

CLARKE COUNTY  
Conservation Easement Authority  
THURSDAY – 16 JANUARY 2020 - 11:00 am  
Millwood Country Club, 340 Country Club Lane, Millwood, VA 22646

AGENDA

1. Call to Order - staff
2. Election of Officers
  - a. Chair (currently Randy Buckley)
  - b. Vice Chair (currently George Ohrstrom)
  - c. Secretary/Treasurer (currently Pete Engel)
  
3. Approval of Agenda
  
4. Approval of Minutes of the meeting of 21 November 2019
  
1. Bank Account balances
  - a. Donation to VaULT Conference
  
2. Campaign for the Authority
  
3. Easement Donation/Purchase
  - a. Blue Ridge Hunt – easement donation – new application
  - b. Sally Neff – easement donation
  - c. Potomac Appalachian Trail Club – DUR purchase
  - d. Sam & Elizabeth Conrad – DUR purchase
  
4. Report on Applications for Easement Purchase  
*Motion to go into Closed Session pursuant to Section 2.2-3711-A3 of the Code of Virginia, as amended, to discuss the Acquisition or Sale of Property and Section 2.2-3711(A)(7) for consultation with legal counsel regarding specific legal matters requiring the providing of legal advice.*

Adjournment - next meeting – Thursday February 20<sup>th</sup> 10 am

**CLARKE COUNTY**  
**Conservation Easement Authority**  
**draft Minutes – 21 November 2019 draft**

A regular meeting of the Conservation Easement Authority was held at 10:00 am on Thursday, 21 November 2019, in the A/B conference room, 2<sup>nd</sup> Floor Government Center.

**Present:** W. Thomas, R. Buckley, G. Ohrstrom, M. Jones, R. Bacon  
**Absent:** B. Byrd, Terri Catlett, P. Engel  
**Staff:** A. Teetor  
**Other:** R. Couch-Cardillo

**Agenda** On motion of Mr. Ohrstrom, seconded by Ms. Thomas, the Authority unanimously approved the agenda.

**Minutes** On motion of Ms. Jones, seconded by Ms. Bacon, the Authority unanimously voted to approve the minutes of September 19, 2019 with minor corrections.

**Bank Account:** Ms. Teetor reviewed the financial spreadsheets. Current fund balances show a total fund balance of \$221,474 consisting of \$67,416 in the donations account, \$153,140 in stewardship/restricted, and \$919 in local funds. Ms. Teetor stated that the closing for Alida Coleman was the was the large expense this month, other expenditures were for the newsletter.

**Public Relations:** Ms. Cardillo stated that donations are picking up with 101 donors contributing over \$19,000 in funds. She is working on the year-end appeal that will be mailed after Thanksgiving. She also asked members to begin thinking about possible recipients for the 2019 Land Conservation Award. After discussion members suggested Harry Benham who has provided legal council and guidance pertaining to easements for many clients, in addition to placing his 242 acre farm in easement in 2011. Ms. Teetor will call Mr. Benham to see if he is available in January.

**Report on Applications for Easement Purchase/Donation**

a. Sally and Luke Neff – The Neffs have applied to donate an easement on their properties. The property is located in the 7200 Block of Howellsville Road. The property currently consists of 3 1 acre parcels identified as Tax Map#'s 37A2-7-8, 9, &10. Each lot has 1 DUR. The applicant proposes merge the lots into one parcel and retire two of the three remaining DURs. The property meets 3 of the 4 criteria. The property resource score is 46.8. The applicant is retiring 2 DURs. It is across the road from an existing easement and it is less than 40 acres. Points were given for retiring 2 DURs. The parcel offers protection of a significant natural feature -- having frontage on the Shenandoah River. On motion of Mr. Ohrstrom, seconded by Ms. Bacon members gave preliminary approval and asked staff to schedule a site visit.

