

CLARKE COUNTY  
Conservation Easement Authority  
THURSDAY – 19 JULY 2018 - 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 meetings of 17 May 2018
3. Bank Account balances
4. Campaign for the Authority
5. Discussion
  - a. Website/facebook page
  - b. Fair ad
  - c. Easement inspections
6. Easement Donation/Purchase
  - a. Turman
  - b. RSP enterprises
  - c. Opequon Cattle Company
  - d. Callendar I, II
  - e. Elrod
  - f. Hitchen
6. Other
7. Adjournment - next meeting – Thursday September 20<sup>th</sup> 10 am

**CLARKE COUNTY**  
**Conservation Easement Authority**  
**draft Minutes – 17 May 2018 draft**

A regular meeting of the Conservation Easement Authority was held at 10:00 am on Thursday, 17 May 2018, in the C conference room, 2<sup>nd</sup> Floor Government Center.

**Present:** M. Jones, B. Byrd, R. Buckley, W. Thomas, R. Bacon, G. Ohrstrom (arr. 10:15)  
**Absent:** P. Engel  
**Staff:** A. Teetor, R. Couch Cardillo  
**Others:** Pam Lettie

**Agenda** On motion of Ms. Jones, seconded by Ms. Bacon, the Authority unanimously approved the agenda with the addition of item 6b. request for match from the Historic Preservation Commission and item 6c. printing of the Take a Hike Brochure.

**Minutes** On motion of Ms. Thomas, seconded by Ms. Bacon, the Authority unanimously voted to approve the minutes of April 19, 2018.

**Bank Account:** Ms. Teetor reviewed the financial spreadsheets. Current fund balances show a total fund balance of \$262,026 consisting of \$70,360 in the donations account, \$116,192 in stewardship, and \$75,475 in local funds.

**Public Relations:** Ms. Cardillo provided an update on the donations to date stating that donations continue to come in at a good pace, but she expects an increase with the distribution of the spring newsletter. She introduced Pam Lettie who is working on a new book that involves a photo contest similar to ours highlighting nature in Clarke County. She attended today's meeting to discuss her project and see how it might mesh with the Authorities photo contest. The submission deadline for her photos is May 31<sup>st</sup>. Her plan is to have an exhibit at the Barns in October she suggested that the Authority's photo contest winners could be included in the exhibit. Members discussed the idea and agreed that it would be a great opportunity to showcase the winners of the 2018 photo contest. Ms. Teetor reported that she has received approximately 7 entries from students so far. Ms. Cardillo is distributing postcards, entry forms and posters to advertise the contest. The date for the Donor thank-you reception is June 22<sup>nd</sup> from 6:30 to 8:30 pm. Ms. Teetor asked members if they would consider publishing the Take a Hike brochure, she explained that she has been doing it house but they are very popular and we could distribute more widely. Ms. Cardillo provided estimates from Winchester Printers for \$260 for 500 or \$395 for 1,000. Members agreed to spend \$395 for 1,000 copies of the brochure.

**Easement Donation/Purchase**

a. John Turman, Brian Bayliss, agent, has applied to the easement authority for approval of an easement donation. The property is located in the 300 block of Chrismore Rd. approximately 2/10 of a mile west of Gun Barrel Lane. The property is identified by Tax Map# 28-A-2. It consists of 57 acres with 3 DUR's. The land is vacant and used for grazing cattle. The applicant proposes to retire 1 of the 3 DUR's and would like to be able to subdivide off a 20-acre lot (following an existing tree line). The property meets all of the 4 criteria. The property resource score is 60.96. The applicant is retiring 1 DUR. It is across the road from an existing easement (Shiley), and it is more than 40 acres. Points were

given for retiring 1 DURs, having several sinkholes, and being within the groundwater recharge area. A site visit was conducted on May 11<sup>th</sup>. On motion of Mr. Ohrstrom, seconded by Ms. Jones members gave final approval for the easement donation.

**Discussion**

a. Cost of Community Services Study – Ms. Teetor reported that the Cost of Community Services study kickoff meeting with Weldon Cooper was held Friday May 11<sup>th</sup>. The purpose was to describe the project to County Department heads that would be asked to provide data for the study. Materials handed out at the meeting were included in the packet. Ms. Teetor stated that a final report presentation would be provided at the end of the study in September.

b. Request for matching funds – Historic Preservation Commission (HPC) – The HPC is applying for a CLG grant for Phase 2 of the Book describing Clarke County History through architecture. Last time the Easement Authority agreed to provide \$2,500 towards the match. The HPC is requesting a similar match for this phase. Members discussed the request. Ms. Jones opined that if asked to provide match for all 4 phases the amount would be \$10,000 which she felt was too much. After discussion on motion of Mr. Ohrstrom, seconded by Ms. Thomas members approved the \$2,500 match, Ms. Jones voted no.

