



# Save Georgia's Hemlocks

## 7/10/10 Quarterly Meeting and One-Year Anniversary Celebration

A board meeting of Save Georgia's Hemlocks was held Saturday, July 10 at 3:00 p.m. at the home of Donna Shearer, 37 Woody Bend in Dahlonega. In attendance: Donna Shearer, Dave Teffeteller, Jimmie Walters, Helen Daniels, Bob Pledger, and guest Non Profit Consultant Taylor Barnhill. There is one open position on the Board (Treasurer). Rob Strangia was unable to attend due to participation in a Triathlon. Notes were recorded by Helen Daniels, Secretary.

### **DISCUSSION AND ADOPTION OF BYLAWS ADMENDMENTS – Donna Shearer**

- **Chairman and Co-Chairman duties:**

Specific wording regarding transaction limit was removed and transferred into Expenditures section to extend it to all Board members.

- **Expenditures:**

Authorization to incur expenditures on behalf of the Organization was extended to all Board members within defined limits and with proper accounting to the Board. Use of Expense Report and Reimbursement Request form defined. Procedure for requesting reimbursement defined.

- **Charitable Service Projects**

Save Georgia's Hemlocks desires to assist property owner, nonprofit organization and government agencies to save endangered Hemlocks through charitable service projects when there is a completing financial need and the Organization's funds and/or manpower permit. Such assistance will typically be in the form of financial help to purchase Hemlock treatment materials and/or volunteer labor to perform the Hemlock treatment but may take other forms on occasion. Approval process, confidentiality requirements, and record keeping procedures were defined.

- **Liability**

The Organization will maintain a Directors and Officers Liability Policy. Directors, officers and all volunteers are encouraged to also maintain their own personal insurance coverage.

The above amendments to the Bylaws were approved and Board Members present signed the certification form. An insurance policy is now in effect which only covers Board. Donna will send all current Facilitators a liability waiver form to sign, as requested by our insurance agent.

### **Other items discussed:**

- A form to track donations and membership will be included on the web site.
- Membership dues will be annual, and July 1 will be the start date of these memberships.
- Board members can extend "in-kind" membership to volunteers in exchange for service.
- Board will look into software to track membership and fund raising activities.
- Donations may be made through Donations page of web site and also the Facebook cause site.

### **STRATEGIC PLANNING – Bob Pledger**

- The Strategic Plan is complete and was adopted.

### **REPORT ON PROJECTS & ACCOMPLISHMENTS**

#### **Fund Raising - Jimmie Walters**

- Lake Rabun Foundation Grant – projects nominated for proposal letter; Bob will discuss ideas with LRF president.
- "Once Upon a Hemlock" children's book – seeking a printer/publisher
- A board member family member has offered to place a Treasure Chest at events.
- Big Canoe may be possible host for a fall fund raising event.
- Hemlock cone pendant is in the works.

### Outreach - Helen Daniels

- Garden Clubs – Their focus is beetle project, but we will try to work with Junior Garden Clubs.
- Boy Scouts – The Benton-MacKaye trail educational project is on hold. Mr. Artigliere will let us know if they get permission to continue.
- School Curriculum project – We are in the process of talking with state and district level contacts in order to get the program Donna and Mary developed for 7th grade adopted as part of North Georgia's state curriculum.

### Service - Bob Pledger

- More soil injectors may be placed if our survey of usage/demand indicates they are needed.
- We will update list of chemical suppliers/retailers and work to enlist other retailers to carry the treatment products locally.

### **NON PROFIT FUND RAISING:**

Taylor Barnhill, Non Profit Fund Raising Consultant, offered advice regarding fund raising:

1. The Board is responsible for Fund Raising.
2. Build passionate relationships around a charismatic cause. Tell personal stories of how/why we each got involved with the hemlocks. Build energy through events whose timing is relative to our mission.
3. Be clear about how much money we need, what it's needed for, and that we need everyone's help.
4. Help each contact understand the potential return on their investment.
5. Don't be discouraged by turn-downs; the more we practice, the more we'll succeed. Most important – make your first "ask."
6. Don't depend on foundations; cultivate individuals who have wealth and an interest in the cause.
7. Be conscious of thresholds and CELEBRATE.
8. Check out Center for New Beginning for more information.

