

CLARKE COUNTY
Conservation Easement Authority
THURSDAY – 16 AUGUST 2018 - 10:00 am
A/B Conference Room, 2nd Floor Government Center

AGENDA

1. Approval of Agenda
2. Approval of Minutes of the meetings of 19 July 2018
3. Bank Account balances
4. Campaign for the Authority
5. Discussion
 - a. Website/facebook page
6. Easement Donation/Purchase - update
 - a. RSP enterprises
 - b. Opequon Cattle Company
 - c. Callendar I, II
 - d. Elrod – request to pay for appraisal
 - e. Hitchen
7. Other
8. Adjournment - next meeting – Thursday September 20th 10 am

CLARKE COUNTY
Conservation Easement Authority
draft Minutes – 19 July 2018 draft

A regular meeting of the Conservation Easement Authority was held at 10:00 am on Thursday, 19 July 2018, in the C conference room, 2nd Floor Government Center.

Present: M. Jones, R. Buckley, W. Thomas, R. Bacon, P. Engel
Absent: G. Ohrstrom, B. Byrd
Staff: A. Teetor
Others: Cathy Kuehner

Agenda On motion of Mr. Engel, seconded by Ms. Thomas, the Authority unanimously approved the agenda with the addition of item 6, under other, a discussion of historical documentation and the proposed book “Clarke County, Virginia: History through Architecture”.

Minutes On motion of Ms. Jones, seconded by Ms. Thomas, the Authority unanimously voted to approve the minutes of May 17, 2018 with corrections.

Bank Account: Ms. Teetor reviewed the financial spreadsheets. Current fund balances show a total fund balance of \$259,160 consisting of \$64,893 in the donations account, \$116,444 in stewardship, and \$77,824 in local funds. Ms. Teetor discussed the June expenditures. In particular was the payment to Ms. Kalbian for the documentation and review of the historic structures on Callander I and II (Walnut Hall). The documentation was required to determine which of the multiple historic structures, particularly on Walnut Hall, should be preserved and maintained. This led to a discussion of the amount of money the Authority has spent on documenting historic resources. Mr. Engel brought up the point that the Authority has funded \$5,000 for the book and now is spending funds on providing documentation for structures that may be included in the book. He suggested that any future documentation that may be part of the book should not be charged to the Authority. Other members agreed that it appeared that they were paying twice for the same information. Ms. Teetor will work to get estimated costs for historical documentation and present to Authority members for authorization.

Public Relations: Ms. Cardillo was not present for the meeting but did provide a report for the packet. Donations continue to come in and the amount collected to date this year is consistent with previous years. Ms. Teetor reported that there are about 35 entries in the photo contest. Mostly students and amateurs with a few professionals. She will speak to Mr. Ohrstrom about when to schedule the judging. Ms. Cardillo also asked if members would be interested in rescheduling the donor reception to sometime in the fall. Members agreed that everyone seems to enjoy the event. Ms. Teetor will discuss possible dates with Mr. Ohrstrom. Regarding the summer newsletter, Ms. Cardillo will interview Joe and Denice Sipe, highlighting their Christmas Tree Farm. Members discussed that this article could be the first in a series emphasizing the potential income producing aspects of easement properties, highlighting pluses of easements and dispelling myths. Recognizing that all easements are negotiable. They also suggested a short paragraph highlighting the Hawk Informational sign could be included.

Discussion

a. Website/Facebook – Ms. Kuehner, Public Relations Director, was present to discuss the Authority's website and Facebook presence. She described that the Facebook page has not been kept current and this can have the negative affect of having people think that the Authority no longer exists or at the very least isn't doing anything. A similar negative impact can be had with a stagnant website. The objectives of using social media should be to promote the mission and educate the public about conservation easements and how the Authority works. It's important to have a plan that can be implemented. She suggested the Authority may want to consider dropping the Facebook page as she has created a Clarke County FB page that could be used to post information about what the easement authority is doing. She already has a large following and that would work to the Authority's advantage. She also suggested that the website have 3 administrators – Ms. Teetor, herself, and Ms. Cardillo if she was willing. Members discussed her suggestions and agreed to review the current website and discuss the use of social media at the next meeting.