b. Potomac Appalachian Trail Club (PATC) - The PATC, Phil Paschall, agent, has applied to the easement authority for approval of an easement DUR purchase. The property is on Hidden Hollow Lane, off Mount Carmel Road approximately 1.4 miles north of Route 50. The property is identified by Tax Map# 39-A-53. It consists of 59.7 acres with 3 DURs. The applicant proposes to retire the remaining DURs. The property meets all of the 4 criteria. The property resource score is 69.42. The applicant is retiring 3 DURs. It next to an existing easement and it is more than 40 acres. Points were given for retiring 3 DURs, being adjacent to Appalachian Trail property and an existing easement, and being owned by PATC for between 20 and 30 years. The applicant is a non-profit organization requesting a DUR purchase. There is a policy is to offer payment of up to 25% of the value of the easement for appraisal

purchase easements but no current policy for non-profits wanting a DUR purchase. Members discussed adopting a policy that would limit offers to non-profits at \$25,000/DUR. This would have to be approved by the Board as well. They also asked if the PATC was able to take advantage of tax credits. Ms. Teetor will ask Mr. Paschall. On motion of Mr. Ohrstrom, seconded by Ms. Thomas members gave preliminary approval and asked staff to schedule a site visit.

c. Sam & Elizabeth Conrad – Mr. Conrad has indicated he would like to move forward with the original plan to put the machine shed behind the house. Ms. Teetor will speak with the appraisal to see if he thinks the bank will approve the easement.

d. Alida Coleman – The easement was recorded on November 7th.

e. Rolling Ridge Foundation – Ms. Teetor placed the easement donation on the Board consent agenda and it was approved. The Foundation is working on transferring the property from the Appalachian Trail Conservancy and then simultaneously recording the transfer and easement. It is anticipated that the closing will occur late spring.

f. Ann Brown – Poulshot – Ms. Teetor spoke to Ms. Brown earlier this week and she has not made any progress on deciding on an easement purchase or donation.

**Adjournment** There being no further business, Ms. Thomas moved and Mr. Ohrstrom seconded that the Authority adjourn the meeting. The next meeting is scheduled for Thursday December 19<sup>th</sup> at 10:00 am. The motion was approved unanimously.

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Randy Buckley, Chair

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Alison Teetor, Clerk to the Authority

Fund 235 - Conservation Easement Balances

	Total Fund Balance	Donations	Stewardship/Restricted Funds Account	Local Funds
<b>SOV FY20 -</b>	<b>225,880</b>	<b>63,641</b>	<b>154,595</b>	<b>7,644</b>
<b>Fiscal Year 2020</b>				
July Rev/AR		2,034	230	15,000
July Exps/AP		-90	-2,109	-500
Aug Rev/AR		10,270	231	
Aug Exps/AP		-1,330	0	-998
Sept Rev/AR		1,920	194	0
Sept Exps/AP		-4,770	0	0
Oct Rev/AR		1,010	0	-41,676
Oct Exps/AP		-4,513	0	21,448
Nov Rev/AR		2,129	40,209	0
Nov Exps/AP		-2,783	0	0
Dec Rev/AR		10,340	0	-910
Dec Exps/AP		-920	0	3,125
Jan Rev/AR		6,200	0	0
Jan Exps/AP		0	0	0
YTD Rev/AR	114,339	33,902	40,863	39,573
YTD Exps/AP	60,599	14,406	2,109	44,084
Adjustments	0	0	0	0
<b>YTD FUND BALANCE (AR &amp; AP)</b>	<b>279,620</b>	<b>83,137</b>	<b>193,349</b>	<b>3,134</b>

Brenda Bennett:  
Transfer from Gen Fund

Brenda Bennett:  
CE Stewardship annual state funds

Brenda Bennett:  
Coleman-VDACS reimbursement-21,448

Brenda Bennett:  
Land Use Rollback Tax-\$3,125.02

VDACS  
22,770.73 Expires 12/31/2019 (FY2018)  
75,738.77 Expires 12/31/2020 (FY2019)  
98,509.50  
-20,000.00  
-21,448.00  
57,061.50

Anticipated Easement Closings:  
Sam & Elizabeth Conrad (estimated)  
Alida Coleman-CLOSED-Actual Exp/Rev above

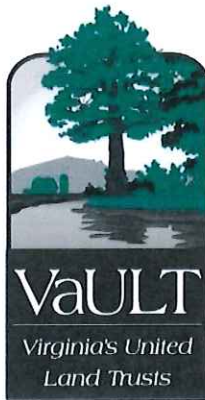
	ESTIMATED YTD FUND BALANCE	259,620	83,137	193,349	-16,866	114,123.00 AVAILABLE Estimated YTD BALANCE-VDACS
<b>FY19 Expenditure Appropriations</b>	<b>Appropriated</b>	<b>45,000</b>	<b>20,543</b>	<b>24,457</b>	<b>0</b>	
General Expenses		40,000	40,056	-56	0	
Alida Coleman easement		0	0	0	0	
		85,000	60,599			

Clarke County:  
Includes expenses not specifically designated to an easement (including donation, stewardship and monthly Hall, Monahan expenses).

