



# Save Georgia's Hemlocks

## 5/8/10 Meeting Notes

An interim Board meeting of Save Georgia's Hemlocks was held Saturday, May 8 at 3:30 p.m. at the home of Jimmie Walters, 257 Leonard Chapman Rd. in Dahlonega. In attendance: Donna Shearer, Dave Teffeteller, Jimmie Walters, Tom Porter, and Bob Pledger. Rob Strangia and Helen Daniels were unable to attend due to Mother's Day weekend commitments. Notes recorded by Donna in Helen's absence.

### **REPORT ON PAYPAL FUNCTIONALITY** – Tom Porter

PayPal has been set up for receiving donations on-line, and a Donations page has been added to the web site. The funds will be retained in the SGH PayPal account until the Treasurer transfers them to the SGH checking account. Basic donor information is captured at the time of each donation so the Treasurer can send an appropriate thank you / tax receipt letter.

When it becomes desirable in the future, the functionality for receiving payments for the sale of SGH merchandise can be added.

It was noted that the Save Georgia's Hemlocks "cause" page on Facebook provides the functionality for people to contribute to the cause. Facebook retains 10% of the contribution as their fee, which is significantly more than PayPal. Therefore, people who are interested in supporting SGH should be encouraged to use PayPal instead of Facebook when contributing on-line.

### **REPORT/RECOMMENDATION FOR DIRECTORS & OFFICERS INSURANCE** – Tom Porter

Several D&O policies were reviewed for comparison and found to be very similar, with some variation in premium and deductible amounts. They provide \$1,000,000 liability coverage (including errors and omissions and excluding property damage and personal injury) for Board members but not for Facilitators or other volunteers. The insurance provider recommends that a liability waiver be obtained from Facilitators and other volunteers.

Tom's initial recommendation is that we obtain the least expensive policy that provides the required coverage, pending the providers' response to a hypothetical claim scenario he and Dave will submit to them. As soon as their responses are received, Tom will e-mail his final recommendation to Board member to vote for action.

### **REPORT ON PROJECTS & ACCOMPLISHMENTS** – all

- **Buckhorn Estates Hemlock Project** – Tom reported that their Facilitator team has treated over 1,000 trees in Buckhorn Estates so far and believes there may be as many as 2,000 more to go. More Facilitators and volunteers will be needed to complete the project.
- **Project Documentation** – It was suggested that Facilitators who manage or participate in hemlock help projects and anyone who has custody of an injector available for borrowing should collect data regarding the number of acres, trees, and diameter inches treated as well as the treatment product and amount used. This information would be among the measures used to determine SGH's impact on helping property owners and their hemlocks.
- **Coosawattee Hemlock Project** – Dave reported that Coosawattee, which encompasses approximately 4,000 acres, will most likely approach hemlock treatment on an individual property

owner basis rather than undertaking a development-wide project. Information will be made available to assist property owners who want to do it themselves or locate qualified local professionals.

- **Publicity** – Jimmie reported that a quarter-page full-color ad about the hemlock crisis has been published in Allen Precision’s spring catalog with a national distribution of 70,000 surveyors and mappers primarily in the eastern U. S. It will also be published in the Surveyors and Mappers Society of Georgia spring newsletter with a distribution of 10,000 professionals. Donna reported that a SGH article on the hemlock crisis and solutions for private property owners has been published in five north Georgia newspapers plus the on-line NGAforum and Facebook during March, April, and early May.
- **Save the Hemlocks Day** – Bob and Tom brought up Rob’s earlier suggestion to request the GA State Legislature to declare a Save the Hemlocks day, and the group decided to go forward with the idea. Tom knows the appropriate person to contact, and Dave offered to draft the proclamation statement.

### **STRATEGIC PLANNING** – Bob

Prior to this meeting, each Board member developed a draft set of objectives and submitted them to Bob, who consolidated and distributed these to all members. He also created two working documents for each member to use in documenting and presenting our highest priority objective(s) – a Strategy Planning Worksheet and a SWOT Worksheet.

