

# 7-12-15 SGH Leadership Team Meeting Notes

The meeting was held at the home of Donna Shearer in Dahlonega. In attendance were Bob Pledger, Chris Curtin, Darrell Sheffield, Dave Teffeteller, Frank Gheesling, and Donna Shearer. Buz Stone and Peggy Reich were unable to attend.

## BOARD MATTERS

### Quarterly reports needed

All were reminded that any 2<sup>nd</sup> quarterly activity reports that haven't been turned in yet are now due, including those from Facilitators and Lead Facilitators. They should be sent to Bob Pledger as soon as possible.

### Annual memberships

This has been a good year for growth. So far, we've gained 158 NEW individual or family memberships:

- 6 unsolicited by PayPal or mail
- 3 at Hemlock Help Clinics
- 38 at Facilitator Training Workshops
- 75 with sapling adoptions
- 5 as thanks for Facilitator help
- 20 from our annual direct mail campaign
- 11 from Hemlock Camp Meeting

The group agreed that we have had full acceptance of our policy of asking new Facilitators to become SGH members and the same for individuals attending Hemlock Camp Meeting who had not previously joined or had lapsed memberships.

### Status of Treasurer and Secretary positions

\* **Treasurer** – Donna reported that Larry Loots has offered to be our new Treasurer. He is one of the professional pesticide applicators that SGH assisted with a licensing grant, is actively serving in that capacity, is aware that the Treasurer is a non-voting position, and has committed to keeping professional and organizational considerations completely separate. The group approved his joining the Leadership Team. Donna will work with Larry to turn over the Treasurer activities as soon as possible.

During the discussion of Treasurer, the group recommended a few changes to our Bylaws to ensure appropriate separation of financial powers. Donna will circulate a draft of these changes for review prior to our fall meeting.

\* **Secretary** – Donna also reported that two individuals have expressed an interest in serving as Secretary, and she plans to meet with each of them later in July or early August to explore the possibility.

### Grant for new pesticide applicator

SGH has received an application from DeWayne Cash for a licensing grant. DeWayne lives in Rising Fawn, took Facilitator training in June 2016, currently operates a landscaping business Lookout Lawn Service in northwest GA (web site [www.lookoutlawnservice.com](http://www.lookoutlawnservice.com)), and wants to expand his services to include hemlock treatment. The group approved his application, with the recommendation that the first year assistance be paid when he obtains his contractor's license and the assistance for 2<sup>nd</sup> and 3<sup>rd</sup> year license renewal be paid in those years.

## RECAP OF HEMLOCK CAMP MEETING 2016

Despite torrential rain during the first half of the day, 100+ hardy souls joined us for a gathering of kindred spirits to celebrate and preserve the magnificent hemlock. As described in the invitation flyer, this family-friendly event featured:

- \* Educational displays and demonstrations by 13 conservation and recreational nonprofits, beetle labs, and public land managers
- \* Great music by Downtown Roy
- \* Poole's wonderful barbecue plus everyone's favorite covered side dishes



- \* Keynote speaker Dr. Bud Mayfield of the U. S. Forest Service in Asheville who shared an interesting and hopeful message about progress in the battle to save the hemlocks from the HWA, the latest scientific developments, and how individuals and groups can help (a pdf copy of his presentation has been added to the Resources page -- Other Articles & Publications section.)
- \* Healthy hemlock saplings available for adoption (6 were adopted)
- \* Good fellowship with other like-minded people who share our love of the outdoors and passion for preserving it.

The slate of Leadership Team Members offered on our 2016 ballot was unanimously approved by the attendees. Total expenses for this educational and membership event were \$891.23, and total donations were \$1797.00.

### **Suggestions for future:**

- \* Keep event on a Sunday, preferably in May
- \* Keep event at ETC Pavilion in Ellijay
- \* Continue reservations to be made in advance; develop capability for on-line reservations
- \* Continue asking guests to be current members or to join/renew
- \* Start invitations earlier for groups to participate in Friends Circle
- \* Increase publicity with notices in newspapers, announcements in other organizations' newsletters, flyers posted locally
- \* Give each Friends Circle group a brief time to speak and introduce their organization
- \* Include brief time for SGH report, election of Leadership Team, and special recognitions
- \* Have two guest speakers – one to address private property owner concerns and one to address forest-level issues and scientific advances
- \* Continue having door prizes, maybe increase number and variety
- \* Add interesting demonstrations, hands-on activities, and competitions

