

8-6-17 Notes for SGH Leadership Team Meeting

The meeting was held at the home of Donna Shearer in Dahlonega. In attendance were Bob Pledger, Buz Stone, Dave Teffeteller, Chris Curtin, Darrell Sheffield, Kim Wood, John Shearouse, and Donna Shearer were present. Derrick Morris and Frank Gheesling were unable to attend.

BOARD MATTERS

* **Quarterly reports** – SGH Board members, please remember to send in your quarterly reports at least a week prior to each Board meeting

2017 STRATEGIES & ACTIVITIES

* **Review of accomplishments as of 8/1/17**

- 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 957 calls handled
- 7 SGH Hemlock Help Clinics & Facilitator Training Workshops with 41 attendees – 35 new Facilitators trained, 5 Facilitators refreshed. Current total of 269 Facilitators in Georgia and 55 in other states.
 - Lumpkin & Dawson 2/25/17
 - Hall & White 3/4/17
 - Pickens 3/25/17
 - Gilmer 4/22/17
 - Union 5/6/17
 - Murray & Whitfield 5/20/17
 - Rabun & Towns 6/10/17

Kim suggested that a minimum of 4 people should be required for each class. We discussed having some of the Help Clinics as stand-alone events with a separate day for FAC training to consolidate those who are interested in that level. We need to try to schedule / reschedule training for counties where it has not taken place yet this year. – Fannin, Habersham, Gordon, Cherokee, Walker, Dade, Banks, and Stephens.

- 214 Facilitator visits made with charitable treatment of 2,263 trees
- 6 customized training classes for 87 civic/community volunteers
 - Sapling tutorial for SGH volunteers 1/20/17
 - Treatment training for Smithgall Woods 2/24/17
 - Treatment training for Temple Park 4/15/17
 - Treatment training for Fairyland Club 4/29/17
 - Treatment training for Achasta 5/31/17
 - Treatment training for Boy Scouts 6/19/17
- 10 presentations to civic/community groups with 339 attendees
 - Elachee Nature Center 12/15/16
 - Trout Unlimited Tailwater 1/17/17
 - Trout Unlimited Gold Rush 2/7/17
 - Fannin Master Naturalists 3/29/17
 - Dahlonega City Council 4/1/17
 - UNG Environmental Issues class 4/6/17
 - Georgia Mountains Master Gardeners 4/20/17
 - Reece Farm Earth Day Celebration 5/6/17
 - LRA Memorial Day Meeting 5/28/17
 - NE GA BoyScouts Hornaday Weekend 7/28/17
- 2 Hemlock Lessons for 130 students – West Fannin Elementary 12/14/16 and 2/16/17
It was suggested that we do more outreach to Boy Scout troops.



- 6 festivals with 36 volunteers and 1,185 visitors/contacts

TU Tailwater Spring Fling 4/1/17	Reece Farm Earth Day Celebration 5/6/17
UNG Earth Day Celebration 4/17/17	Blue Ridge Arts Festival 5/27/17
Bear on the Square 4/22/17	Hemlock Day at Anna Ruby Falls 6/3/17
Trout Fest 4/29/17	
- 26 articles/news items written by, with the assistance of, or about SGH published in newspapers/magazines
- 11 hemlock rescue projects with 29 volunteers, 576 saplings / seedlings rescued and potted for future adoption
- 133 hemlock saplings adopted; 9 large saplings donated to municipalities / nonprofits; 145 small, 38 medium, and 12 large saplings currently available for adoption
- 1 hemlock field insectary project with 26 volunteers planting 24 large saplings – UNG 12/8/17
- 4 other hemlock sapling planting projects with 8 volunteers planting 14 large saplings
- 25 hemlock treatment projects with 269 volunteers treating/retreating 2,921 trees (plus 200-300 at Warwoman)

Tallulah Gorge 12/20/16	Rabun Recreation Area 4/15/17, 5/6/17, 5/7/17, 5/11/17, 5/14/17
Upper Toccoa River 1/4/17, 2/2/17, 2/8/17, 3/24/17, 3/30/17, 4/4/17, 6/6/17	Fort Mountain 4/25/17
West Fannin Elementary School 2/6/17	Achasta 5/31/17
Lookout Mountain 2/16/17	Copper Ridge 6/10/17
Smithgall Woods 3/11/17	Heart Chan 6/18/17
Lookout Highlands 3/28/17	Sarah's Creek 7/15/17
UNG Epworth Campus 3/29/17	Warwoman Dell 7/29/17
Lake Rabun 4/4/17	

