

CLARKE COUNTY  
Conservation Easement Authority  
THURSDAY – 16 May 2019 – 10:00 am  
A/B Conference Room, 2<sup>nd</sup> Floor Government Center

AGENDA

1. Approval of Agenda
2. Approval of Minutes of the meeting of 18 April 2019
3. Bank Account balances
4. Campaign for the Authority
5. Easement Donation/Purchase
  - a. Sam & Elizabeth Conrad – DUR purchase – new application
  - b. Coleman – DUR purchase
  - b. Rowland – DUR purchase
6. 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 June 20<sup>th</sup> 10 am

**CLARKE COUNTY**  
**Conservation Easement Authority**  
**draft Minutes – 25 April 2019 draft**

A regular meeting of the Conservation Easement Authority was held at 10:00 am on Thursday, 25 April 2019, in the C conference room, 2<sup>nd</sup> Floor Government Center. This meeting was originally scheduled for April 18<sup>th</sup> but there were not enough members available for a quorum.

**Present:** M. Jones, W. Thomas, R. Buckley, G. Ohrstrom, B. Byrd, R. Bacon, P. Engel  
**Absent:** No one  
**Staff:** A. Teetor  
**Other:** R. Couch-Cardillo

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

**Minutes** On motion of Mr. Ohrstrom, seconded by Ms. Thomas, the Authority unanimously voted to approve the minutes of March 28, 2019.

**Bank Account:** Ms. Teetor reviewed the financial spreadsheets. Current fund balances show a total fund balance of \$-153,856 consisting of \$66,441 in the donations account, \$153,859 in stewardship, and \$-374,156 in local funds. The negative balance is due to transfer of funds to Mr. Mitchell's office for the Opequon Cattle Company closing. The amount transferred was \$423,555 that is the total appraised value plus closing costs, what should have been transferred was \$317,625 plus closing costs. The easement closed on Monday April 22<sup>nd</sup> so the reimbursement of excess funds should be reflected in next months' report.

**Public Relations:** Ms. Cardillo stated that donations are starting to pick up from the winter newsletter. Currently 40 donors have given \$3,221. The Spring newsletter will be mailed in the June tax bills and will include stories on the Shockey's easement donation, information on the easement workshop, and the easement map. The workshop is scheduled for Thursday June 13<sup>th</sup>, 6:30-8:30pm. Speakers could include a member of the Authority giving an overview, a broker explaining tax advantages, and two or three landowners who could discuss their experience. The agenda will be confirmed in the next couple of weeks. Due to the workshop being held in June, the donor reception has been tentatively scheduled for October 4<sup>th</sup>. Ms. Cardillo also stated that she met with Ms. Kuehner and Ms. Teetor to review the website and she anticipates it will go live within the next couple of weeks.

**Easement Donation**

Coleman – DUR purchase - Ms. Coleman is waiting on her 2018 tax return and approval from her mortgage company to move forward. No action was taken by the Authority.

**Report on Applications for Easement Purchase**

On motion of Ms. Bacon, seconded by Mr. Engel the Authority unanimously approved going 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. On motion of Mr. Engel, seconded by Ms. Thomas, the

Authority unanimously approved reconvening in Open Session. Mr. Engel moved, seconded by Ms. Thomas, to certify that to the best of the member's knowledge:

(i) only public business matters lawfully exempted from Open Meeting requirements under Chapter 2.2-3700, et sec., of the Code of Virginia, as amended, pursuant to Section 2.2-3711-A3 of the Code of Virginia, as amended, to discuss the Acquisition or Sale of Property, and

(ii) only such public business matters as were identified in the motion by which the Closed meeting was convened were heard, discussed, and considered in the meeting by the Authority. The vote on the above motion was:

Ms. Byrd	Aye	Ms. Bacon	Aye	Mr. Buckley	Aye
Mr. Engel	Aye	Ms. Thomas	Aye	Mr. Ohrstrom	Aye
Ms. Jones	Aye				

On motion of Mr. Engel, seconded by Mr. Ohrstrom the Authority unanimously voted to give final approval to Katharine Rowland for a DUR purchase on the parcel identified by Tax Map# 30-A-21A for the DUR purchase offer to \$40,000/DUR for 2 DURs which when factored in with their 94% income bracket equates to \$75,200.