## **REVIEW OF 2016 STRATEGIES & ACTIVITIES TO DATE**

### **Education**

- \* 11 SGH Hemlock Help Clinics with 202 attendees
- \* 6 SGH Facilitator Training Workshops with 39 new Facilitators trained and 8 Facilitators refreshed
- \* 6 training classes for 51 neighborhood volunteers
- \* 8 presentations to community groups with 388 attendees
- \* 8 festivals with 41 volunteers and 1,342 visitors/contacts

### **Public Communications**

- \* Hemlock Help Line available 7 days a week with 852 calls handled to date
- \* 28 articles/news items written by, with the assistance of, or about SGH published in newspapers/magazines
- \* new directional signs ready, more rack cards printed
- \* chemical tear sheets ready for distribution to retailers
- \* revised mixing/dosing cards posted on Resources page of web site

### **Service**

- \* Current total of 219 Volunteer Facilitators in Georgia and 56 in other states
- \* 50 Facilitator visits made to property owners with charitable treatment of 1,536 trees
- \* 10 hemlock treatment projects (including 5 for USFS and 1 for DNR State Parks) with 128 volunteers treating/retreating 1,712 trees
- \* 15 soil injectors repaired/refurbished, 5 currently in process

### **Saplings**

- \* 5 hemlock rescue projects with 8 volunteers, 95 saplings and 230 seedlings rescued
- \* 2 hemlock sapling planting projects with 3 volunteers planting 2 large saplings
- \* 109 hemlock saplings adopted, 230 seedlings and 15 saplings donated to schools/nonprofits
- \* 72 small, 28 medium, and 30 large saplings available for adoption

**REVIEW OF 2016 FINANCIAL MATTERS TO DATE**

**Current: Fiscal 2016\***

**Dec. 1, 2015 – July 10, 2016**

<b>Total Contributions</b>	<b>Educational Spending</b>	<b>Charitable Service Spending</b>	<b>Administrative Expense</b>	<b>Membership/Fundraising</b>	<b>Total Expenses</b>	<b>Cash on Hand</b>
\$21,507.95	\$4,049.19	\$7,209.61	\$1,374.33	\$781.91	\$13,415.04	\$26,305.17
	30.18%	53.74%	10.24%	16.07%		

**Cumulative: Fiscal 2009 – 2016**

**July 1, 2009 – July 10, 2016**

<b>Total Contributions</b>	<b>Educational Spending</b>	<b>Charitable Service Spending</b>	<b>Administrative Expense</b>	<b>Membership Fundraising</b>	<b>Total Expenses</b>
\$125,695.32	\$47,638.95	\$41,284.05	\$7,976.34	\$2,490.81	\$99,390.15
	47.93%	41.54%	8.03%	2.51%	

\* Our fiscal year is from December 1 to November 30.

**Total Spending in FY 2016 to date:** 73.69% for educational & charitable service programs.  
26.31% for administrative, membership & fund raising.

Note: The above ratio is due to expenses of Hemlock Camp Meeting, D&O insurance, and Chamber membership all paid during the month of June. It is expected to return to our normal average of 90% programs and 10% overhead by year end.

**Cumulative Spending FY 2009-2016:** 89.46% for educational & charitable service programs.  
10.54% for administrative, membership & fund raising.

**2016 STRATEGIES & ACTIVITIES – JULY THROUGH NOVEMBER**

**Education**

\* Hemlock Help Clinics & Facilitator Training Workshops:

July 23 Gilmer– Chris & Frank

Aug. 17 DNR Americore group – Donna

Aug. 27 Fannin – Dave w/ Cynthia Maude.

TBD Union – Dave w/Wynn Mott

TBD Rabun / Towns – Bob & Buz

TBD Banks / Stephens – Bob & Buz

TBD Gordon – Donna

Donna will send local contact lists to Dave, Cynthia, Bob, and Buz.

\* Community programs:

Aug. 4 SGH info table at Boy Scout Leaders’ Round Table Meeting in Canton – Donna

Aug. 13 SGH presentation to Blue Ridge TU – Donna

Sept. 4 SGH info table and brief presentation at LRA Labor Day Meeting in Lakemont – Bob & Buz

\* Fairs & Festivals – **need volunteers for all of these:**

Aug. 27 & 28 SGH info booth with saplings for adoption at Young Harris Art Fest

Sept. 3 & 4 SGH info booth with saplings for adoption at Mountain Heritage Festival in Blairsville

Sept. 9 & 10 SGH info booth with saplings for adoption at Trail Fest, also a brief presentation in Dahlonega

Sept. 23 Atlanta Canopy Conference sponsored by Trees Atlanta

- Oct. 1 SGH info booth with saplings for adoption at Foxfire Mountaineer Festival in Clayton
- Oct. 1 SGH info booth with saplings for adoption at Indian Summer Festival at Woody Gap School, Suches
- Oct. 1 & 2 SGH info booth with saplings for adoption at Georgia Marble Festival in Jasper
- Oct. 22 SGH info booth with saplings for adoption & brief presentations at Elachee Nature Center's North Georgia Tree Festival in Gainesville

\* Youth:

TBD A program is requested for Mason Sheffield's FFA class, North Forsyth High School. **Darrell or Mason will provide contact info to Donna.**

There is also the possibility of starting a hemlock sapling raising facility at Mason's school.

