

# Notes for 4/14/24 SGH Leadership Team Meeting

## Internal

*This quarterly Leadership Team meeting for Board Members, Officers, Program Manager, and Lead Facilitators was held at Dahlonega Chamber of Commerce, 342 Hill St., Dahlonega, GA, beginning at 1:00 p.m. Participants were Chris Curtin, Jonathan Micancin, Holly Cochran, Jim Wentworth, Buz Stone, Betty Larsen, Dave Teffeteller, Kat Carey, Jon Jones, Darrell Sheffield. Derrick Morris, Todd Jackson, Renee Gracon, Jimmy Stewart, Dara Sinclair, Nick Gardener, Kim Wood, Robert Patchett, Elliott Segall, Lee Higgins, Jim Heilman, Ray Lorenzi Cary Allen, Bob Pledger, Jim Heilman, Alan Barnes, John Shearouse and Al Battle were unable to attend.*

### Q1 Progress Report (through 3/31/24)

- All 19 HWA-infested Georgia counties in native hemlock range now served by our Hemlock Help Program.
- Hemlock Help Line available 7 days a week with 80 calls handled to date.
- 3 Hemlock Help Clinics with total of 26 attendees.
- 3 Facilitator Training Workshops with total of 25 new Facilitators trained..
- 8 Presentations for 85 adults and 120 students:
- 2 Customized training sessions for 13 volunteers and public land managers
- 1 Festivals & public events with 2 volunteers and estimated 150 visitors:
- Articles / news items written by, with the assistance of, or about SGH published in newspapers/magazines
- 87 Facilitator visits made with charitable treatment of 2,761 trees
- 8 hemlock treatment projects with 77 volunteers treating 710 trees:
- 3 sapling rescue projects with 25 volunteers, 198 saplings rescued and potted for use in educational / service activities or future adoption:
- 52 hemlock saplings adopted.
- 12 saplings donated to schools, churches, nonprofits
- 0 hemlock sapling planting projects with - volunteers planting - donated hemlocks:
- 6 soil injectors repaired/refurbished
- Total of 2,441 volunteer hours logged.

### 2024 Financial Q1 (AS OF MARCH 28, 2024)

**CD: Total in Fidelity Account- \$40, 860**

**Total Checking: \$20,606.11**

20K Reinvested (5.15%) on 2/27/24 matures 2/25/25

20k matures 5/31/24



**INCOME:**

Contrib Indiv	Contrib Member	Contrib Found	Contrib Non Profit	Contrib In Kind Goods	Contrib In Kind Svc	Contrib Corp	Gov Reimb
\$0.00	\$3,110.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00
0.00%	75.67%	0.00%	24.33%	0.00%	0.00%	0.00%	0.00%
<b>\$4,110.00</b>							

**EXPENSE:**

11 Educ Hemlock Clinics	12 Educ Facil Trng	13 Educ Comm Progs	16 Public Comm	14 Saplings	15 Treatment	51 Gen Admin	52 Memb & Fund Raising
\$159.90	\$98.16	\$275.00	\$911.28	\$207.35	\$2,104.52	\$34.99	\$460.35
3.76%	2.31%	6.47%	21.43%	4.88%	49.50%	0.82%	10.83%
<b>\$4,251.55</b>							

Gheesling UGA Scholarship	\$2,050	
Private donation, Rabun	\$0	Used in Rabun on BGI planting, Chattooga project
Lake Rabun Foundation	\$230.93	For use in Rabun County
Laurel Ridge	\$391	To be used Fall 2024
LBCA	\$1,398.74	For use in Rabun County
Rock Creek Project	\$0	Used at Rock Creek treatment 3/5/23
Donna Shearer Scholarship	<u>\$200</u>	
<b>TOTAL RESTRICTED</b>	<b>\$4,270.67</b>	

**MINUTES:**

Buz Stone called the meeting to order and took roll. Meeting notes from the 1/7/24 meeting were approved. The agenda for the 4/14/24 meeting was approved.

Buz opened the floor for discussion of SGH future and development. In the past 15 years, fundraising has not been an issue. In January, the board decided to start the year with an appeal via Mailchimp. Recent financial response to newsletter was not sufficient. Annual appeal packets were sent in March, and are just starting to come in.

A payroll full time position is a huge undertaking. Grants could cover this expense but are typically program specific. Program specific grant funding may detract from some of SGH foundational programs. Jonathan noted he has a contact we can consult this summer for organizational support. Betty noted assured funding is very important in considering full-time staff. We have never sought corporate support. Dave noted chemical companies may be an excellent source. Buz noted we should come up with a dozen potential private sector corporate sponsors. Buz and Kat have discussed NGCF. Dave noted that our projects aren't people oriented, so historically NGCF has not been interested. Buz will discuss environmental donors with NGCF. Darrell noted we can include sponsors in our newsletter.