Through Jan 09, 2020

Conservation Easement Expense Detail - FY20

	Donations	Stewardship	Local Funds
July	90.00 Clarke County Ruritan Club Ad for Fair catalog	2,000.00 Sophia Dorsey-inspections 109.04 Sophia Dorsey-mileage	500.00 Myers & Woods Appraisal Group
August	480.00 Robin Couch Cardillo-summer newstr & website 450.00 Gloria Marconi Illustration-summer newstr 400.00 Clarke County Fair-sponsorship-pig scramble	2,109.04	500.00 997.50 Hall, Monahan, Engle-Legal svcs for July 2019
Sept	1,330.00 2,500.00 Clarke County Treas-match for DHR CLG Grant 720.00 Robin Couch Cardillo-summer newstr & fair 445.00 Winchester Printers-Remittance envelopes 1,011.38 Winchester Printers-Summer '19 newsletter 93.70 BB&T - Postage & Staples	0.00	997.50
Oct	4,770.08 800.00 Robin Couch Cardillo-finalize website 537.52 Winchester Printers-Receipt-Invite mailing 100.00 Gloria Marconi Illustration-convert newsletter forms 1,625.17 Monks BBQ - Thank You Event 450.00 Gloria Marconi Illustration-Fall newsletter 1,000.00 CCHS - Donation to CCHS Athletic Dept 4,512.69	0.00	0.00 1,620.00 David Leroy - Appraisal 1805 Wrights Mill Rd 40,056.00 CE Purchase - Alida Coleman
Nov	1,000.00 Eric W. Wright - Tent rentals 960.00 Robin Couch Cardillo - Fall newsletter 823.47 BMS Direct	0.00	0.00
Dec	2,783.47 720.00 Robin Couch Cardillo-CE svcs for year end 200.00 Gloria Marconi Illustration-EOY appeal letter	0	910.00 Hall, Monahan, Engle-Legal svcs for Nov 2019
Jan	970.00	0	910.00 Winchester Printers-Annual appeal letter
	0.00	0	0.00
YTD Totals	Donations 14,406	Stewardship 2,109	Local Funds 44,084



**14<sup>th</sup> Annual Statewide Land Conservation and Greenways Conference  
2020 Sponsor and Exhibitor Levels and Benefits  
The Hotel Madison, Harrisonburg, Virginia  
April 26-28, 2020**

**\$7,500 Major Sponsor/Exhibitor (One available)**

- Special Activity or Speaker Sponsor (to be noted in program and on signage)
- Time at the podium as part of lunch program on April 27 or April 28 or as part of round table discussions on morning of April 28
- Display space in Lobby of Hotel Madison on Monday, April 26 or other recognition during Monday evening reception
- 5 complimentary registrations
- Listing in the program with Logo
- Link to sponsor through VaULT website
- Banner display throughout conference in dining area (sponsor to provide own banner)

**\$5,000 Platinum Sponsor/Exhibitor (Two available)**

- Special Activity Sponsor (to be noted in program and on signage)
  - Keynote speaker
- Recognition from the podium during one of the keynote sessions
- Display space in Lobby of Hotel Madison on Monday, April 26 or other recognition during Monday evening reception
- 3 complimentary registrations
- Listing in the program with Logo
- Link to sponsor through VaULT website
- Banner display throughout conference in dining area (sponsor to provide own banner)

**\$2,500 Diamond Sponsor/Exhibitor**

- Special Activity Sponsor (to be noted in program and on signage)
  - Monday or Tuesday Breakfast Sponsor
  - Field Trips Underwriter (supporting cost of transportation and equipment)
  - Sunday night Reception
- Display space
- 2 complimentary registrations
- Listing in the program with Logo
- Link to sponsor through VaULT website
- Banner display throughout conference in dining area (sponsor to provide own banner)

**\$1,000 Gold Sponsor/Exhibitor**

- Display space
- 1 complimentary registration
- Listing in the program with Logo
- Link to sponsor through VaULT website