- **Refinement of Vision and Mission Statements, Goal Statements, and Categories of Objectives**

Vision: Through our efforts of preservation, conservation, and restoration, there will be a healthy population of hemlocks in Georgia for future generations.

Mission: Save Georgia’s Hemlocks is a 100% volunteer nonprofit organization of concerned citizens dedicated to saving endangered hemlocks through education and charitable service.

Goals:

- Educate – Enhance public awareness of the hemlock woolly adelgid crisis, current practical options, and emerging control technologies.
- Enable – Ensure easy access to information, advice regarding economical solutions, and direct assistance for property owners.
- Encourage: Establish a clear understanding of the aesthetic, economic, and environmental reasons for property owners to take timely and effective action to save their hemlocks.

Categories and Ownership of Objectives:

- Financial Development and Management (including Risk Management)  
primary owner = Tom
- Fund Raising  
primary owner = Jimmie
- Marketing and Communications (including Member/Volunteer Recruitment)  
primary owner = Dave
- Program and Outreach Development (including Service and Education)  
primary owners = Helen for Program and Outreach Development, Bob for Service initiatives, and Donna for Education initiatives
- Information Technology  
primary owner = Rob

- **Generation of Overall Objective Statements**

- Financial Development & Management: Provide appropriate guidelines, oversight and management of financial records, resources and risk.

- Fund Raising: Ensure adequate funding for support of the organization's activities through means that are consistent with our commitment to education and service.
  - Marketing & Communications: Develop and maintain messaging materials and methods that raise awareness about, promote participation in and generate support for the organization's efforts.
    - Member / Volunteer Recruitment: Recruit members and volunteers to support achievement of the organization's goals and objectives, generate funding and provide future leadership.
  - Program Outreach & Development: Develop an array of program activities that reach and benefit a wide range of constituencies and promote and sustain partnerships.
    - Education: Develop, maintain and enhance educational repository of hemlock related resource information to support members, volunteers and target constituencies.
    - Service: Ensure easy access to information, advice regarding economical and practical solutions and direct assistance to property owners.
  - Information Technology: Utilize the Internet and other public sources of information to identify target audiences and geographical areas for service and education and build a community of members, supporters and volunteers.
- **Discussion of Priority Objective Statements**
    - Tom reported he is totally current with FD&M objectives, except to complete the task of acquiring D&O insurance hopefully by the end of May.
    - Jimmie presented two fund raising objectives for immediate consideration. One is to conduct a direct solicitation campaign announcing our 501(c)(3) status and requesting donations; the other is to have a one-year anniversary celebration/fund raising event in July, to be preceded by a day of fund raising consultation by Taylor Barnhill.
    - Dave presented the Marketing and Communications objective that we need membership solicitation materials that would allow interested persons to join SGH, would gather appropriate member information, and offer several levels of membership financial support.
    - Donna reported that her primary Education objective is to complete the spring round of clinics by the end of June in all counties where the program has been implemented.
    - Bob indicated his highest current priority is to complete the Strategic Planning process and then get on with immediate SGH business.

- **Commitment regarding steps for completion of Strategic Planning**

Bob reviewed the Strategic Planning and SWOT Worksheets, explaining their purposes and the types of information sought, and indicating that these two documents should be completed for each strategy. All five members present agreed to do this and submit their worksheets back to Bob by e-mail by Friday, May 28 for final consolidation. Donna offered to have individual conversations with Rob and Helen to fill them in about this meeting and the May 28 goal.

- **Other interim commitments by or before May 28 were:**

- Dave agreed to draft a claim scenario and send to Tom for review by the potential insurance provider(s).
- Tom agreed to make a recommendation for purchase of the D&O policy.
- Dave offered to draft a membership solicitation document for Board review.
- Donna offered to draft a brief charitable service guideline/process for review by Tom and the rest of the Board.