

7-14-19 Notes for SGH Leadership Team Meeting

This quarterly Leadership Team meeting was held at the home of Donna Shearer, 37 Woody Bend, Dahlonega, beginning at 1:00 p.m. In attendance were Bob Pledger, Chris Curtin, Darrell Sheffield, Dave Teffeteller, John Shearouse, Ray Lorenzi, Jim Heilman, Brenda Segall, and Donna Shearer. Buz Stone, Derrick Morris, Kim wood, David & Cindy Wasileski, Elliott Segall, Frank & Linda Gheesling were unable to attend.

BOARD MATTERS

- * **Nominations for Board member** – Bob Pledger and Donna Shearer will follow up with 2 candidates to fill the vacancy created by Frank Gheesling’s retirement.
- * **Open positions** – The Board voted to outsource the record-keeping function of the Treasurer’s position to an outside accountant; Wynn Mott and Bob Pledger will follow up with 2 candidates, and Donna will check with the North Georgia community Foundation for a recommendation. Nominations are requested for the other open positions: Treatment west, Education east, Scouting Liaison, and Secretary for service projects.
- * **Organizational continuity plan** – Because none of us is getting any younger and it is essential that we provide for continuity independent of the current Leadership Team, each LT member is asked to identify one person to join the team in order to learn and eventually be able to assume their function(s). It is hoped that such persons will be identified before our next LT meeting in November and be able to start attending meetings and participating in events.

REVIEW OF 2019 STRATEGIES & ACTIVITIES TO DATE

* **Progress Report as of 6/30/19**

- 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 530 calls handled to date.
- 8 Hemlock Help Clinics with total of 35 attendees.
- 8 Facilitator Training Workshops with total of 32 new Facilitators trained. Total active Facilitator corps = 337 in Georgia and 79 in other states
- 1 customized training class for 4 volunteers and public land managers:
- 5 presentations to civic/community groups with 156 attendees.
- 1 Hemlock Lesson for 7 students and teachers.
- 6 festivals / public events with info booth & saplings for adoption – 35 volunteers and 1,062 visitors / contacts
- 16 articles / news items written by, with the assistance of, or about SGH published in newspapers/magazines.
- 26 Facilitator visits made with charitable treatment of 45 trees
- 7 hemlock treatment projects with 132 volunteers treating/retreating 1,660 trees.
- 6 hemlock rescue projects with 15 volunteers, 352 saplings rescued and potted for use in educational/service activities or future adoption
- 161 hemlock saplings adopted; 8 saplings donated to municipalities / schools / nonprofits.
- 5 hemlock sapling planting projects with 59 volunteers planting 76 saplings.
- 9 soil injectors repaired/refurbished.
- Total of 5,662 volunteer hours logged.

- * **Quarterly Activity Reports** – Reminder: We need activity reports from ALL FACILITATORS at the end of each calendar quarter in order to complete our consolidated quarterly report in time for each Leadership Team meeting.



REVIEW OF 2019 HEMLOCK CAMP MEETING / ANNUAL MEETING AND RECOMMENDATIONS FOR 2020 EVENT

- * **Flyer** – This year’s flyer was very attractive. Post it again on the web site, Facebook, spring *Hemlock Happenings* newsletter, and send to other organizations.
- * **Date & time** – Saturday had too much competition this year. Next year go back to a Sunday in May, 10 a.m. – 3 p.m.
- * **Place** – ETC Pavilion in Ellijay has the right configuration and facilities, setting, accessibility, and parking. Do it here again.
- * **Theme and audience** – This year we focused on day of appreciation and inspiration of *current* members, volunteers, and supporters. Next year, let’s expand to a day of appreciate and growth of *current and new* members, volunteers, and supporters. Invite members of other organizations to come but no booths or vendors.
- * **Music** – Bill Pound’s music was quite enjoyable for the audience, but it was mentioned that the musicians might not think just providing background music is so enjoyable for them. It was suggested that we might consider Pandora, Sirius, or some other way of providing background music selected for our particular audience.
- * **Food** – Poole’s Barbecue with pot luck dishes to share is a tradition we want to repeat – a big hit.
- * **Educational content** – Thom Green of Hemlock Restoration Initiative, Alex Harvey of PHHAT, and the short hemlock film received very positive comments re the right level of information, interesting and varied subject matter, and very personable and inspiring presenters. Plan for similar variety for next year.
- * **SGH information & demo stations** – The SGH information station worked well, but the intended demo stations for sapling potting and treatment didn’t get much demo action. Next year have three stations that are just info and demo items.
- * **Raffle** – Very enjoyable. Expand it for next year, especially hand-made items or local art work. Publicize raffle at least 6 months in advance so contributors will have time to make things to donate.
- * **SGH Leadership Team election** – The ballots worked well, and most were turned in; do the same next year.
- * **Annual report, recognitions and awards** – The combination of having this information printed in the program and making a brief presentation seemed to work well; will do again next year with any improvements the group suggests.