**Public Communications**

\* Publicity:

Dave will continue posting events on FaceBook and **will begin posting notices in newspapers for Fall training and projects**

\* Bio-control educational materials:

Need to develop these – **any volunteers?**

\* Signage – **Dave will design and order:**

**Caution signs to use when we're working along roadways.**

**A dozen t-shirts or safety vests in day-glow yellow w/SGH logo for team leaders to wear on projects.**

**10-foot banner for our info tent at festivals**

**Service**

\* Hemlock treatment projects – **need volunteers for all of these treatment projects:**

Sept. 24 SGH-USFS-BMTA Hike & Help the Hemlocks at Stanley Creek – Fall Branch Falls in Cherry Log

TBD 1 or 2 work days in the Rabun Beach HCA, Lakemont

TBD Retreatment of hemlocks at Foxfire Heritage Museum, Camp Rainey Mountain, and Camp High Harbour near Clayton

TBD A treatment project is requested by Derrick Morris for about 80 trees on Laurel Ridge Rd / Benton MacKaye Trail in Cherry Log.

TBD A treatment project is requested by Jim Reich for a section of the Toccoa River near Blue Ridge.

\* Injectors:

Have 5 units on work bench at present, waiting for replacement injection cylinders to be made.

**Dave will send Donna the invoice for the unit he acquired via Ebay and has donated to SGH. Frank took it home for diagnosis of its condition.**

**Frank will also reassemble 3 repaired injectors for return to their owners (Hidden Lake 2, Warren Wilson College 1)**

Arbor Systems is in process of developing a forestry model of their EZject injector; stay tuned.

\* Beetles:

Dick McDonald sent word that he's going out to the PNW to catch beetles to bring back east, has invited us to go with, has offered beetles to us. No one is available to go on the trip, but **Donna will contact Angela DelConte and Jim Sullivan re the needs of the beetle labs and how SGH can help with funding.**

\* Facilitators:

It was suggested that all Facilitators be reminded of the necessity to keep their knowledge and skills current by attending training refresher at least every 3 years and that those who do not should be dropped from our active Facilitators list. **Donna will send them a reminder and invitation to the remaining training classes this year.**

**Saplings**

\* Rescue – **need volunteers for these sapling rescue projects:**

TBD 1 work day in Toccoa Bend before Oct. 15 to rescue saplings for replanting on Toccoa River

TBD additional work days to rescue saplings wherever available for potting and future adoption

\* Hemlock restoration projects – **need volunteers for these planting projects:**

Oct. 15 – SGH-TU planting project on Toccoa River in Toccoa Bend, Suches

TBD 2 work days in Murray and Whitfield Counties for hemlock restoration on trout streams. **Carl Riggs will identify locations for us.** Holly Creek was mentioned as a possibility.

\* Insectaries – **need volunteers for these planting projects:**

TBD 1 work day in Lumpkin to plant new hedge for NGCSU beetle lab

TBD 1 work day in Murray to augment existing beetle insectary

## **2016 FINANCIAL MATTERS – JULY THROUGH NOVEMBER and beyond**

Certain funds in our bank account are for the designated purposes below.

- \* Cox Conserves Heroes award – \$3,125 remains from the original \$10,000 , and the SGH Leadership Team voted at our April meeting to reserve up to \$1,500 of the remaining Cox funds to support the beetle labs' acquisition of *Scymnus coniferarum* beetles for release on non-private lands in Georgia. The funds will be conveyed through Dr. Paul Arnold at Young Harris for distribution among the beetle labs as advised by Jim Sullivan.
- \* North Georgia EMC grant – \$2,500 received April 14, 2016 to be used for hemlock restoration on trout streams in Murray and/or Whitfield Counties
- \* Lake Rabun Foundation grant – \$1,000 received May 14, 2016 plus \$209.18 remaining from the previous grant to be used for hemlock projects in Rabun County
- \* Norcross Wildlife Foundation grant – \$1,200 received June 2, 2016 to be used for hemlock projects in Rabun County

The rest of our funds are currently undesignated.

## **NEXT LEADERSHIP TEAM MEETING**

1 p.m. Sunday, October 23, at 37 Woody Bend in Dahlonega