

Notes for 7/14/24 SGH Leadership Team Meeting

Internal

This quarterly Leadership Team meeting for Board Members, Officers, Program Manager, and Lead Facilitators was held at Dahunega Chamber of Commerce, 342 Hill St., Dahunega, GA, beginning at 1:00 p.m. Participants were, Jonathan Micancin, Joe Micancin, Holly Cochran, Jim Wentworth, Buz Stone, Dave Teffeteller, Kat Carey, Jon Jones and Mark Shearer. Darrell Sheffild, Derrick Morris, Todd Jackson, Renee Gracon, Jimmy Stewart, Dara Sinclair, Jim Heilman, Cary Allen, Bob Pledger, Jim Heilman, Alan Barnes, John Shearouse, Betty Larsen, Chris Curtin, and Al Battle were unable to attend.

Minutes:

Buz Stone called the meeting to order. Buz motioned to approve Q2 agenda and 4/14/24 meeting notes, Jim and Dave motioned all approved.

Mark noted he has handled the Hemlock Help Line since Donna's passing. He noted often callers want to hire a professional and he is directing them to the web page. He found the molds for the hemlock cones and offered them to us whenever we wanted. Mark paid invoice for Cleveland Tool and Design (Holly reimbursed). JT would like more Kioritz injectors- if SGH ever wants to sell Kiortiz injectors, JT will buy them. Mark questioned an invoice for Imidacloprid (5 gallons) - it was for 5 cases (20 gallons). Mark suggested buying a generic brand next time. He received a call from Peyton Holmes (financial advisor) - Dwight and Mary Shannon Scott sent a donation and wanted a tax receipt. *Followed up night of meeting- Scott's have been acknowledged for the past 3 years (including before ED change). Their financial advisor requests a second emailed copy every year. Holly emailed follow up, second acknowledgement, to Financial Advisor and requested they note their preferred acknowledgement address in the future.*

Mark noted that we may be able to simplify the injector cards eventually as they are ballpark figures. He offered to help in any way- particularly treatment projects and teaching. Mark noted he has SGH materials and he will compile all and get to Holly. Buz stated we need to be more timely in acknowledgement of donations. Holly stated we have dedicated interns that batch thank you letters monthly. Kat agreed more timely acknowledgement is needed. It was agreed that donations over \$500 will receive a personal note.

Injectors- All agreed we are not ready to sell any of our Kioritz injectors. Jim has 3 Kioritz, Jon has 7 Kioritz, Ray L has 1, (Crystal is borrowing Jons)- Kat returned one to Jon at the meeting, Jonathan has 1 EZ Ject, Holly has 1 broken Kioritz and 1 EZject. Mark does not want to keep the injectors. Chris Jackson has been trained for repair. We need to find a place to keep the parts before sending to Chris J for repair. Buz noted to do an inventory. Dave has a new Kioritz in the box. Buz has 3 Kioritz including one that was intended for Donna's retirement party and one EZ ject. The most recent parts order included 4 tubes.

Holly stated Chip Doolittle, who owns EZ ject and worked closely with Donna, recently donated \$1,000 in memory of Donna. Holly noted we may want to do business with him and, in the future, buy EZ jects as they are much sturdier and much easier to repair. If our injector repair volunteer does not work out, EZ jects may be our best choice.

Doug Everheart, of the greater Atlanta area, made the hemlock pendant mold. He was a close friend of Donna. Donna and Chris worked with Doug to create the mold.

Mark noted Cleveland Tool and Design, the company that makes injector parts for us, has been sold to the employees of the company. They previously sold us parts at cost. Mark noted someone other than Chris Jackson may want to take the parts and inventory them. Mark stated there are bins upon bins of parts.

Buz stated he didn't want to burden Mark with the Help Line. SGH should take responsibility for Help Line duties. Holly requested we add Mark to be covered by our D&O insurance. Dave stated we need to maintain that phone number because it's on every document we've ever created. Donna was paying half the phone bill, SGH was paying half. Dave stated we can port the number. Buz requested volunteers to field HHL calls. Holly will field calls in the interim. Jim noted we can let it go to voicemail and forward to facilitators as needed - he will take calls for his counties. Mark noted whoever answers needs field experience.