**Adjournment** There being no further business, Ms. Jones moved and Ms. Thomas seconded that the Authority adjourn the meeting. The next meeting is scheduled for Thursday May 16<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 Account	Local Funds
<b>SOY FY19 -</b>	<b>261,137</b>	<b>70,303</b>	<b>116,530</b>	<b>74,304</b>
<b>Fiscal Year 2019</b>				
July Rev/AR		220	85	33,000
July Exps/AP		-1,115	0	0
Aug Rev/AR		125	85	0
Aug Exps/AP		-1,200	-2,220	0
Sept Rev/AR		1,420	82	0
Sept Exps/AP		-6,242	-207	0
Oct Rev/AR		3,155	120	0
Oct Exps/AP		-2,038	0	-2,019
Nov Rev/AR		1,500	44,906	-65,620
Nov Exps/AP		-2,618	-11,894	33,695
Dec Rev/AR		10,921	152	-309
Dec Exps/AP		-3,013	0	
Jan Rev/AR		7,770	177	-123
Jan Exps/AP		-36	0	
Feb Rev/AR		54	6,006	-413,555
Feb Exps/AP		-11,354	0	
Mar Rev/AR		1,209	3	-530
Mar Exps/AP		-2,386	0	
Apr Rev/AR		2,123	0	105,713
Apr Exps/AP		-1,849	0	268,292
May Rev/AR		325	0	0
May Exps/AP		-700	0	0
YTD Rev/AR	415,426	28,823	51,616	334,987
YTD Exps/AP	423,314	32,551	14,321	376,443
Adjustments	0	0	0	0
<b>YTD FUND BALANCE (AR &amp; AP)</b>	<b>253,248</b>	<b>66,575</b>	<b>153,825</b>	<b>32,848</b>

**Anticipated Easement Closings:**

Randy Sprouse - CLOSED-Actual Exp/Rev above  
 Opequon Cattle Company - CLOSED-Actual Exp/Rev above  
 Katharine Rowland - Estimated Revenue

**ESTIMATED YTD FUND BALANCE**

215,648	66,575	153,825	-4,752
			-37,600
			-56,542.00
			-37,600.00
			99,058.00 AVAILABLE Estimated YTD BALANCE-VDACS

FY19 Expenditure Appropriations	Appropriated	Actual Expenses	Appropriated Balance	Remaining
General Expenses	45,000	38,473	6,527	-792
Randy Sprouse	60,000	60,792	-792	-6,424
Opequon Cattle Company	317,625	324,049	-6,424	
	422,625	423,314		

**Brenda Bennett:**  
Transfer from Gen Fund

**Brenda Bennett:**  
Annual Stewardship revenue

**Brenda Bennett:**  
Accts Rec-VDACS, Sprouse=31,104  
Land Use Rollback Tax=2,590.56

**Brenda Bennett:**  
\$5,947 to offset 1/2 of  
expense of \$11,894 from  
November

**Brenda Bennett:**  
Includes refund of \$105,875 from  
Bob Mitchell's office for Opequon  
Cattle closing

**Brenda Bennett:**  
Accts Rec-ALE, \$211,750 and  
VDACS, \$56,542. For Opequon  
Cattle easement

**VDACS**  
86,950.00 Expires 12/31/2018 (FY2017)  
61,615.23 Expires 12/31/2019 (FY2018)  
75,738.77 Expires 12/31/2020 (FY2019)