REVIEW OF 2019 FINANCIAL MATTERS TO DATE

* **Financial Summary as of 6/30/19**

Current: Fiscal 2018

Dec. 1, 2018 – June 30, 2019

Total Contributions	Educational Spending	Charitable Service Spending	Administrative Expense	Membership/Fundraising	Total Expenses	Cash on Hand
\$23,381.86	\$7,135.32	\$3,647.86	\$1,532.42	\$677.96	\$12,993.56	\$45,484.35
	54.91%	28.07%	11.79%	5.22%		

Cumulative: Fiscal 2009 – 2019

July 1, 2009 – June 30, 2019

Total Contributions	Educational Spending	Charitable Service Spending	Administrative Expense	Membership Fundraising	Total Expenses
\$218,543.64	\$80,611.54	\$77,131.64	\$12,297.90	\$3,018.21	\$173,059.29
	46.58%	44.57%	7.11%	1.74%	

Total Spending in FY 2019:

82.99% for educational & charitable service programs.
17.01% for administrative, membership & fund raising.

Cumulative Spending FY 2009-2019:

91.23% for educational & charitable service programs.
8.76% for administrative, membership & fund raising.

* **Donations from 2019 Membership Appeal as of 6/30/19**

FY 2019 to date	\$10,025.00	111 donations
FY 2018 by this date	\$8,795.00	88 donations
FY 2018 total	\$9,015.00	92 donations

*** Purchase of hemlock cone pendants as of 6/30/19**

Out-of-pocket cost for 51 pendants: \$1,530.00
 44 pendants purchased: \$2,055.00
 7 pendants remaining @ \$45 \$ 315.00
 Net profit expected \$ 840.00

A few of these were delivered in person, but most were sent by USPS at a cost of \$3.50 per mailing.

2019 STRATEGIES & ACTIVITIES

*** Calendar of Events for July - Oct 2019**

Sat., July 27	SGH Hemlock Help Clinic & Facilitator Training Workshop for Hall County	Hall County board of Education, 711 Green St., Gainesville
Sat., Aug. 3.	SGH-USFS hemlock treatment project continuation	Lake Winfield Scott near Suches, Union County – cabins area and road / parking area near fishing pier
Sat., Aug. 24	SGH-USFS hemlock treatment project	Bob Creek & Lordamercy Cove near Blairsville in Union County
Sun., Sept. 1	SGH info booth w/saplings for adoption at Lake Rabun Association Labor Day meeting	Lakemont
Sat., Sept. 7 & Sun, Sept 8	SGH info booth w/saplings for adoption at Trail Fest	Dahlongega, historic square & Hancock Park
Sat., Sept. 14	SGH-USFS hemlock treatment project	High Shoals near Blairsville, Union County
Sat., Sept. 21	SGH Hemlock Help Clinic & Facilitator Training Workshop for Banks & Stephens Counties	Location tbd
Sat., Sept. 28	SGH info booth w/saplings for adoption at Project Chimps Discovery Days	2031 Lowery Rd, Morganton
Sat., Oct. 5	SGH info booth w/saplings for adoption at Foxfire Mountaineer Festival	Clayton Civic Center
Sat., Oct. 5	SGH info booth w/saplings for adoption at Indian Summer Festival	Woody Gap School, 2331 State Hwy 60, Suches
Sat., Oct. 5 & Sun., Oct. 6	SGH info booth w/saplings for adoption at Georgia Marble Festival	Lee Newton Park, 500 Stegall Drive, Jasper
Wed., Oct. 9	SGH-DNR hemlock treatment project & sapling planting	Yonah Preserve, Cleveland
Sat., Oct. 12	SGH-USFS hemlock treatment project	Upper Chattahoochee Campground near Blairsville, Union County
Sat., Oct. 19	SGH info booth w/saplings for adoption at Georgia Mountains Brew Fest	Gibbs Gardens, 1987 Gibbs Dr. off Yellow Creek Rd. in Ball Ground
Sat., Oct. 26	SGH Hemlock Help Clinic & Facilitator Training Workshop in Towns County	Community Center, Bald Mountain Park / Campgrounds, 569 Gander Gap, Hiawassee