**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 June 21<sup>st</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

NOT FY18 FINAL YET

	Total Fund Balance	Donations	Stewardship Account	Local Funds
<b>EOY 2017</b>	226,970	58,503	96,584	71,883
<b>Fiscal Year 2018</b>				
July Rev/AR		909	79	32,913
July Exps/AP		-1,090	0	-1,408
July Exp Bill & Jane Johnston purchase				-30,471
Aug Rev/AR		25	80	1,740
Aug Exps/AP		-1,916	-2,097	-1,700
Sept Rev/AR		2,825	82	
Sept Exps/AP		-2,410	0	0
Oct Rev/AR		3,634	21,137	
Oct Exps/AP		-1,992	0	0
Nov Rev/AR		2,100	82	500
Nov Exps/AP		-1,774	0	0
Dec Rev/AR		4,035	85	
Dec Exps/AP		-1,247	0	-500
Jan Rev/AR		10,557	85	
Jan Exps/AP		-1,483	0	-2,113
Feb Rev/AR		550	76	
Feb Exps/AP		-1,107	0	0
Mar Rev/AR		2,513	85	
Mar Exps/AP		-831	0	-170
Apr Rev/AR		3,030	82	5,120
Apr Exps/AP		-1,337	0	-320
May Rev/AR		750	85	
May Exps/AP		-3,260	0	0
June Rev/AR		1,401		2,349
June Exps/AP		-7,493	0	0
<b>YTD Rev/AR</b>	<b>96,907</b>	<b>32,329</b>	<b>21,957</b>	<b>42,622</b>
<b>YTD Exps/AP</b>	<b>64,717</b>	<b>25,939</b>	<b>2,097</b>	<b>36,681</b>
<b>Adjustments</b>	<b>0</b>			
<b>YTD FUND BALANCE (AR &amp; AP)</b>	<b>259,160</b>	<b>64,893</b>	<b>116,444</b>	<b>77,824</b>

**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

**Brenda Bennett:**  
 Land use rollback

**Brenda Bennett:**  
 Land use rollback

**VDACS**

28,989.52	Expires 12/31/2017 (FY2016)
86,950.00	Expires 12/31/2018 (FY2017)
<b>115,939.52</b>	
<b>-15,912.50</b>	
-20,000	estimated
-11,250.00	estimated
<b>48,777.02</b>	AVAILABLE Estimated YTD BALANCE-VDACS

**Anticipated Easement Closings:**

Bill & Jane Johnston-CLOSED- Actual EXPS above				
Fairfield - Estimated		-20,000		-20,000
Neal & Rebecca Dillon - Estimated				-11,250
<b>ESTIMATED YTD BALANCE</b>	<b>207,910</b>	<b>44,893</b>	<b>116,444</b>	<b>46,574</b>

FY18 Expenditure Appropriations	Local		Appropriated Balance
	Funds/Donations	Actual Expenses	Remaining
General Expenses	45,000	34,246	10,754
Fairfield / Greenhaugh	80,000		
Neal & Rebeca Dillon	22,500		
	<b>147,500</b>	<b>34,246</b>	<b>10,754</b>

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



**Conservation Easement Expense Detail - FY18**

	<u>Donations</u>	<u>Stewardship</u>	<u>Local Funds</u>
<u>July</u>			30,471.00 Hall, Monahan-Johnston easement purchase
			30,471.00 <i>sub-total</i>
	1,000.00 Clarke County HS-Athletic Program support		550.00 Maral S Kalbian-CEA Services July 2017
	90 Clarke County Ruritan Club		857.50 Hall, Monahan-Legal Svcs July 2017
	<b>1,090.00</b>		<b>1,407.50</b>
<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		
	<b>1,915.74</b>	<b>2,096.84</b>	<b>1,700.00</b>
<u>Sept</u>	800.00 Robin Couch Cardillo-CEA Services		
	500.00 Krohn Design-Panel exhibit Wetland Exhibit		
	218.66 Winchester Printers-Newsletter & Postage		
	891 Winchester Printers Inc-Newsletter & Postage		
	<b>2,409.66</b>	<b>0.00</b>	<b>0.00</b>
<u>Oct</u>	1,440.00 Robin Couch Cardillo - Services for CEA		
	1.82 Purchase Power-postage		
	550.00 Gloria Marconi Illustration-CEA Services		
	<b>1,991.82</b>	<b>0</b>	<b>0.00</b>
<u>Nov</u>	972.74 Robin Couch Cardillo-Svcs for CEA Nov '17		
	800.99 BMS Direct-Services		
	<b>1,773.73</b>	<b>0</b>	<b>0.00</b>
<u>Dec</u>	200.00 Gloria Marconi Illustration-CEA Services		500.00 Myers & Woods Apprsl-Arkfeld (Opequon Cattle Co)
	1,046.86 Robin Couch Cardillo-Svcs for CEA		
	<b>1,246.86</b>	<b>0</b>	<b>500.00</b>
<u>Jan</u>	640.00 Robin Couch Cardillo-Svcs for CEA		2,112.50 Hall, Monahan-Legal Svcs Sept-Dec
	188.31 Winchester Printers-CEA Services		
	654.64 Winchester Printers-CEA Services		
	<b>1,482.95</b>	<b>0</b>	<b>2,112.50</b>
<u>Feb</u>	23.00 Crown Trophy		
	9.52 Purchase Power-postage		
	990.42 Robin couch Cardillo - CEA Services		
	84.00 BB&T - CEA Awards Gift		
	<b>1,106.94</b>	<b>0</b>	<b>0.00</b>
<u>Mar</u>	25.00 Downstream Project - Domain Name Renewal		170.00 Hall, Monahan - Title exam Dillon property
	450.00 Gloria Marconi Illustration-2018 winter nwsltr		
	356.00 BB&T-PA & CEA Supplies		
	<b>831.00</b>	<b>0</b>	<b>170.00</b>
<u>Apr</u>	250.00 Virginia's United Land Trusts-registration		320.00 Hall, Monahan,-Legal Svcs Jan-Mar 2018
	1,087.36 Winchester Printers		
	<b>1,337.36</b>	<b>0</b>	<b>320.00</b>
<u>May</u>	720.00 Robin Couch Cardillo-2018 News ltr/fair booklet		
	880.00 Robin Couch Cardillo-newsletter/database maint		
	450.00 Gloria Marconi Illustration-Spring 2018 Nwsltr		
	250.00 Gloria Marconi Illustration-Svcs for CEA		
	960.00 Robin Couch Cardillo-Spring Nwsltr, postcard/poster		
	<b>3,260.00</b>	<b>0</b>	<b>0.00</b>
<u>June</u>	3,520.00 Maral Kalbian-consulting svcs		
	185.00 Winchester Printers-envelopes		
	1,060.00 Robin Couch Cardillo CEA Services		
	494.07 Winchester Printers-printing & postage		
	395.00 Winchester Printers -Brochures for CEA		
	765.62 Winchester Printers - Photo contest		
	68.00 Winchester Printers-CEA Banner		
	1,005.52 Robin Couch Cardillo-reception, contest, brochure		
	<b>7,493.21</b>	<b>0</b>	<b>0.00</b>
<b>YTD Totals</b>	<b>25,939</b>	<b>2,097</b>	<b>36,681</b>