- 26 soil injectors repaired/refurbished

- Total of 4,158 volunteer hours logged to date

*** Scheduled events for future, including new entries:)**

- SGH Clinic & Facilitator Training Workshop for 12 Americorps volunteers at Tallulah Gorge State Park, possibly followed by treatment project on August 30 (DONNA)
- Presentation to Hamilton Gardens on September 15 (DONNA)
- Hemlock restoration on Rock Creek on October 20 or 27 (CHRIS taking the lead)
- Hike and Help the Hemlocks 2017: (FRANK taking the lead) Need to check with Trout Unlimited & Benton Mackay folks to schedule it on a weekday in September to reduce competition with other fall events.
- JOHN and DONNA will meet with Dr. Dale Greene, Dean of Warnell School of Forestry at UGA on Sept 8 re possible opportunities for collaboration. John would like to offer Scout training through Warnell School and perhaps involve Scouts in a rescue & reforestation project on UGA land.
- Rotary Club contacted Donna re an initiative to plant trees in conjunction with UNG Environmental Leadership Center; may happen some time this fall or next spring, no further discuss yet.
- Presentation to Achasta Garden Club on March 14, 2018 (DONNA)

*** Feedback on EZject-Lite soil injector** – Sent to Mike Frisina of Arbor Systems on 6/17/17. Mike indicates they will make a new EZ-Ject Lite model to accommodate some of our input and will send a prototype for testing in early fall.

* **Review of Hemlock Camp Meeting**

Please come prepared to provide your thoughts on what worked, what didn't, what could be done better/differently, feedback from others.

- Purpose: Need to clarify that purposes are to appreciate current members and volunteers, attract new members and volunteers, increase synergy among environmental and recreational organizations, and communicate new information re saving the hemlocks. Nature of event is social, educational, and membership building, but not fund raising.
- Date, time, schedule: Should hold event in May or June for good weather. Should consider moving it to a Saturday instead of Sunday. Overall time was OK but maybe a little long.
- Invitations, publicity, reservation process: Save-the-Date emails followed by several invitation emails need to go out earlier and publicity increased in newspapers and social media. Reservations via email work fairly well but might consider an on-line reservation process.
- Venue, signage, parking: Keep ETC Pavilion as venue. Signage was OK. Parking could have been better marked in order to get 3 rows of cars in field.
- Admission: It was suggested that admission be free with a \$5 per person meal ticket instead of having current members free and everyone else paying a membership donation. This would likely cover only about half the cost of the event, but the Board could decide if that's OK.
- Welcome Station: Need to streamline the sign-in / payment process; maybe have an alphabetical list of reservations that people could initial if info is correct/complete or fill in just the missing parts. Welcome Station will continue to give out programs and raffle tickets. Need to think about whether Board Member ballots are needed or we could do confirmation by voice vote.
- Music: Downtown Roy definitely a big hit. Would like them to play from opening (10 a.m.) until half way through lunch (12:30) while guests get served and seated, then serve themselves and eat. They would leave their sound system in place during lunch and keynote speaker and then take down at end of keynote address (2:00). Need to have SGH volunteers to help them with set-up and take-down. Need to discuss this with band.
- Friends Circle: Need to have more groups in Friends Circle. Should do a survey to find out what would work best for them and get them committed early. Be sure they all know they'll be invited to have 1 5-minute mike moment during lunch. Let them bring their products or logo items to sell.
- Activities, demonstrations: Need to have more variety of activities, more active and/or educational ones, more demonstrations, more things for kids and their families to do. Also invite more kids' groups – Boy and Girl Scouts, 4-H and FFA.
- Food Service: Need to emphasize that *everyone* brings a covered side dish to share and have Poole's barbecue come back. Need someone in charge of food service with a dedicated crew to handle delivery of dishes to kitchen, food layout and traffic flow, set-up of barbecue line, service items, no styrofoam, kitchen clean-up and pack-up.
- Lunch Time: Music through first half of lunch, then mike moments, SGH report and announcements, special recognitions.
- Keynote Address: Consider having two speakers @ 30 minutes each, one to address private property owner concerns and one to address forest-level issues and scientific advances. Minimize focus on beetles, old news. Also do Q&A off-line afterwards.
- Raffle: Need to have more and greater variety of raffle items, maybe have each Friends Circle group contribute one. Good idea to have items on display in advance and give winners their choice of item. Items being raffled should be acquired primarily through donation rather than bought. Consider giving each person one free raffle ticket but allow them to buy more @ \$1 each.

