



Save Georgia's Hemlocks

10/1/11 Meeting Notes

A quarterly meeting of Save Georgia's Hemlocks Board was held Saturday, October 1, 2011, 9 a.m. at Cherry Log Pavilion. In attendance: Donna Shearer, Bob Pledger, Dave Teffeteller, Bruce Granger, Frank and Linda Gheesling, and SGH member John Howell.

Strategies –

* Progress report of accomplishments through end of 3rd quarter 2011:

687 calls handled to date on Hemlock Help Line.

5 newspaper articles published to date.

8 presentations to community groups with 4 more scheduled.

1,000 awareness post cards sent to Fannin and Gilmer County property owners.

Hemlock Lessons taught for 246 children in 7 elementary and middle school classes in Rabun, Fulton, Gilmer, and White Counties-- 2 with hemlock sapling planting and 5 with seedling potting.

Hemlock information booth with seedling potting for 520 students, teachers, and parents at four community events; supported Master Gardeners for a fifth community event with educational materials and 125 seedlings.

Hemlock information booth at 2 festivals; Apple Festival is scheduled for October 2011.

3 Hemlock Help Clinics conducted with 64 attendees in Rabun, Gilmer, and Fannin Counties.

2 Facilitator Training Workshops conducted with 12 new Facilitators trained.

3 charitable service projects for hemlock treatment – 2 for private property owners in Habersham and Union Counties and 1 to treat trees needing Safari at Foxfire Museum in Rabun County,

1 sapling potting project to get 100 trees for future adoption or reforestation.

* Discussion of plans for accomplishing outstanding or future strategy items:

Awareness post cards will be sent to Habersham and White next month; will send Union in spring.

Clinics will be scheduled for White, Union and Towns in spring.

Facilitator workshops are scheduled for October 22 and November 27.

No interested feedback from cable channels (other than Windstream) re Hemlock Documentary but will look into getting on John McCutchen program at ETC and possibly Walter Reeves program.

Have most color illustrations from Molly Baruc and most b/w illustrations from Dave Teffeteller for Once Upon a Hemlock; need to define target markets, research printing options, and seek grant or donation for printing; should set marketing schedule for rollout next fall.

Need targeted marketing pieces, possibly tri-fold brochures, for the POA/real estate group and for volunteers/new members; will undertake in spring.

Membership appeal will be ready for year-end mailing the last week of November; each board member/officer will be provided a package of materials to send to 20-25 personal contacts.

Future charitable service projects to consider were suggested – planting trees at Toccoa Creek Park and/or treating trees at Blackrock State Park.

Discussion of Other Events and Opportunities –

* Education -- HWA Symposium in Corbin, KY; facilitator training; presentations for schools and groups:

Donna attended HWA Symposium in September, learned more about how other groups are working with public agencies on public lands, and gave presentation on how SGH is helping property owners on private land.

Need to continue efforts to develop Facilitators in underserved counties and Lead Facilitators in counties that don't have them yet.

Have packaged hemlock lesson plans for 3rd and 7th grade that are compatible with Ga Performance standards; need to make contacts with schools to request opportunities to present Hemlock Lessons and/or supply lesson packages to them for inclusion in life sciences curriculum.

* Outreach – Info booth at Apple Festival, hemlock saplings for HemlockFest and Lions Club planting project:

11 volunteers are scheduled for Apple Festival in Ellijay on 2nd weekend

New volunteer from Trees for CJ helped pot 30 saplings for SGH donation to HemlockFest to help them raise money for the beetle labs;

Lions Club has expressed interest in getting free hemlock seedlings to incorporate in their tree-planting mission; Donna will follow up on this.

* Service – Lake Rabun hemlock treatment project, Foxfire hemlock treatment project with Boy Scouts:

Lake Rabun project headed by Bob Pledger is scheduled for Nov 9-11, will need Safari and sprayers.

Training for Foxfire project will be given by Donna on Nov 7, and project will take place on Nov 12 using Imidacloprid.

* Efforts to obtain unused soil injectors from agencies in GA, KY, and TN:

Discussions look promising with TN but not GA or KY; Donna will follow up, should know by end of year.

Budget –

* Report on financial condition through end of 3rd quarter 2011:

Total Contributions	Educational Spending	Charitable Service Spending	Administrative Expense**	Membership/Fundraising	Total Expenses	Cash on Hand
\$10,536.81	\$3,949.89	\$2,304.38	\$864.20	\$180.67	\$7,299.14	\$8,552.33
	54.12%	31.57%	11.84%	2.48%		

* Discussion of any adjustments needed to budget based on above decisions:

No adjustments needed at this time.

Game Plan for Hike & Help for the Hemlocks –

* Orientation for Hemlock Helper teams, departure for work:

Helper team leaders will be Bob Pledger, Bruce Granger, Frank Gheesling, Linda Gheesling, John Ross, Mark Shearer, Clyde Lightfoot, Jim Wentworth; 19 participants expected.

* Orientation for Hiker group, departure for hike:

Tom Keene and Donna will be Hike leaders; 19 participants expected.

Hike will include trail clean-up and nature commentary.

* Picnic lunch beside Indian Lake

* Presentations by guest speaker:

Jim Wentworth – state of the forests and HWA control efforts

Jay Dement – Leave No Trace principles

* Clean up; borrowed injectors need to be returned.

Next Meeting –

Sunday, January 8, 2010 starting at 2 p.m.; location tbd.