To sign up to take a training class or to volunteer for a festival, contact Kim Wood at kimberlyraewood@gmail.com or 706-455-2313.

To register for a treatment project, contact Donna Shearer at donna@savegeorgiashemlocks.org or 706-429-8010 *except* for Aug. 24 treatment project contact Bob Pledger at bobpledger49@gmail.com or 706-212-2833.

*** Education**

- Derrick Morris is asked to set dates for Facilitator training in Fannin and Gilmer. Donna will set date for Banks / Stevens Counties.
- Help is needed for Trail Fest (Sept 7 & 8), Foxfire Festival (Oct 5), Indian Summer festival (Oct. 5), Georgia Marble Festival (Oct. 5 & 6), and Georgia Mountains Brew Fest (Oct 19).
- We need to step up our educational outreach to the Atlanta. It was suggested that we partner with Trees Atlanta, the Atlanta Botanical Gardens, Fernbank Science Center, UGA Extension Service and Master Gardeners in Atlanta area counties, and the DNR to hold local awareness events and provide information for their web sites / newsletters.

- Other outreach ideas were suggested including partnership events with local breweries, REI, Mountain Bike clubs / stores, Georgia Canoe Association, Georgia Tech Trailblazers and other hiking clubs, Georgia Forest Watch, the Nature Conservancy, Georgia Appalachian Trail Club, various film festivals, or sponsoring a concert.
- We need to create a customized presentation and printed materials for use with property owners in Atlanta. Dave Teffeteller will lead this effort.
- We've been invited to have an education station and/or give a presentation at Boy Scouts of America Hornaday event on Saturday, Nov. 9 in Blue Ridge. We would also like to present at troop leaders' gatherings to introduce options for Eagle Scout projects. Brenda Segall will coordinate or provide contacts/dates.
- Regarding educational signage, the group voted not to do signage for the Bleckley hemlocks in Clayton since the sign would need to be very small and not very noticeable and likely would be very expensive; however, they recommended we go forward with educational signage at Foxfire Museum and Heritage Center to be placed where it would be seen by a lot of visitors. Dave Teffeteller will create a draft for our review.

