51 solid sterling silver hemlock cone pendants to be offered for donations and accompanied by educational material. From September through December, **17 pendants** were purchased through donations totaling **\$785.00**.

REPORT ON BUDGET VS. ACTUAL FOR FY 2017

Our income this year was higher than anticipated, particularly in the categories of unsolicited donations, community programs, and our annual membership appeal. Consequently we were able to spend more than originally anticipated on our educational and charitable service programs such as community outreach through fairs and festivals and our saplings program. Total income exceeded total expense by \$380.84. Details are available upon request.

2018 STRATEGIES & ACTIVITIES

CORPORATE REGISTRATION RENEWED WITH GA SOS

Our corporate registration was renewed with the Ga Secretary of State's office on January 9, 2018.

INTRODUCTION TO 2018 STRATEGY PLAN

This year we are planning an aggressive schedule to offer educational events in all our program counties, continue our support of the U. S. Forest Service and Georgia DNR hemlock treatment projects, increase our focus on partnerships and youth activities, and do more projects for hemlock restoration on trout streams and other public lands.

The full text of the "Introduction to 2018 Strategy Plan" is posted on the [About Us](#) page of our web site, in the section entitled "Proactive Plans for the Future." Special notes pertaining to the team's discussion of each program are below.

Education

* Continuing education credits will again be available to licensed pesticide applicators for SGH courses in 2018.

* Classes – Our goal is to conduct classes for all 19 program counties this year. Hemlock Help Clinics will be offered as stand-alone classes and in combination with Facilitator Training Workshops, depending on the level of interest and need in each county, beginning in late February. As their time permits, Darrell Sheffield and Derrick Morris will continue to share teaching duties with Donna but also expressed their desire to arrange their schedules so as to be able to participate in treatment projects as well.

* Facilitator Training – The group affirmed that the purpose of this training is to educate volunteers about the hemlock problem and its solutions and prepare them to serve the community to helping others to save their trees. This helping can take the form of working on treatment projects, giving presentations, staffing an information booth, rescuing and potting saplings, planting hemlocks on trout streams and public lands, or any of about two dozen other activities.

As an organization, we *need* the participation of all our Facilitators in order to accomplish our educational and charitable service goals, and our Facilitators *need* to keep their knowledge and skills current in order to provide the best help in their communities. Therefore, beginning this year we will be communicating to all current and future Facilitators the expectation that each one will participate in at least one educational or service activity per year in order to remain on the active Facilitators list. Newly trained Facilitators will receive their certificate when they have completed training and their first educational or service event.

- * Community programs & youth programs – These will be committed to as the invitations/requests are received and posted on the [Schedule of Events](#) page of our web site. It was specifically recommended that we schedule a presentation at the Hike Inn again this year. Any volunteers?
- * Fairs & festivals – Our primary focus will be on participating in those events that have been most productive in terms of outreach to local citizens and growing our base of members and volunteers. Kim has already registered us for all festivals except Foxfire (which Bob will make) and Marble Festival (pending input from Jim Heilman). See the [Schedule of Events](#) page of our web site.

The team recommended that we try to schedule classes very soon after a festival or event so interested people can sign up at the festivals. We should also use festivals to promote sign-ups for treatment projects. To the extent possible, we will schedule no more than one festival per weekend in order to ensure an adequate number of volunteers for each event.

Public Communications

- * Web site – Donna will continue maintaining our web site. She noted that all documents on the [Resources](#) page show their latest revision date so users can be sure to download the most up-to-date version. Several timely new articles have been posted recently in the “Other Articles and Publications” section.
- * Facebook – Dave will continue his wonderful work of maintaining our Facebook page, posting news of upcoming events as well as articles and educational materials.
- * Print media – Dave will continue to serve as “news central” for submitting articles and community calendar items to newspapers and magazines across north Georgia.
- * Signage, storefront posters – Attractive hemlock awareness posters for placing in storefront windows are available to anyone who would like them. Please contact Donna.
- * Other materials needed – Kim is taking the initiative to send out another round of awareness postcards in Fannin County, using a database acquired from the Tax Assessors office that identifies properties along waterways (the most likely hemlock habitat). Dave committed to order another 1000 to be printed for this and future mail-outs.