**ACTION ITEMS:** Each board member is requested to:

- Get in touch with other members whose help is needed to complete specific projects in Strategic Plan.
- List 10-20 prospective donors and send to Donna by August 10.
- Send volunteer hours and mileage for second quarter to Donna asap.
- Send Strategic Plan bench mark up dates and project completions to Bob at least monthly.

The Board meeting was followed by a General Membership meeting and covered dish dinner was held to celebrate our one-year anniversary as an organization and enjoy a pot-luck supper.

**NOTES FROM GENERAL MEMBERSHIP MEETING**

Additional attendees at general meeting included Jeff and Molly Baruc, Frank and Holly Gilkeson, Dub Strickland, Andy Walters, Mary Flowers, Margaret Nemece, David and Donna Moorlag, Mary Ann and Eric Crossfield, and Mark Shearer.

• **Presentation of Vision, Mission, Goals, and 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 non-profit 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 hemlock information, advice regarding economical solutions and direct assistance to property owners.
- Encourage: Establish understanding of aesthetic, economic and environmental reasons for property owners to take timely and effective action to save their hemlocks.

• **Review of Year 1 Accomplishments**

- Began operation in July 2009
- Hemlock Help Program in 9 counties – Rabun, Towns, Habersham, White, Union, Fannin, Gilmer, Murray, and Lumpkin
- 32 Hemlock Help Clinics or presentations – 1549 attendees
- Over 900 calls on Hemlock Help Line
- Over 800 homeowners and groups helped
- 6 Volunteer Facilitator Training Workshops – 40 GA Facilitators and 13 TN Facilitators
- 4 Neighborhood Hemlock Help Planning Workshops – 25 attendees
- 5 Volunteer Hemlock Help projects – 12 participants
- Hemlock Lesson and tree planting for 2 schools – 62 students and 5 teachers
- 2 Mentoring Workshops for out-of-state organizations – 16 participants
- 10 published articles
- 7 radio interviews
- 2000 volunteer hours, including Board and Facilitator hours
- 44 hemlock partners and 950 hemlock friends
- Final approval of 501(c)(3) nonprofit status from IRS (rec’d 4-1-10, effective 12-8-09)
- Current spending ratio of 87% for education and charitable service, 13% for administrative expenses

• **Review of Year 1 Financial Condition**

<b>Income</b>	<b>Educational Spending</b>	<b>Charitable Service &amp; Program Spending</b>	<b>Administrative Expense</b>	<b>Total Expenses</b>	<b>Funds in Account</b>
\$7,137.99	\$3,087.38	\$1,690.73	\$664.50	\$5, 442.61	\$1,695.38
	56.73%	31.06%	12.21%		

- **Preview of Year 2 Plans**

**Fund Raising:** Ensure adequate funding for support of the organization's activities through means that are consistent with our commitment to education and service.

- Special events such as Hike for the Hemlocks and Hemlock Harvest Ball
- Publication and sale of children's book Once Upon a Hemlock
- Direct solicitation campaign
- Utilization of grants

**Marketing & Communications:** Develop and maintain messaging materials and methods that raise awareness about, promote participation in and generate support for the organization's efforts, and provide future leadership.

- Membership/volunteer campaign
- New targeted education and publicity materials
- Increased presence in newspapers and other north GA publications

**Program & Outreach Development:** Develop an array of program activities that reach and benefit a wide range of constituencies and promote and sustain partnerships.

- Increased participation in fairs and festivals
- Special presentations for civic groups
- Educational programs for systems
- Education and service programs for scout groups

**Education:** Develop, maintain, and enhance educational repository of hemlock-related resource information and conduct educational programs for members, volunteers, and target constituencies.

- Hemlock Help Clinics in all counties where Hemlock Help program is established
- Additional Facilitator training programs
- Neighborhood project management programs

**Service:** Ensure easy access to information, advice regarding economical and practical solutions, and direct assistance to property owners.

- Expansion of Hemlock Help program to additional counties where the woolly adelgid is a threat
- Placement of additional soil injectors for public borrowing
- Increased focus on enlisting local retailers to carry treatment products

**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.

- Enhancements to Facebook and other social networking sites to increase participation and donations
- Acquisition/creation of geographical databases to reach targeted audiences in each program county
- Improved search capabilities and usage of SGH web site