Dave will visit Mark's house to download everything SGH related from Donna's desktop computer to an external hard drive.

Future planning: Holly will step down at the end of December. Dave noted the position needs full-time attention and the funding needs to be present to staff a full-time hire. Buz stated going forward, fundraising and hiring a new director will be hand in hand. Holly prepared a job advertisement for the future position. Buz requested the board brainstorm other orgs with similar missions/background i.e. ecology, environment, etc. we may hire from. Structure is solid for the right person to step in full time. Buz has a consultant contact, Ken O'Kelly, whom he will meet with within the month for fundraising guidance.

Buz noted if each of us would take charge to find and apply for grants it would lighten the load. Dave noted we're talking about two different things- ED and Director of Development. If we can get a director of development on a pro bono basis, at least initially, that would set us in the right direction. Dave noted most grants are project oriented, where you can take 15% or so for administration, but you're left with the project - which usually takes time away from existing programs/projects. Buz noted typically, you can't find a DOD to work pro bono. Buz' contact, Ken, will hopefully provide some direction where to find organizational support.

Joe noted many times what works best in our type of organization, where everyone has something to give but no one has everything to give, it's important to define what roles exist that can be leveraged to someone else's skills. We must find pieces of the role that can be crowd sourced. Which key requirements in the ad are going to be a necessity for our future ED? Joe stated clear criteria for the jobs this person will be requested to do must be itemized. Kat noted in past experience with private nonprofits, the director position is more of the fundraising job and volunteers/pt staff manage admin work. Directors bring in their own salaries at small nonprofits, and it's the reality if you're not big enough to have both a director and a development director. Dave noted we need a development plan. Holly agreed that we could hire a secretary to handle the administrative work. Kat noted that there are some changes that need to be made with the shifting roles and piece it together for our new

direction. Joe stated listing all activities and deciding which ones don't need to be parceled due to risks associated (i.e. financial management) and activities that we would be comfortable delegating to someone who isn't necessarily a board member (i.e. newsletter), identifying new grants, etc. That way, the new ED can allocate his/her time efficiently. We might get candidates who are better at fundraising, and others who are better with volunteer management. Buz noted 90% of us joined this org to save the trees and have no interest in management and all administrative moving parts. Buz requested deciphering which activities take the most time. Holly stated most of our recordkeeping is done exclusively in excel, which is cumbersome. All of the moving parts are in different places. Migrating to Quickbooks will be paramount for hiring future administrative support. Utilizing CRM software or something similar that moves all components to a central platform would be useful. The downfall is that all of these services charge a monthly fee. Joe recently worked on a CRM implementation and he's not certain that's what we need. He offered we can bounce ideas off of him. Kat noted that it's not unusual in these situations for things to be chaotic initially. Joe stated it is a job to be done with huge shoes to fill and it will take time to navigate the transitional period. Jonathan noted we should focus on the transition, then grow. Jon J mentioned NC hemlock group. Holly stated they are funded through big tobacco. Holly noted SGH works in SC, TN and Jimmy Stewart is also extending into Alabama- could we look into "chapters" through a model similar to Trout Unlimited? Dave noted chapter type structure becomes a big administrative challenge. Dave stated the issue is SGH was treating trees even before becoming a 501c3. Historically, SGH has been a working board and through attrition we've lost almost all of the working board. Donna picked up most of the roles as SGH grew. We need to re-examine organizational structure and find those willing to take on more administrative tasks. Fundraising was historically not an essential function of SGH.

Buz stated NGCF has an open application for a discretionary fund. It has a one-month window to secure operational funds. Dave stated we've gone for community funds over the years and never received one - most of the time they're people-oriented groups. Dave stated we all need to be identifying these types of funding sources. Funding sources are often willing to match funds, but they want to bet on a winner, not someone who is just getting by.

Jonathan stated the role of the board is to act as the legislative body and SGH track record is strong. Dave and Buz are in a good place to communicate that track record, and both have committed to the next six months. Buz stated, financially, we're nowhere near the need for life support. We have \$75,000 we don't need to spend right now. Asset-wise, we're liquid, but we'll need big money to sustain the future of the organization long term. Jonathan stated we need a big fish willing to fund an ED for 5 years. Jonathan stated he has a potential funder in mind and he will do more on the fundraising side. He is willing to assist on grant acquisition. Buz will do NGCF application. He mentioned Ally Bartholemew in NW GA has previously mentioned assisting in this capacity. Joe noted that SGH history of financial transparency will be helpful, Jonathan noted our volunteer track record is impressive and will be helpful for future applications.