**\$500 Silver Sponsor/Exhibitor**

- Display space
- Listing in the program with Logo

**\$250 Bronze Sponsor**

- Listing in the program with Logo

**\$100 Friend**

- Listing in the program

**Exhibitor Space description:**

- one draped six-foot table
- two chairs

*Contributions should be made payable to VaULT, and sent to 303 Braehead Drive, Fredericksburg, VA 22401, with a note or message to indicate that the contribution is for the **2020 Land Conservation and Greenways Conference**.*

*The Tax ID number for VaULT is 81-4763271.*



ROBIN COUCH CARDILLO

January 9, 2020

Clarke County Conservation Easement Authority  
Fundraising Report  
January 2020 meeting

**Donor Statistics**

See attached Master Report

- 2019 total: \$38,230.00 from 167 donations

**Ongoing**

*-End-of-year Appeal*

- \$16,910 from 55 donations

*-Wingate Mackay-Smith Land Conservation Award*

- Honoring long-time land conservation advocate Michael Hobert
- Invited VIPs, media

*-Mailing list clean-up*

- Working on spreadsheet to remove deceased, add salutations

*-Fall newsletter print quality*

*-Winter newsletter*

- Year in Review (easement stats, highlights), award winner



# Fundraising Results: Clarke County Conservation Easement Authority

As of January 9, 2020

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b># Donations</b>	115	161	208	209	203	195	181	200	169	158	164	169	169	167
<b>Amount</b>	\$13,345	\$19,090	\$20,871	\$25,649	\$26,396	\$25,843	\$23,530	\$42,266	\$36,260	\$57,356.00	\$24,778.00	\$26,101.00	\$34,815.28	\$38,230.00
<b>YE Donor Appeal</b>	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Donor Appeal Amount	\$8,465	\$8,310	\$8,477	\$10,134	\$8,376	\$12,815	\$7,250	\$15,706	\$17,635	\$47,003	\$15,665	\$7,577	\$16,755	\$16,710
Donor Respondents	73	59	87	86	76	68	50	69	51	61	47	48	58	52
YE Prospect Amount	\$2,115	\$2,115	\$425	\$425	\$425	\$425	\$425	\$425	\$425	\$425	\$425	\$425	\$425	\$425
Prospect Respondents	24	24	7	7	7	7	7	7	7	7	7	7	7	7
<b>Winter Newsletter</b>	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Dollar Amount	\$2,700	\$2,700	\$2,700	\$2,065	\$2,865	\$2,126	\$3,611	\$4,805	\$3,335	\$2,700	\$2,228	\$2,815	\$4,920	\$2,668
Respondents	23	23	23	27	32	21	32	39	26	25	29	39	29	32
<b>Spring Newsletter</b>	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Donor: Dollar Amount	\$3,775	\$455	\$2,074	\$5,820	\$2,810	\$2,520	\$3,415	\$1,975	\$3,705	\$3,420	\$2,725	\$2,810	\$1,600	\$2,500
Donor: Respondents	35	5	19	38	26	27	32	28	26	27	19	23	15	23
Taxpayer Spring Newsletter: Dollar Amt	\$2,200	\$2,200	\$940	\$460	\$450	\$825	\$765	\$1,65	\$1,380	\$100	\$75	\$1,150	\$550	\$2,045
Taxpayer Spring Newsletter: Respondents	16	16	19	10	4	11	5	4	9	1	3	8	3	6
<b>Summer Newsletter</b>	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Dollar Amount	\$2,370	\$2,370	\$2,020	\$1,330	\$1,893	\$2,735	\$1,580	\$5,040	\$3,215	\$1,927	\$2,115	\$3,110	\$4,480	\$2,135
Respondents	20	20	27	22	33	26	21	22	27	22	28	20	38	23
<b>Fall Newsletter</b>	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Donor: Dollar Amount	\$2,210	\$2,210	\$765	\$260	\$7,300	\$2,946	\$4,630	\$2,660	\$2,325	\$1,250	\$600	\$3,870	\$220	\$2,925
Donor: Respondents	12	12	5	7	25	26	30	27	14	3	6	11	4	11
Taxpayer Fall Newsletter: Dollar Amt	\$1,430	\$1,430	\$90	\$1,405	\$65	\$605	\$715	\$240	\$760	\$325	\$325	\$1,200	\$100	\$100
Taxpayer Fall Newsletter: Respondents	25	25	4	8	2	8	9	5	5	3	5	4	1	1
<b>Over the Transom</b>	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Dollar Amount	\$3,380	\$3,380	\$4,175	\$4,175	\$1,900	\$868	\$1,457	10,500	\$1,550	\$2,57	\$362	\$2,230.00	\$3,970	\$8,665
Donor Respondents	17	17	11	11	5	6	2	2	2	3	12	7	17	10
<b>Donor Thank-You Party</b>	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Dollar Amount	\$1,105	\$1,105	\$1,105	\$1,105	\$1,105	\$1,105	\$1,105	\$1,105	\$1,105	\$1,105	\$1,105	\$1,105	\$1,105	\$1,105
Donor Respondents	6	6	6	6	6	6	6	6	6	6	6	6	6	6
<b>Photo Revenue</b>					\$747	\$57	\$67				\$	20	\$304	282 (6)
Notecards														
Gift-in-Kind (admin work donated by Kate Petranec)						\$346	\$473	\$469						