Buz requested someone volunteer to head up a fundraising committee. Kat noted there are decisions the board needs to make concerning how they see the organization growing. We need organizational support funding, not another large project initially. There are larger organizations that can help smaller organizations transition from volunteer only to full time staff.

For the next quarter, Chris suggested trying to confine ED duties to 20hrs/wk and see where that stands and if that opens more time for administrative duties.

Dave noted we need to know our actual membership numbers. We need them to be contributing members. Membership alone will not fund the organization, but right now it would be helpful.

Buz spoke with Donna concerning 1) Education 2) Membership 3) Website

Donna trained an individual to be membership coordinator, but he is now moving. Kat has volunteered to update email lists in the interim

Website- This is not something we want to turn over to an intern. As of right now, our immediate need is someone who can update the calendar of events. Dave noted at some point, we won't be able to support the existing web site and will need to update to a different platform, but that is a huge undertaking and now is not the time to take that on. We can archive the current information on the existing website because we will never want to lose that. Dave stated everyone has gone to cloud-based web development. Darrell stated our needs for a website are very basic. We need a call to action. Chris' sister may be able to help us if we decide to switch platforms in the distant future.

We need to know where our engagement is coming from. Board was requested to ask for specifics (i.e. newsletter, FB, Instagram, website) at all events. Kat recommended asking day-of projects and including on sign-in sheets.

Dave suggested resuming a large membership meeting, where we can have people pay dues and request information on how we can better serve our membership.

Darrell noted we use membership loosely. Dues are not due within a year of initial membership. Many of our members may not be aware that they are members. Chris noted we don't offer perks for membership, we ask them to work. We do have the raft trips we can offer new members. Our appeal recipients have typically been considered our "membership/supporters". We need to look at the list of who has financially contributed and who has volunteered within the last few years to gauge our actual support base. Discussion on membership/supporter and how we should proceed with terminology of our donors.

Holly and Dave to determine membership base from contact list. Holly noted we could send MC email to ALL contacts (roughly 7000) all at once. We would still have to manually remove them from our database.

Dave noted Facilitators vs Volunteers. We need facilitators, but we also need an army of volunteers to help us accomplish what we hope to.

Education- Uptick in facilitators (24 this yr vs 3 last year outside of YHC class). Jonathan noted trying to engage a younger audience is increasingly difficult.

All agreed that defining our goals moving forward will be paramount. Buz deferred to the mission statement. Dave stated we may not be able to continue doing all we're doing now. We need to decide which programs/etc. are our primary focus.

Donna Shearer Scholarship- A rising junior was selected to receive the first \$1000 award. Buz requested a meeting with the student/Donna to present the award.

Board members were requested to submit photo and bio for use in the newsletter and website.

Honoring Bob Pledger- Buz suggested if we have an annual meeting, we could present an award there. Dave passed around an example of a CNC a chestnut plaque. Another idea was to place a bench and plant a tree, which could be done at his current residence.

We've discussed adding a treatment leader in the past. Crystal Davenport is willing to take the pesticide applicator test. Holly requested SGH pay for her test. All agreed SGH could cover the cost.

Fidelity Account: To date, investments have accrued \$860. Feb 27<sup>th</sup> 20k CD was reinvested at 5.15%. Next CD matures May 31<sup>st</sup>. Holly will reinvest into 6-8mo CD per board recommendation.

Wildcat Creek- Buz has not been able to get in touch regarding dig/planting/treatment around development.

Newsletter- Since it is our primary outreach currently, we will stick with quarterly newsletters. Kat noted we may want to include a “volunteer spotlight” to motivate and encourage volunteers.

Video use- Video will be played at upcoming festivals.

Fannin Middle- Hoped to pair TRBN “Shade your Stream Grant” with stream restoration work at Fannin Middle. Grant has not been announced for 2024. Stream improvement is pending culvert work. Holly let the teachers know that SGH can provide trees for restoration when construction work is completed. Buz requested info on treating additional trees along Hwy 76. School will not commit to future use of that area, and teachers have not been able to get assurances on how long the area will remain undeveloped. Holly will continue to follow up.

Veteran Parks/Cemetaries-Backburner for now. We need someone to lead and coordinate these projects.

Chattooga Projects- First hike-in: May 18<sup>th</sup> at Raven Rock. This is our last GA portion located in section 4. All wanted an update on SC side. South Carolina has not reimbursed funds for October treatment. Jim noted the Federal budget may have not trickled down to the district yet. Holly will continue to follow up with Victor regarding reimbursement.

GA license plate- Expensive endeavor. 1000 prepaid tags or \$25k up front or \$50k bond, \$300k general liability. After establishing the plate, organizations cannot drop below 500 license plates at any time. All agreed this is not practical at this time.

Internships- Three interns currently. New intern’s primary duties will include writing articles and helping set up/take down at festivals.

Buz offered to come up with a fundraising summary so we can look at our options and come up with a more concrete plan at the next meeting.

Meeting adjourned.