TAG update- Holly and Kat compiled 2 separate potential projects. Due to deadlines and approvals from City, County, etc. proposed year 1 was not possible. Holly continued work with Harrison Park, but they only have room for 30 trees. They (Ellijay) are most willing to work with us to grant approvals and meet deadlines outside of formal board meetings. Kat stated it's a

sweet deal, but all partnerships have to be solid. It's 150k/yr first year. Mostly project oriented, but the plantings and a project manager can be included. TAG has revised the deadline from September to end of July this year. Holly is still working with Linda Lancaster on a landscape plan and support letters/city approval to complete all the required components. Dave offered to draw up a landscape plan. Linda has a separate area within the park she would like SGH to consider. Holly and Dave will meet Linda at the park to discuss the new site/project viability. Kat noted we can indicate future year proposals. Holly stated we could change direction to focus on outreach/education only- it must fall within CEJST areas- designated underserved pockets in NGA. Translating how to categorize this work amid general SGH operations must be done strategically. Jim is willing to work on it, Kat is willing to continue.

Memorial for Donna - UNG's second site is not feasible. Dave asked about naming a trail after Donna. Jim stated on USFS property, it's virtually impossible. He stated DNR land may be more lenient. Dave mentioned Smithgall Woods and stated they would be approachable. Dave will check on Smithgall. Jim stated a county entity might be feasible. Buz, Holly and Chris looked at Yahoola Creek Park initially and it was low on the list due to visibility and other factors. Holly mentioned Fernbank Forest. Holly and Donna toured in November and met the forester, Heather. SGH will be treating Fernbank's hemlocks Nov 9th. Holly reached out to Heather to inquire about the process for honoring Donna on Fernbank grounds. Jonathan stated the Dהלonega area or Atlanta area would be most appropriate. Kat mentioned the Dהלonega reservoir, Lake Zwerner. They've recently added picnic tables and restrooms, it's in Lumpkin County. Chris Dockery is the commissioner.

Buz stated Bob Pledger has moved to memory care. Buz and Anne have picked out the site at Lanier Village to plant a 6' hemlock and add a bronze plaque/monument.

Financial- Holly enters financial transactions into Excel, sends batches to Todd monthly and he enters into QB desktop. Todd has offered to set up QBO and will get wholesale pricing. Three contacts can log in remotely, it should cut redundancy and increase transparency. Holly requested Dave be the third log-in. Todd e-filed 990 EZ 2023 taxes. Dave noted how fortunate we are to have Todd's experience and willingness to volunteer with SGH.

Dave noted from an enthusiasm-building standpoint, we need to commit to holding the Camp Meeting. We need to reassure people that SGH isn't going away. Holly mentioned the Cidery in Ellijay as a possible site. Dave noted we've held it at the ETC pavilion in past years and had great success there. We can also honor Donna. Joe noted we can garner more volunteer engagement as well as fundraising at the event. The group nominated Chris and Betty to organize the Camp Meeting. Holly requested info when to hold the meeting. Holly will get with Chris/Betty to determine a fall date. Jonathan noted we could combine it with the fall float treatment project. Group decided to host separately and keep Camp meeting centrally located in Ellijay. Jonathan will coordinate a post treatment gathering with Danny (Wildwater).

Dave/Jonathan noted we need to define what it means to be part of SGH – members, donors, supporters, etc. Kat noted membership organizations are kind of dying out. There has to be a way to link day-project commitment to long term involvement with the org. Dave noted that's what we need to do at the Camp meeting - encourage people to share what talents they have and take on some of these smaller roles.