* **Service**

- **Sapling rescues** – There are several people in both the eastern and western counties who have offered to let us rescue saplings. Chris Curtin and Buz Stone are asked to contact them and schedule digging dates this fall.
- **Sapling acquisitions & donations** – John Shearouse agreed to acquire some 3-4 foot containerized landscape-grade hemlock saplings to use for donation to North Georgia's field insectary, donation to two of GFC's field insectaries, donation to North Forsyth High School and Woody Gap School, and adoption by private property owners. He will also acquire some containerized saplings that don't meet landscape standards to use for hemlock restoration projects. He will let us know what he learns about available quantities and prices.
- **Partnership with Woody Gap School** – Rose Mott, Chris Disser, and Donna will follow up with the school this fall for planting hemlocks and possibly establishing a saplings nursery on campus.
- **Partnership with North Forsyth High School** – Darrell Sheffield will follow up with Dakota Martin, ag teacher, for planting hemlocks and possibly establishing a saplings nursery on campus.
- **Partnership with Project Chimps** – Jim & Peggy Reich, Chris Curtin, and Donna will make a site visit on Wednesday, July 24 to plan for hemlock treatment, sapling rescue, and sapling planting on their property this fall.
- **Partnership with GATC** – The U. S. Forest Service is in process of developing a plan document to allow treatment of hemlocks along a 300-foot corridor on either side of the whole Appalachian Trail in Georgia, including wilderness areas. SGH will serve as the umbrella organization to provide training, treatment supplies (which we will be reimbursed for next year), and project management. GATC will be responsible for choosing the treatment sites on the trail outside already established Hemlock Conservation Areas (with USFS approval) and recruiting the majority of volunteers. Donna is liaison for this and will also work with USFS GIS person to obtain relevant maps.
- **Partnership with Yonah Preserve** – Thanks to funding provided by the Yonah Mountain Pickleball Club in White County, SGH is partnering with the Yonah Preserve, a White County recreational property, to treat the hemlocks there that have not already been treated and plant some additional trees along the roads and trails. Billy Johnson and Donna will meet with the County on July 17 to discuss the plans. A detailed site visit is scheduled for Thursday, Sept. 26, and the project itself will take place on Wednesday, October 9. Volunteers will be sought from SGH, the Pickleball Club, biking club, and the community at large. Billy Johnson will be project coordinator.
- **Partnership with Paddlers for Hemlock Health Action Taskforce (PHHAT) and Georgia Canoeing Association (GCA)** – Dave Teffeteller and Alex Harvey are coordinating joint activities for training and hemlock treatment by paddlers. The pilot project will be on the Cartecay River in Ellijay. DNR will supply the chemical (Imidacloprid CoreTect). We will be using the safety protocols being used by the Hemlock Restoration Initiative (HRI) and PHHAT in North Carolina.
- **Hike & Help the Hemlocks with BMTA** – The date is set for Saturday, November 16. The place has not been set yet, but based on numerous requests we're hoping to be able to retreat one of the HCAs in the Noontootla / Three Forks area as it contains valuable trout streams and parts of both the Benton MacKaye and Appalachian Trails; sites there were last treated in 2012. Donna is working with Ken Cissna (BMTA) and Griz McGaughey (USFS) on site selection. We're hoping that the GATC and TU will join us too.

FINANCIAL MATTERS FOR REMAINDER OF FY2019

*** Funds on hand**

TOTAL DESIGNATED FUNDS: \$ 3,112
TOTAL UNRESTRICTED FUNDS \$42,372

*** Suggested use of funds**

LRF

- materials for Foxfire Mountaineer Festival in October
- materials Facilitator training in November
- educational signage for Foxfire Museum & Heritage Center by end of 2019

North Georgia EMC

- hemlock restoration project to be scheduled for early spring 2020

Laurel Ridge

- hemlock treatment project to be schedule for fall 2019

Pickleball

- hemlock treatment and sapling planting at Yonah Preserve in October

Unrestricted funds:

- purchase of 4 EZ-Ject Lite soil injectors @ \$800
- outsourcing of accounting function
- trees & potting/planting materials for Woody Gap School
- trees & potting/planting materials for North Forsyth High School
- chemicals, trees & planting materials for Project Chimps
- training & supplies for paddling program
- supplies & lunch for Hike & Help the Hemlocks
- new materials for Atlanta area outreach
- initial funding for hemlock treatment on AT (to be reimb in 2020)
- acquisition of containerized saplings for donation, adoption, and hemlock restoration

* **Offer of property donation**

A person who lives in Towns County has very kindly offered to donate to SGH a 1-acre parcel of wooded undeveloped property containing about 15 hemlocks and some hardwoods, on the condition that we would preserve the hemlocks in perpetuity. Taking ownership of such a property would require a title transfer (including title search), paying property taxes annually, periodic visits to the property for inspection and maintenance, treating the existing hemlocks every 5 years, and hopefully also finding a good use for the property (such as sapling farm or field insectary) that would be compatible with the donor's hemlock preservation requirement.

The group discussed this offer and concluded that SGH is not the ideal recipient; however, since the donor is open to conveying the property to another organization that could make good use of it while maintaining the hemlocks, it was decided that we should contact the 3 beetle labs in Georgia as well as the Georgia Forestry Commission to try to find a more suitable recipient. Donna volunteered to make these contacts.

FUTURE 2019 MEETING DATE

* November 3 (first Sunday) at Donna's house