**224,304.00**  
-31,104.00  
-56,542.00  
-37,600.00

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

Through May 08, 2019  
 Conservation Easement Expense Detail - FY19

	Donations	Stewardship	Local Funds
July	25.00 Downstream Pjt = Domain name renewal CEA 90.00 Clarke County Ruritan Club 1,000.00 CCHS - Program Ad, Athletic Dept <b>1,115.00</b>		
August	800.00 Robin Couch Cardillo - Svcs for July 400.00 Clarke County Fair - Sponsorship/Pig Scramble <b>1,200.00</b>	1,000.00 Robert Bayne Gordon-inspections 1,000.00 Sophia Dorsey-inspections 220.18 Robert Bayne Gordon-mileage <b>2,220.18</b>	0.00
Sept	1,440.00 Robin Couch Cardillo - Svcs for CEA photo contest 1,800.00 Ace Photo-Gift Certificates for photo contest 500.00 Gloria Marconi Illustration & Design 750.00 Rick Elrod-Reimbursement of commercial appraisal 136.00 Winchester Printers-CEA Banner 411.31 Winchester Printers-process mailing and postage 120.00 Winchester Printers-reception invite 1,084.53 Winchester Printers-Summer 2018 newsletter <b>6,241.84</b>	206.99 Sophia Dorsey-mileage	0.00
Oct	1,587.79 Robin Couch Cardillo - CEA Services 450.00 Gloria Marconi Illustration-Fall '18 Newstr <b>2,037.79</b>	206.99	175.00 Samuel D Shumate-Title Exam-Opequon Cattle Co 1,694.00 Winchester Title Co-Title Exam-Opequon Cattle Co 150.00 John R Friant-Title Search <b>2,019.00</b>
Nov	960.00 Robin Couch Cardillo-CEA Services 811.07 BMS Direct 846.61 BB&T-Planning signs & Josephine School <b>2,617.68</b>	0.00 11,894.00 UVA - Comm Svcs Study <b>11,894</b>	327.50 Hall, Monahan, Engle-Legal Svcs Nov '18 4,500.00 Appraisal Rpt-Opequon Cattle Co 60,792.00 CE purchase - Henry Sprouse <b>65,619.50</b>
Dec	200.00 Gloria Marconi Illustration-2018 year end 505.00 Winchester Printers-CEA Notecards 905.50 Robin Couch Cardillo-Yr End appeal ltr & thank you 560.00 Robin Couch Cardillo-CEA Services 842.88 Winchester Printers-2018 Annual appeal ltr <b>3,013.38</b>	0	309.00 Winchester Title Co-Sprouse <b>309.00</b>
Jan	13.04 Postage 23.00 Crown Trophy-CEA Award <b>36.04</b>	0	122.50 Hall, Monahan, Engle-Legal Svcs-Dec '18 <b>122.50</b>
Feb	10,000.00 Hall, Monahan, Engle-CE purch. Opequon 930.97 Robin Couch Cardillo-Award luncheon 423.02 Staples <b>11,353.99</b>	0	413,555.00 Hall, Monahan, Engle-CE purch Opequon CattleCo <b>413,555.00</b>
Mar	1,840.00 Robin Couch Cardillo 450.00 Gloria Marconi Illustration-Winter newsletter 96.00 BB&T - Wordpress <b>2,386.00</b>	0	530.00 Hall, Monahan, Engle-Legal Svcs-Feb '19 <b>530.00</b>
Apr	16.56 Postage 815.40 Robin Couch Cardillo 1,017.01 Winchester Printers Inc <b>1,848.97</b>	0	-105,875.00 reind of ovprint frm Hall, Monahan for Opeq Cattle esmnt 162.50 Hall, Monahan, Engle-Legal Svcs-Mar '19 <b>-105,712.50</b>
May	250.00 Peggy Stevens-Sponsor/Exh. @ Richmond conf. 450.00 Gloria Marconi Illustration <b>700.00</b>	0	0.00 <b>0.00</b>
YTD Totals	Donations <b>32,551</b>	Stewardship <b>14,321</b>	Local Funds <b>376,443</b>



ROBIN COUCH CARDILLO

May 10, 2019

Clarke County Conservation Easement Authority  
Fundraising and Public Relations Report  
May 2019 meeting

**Donor Statistics**

See attached Master Report

- 2019 total: \$4,556 from 51 donations

**Ongoing**

-*Summer newsletter*

- Ideas for articles (feature an easement holder partner, follow-up from easement workshop, easement landowner profile, etc.)

- *Conservation Easement workshop*

*Nine Myths about Conservation Easements (and Deciding if an Easement Makes Sense for You)*

Thursday, June 8, 6:30 – 8:30 pm - June 13

Camino Real, Berryville, VA

- *Dispelling the Nine Myths*: What you believe about conservation easements may be wrong
- *The Tax Advantages*: An easy-to-understand overview of how an easement affects your tax picture
- *Navigating the Process*: Honest feedback from a panel of landowners with property in conservation easement
- Postcard to mailing list? Promoted in newsletter, newspaper calendars, online calendars, social media, mailing to targeted landowners/adjacent to easements