Next raft treatment- GA hike-in projects are done in HCA 23. We are required to have a licensed pest control operator on each treatment on USFS land. For kayak trips, this would mean recruiting licensed FS personnel to join (Jim mentioned Chris Jett). We could do another large raft treatment this fall. Jonathan noted we should consider re-treating the larger trees (over 22") that were treated last year. Jonathan noted due to water levels, it will be difficult to get boaters in right now. Jim stated we need some advance scouting. Jonathan needs all treatment records to map what areas need to be filled in. Holly will send Jonathan records from the following hike in treatments - Camp Creek, Woodall Shoals, and Raven Rock. Jonathan noted Humble Pie would be a good place to host a post project get together for pizza. Holly stated we can reach out to Sweetwater Brewing to donate a keg. Jonathan will coordinate with kayakers to nail down a date. Jonathan mentioned a Cartecay River float trip. Dave said the larger trees need a second treatment. Dave stated waiting until after Labor Day would be advised as floaters will not be on the water at that time.

All 7,000 contacts were added into Mailchimp last month. After mailing, over 1,000 returned as "hard bounces" and must be removed from the mailing list. All agreed that consistent, quarterly newsletters are essential until we find a web admin to update the website. Quarterly newsletters are sent two weeks after quarterly meetings. Next newsletter will be mailed Aug 1st

2024 YTD (7/14/24)

INCOME

2024	Contrib Indiv	Contrib Member	Contrib Found	Contrib Non Profit	Contrib In Kind Goods	Contrib In Kind Svc	Contrib Corp	Gov Reimb
Income (Source)	\$1,049.00	\$17,669.34	\$1,000.00	\$1,525.00	\$0.00	\$0.00	\$1,000.00	\$0.00
Income (by %)	4.72%	79.44%	4.50%	6.86%	0.00%	0.00%	4.50%	0.00%
Total Income	\$22,243.34							

EXPENSE

2024	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
Expense (Category)	\$159.90	\$98.16	\$998.05	\$1,385.61	\$207.35	\$4,773.68	\$1,645.28	\$460.35
Expense (by %)	1.64%	1.01%	10.26%	14.24%	2.13%	49.07%	16.91%	4.73%
Total Expense	\$9,728.38							
Available Checking 7/13/24	\$33,262.62							

CDs- 20K Reinvested (5.15%) on 2/27/24 matures 2/25/25
 21k matured 5/31/24, reinvested 6/21/24(5.4%) new maturity date 12/21/24

Annual Appeal report 82 donations totaling \$14,635 through 7/14/24

Donations in memory of Donna \$2,650 through 7/14/24

555 recipients on lists of 20 SGH facilitators/leadership team. Not yet mailed-158

YTD EXPENSE BY ACCOUNT 7/13/24

Account	Amount	
MISC	\$363.84	Flowers for Donna (2x)
7020 Bank Fees	\$145.54	Order of cks, processing fees
7065 Treatment Supplies	\$4,626.22	Chem/Treatment Kit
7067 Tree Supplies	\$207.35	Dig/Pot materials
7090 Insurance	\$855.95	D&O renewal July
7110 IT Support	\$1397.39	Zoom, CRCS, Mailchimp
7130 License and Fees	\$260.00	Festival fees
7145 Memberships	\$275.00	TU and Dahlonga Chamber
7160 Postage	\$426.99	Appeal, materials to interns, PO Box renewal
7170 Printing	\$690.10	Appeal (env, cards, color copy), Festival materials, laminating)
7190 Repair and Maint	\$140.00	Injector repair- Will increase after \$2,065 invoice is paid to Cleveland Tool and Design for manufactured tubes and Kioritz repair parts
7305 Internship	\$340.00	Intern pay @\$10/hr

YTD INCOME BY CLASS THROUGH 7/13/24

CLASS	AMOUNT
00 UNSOLICITED	\$3,273.34
139 NEW MEMBERSHIP	\$439.00
149 SAPLING ADOPTION	\$1,286.00
159 TREATMENT	\$2,370
169 EDU	\$240.00
527 APPEAL	\$14,635.00
TOTAL	\$22,243.34

Treatment Projects 2024:

Conasagua RD	Cancelled	Jack's River No vol access. CRD is UTD on 2024 treatment, will reevaluate in 2025
CCSP connector trail	March 11	41 trees 8 volunteers Jimmy
CCSP Can't Hardly Trail	March 12	50 trees 10 volunteers Jimmy
CCSP Daniel Creek	March 14	25 trees 10 volunteers Jimmy
CCSP/Roads	March 20	40 trees 10 volunteers Jimmy
CCSP- 2nd half Can't Hardly Trail	March 21	25 trees 8 volunteers Jimmy
CCSP- 2nd half Can't Hardly Trail	March 22	31 trees 8 volunteers Jimmy
CCSP-Roads by maint. Shed	March 25	18 trees 6 volunteers Jimmy
GA DNR	March 9	Smithgall Woods 26 volunteers, 480 trees
BRRD	Apri 6	Hog/Fodder JIM
CRRD	May 18	Raven Rock JON
SC	Jun 15	Woodall CRYSTAL
BRRD	June 22	Bowers Cove JIM
SC	Aug 10	Beaver CRYSTAL Skull
BRRD	August 24th	Tigue Branch JIM
CRRD	Oct 5	Pounding JON Mill
CRRD	Oct 26	Persimmon JON
BRRD	October	Lower Canada Creek JIM
RAFT RUN	FALL	Chattooga River JONATHAN
LAUREL RIDGE POA	Saturday, September 21 st	Laurel Ridge (Ellijay) DERRICK
FERNBANK FOREST	November 9	Fernbank Forest (Atlanta) HOLLY

Speaking Engagements 2024:

Lula Lake	TBD	
Fannin Middle	February 6th	Holly -120 students
UNG (Grant Writing)	March 21 st	Donna-12 students
GA Arborist Assoc Webinar	April 9th	Derrick-60 students
North Georgia Native Plant Nursery	May 4th	Holly-30 participants
Hidden Hills POA	July 6 th	Holly
Cohutta TU	August 27 (Tues)	Holly (Steve Westmoreland contact)
GA Women Fly Fishers	September 10th	Holly via Zoom
Fernbank	September	
Amicalola	TBD	Holly

Sapling Program 2024:

Dig at Betty's (Fannin County)	January 20th	Chris/Holly/Betty/Donna/Jim H-102
Dig at Procko property (Fannin County)	March 23rd	Soham Dugal-Eagle project-48 trees
Dig at Wright Property (Gilmer)	Spring-seedlings to be donated @ NPN	Holly Apr 13 30 seedlings
Dig at Verner property (Rabun County)	Fall	50+ saplings available
Dig at Tom Deal's	Fall	Coordinate w/ UGA group
Dig at Jody T's	Fall (need to see trees prior to scheduling)	Mtn Rest

Education Program 2024:

Fac training for Conasagua RD (in person)	Jan 27th	Gilmer County Library 12 attendees HOLLY
Fac training N. GA Native Plant Nursery	Feb 10 th	Canton 2 attendees DONNA/HOLLY
Fac Training SC hemlocks	March 16 th	Long Creek, SC 13 attendees HOLLY
Clinic	May 11 th	Curahee Outdoors (Toccoa) 3 attendees
Clinic	Saturday, July 27th	ZOOM DERRICK
Fac Training for Laurel Ridge (in person)	Saturday, August 21st	Gilmer County Library DERRICK

Fairs and Festivals 2024:

Mountain Ivy Garden Club	March 19	Rabun	150 Attendees- BUZ
Soque Garden Extravaganza		Rabun	175 attendees-Buz
Bear-on-the-Square	Sat., Apr. 20 & Sun., Apr. 21	Lumpkin	150 attendees 6 vol
UNG Gainesville Earth Day	Wed., Apr. 17th	Gainesville	75 attendees 1 vol
Trout & Outdoor Adventures	Sat., Apr. 27th	Fannin	400 attendees 8 vol
LRA Memorial Day Meeting	Sun., May 26th	Rabun vol	150 attendees 2
Blairsville Farmers Market	Sat., July 6th	Union	Jim/Holly
LRA Labor Day Meeting	Sun., Sept. 1st	Rabun	Buz to book
Elachee Wildlife Festival	Sat., Sept 14	Gainesville	Holly to book
Trail Fest	TBD	Lumpkin	Betty to book
Foxfire Mountaineer Festival	Sat., Oct 5th	Rabun	Buz to book
Marble Festival	Sat., Oct 5th & Sun., Oct 6th	Pickens	Jim H to book
Blue Ridge Arts in the Park	Sat., Oct 12th & Sun., Oct 13th	Fannin	Betty to book
Scout Camp (Blairsville)	Saturday, Nov 9th	Union	Holly/Elliott