

CLARKE COUNTY
Conservation Easement Authority
THURSDAY – 18 JANUARY 2018 - 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 meetings of 21 December 2017
5. Bank Account balances
6. Campaign for the Authority
7. Review of draft deed of easement (to be handed out at meeting)
8. Adjournment to annual awards luncheon
- next meeting – Thursday February 15th 10 am

CLARKE COUNTY
Conservation Easement Authority
draft Minutes – 21 December 2017 draft

A regular meeting of the Conservation Easement Authority was held at 10:00 am on Thursday, 21 December 2017, in the A/B Conference Room, 2nd Floor Government Center.

Present: R. Buckley, P. Engel, M. Jones, W. Thomas, G. Ohrstrom, B. Byrd (arr. 10:15)
Absent: R. Bacon
Staff: A. Teetor, Robin Couch-Cardillo
Agenda On motion of Mr. Ohrstrom, seconded by Mr. Engel, 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 November 16, 2017.

Bank Account: Ms. Teetor went over the spreadsheets and reviewed the expenditures. Current fund balances show a total fund balance of \$249,942 consisting of \$62,135 in the donations account, \$115,949 in stewardship, and \$71,857 in local funds. Ms. Teetor reported that expenditures were for a preliminary appraisal for Eric Arkfeld's ALE application.

Public Relations: Ms. Cardillo reported that donations in 2017 are up to \$17,199 from 117 donors which is ahead of previous years. She has been trying to reach Mel Kohn unsuccessfully to invite him to the land conservation award ceremony as he is the 2017 awardee. Ms. Teetor will talk to Mr. Ash and Mr. Hobert to see if they have contact information for him. The end of year appeal letter will be sent out this week and features the Waite easement, describing creative ways to protect property through conservation easements. She also asked members if they had any thoughts on the potential workshops on the tax advantages of easements. Ms. Teetor suggested that an accountant from Yount, Hyde, Barbour may be available to speak at the workshop. This could be held as part of the Blue Ridge Mountain Civic Association quarterly meeting. This will be discussed more at the January meeting.

Deed of Easement template review Mr. Mitchell provided a final review of the easement template. Ms. Teetor asked Ms. Jones if she could review Mr. Mitchell's comments along with the definition section. Ms. Jones said she would and report back to the group for final approval at the January meeting.

Easement Donation/Purchase

Ms. Teetor reported that the Burgevin easement was recorded on December 13th. In addition, Arden Carroll's easement is ready to record.

Ken Bell had applied in 2015 and was approved but has changed his request. The current application is a request for easement donation for a 23.49-acre parcel with no existing dwelling and 3 DUR's. Mr. Bell would like to place the 23.49-acre parcel in easement, retiring 2 DURs. There is a small pond and intermittent stream on the property. The parcel meets 3 of the 4 criteria, the property resource score is 53.71, it is next to an existing easement and the 2 of the 3 remaining DUR's will be retired. Points were given for 10 acres of steep slopes, frontage on an existing easement,

retiring the 2 DUR's and being owned by the Bell's for between 20 and 30 years. On motion of Mr. Ohrstrom, seconded by Ms. Jones the Authority unanimously approved the revised donation.

Other Ms. Teetor stated there is only one remaining sign and she would like to reorder. On motion of Mr. Ohrstrom, seconded by Ms. Thomas staff is authorized to order 20 additional signs using the stewardship account.

An additional discussion item was the possibility of using PEC funds to cover the cost of an appraisal for Rebecca Dillon who has a property on Kimble Road that she wished to do a DUR purchase for the remaining DUR, but they could not afford to get an appraisal. Ms. Teetor will contact the Dillon's to see if they are still interested in a DUR purchase if the appraisal cost is covered.

Adjournment There being no further business, Mr. Engel moved and Ms. Bacon seconded that the Authority adjourn to the next meeting is scheduled for Thursday December 21st at 10:00 am. The motion was approved unanimously.