-*Donor Appreciation Dinner*

- October 4, 2019, 6:00 pm, George's place

## Fundraising Results: Clarke County Conservation Easement Authority

As of May 10, 2019

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Amount	\$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	\$4,556.00
# Donations	115	161	208	209	203	195	181	200	169	158	164	169	169	51
<b>YE Donor Appeal</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
YE 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	\$16,775	
Donor Respondents	73	59	87	86	76	68	50	69	51	61	47	48	58	
YE Prospect Amount	\$2,115	\$425	\$425				\$40		\$1,650	\$104	\$25	\$325	\$2,200	
Prospect Respondents	7	24	7				1		3	2	1	3	4	
<b>Winter Newsletter</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Dollar Amount	\$2,700	\$2,700	\$2,074	\$5,820	\$2,810	\$2,520	\$3,415	\$1,975	\$3,705	\$3,420	\$2,725	\$2,810	\$1,600	\$925
Respondents	23	27	32	21	21	32	39	26	25	29	29	39	29	32
<b>Spring Newsletter</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
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	\$925
Donor: Respondents	35	5	19	38	26	27	32	28	26	27	19	23	15	6
Donor: Spring Newsletter: Dollar Amt	\$2,200	\$940	\$940	\$460	\$450	\$825	\$765	\$165	\$1,380	\$100	\$75	\$1,150	\$550	
Donor: Spring Newsletter: Respondents	16	19	19	10	4	11	5	4	9	1	3	8	3	
<b>Summer Newsletter</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Dollar Amount	\$2,370	\$2,370	\$2,020	\$1,330	\$1,883	\$2,735	\$1,580	\$5,040	\$3,215	\$1,927	\$2,115	\$3,110	\$4,480	
Respondents	20	27	27	22	33	26	21	22	27	22	28	20	38	
<b>Fall Newsletter</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Donor: Dollar Amount	\$2,210	\$765	\$765	\$260	\$7,300	\$2,946	\$4,630	\$2,660	\$2,325	\$1,250	\$600	\$3,870	\$220	
Donor: Respondents	12	5	5	7	25	26	30	27	14	3	6	11	4	
Taxpayer Fall Newsletter Dollar Amt	\$1,430	\$90	\$90	\$1,405	\$65	\$605	\$715	\$240	\$760		\$325	\$1,200	\$100	
Taxpayer Fall Newsletter: Respondents	25	4	4	8	2	8	9	5	5		5	4	1	
<b>Over the Transom</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Dollar Amount	\$3,380	\$3,380	\$3,380	\$4,175	\$1,900	\$868	\$1,457	10,500	\$1,550	\$257	\$362	\$2,230.00	\$3,970	\$715
Donor Respondents	17	17	17	11	5	6	2	2	2	3	12	7	17	9
<b>Donor Thank-You Party</b>	<b>2006</b>							<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Dollar Amount	\$1,105							\$1,175	\$705	\$595	\$638	\$710	0	0
Donor Respondents	6							4	6	14	14	6	0	0
<b>Photo Revenue</b>					\$747	\$57	\$67			\$	\$20	\$304		\$248 (4)
Notecards														
Gift-in-Kind (admin work donated by Kate Petranec)						\$346	\$473	\$469						

## MEMORANDUM

TO: Conservation Easement Authority  
FROM: Alison Teetor  
DATE: May 6, 2019  
SUBJECT: Application for easement donation or DUR purchase – Sam & Elizabeth Conrad

Sam & Elizabeth Conrad have applied to the easement authority for approval of an easement DUR purchase. The property is located at 13869 Lord Fairfax Highway (Route 340) 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 14.9 acres with an existing pre-1980 house (built in 1956) 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 73.5. The applicant is retiring 1 DUR. It is surrounded by existing easements, (Buckley, Joe Sipe, Thompson) it is less than 40 acres. Points were given for retiring 1 DUR, having frontage on Route 340, a primary highway, frontage on the railroad, having land in the groundwater recharge area, having a house built in 1956 that is within the Greenway Rural Historic District and could be a contributing in the future.

### Recommendation

Give preliminary approval and schedule a site visit.





Sam & Elizabeth Conrad  
 Tax Map# 28-A-24A  
 14.9 acres, 1 ext. dwl., 1 DUR



300 150 0 300 Feet



Clarke County GIS  
 May 2, 2019



-  Conservation Easement
-  Intermittent Stream
-  Perennial Stream
-  Public Road
-  Private Road

Location Map



Aerial Imagery 2015 Commonwealth of Virginia