Brenda Segall suggested placing literature at various wineries along the Wine Highway and volunteered to do so during wine week (date??). It was also suggested that we place literature at the Walasi-Yi Interpretive Center on Blood Mountain. Any volunteers?

David and Cindy Wasileski took some rack cards and chemical tear sheets to place at Ace Hardware in Blue Ridge. Kim took some to Tree City, Quinn’s, and the Fannin Co-op. Leadership Team members are asked to encourage their neighbors to get their trees treated.

- * Just FYI re Smithgall Woods – Donna reported that SGH contributed to Smithgall Woods’ preparation of some educational materials on the hemlocks. These will include a short video and a tall freestanding posted. We are awaiting news of their completion and information about how to access them.

Service

- * Hemlock treatment projects – Bob will head up treatment projects for USFS and DNR in the eastern counties (Banks, Dawson, Habersham, Hall, Lumpkin, Rabun, Stephens, Towns, Union, White). Currently known requests are a dozen USFS projects for the Chattooga River District and one at Unicoi State Park.

Frank will head up USFS and DNR treatment projects in the western counties (Cherokee, Dade, Fannin, Gilmer, Gordon, Murray, Pickens, Walker, Whitfield). Currently known requests are 7 USFS projects on the Blue Ridge District, one (Alaculsy Valley) on the Conasauga District, and one at Cloudland Canyon.

Other known projects include Yonah Preserve in White County on March 13 (to be led by Billy Johnson), Boy Scout Camp Rainey Mountain in Rabun County on March 17 (to be led by Bob), a charitable treatment project for a Laurel Ridge property owner on March 30 (to be led by Derrick), and a SGH-DNR treatment project at Smithgall Woods on March 31 (to be led by Donna). Other projects to be scheduled include treatment continuation on the Benton MacKaye Trail in Laurel Ridge near Cherry Log to be led by Derrick, a treatment project with The Nature Conservancy at Holly Creek Preserve in Murray County to be led by Frank, and a retreatment project for YMCA Camp High Harbour in Rabun County to be led by Bob Pledger.

One service event that is not yet on our calendar is our annual Hike & Help the Hemlocks with partners Benton MacKaye Trail Association and Trout Unlimited. It was suggested that we schedule it some time close to National Public Lands Day (Sept 29) but on a week day as we did last year to reduce the competition for time on fall weekends.

- * Soil injectors – We will continue to repair and refurbish Kioritz soil injectors as requested for parts cost only. The new EZ-Ject Lite soil injector is now available and can be ordered with a standard output of ½ or ¼ ounce per pump and with or without the piston lock feature. Information is posted on the Contacts & Sources page of our web site.

Saplings

- * Our Live Plant License was renewed with GA Dept of Agriculture on January 30, 2018.

- * Schedule of need for saplings for adoption and donation – Here is the estimated number of saplings we’ll need for festivals and other events this year:

2/16	Sapling for planting at West Fannin Elementary School, Blue Ridge	12	have on hand
3/17	Saplings for adoption at Paddle Expo, Dawsonville	12	have on hand
4/21	Saplings for adoption at Bear on the Square, Dahlonega	24	need
4/21	Saplings for adoption at Hamilton Gardens Earth Day Expo, Hiawassee	12	need
4/28	Saplings for adoption at Trout Fest, Blue Ridge	24	need
5/26	Saplings for adoption at Blue Ridge Arts Festival	60	need
5/27	Saplings for adoption at LRA Memorial Day meeting, Lakemont	6	Buz has
6/2	Saplings for adoption at Anna Ruby Falls Hemlock Day, Helen	15	need
6/9	Saplings for adoption at Pickeball Benefit Tournament, Cleveland	12	need
9/2	Saplings for adoption at LRA Labor Day meeting, Lakemont	6	Buz has
9/8	Saplings for adoption at Trail Fest, Dahlonega	40	need
10/6	Saplings for adoption at Foxfire Mountaineer Festival, Clayton	12	Buz has
10/6	Saplings for adoption at Marble Festival, Jasper	20	need
11/9	Saplings for adoption at Boy Scout Midway, Acworth	6	need
	TOTAL	261	

We will also need a dozen medium saplings to plant on campus at North Forsyth High School some time this spring and possibly 100 seedlings to start a growing nursery there. And if we are able to line up one or two more hemlock restoration projects on trout streams in Murray or Whitfield County, we’ll need 40-50 large saplings for each project; John has acquired these for us and is maintaining them in his nursery.