Randy Buckley, Chair

Alison Teetor, Clerk to the Authority

EOY 2017
 Fiscal Year 2018
 July Rev/AR
 July Exps/AP
 July Exp Bill & Jane Johnston purchase
 Aug Rev/AR
 Aug Exps/AP
 Sept Rev/AR
 Sept Exps/AP
 Oct Rev/AR
 Oct Exps/AP
 Nov Rev/AR
 Nov Exps/AP
 Dec Rev/AR
 Dec Exps/AP
 YTD Rev/AR
 YTD Exps/AP
 Adjustments
 YTD FUND BALANCE (AR & AP)

Total Fund Balance	Donations	Stewardship Account	Local Funds
226,970	58,503	96,584	71,883
		79	32,913
	-1,090	0	-1,408
		-30,471	
	25	80	1,740
	-1,916	-2,097	-1,700
	2,825	82	0
	-2,410	0	0
	3,634	21,055	-1,100
	-1,992	0	500
	2,100	0	0
	-1,774	0	0
	10,385	0	-500
	-1,247	0	
76,327	19,878	21,296	35,153
47,703	10,428	2,097	35,179
0			
255,594	67,953	115,783	71,857

Clarke County:
 Transfer from Gen Fund-\$15,000
 Land use rollback tax-\$ 2,000
 Accts Rec VDACS (Johnston)- \$ 15,912.50 Rec'd 9/22/17

Clarke County:
 Land use rollback
 tax=1,740.48

Brenda Bennett:
 Land use rollback
 tax=500.00

VDACS

28,989.52 Expires 12/31/2017 (FY2016)
 86,950.00 Expires 12/31/2018 (FY2017)
115,939.52
 -15,912.50
 -40,000.00 estimated

60,027.02 AVAILABLE Estimated YTD BALANCE-VDACS

Anticipated Easement Closings:

Bill & Jane Johnston-CLOSED- Actual EXPS above
 Fairfield - Estimated

ESTIMATED YTD BALANCE

	Local	Funds/Donations	Actual Expenses	Remaining
FY18 Expenditure Appropriations				
General Expenses	45,000		17,232	27,768
Fairfield / Greenhaugh	80,000			
	125,000		17,232	27,768

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

Through Jan 04, 2018

Conservation Easement Expense Detail - FY18

	Donations	Stewardship	Local Funds
<u>July</u>			
	1,000.00 Clarke County HS-Athletic Program support		30,471.00 Hall, Monahan-Johnston easement purchase
	90.00 Clarke County Ruritan Club		30,471.00 sub-total
	<u>1,090.00</u>		550.00 Maral S Kalbian-CEA Services July 2017
			857.50 Hall, Monahan-Legal Svcs July 2017
			<u>1,407.50</u>
<u>August</u>			
	400.00 Clarke County Fair-Blue Ribbon Sponsorship	1,000.00 B Herde-Intern work	1,700.00 Hall, Monahan-Legal Svcs Aug 2017
	25.00 Downstream Project	1,000.00 S Dorsey-Intern work	
	972.74 Robin Couch Cardillo-CEA Services Aug 2017	23.33 S Dorsey-mileage	
	68.00 Winchester Printers-CCEA Banner	73.51 B Herde-mileage	
	450.00 Gloria Marconi Illustration-CEA Services		
	<u>1,915.74</u>	<u>2,096.84</u>	<u>1,700.00</u>
<u>Sept</u>			
	800.00 Robin Couch Cardillo-CEA Services		
	500.00 Drohn Design-Panel exhibit Wetland Exhibit		
	218.66 Winchester Printers-Newsletter & Postage		
	891.00 Winchester Printers Inc-Newsletter & Postage		
	<u>2,409.66</u>	<u>0.00</u>	<u>0.00</u>
<u>Oct</u>			
	1,440.00 Robin Couch Cardillo - Services for CEA		
	1.82 Purchase Power-postage		
	550.00 Gloria Marconi Illustration-CEA Services		
	<u>1,991.82</u>	<u>0</u>	1,100.00 Maral S Kalbian
<u>Nov</u>			<u>1,100.00</u>
	972.74 Robin Couch Cardillo-Svcs for CEA Nov '17		
	800.99 BMS Direct-Services		
	<u>1,773.73</u>	<u>0</u>	<u>0.00</u>
<u>Dec</u>			
	200.00 Gloria Marconi Illustration-CEA Services		
	1,046.86 Robin Couch Cardillo-Svcs for CEA		
	<u>1,246.86</u>	<u>0</u>	500.00 Myers & Woods Apprsl-Arkfield (Opequon Cattle Co)
			<u>500.00</u>