MISCELLANEOUS FOLLOW-UPS

- * BOB – Send copy of the sign-in sheet scans for May 6 and July 15 treatment projects.
- * BUZ – Firm up date for sapling rescue at Smithgall Woods and prepare permit application.
- * CHRIS – Contact the 4 individuals we know about re rescuing saplings on their property.
- * DARRELL & DERRICK – Need to be sure class schedule is covered for remainder of year.
- * DAVE – Follow up on signage for Tammen Park, Foxfire, and Bleckley Hemlock in downtown Clayton. Also take over sending publicity to newspapers for training classes.
- * DAVE, FRANK & CHRIS – Start planting for restart of Cartecay hemlock treatment project
- * DERRICK – Need your quarterly report for Q1 and Q2 asap. Also please contact your client in Laurel Ridge to set up whatever we need to do to treat her trees in exchange for one of the donations she made last fall.

* JOHN – Can you find 20 more (reasonably priced) hemlocks for Rock Creek project?

* KIM – Follow up on trainees for Facilitator training in Clarkesville on Aug 26, booth staffing for Mountain Heritage Festival in Blairsville on Sept 2-3, and booth reservation/staffing for Kris Kringle Mountain Market in Blairsville on Dec 2.

2017 FINANCIAL MATTERS

Current: Fiscal 2017

Dec. 1, 2016 – August 1, 2017

Total Contributions	Educational Spending	Charitable Service Spending	Administrative Expense	Membership/Fundraising	Total Expenses	Cash on Hand
\$20,659.08	\$8,628.54	\$9,973.79	\$1,406.40	\$56.20	\$20,064.24	\$26,453.51
	43.00%	49.71%	7.01%	0.28%		

Cumulative: Fiscal 2009 – 2017

July 1, 2009 – August 1, 2017

Total Contributions	Educational Spending	Charitable Service Spending	Administrative Expense	Membership Fundraising	Total Expenses
\$157,937.92	\$58,967.79	\$60,030.00	\$9,465.74	\$2,020.88	\$130,484.41
	45.19%	46.01%	7.25%	1.55%	

Total Spending in FY 2017 to date: 92.71% for educational & charitable service programs.
7.29% for administrative, membership & fund raising.

Cumulative Spending FY 2009-2017: 91.20% for educational & charitable service programs.
8.80% for administrative, membership & fund raising.

*** Donations received as of 8/1/17**

(Note: This does not represent all income, just categories of particular interest.)

Facilitator Training: donations received during or as a result of Facilitator Training or visit	\$724.00
Hemlock Camp Meeting, Hike for the Hemlocks, or Other Major Service/Educ Event: donations received during or as a result of Hike for the Hemlocks or other major service/educational events	\$845.00
Community Programs: Income (except proceeds of hemlock adoptions) received during or as a result of Community Programs	\$118.00
Saplings: Saplings donated to SGH or income received from sapling adoptions at Hemlock Clinics, Facilitator Training, Community Programs, or private adoptions; also monetary donations designated for sapling program	\$4,031.70
Treatment: Income received for, during, or as a result of treatment projects or injector repair/refurbishing	\$2,803.65
Annual Membership Appeal: Income received as a result of a Fund Raising or Membership Building direct mail campaign 91 donations	\$8,805.00

* **Revised 2016 tax filing re Schedule B** – Donna reported that she submitted a revision to last year’s filing to correct a box that should have been checked to avoid disclosure of donor information.

* **Other** – The group voted to discontinue *publicizing* grants for individuals to become licensed pesticide applicators; the program has not work well so far in terms of recipients honoring their commitments. However, there is still a great need for more applicators, and we will *continue to consider* helping those who need help. It was suggested that we reach out to college students enrolled in Forestry classes.

2017 MEETING DATE FOR FALL – October 15 (*third* Sunday)