R O B I N C O U C H C A R D I L L O

July 13, 2018

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

### **Donor Statistics**

See attached Master Report

- 2018 total to date: \$10,940.20 from 66 donations

### **Ongoing**

#### *-Photo contest update*

- Number/type of entries
- Schedule judging by *National Geographic* photographer Ken Garrett

#### *-Rescheduling thank-you reception for donors and easement landowners?*

- Look at potential dates
- Can resend simple invitations

#### *-Summer newsletter in the works*

- Profile Joe and Denise Sipe
- Smithfield Farm grant tentative
- Other news items?

#### *-Media/public relations*

- New banner – number needed and placement
- Distributing “Take a Hike” brochure locally

## Fundraising Results: Clarke County Conservation Easement Authority

As of July 13, 2018

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
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	\$10,940.20
# Donations	115	161	208	209	203	195	181	200	169	158	164	169	66
<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>
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	
Donor Respondents	73	59	87	86	76	68	50	69	51	61	47	48	
YE Prospect Amount		\$2,115	\$425				\$40		\$1,650	\$104	\$25	\$325	
Prospect Respondents		24	7				1		3	2	1	3	
<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>
Dollar Amount			\$2,700	\$2,065	\$2,865	\$2,126	\$3,611	\$4,805	\$3,335	\$2,700	\$2,228	\$2,815	\$4,920
Respondents			23	27	32	21	32	39	26	25	29	39	29
<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>
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	\$1,500
Donor: Respondents	35	5	19	38	26	27	32	28	26	27	19	23	14
Non-payer Spring Newsletter: Dollar Amt		\$2,200	\$940	\$460	\$450	\$825	\$765	\$165	\$1,380	\$100	\$75	\$1,150	\$550
Non-payer Spring Newsletter: Respondents		16	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>
Dollar Amount		\$2,370	\$2,020	\$1,330	\$1,883	\$2,735	\$1,580	\$5,040	\$3,215	\$1,927	\$2,115	\$3,110	
Respondents		20	27	22	33	26	21	22	27	22	28	20	
<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>
Donor: Dollar Amount		\$2,210	\$765	\$260	\$7,300	\$2,946	\$4,630	\$2,660	\$2,325	\$1,250	\$600	\$3,870	
Donor: Respondents		12	5	7	25	26	30	27	14	3	6	11	
Non-payer Fall Newsletter Dollar Amt		\$1,430	\$90	\$1,405	\$65	\$605	\$715	\$240	\$760		\$325	\$1,200	
Non-payer Fall Newsletter: Respondents		25	4	8	2	8	9	5	5		5	4	
<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>
Dollar Amount			\$3,380	\$4,175	\$1,900	\$868	\$1,457	10,500	\$1,550	\$257	\$362	\$2,230.00	\$3,970
Donor Respondents			17	11	5	6	2	2	2	3	12	7	17
<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>
Dollar Amount	\$1,105							\$1,175	\$705	\$595	\$638	\$710	
Donor Respondents	6							4	6	14	14	6	
<b>Photo Revenue</b>					\$747	\$57	\$67			\$	20		
Notecards												\$304	
Gift-in-Kind (admin work donated by Kate Petranech)						\$346	\$473	\$469					