YTD Totals

Donations 10,428

Stewardship

2,097

Local Funds

35,179



ROBIN COUCH CARDILLO

January 11, 2018

Clarke County Conservation Easement Authority
Fundraising and Public Relations Report
January 2018 meeting

Donor Statistics

See attached Master Report

- 2017 total: \$25,101.00 from 168 donors

Ongoing

- Fourth Wingate Mackay-Smith Land Conservation Award Luncheon

- Thursday, January 18, Millwood County Club – Authority meeting at 11:00, preceding luncheon at noon
- Mel Kohn and Edna Small Kohn will attend; they're thrilled

-End-of-year results debrief

- Slightly more total donations than last year, but less for year-end
- Timing of donations
- Missing donors

-Follow-up on workshop on tax advantages of easement

- Start with Blue Ridge community association; get on calendar
- Work with Bill Waite and Yount Hyde & Barbour?

-Media outreach

- Announce Shockey easement donations?

-Winter newsletter

- Land Conservation Award media release/invitation

-Photo contest?

- Time for new photos? Publicity?

Fundraising Results: Clarke County Conservation Easement Authority

As of January 11, 2018

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
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	\$25,101.00
# Donations	115	161	208	209	203	195	181	200	169	158	164	168
YE Donor Appeal												
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
Donor Respondents	73	59	87	86	76	68	50	69	51	61	47	48
YE Prospect Amount	\$2,115	\$2,115	\$425				\$40		\$1,650	\$104	\$25	\$325
Prospect Respondents	24	24	7				1		3	2	1	3
Winter Newsletter												
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
Respondents	23	23	23	27	32	21	32	39	26	25	29	39
Spring Newsletter												
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
Donor: Respondents	35	5	19	38	26	27	32	28	26	27	19	23
payer Spring Newsletter: Dollar Amt	\$2,200	\$2,200	\$940	\$460	\$450	\$825	\$765	\$165	\$1,380	\$100	\$75	\$1,150
payer Spring Newsletter: Respondents	16	16	19	10	4	11	5	4	9	1	3	8
Summer Newsletter												
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
Respondents	20	20	27	22	33	26	21	22	27	22	28	20
Fall Newsletter												
Donor: Dollar Amount	\$2,210	\$2,210	\$765	\$260	\$7,300	\$2,946	\$4,630	\$2,660	\$2,325	\$1,250	\$600	\$3,870
Donor: Respondents	12	12	5	7	25	26	30	27	14	3	6	11
Taxpayer Fall Newsletter Dollar Amt	\$1,430	\$1,430	\$90	\$1,405	\$65	\$605	\$715	\$240	\$760		\$325	\$1,200
payer Fall Newsletter: Respondents	25	25	4	8	2	8	9	5	5		5	4
Over the Transom												
Dollar Amount	\$3,380	\$3,380	\$3,380	\$4,175	\$1,900	\$868	\$1,457	10,500	\$1,550	\$257	\$362	\$1,230.00
Donor Respondents	17	17	17	11	5	6	2	2	2	3	12	6
Donor Thank-You Party												
Dollar Amount	\$1,105							\$1,175	\$705	\$595	\$638	\$710
Donor Respondents	6							4	6	14	14	6
Photo Revenue												
Notecards					\$747	\$57	\$67	\$469				
Gift-in-Kind (admin work donated by Kate Petranec)						\$346	\$473				\$20	\$304