MEMORANDUM

TO: Conservation Easement Authority  
FROM: Alison Teetor  
DATE: December 10, 2019  
SUBJECT: Application for easement donation – Blue Ridge Hunt

The Blue Ridge Hunt, Anne McIntosh, agent has applied to the easement authority for approval of an easement donation. The property is located at 1040 Kennel Road approximately 6/10 of a mile north of the intersection with White Post Road. The property is identified by Tax Map# 28-A-24A. It consists of 10 acres with an existing pre-1980 house (built in 1961) and 1 DUR. The applicant proposes to retire the remaining DUR.

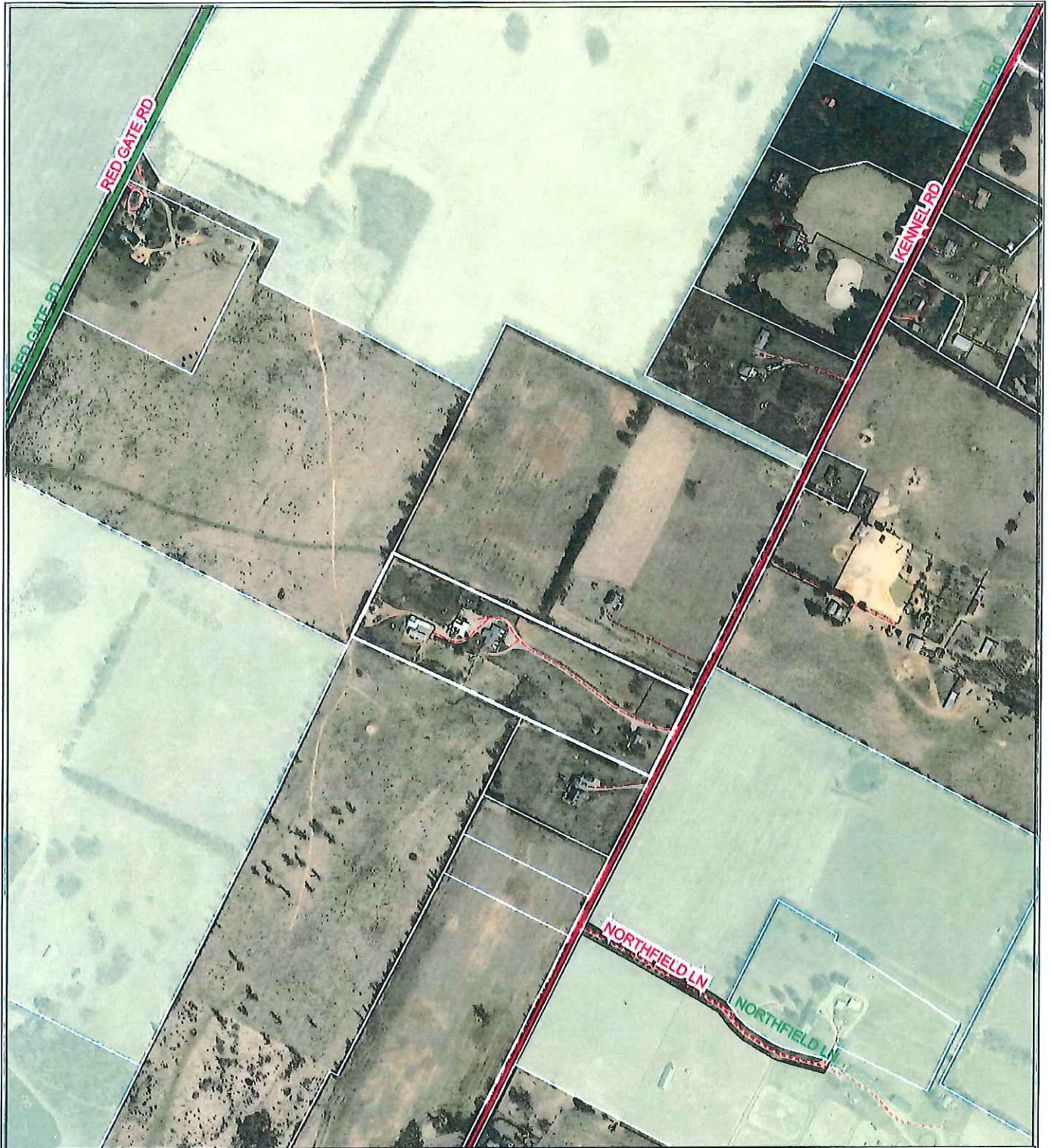
The parcel is zoned AOC and is not currently in use value taxation, but is eligible, in accord with the Commissioner of Revenue's requirements, then a donation may be considered if at least two of the following four guidelines are met:

- 1) the parcel's Property Resource Score is at least 35;
- 2) at least one dwelling unit right is extinguished by the conservation easement;
- 3) the parcel is adjacent to a parcel already under permanent conservation easement;
- 4) the property has a minimum area of 40 acres.

The property meets 3 of the 4 criteria. The property resource score is 60.61. The applicant is retiring 1 DUR. It is across the road from a VOF easement (Northfield Farm) it is less than 40 acres. Points were given for retiring 1 DUR, being adjacent to an existing easement, having a house built in 1961 that is within the Greenway Rural Historic District and could be a contributing in the future, and being owned by the Hunt for over 50 years.

**Recommendation**

Give preliminary approval and schedule a site visit.



Blue Ridge Hunt  
 Tax Map# 38-A-1  
 10 acres, 1 DUR, 1 exempt.



Clarke County GIS  
 October 31, 2019



-  Parcel Boundary
-  Public Road
-  Private Road
-  Scenic Byway
-  Conservation Easement

Location Map



Aerial Imagery 2015 Commonwealth of Virginia

## MEMORANDUM

**TO:** Conservation Easement Authority  
**FROM:** Alison Teetor  
**DATE:** November 14, 2019  
**SUBJECT:** Application for easement DUR purchase – PATC, Phil Paschall, agent

The Potomac Appalachian Trail Club (PATC), Phil Paschall, agent, has applied to the easement authority for approval of an easement DUR purchase. The property is on Hidden Hollow Lane, off Mount Carmel Road approximately 1.4 miles north of Route 50. The property is identified by Tax Map# 39-A-53. It consists of 59.7 acres with 3 DURs. The applicant proposes to retire the remaining DURs.

The parcel is zoned FOC and is not currently in use value taxation, but is eligible for use value taxation, in accord with the Commissioner of Revenue's requirements, then a purchase may be considered if at least two of the following four guidelines are met:

- 1) the parcel's Property Resource Score is at least 35;
- 2) at least one dwelling unit right is extinguished by the conservation easement;
- 3) the parcel is adjacent to a parcel already under permanent conservation easement;
- 4) the property has a minimum area of 40 acres.

The property meets all of the 4 criteria. The property resource score is 69.42. The applicant is retiring 3 DURs. It next to an existing easement and it is more than 40 acres. Points were given for retiring 3 DURs, being adjacent to Appalachian Trail property and an existing easement, and being owned by PATC for between 20 and 30 years.

The applicant is a non-profit organization requesting a DUR purchase. Therefore current policy is to offer payment of up to 25% of the value of the easement. Included in the packet is background information on the policy, it was adopted to apply to appraised value easements prior to the DUR purchase option.

### Recommendation

Give preliminary approval and schedule a site visit.



Potomac Appalachian Trail Conservancy  
 Tax Map# 39-A-53  
 59.7 acres, 3 DURs



Clarke County GIS  
 November 14, 2019

570 285 0 570 Feet



- |                              |                 |
|------------------------------|-----------------|
| Appalachian Trail            | Public Road     |
| Appalachian Trail properties | Private Road    |
| Intermittent Stream          | Parcel Boundary |
| Perennial Stream             |                 |

Location Map



Aerial Imagery 2015 Commonwealth of Virginia