



Save Georgia's Hemlocks

9/19/10 Board Meeting Notes

A quarterly board meeting of Save Georgia's Hemlocks was held Sunday, September 19 at 2:30 p.m. at the home of Jimmie Walters, 257 Leonard Chapman Rd. in Dahlonega. In attendance: Donna Shearer, Dave Teffeteller, Jimmie Walters, Bob Pledger, and Bonnie Mandel.

Introduction of new Treasurer, Bonnie Mandel

Choosing of regular date and time for quarterly meetings in future

Quarterly Board meetings will be scheduled for the second Sunday of each calendar quarter, starting at 2:30 p.m. Most will be held in Dahlonega as it is centrally located for members traveling from the Atlanta area and several north Georgia counties. The meeting dates for 2011 will be January 9, April 10, July 10, and October 9.

Update on Once Upon a Hemlock – Jimmie Walters

The story line for our educational children's book (written by Jimmie Walters and Lisa Torrance) is set, and it was decided that it will be published as an interactive coloring book. Next step is to identify any existing art work that can be used and obtain the remaining art work that is needed.

Action items:

- Dave offered to contact art instructor Laurie Jenkins about taking on the illustrations as a class project. Jimmie and Donna will meet with her to discuss the project, clarify the objectives and specifications, and determine the time frame.
- When the art work is complete, Donna will insert it and finalize the format.
- Bonnie will send a list of printing contacts to Dave, who along with Jimmie will seek quotes for the printing.
- Dave or Jimmie will submit the finished piece to the printer.

It seems unlikely that the book will be ready in time for the Hemlock Camp Meeting, so having it done in time to promote it as a holiday gift will be the target.

Update on databases for awareness mailing – Rob Strangia

The mailing is primarily for the purpose of raising awareness of the hemlock crisis and promoting immediate action among property owners on lakes and waterways, the areas where hemlocks are most likely to be found. Secondly it will communicate the need for volunteers, members, and financial support. Rob was not present today but has reported that the databases of property owners along waterways in Fannin and Habersham are ready.

Action items:

- Bob has contacted the Tax Assessor in Rabun County to request assistance in getting access to their GIS database and will put Rob in touch with their GIS specialist in order to extract a list of property owners on the lakes and waterways.

- Rob will complete preparation of the mailing list for Rabun, Towns, and White Counties in time for an October mail-out.
- He will prepare lists for Gilmer, Union, and Murray Counties by the end of the calendar year so mailings to those counties plus Fannin can be done in early spring 2011.
- Dave will review the draft visual and textual content and make recommendations for any changes that are needed. Donna will finalize the mailer and get it printed, addressed, and distributed as scheduled above.

Report and discussion of status of Strategic Plan objectives – Bob Pledger

Bob recapped the purpose and format of the Strategic Plan Tracking Document and explained the notations for deleted, changed, and added line items. He also indicated that certain strategies have changed ownership, and the owners of many of the tasks will need assistance from other members.

Action items:

- Donna will e-mail the current document in Excel format to each Board member.
- Each member should review the document and let Bob know of any changes that are needed.
- Each member should send Bob an update at the end of each calendar quarter or earlier if there are significant accomplishments to report.
- The conventions for indicating changes in the document are to strike through anything that should be deleted, color in red anything that should be changed, and highlight all changed lines in yellow for quick identification.

Report and discussion of planning for Hemlock Camp Meeting – Donna Shearer

Most of the arrangements for the event are set. Publicity plan has been amended as described below. External signage will be ready on Monday 9/10. Food plan has been amended to include barbecued chicken as well as pork, and to have the meats served by the barbecue vendor for portion control. The acquisition of special liability insurance for the event was approved.

Action items:

- Each Board member will send the invitation flyer to their own friends and distribution lists. Invitations should be issued by the end of September.
- Donna will seek volunteers from North Georgia and Southern Polytechnic, and Dave will seek them from Dalton State.
- Dave will check on availability of a large tent from one of the local funeral homes and a van from one of the local churches.
- Bob will send a check to the insurance company for the liability coverage. They will provide a certificate of coverage which Donna will copy to Doug David as requested.

Update on publicity for Hemlock Camp Meeting – Dave Teffeteller

The publicity plan has been amended to eliminate advertising it in local newspapers. Invitations will be issued by e-mail or personal contact to nonprofit/educational groups, Facilitators, donors, workshop attendees, other individuals and groups on our distribution list, and other interested parties.

Action items:

- Dave will send Donna a replacement driving map to post on the web site.

- Donna will amend the invitation flyer to include a recommendation that guests bring picnic blankets or camp chairs and e-mail it to Board members for issuing their personal invitations.
- He will create a printed program that includes a schedule of activities, venue map, list of participating groups, recognition of organizations providing special assistance for the event, and membership appeal. The program with a membership form and name tag inserted will be given to guests as the entry packet.
- Dave will create informational table tent cards for use on the picnic tables and re-use at future events.

Discussion and adoption of special budget for Hemlock Camp Meeting – Donna

The budget for the event was reviewed, and it was determined that two of the three major expenses (insurance and music) can be covered by a special designated donation. The third major expense is food, and we will be able to estimate this more accurately through RSVPs over the next several weeks.

The estimated cost for the entire event will most likely be less than the amount originally budgeted, and we have currently adequate funds in our account to cover it.

Discussion and adoption of budget for remainder of fiscal 2010 – Bob

The Strategic Plan Tracking Document contains columns for projected income and expense associated with particular line items, and this information constitutes the adopted budget through June 30, 2011. Bob reminded us that actual income and expense rarely are the same as what is budgeted, and Bonnie will be able to track actual vs. projected through the Quick Books software.

Other business

Fund raising 2010 – Dave will work with Jimmie and Donna to develop a letter and appeal brochure to be mailed or hand-delivered during November. Each Board member is asked to make a personal appeal to 25 high-potential supporters.

Fund raising 2010 – We will also make an appeal to neighborhood associations – those that we have helped as well as others that might be interested in starting their own hemlock help effort.

Fund raising 2010 – Dave indicated that grant money for hemlock awareness may be available to us through a large nonprofit organization, and he will contact them to learn the requirements.

Fund raising 2011 – Jimmie provided a list of fund raising ideas for next year. Between now and our next Board meeting we will consider and explore these, and at our next meeting (Jan 9, 2011) we will choose the ones to implement during 2011.

Fund raising 2011 – Donna will update the web site to include on-line auction and on-line store functions.

Service – Having been informed that Kioritz soil injectors are no longer being manufactured, Donna will get the name and contact info for Kioritz in Japan, and Jimmie with the help of Sayuri Adams will ask them to consider a final production run. Bob and Donna will draft a letter to send to custodians of publicly available injectors to inform them of the discontinuation, advising them to maintain their equipment in good working order, and suggesting they should acquire a spare parts kit.

Service – Bob and Donna reviewed the list of Facilitator candidates for the October 2 training in Rabun.

Treasurer – Bonnie and Donna discussed the Treasurer's position, the information we have for input, what we want to track, what reports we want to be able to extract, conversion from the current manual Excel system to an on-line real-time system, separation of day-to-day duties, and periodic audits.