- * Sites for sapling rescue & potting – We need to identify several digging sites where we can get permission to rescue small to medium saplings and get them potted as early this spring as possible.
- * Hemlock restoration on trout streams – We have enough money remaining in the North Georgia EMC grant to fund two more major restoration projects. Donna will contact Ruth Stokes in the USFS Conasauga District and Jim Reich of TU Blue Ridge to ask for site recommendations.
- * Hemlock field insectaries – If our time and resources permit, we may undertake another field insectary project. Donna will contact GFC Jim Sullivan and USFS Danny Skojac regarding augmentation of the Baker Branch site.
- * More distributed sapling nurseries – It would be desirable to have additional sapling nurseries in the areas of White/Habersham, Fannin/Union, Pickens/Cherokee, and north Atlanta. Any volunteers?
- * USFS cooperator for Carolina hemlocks – Donna reported that she spoke to Fred Hain of the Forest Restoration Alliance about becoming a cooperator with FRA and N C State to grow Carolina hemlocks that *may* have some genetic resistance to HWA. Fred indicated the project isn’t ready for cooperators yet, but when it is, they would be pleased in let us partner with them.

Membership/Partnership

- * **Engagement with youth** – We will continue our efforts to partner with youth groups such as Boy Scouts, Girl Scouts, FFA, 4-H, environmental science clubs, etc. Donna reported that she has been invited to give a presentation “Engaging Youth in Saving the Hemlocks” to the Environmental Educators Alliance on March 3.
- * **Outreach/partnerships** – We will continue our efforts to partner with other environmental and recreational nonprofits, industry groups, local municipalities, property owner associations and community/civic organizations, educational entities. Everyone is encouraged to initiate outreach and coordinate with the Leadership Team.

Hemlock Camp Meeting / Annual Meeting

- * **Date & time** – Sunday, June 24, 11 a.m. to 3 p.m.
- * **Place** – the large lakeside pavilion at Lake Winfield Scott, Suches. It has been reserved.
- * **Food** – meat and drinks to be catered, then potluck sides brought by everyone
- * **Music** – not a full band because of limited electrical amenities, but possibly a roving acoustic musician or two
- * **Keynote speaker** – tentatively Dr. Ben Smith of N. C. State to bring us a message on genetic conservation / resistance; Donna will finalize.
- * **Friends Circle** – The groups thought that a formal Friends Circle puts an undue burden on participating organization, considering the amount of time required for travel, setup and volunteer staffing vs the length of time their booths would be open and potentially productive. So this year we’ll invite the groups and encourage them to just bring their table-top literature and any items they’d like to offer for sale and place them around the edges of the pavilion
- * **Activities** – Ideas could include hiking, fishing, canoeing, demo of sapling potting and/or planting, other.
- * **Publicity, invitations** – Donna will send out save-the-date emails to our full interest list in early February, and Dave is asked to post the event on our Facebook page. We will coordinate additional publicity through newspapers, flyers posted in public spaces, and postings through partner organizations and public agencies.
- * **Registrations, memberships** – Reservations are requested for planning purposes, but we will not turn away any unregistered guests. Kim is asked to handle registrations and confirmation. Cost will be a flat \$5 per person, regardless of membership status, payable at the event; however, we will still place emphasis on new and renewing memberships during the event.
- * **Other features** – hemlock-related arts and crafts, lots more raffle items (hopefully donated), open to ideas

2018 FINANCIAL MATTERS

ANNUAL MEMBERSHIP APPEAL

As was the case last year, our annual membership appeal is timed to coincide with Arbor Day (Feb. 16). Dave provided an electronic copy of the membership appeal letter and templates for the membership forms, outbound envelope and return envelope. THANKS!!! As of 2/5/18, all Leadership Team members have sent in their list changes for Donna to check for duplicates. The mailing should go out during the last two weeks of February.

PROPOSED BUDGET FOR FY 2018

The budget for 2018 will be similar to the actual numbers for 2017. A draft copy is available upon request.

2018 MEETING DATES -- revised

April 8

July 15 (instead of July 8)

November 4 (instead of Oct 14)