b. Fair ad/Sponsorship – Ms. Teetor stated that the Fair Catalogue had been printed and included a full-page ad for the Authority, as had been done in previous years. The cost is \$90. In addition, last year the Authority sponsored the pig scramble at a \$400 level that provides public service announcements during the event and banner placement. On motion of Ms. Rives, seconded by Ms. Jones members agreed to the ad and sponsorship. Another sponsorship is for the Clarke County High School Athletics. Last year the Authority sponsored at the \$1,000 level that provides for banner placement at all sporting events and an ad in the fall sports program. After discussion on motion of Ms. Thomas, seconded by Ms. Jones, members approved the \$1,000 sponsorship.

c. Easement Inspections – Ms. Dorsey, one of the interns, provided a summary of the inspection work to date that was included in the packet. Both interns are working efficiently and are on tract to complete all inspections by mid-August.

Easement Donation/Purchase

There are no new applications but Ms. Teetor provided an update as to the active easement applications.

a. John Turman, Brian Bayliss, agent, the applicant has received a draft deed and notified staff that he had a fire at his residence and will get back to working on the easement at a later time.

b. RSP Enterprises – a ALE grant application for a 215 acre portion of Smithfield farm. Ms. Teetor is preparing the application for the August 31st submission deadline.

c. Opequon Cattle Company – an approved ALE grant application, Mr. Arkfeld, owner is reviewing the draft deed of easement.

d. Callander I & II – The Shockey's and their attorney have received the draft deeds of easement and will respond with comments later this month.

e. Rick Elrod – the property is located off of Rt. 7 on Rock Gate Lane. Ms. Teetor has been working with his 2 lenders to gain subordination so that the easement can be recorded.

f. Peter and Melanie Hitchen have renewed their interest in an easement and a draft was prepared and sent to them for review.

Other As the book and historic resources had been discussed earlier there was no further discussion.

Adjournment There being no further business, Ms. Thomas moved and Mr. Engel seconded that the Authority adjourn the meeting. The next meeting is scheduled for Thursday September 20th at 10:00 am, unless there are action items requiring an August meeting. The motion was approved unanimously.

Randy Buckley, Chair

Alison Teetor, Clerk to the Authority



ROBIN COUCH CARDILLO

August 10, 2018

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

Donor Statistics

See attached Master Report

- 2018 total to date: \$11,040.20 from 67 donations

Ongoing

-Photo contest update

- Received 109 entries from 36 photographers (16 student, 17 amateur, 3 professional)
- George hosting judging by *National Geographic* photographer Ken Garrett on August 15
- Winners formally announced following week

-Rescheduling thank-you reception for donors and easement landowners

- Confirm Friday, October 12?
- Resending revised invitations

-Summer newsletter

- Finalizing profile of Joe and Denise Sipe; hawk migration; interns; new date for donor reception

-Media/public relations

- Clarke County Fair – sponsoring pig scramble, banner in place, table for display
- Clarke County High School – banner on display at sports events throughout year

-Website

- Proposing to refresh look and revise content slightly

-Social media

- Proposing to close current Authority Facebook page; use county Facebook page to disseminate information; reassess in a year if want to relaunch targeted Authority Facebook page

Fundraising Results: Clarke County Conservation Easement Authority

As of August 10, 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	\$11,040.20
# Donations	115	161	208	209	203	195	181	200	169	158	164	169	67
YE Donor Appeal													
Donor Appeal Amount	\$8,485	\$8,310	\$8,477	\$10,134	\$8,376	\$12,815	\$7,250	\$15,706	\$17,635	\$47,003	\$15,665	\$7,577	\$1,600
Donor Respondents	73	59	87	86	76	68	50	69	51	61	47	48	15
YE Prospect Amount		\$2,115	\$425				\$40		\$1,650	\$104	\$25	\$325	\$550
Prospect Respondents		24	7				1		3	2	1	3	3
Winter Newsletter													
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
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	\$1,600
Donor: Respondents	35	5	19	38	26	27	32	28	26	27	19	23	15
payer Spring Newsletter: Dollar Amt		\$2,200	\$940	\$460	\$450	\$825	\$765	\$165	\$1,380	\$100	\$75	\$1,150	\$550
yer Spring Newsletter: Respondents		16	19	10	4	11	5	4	9	1	3	8	3
Summer Newsletter													
Dollar Amount		\$2,370	\$2,020	\$1,330	\$1,883	\$2,735	\$1,580	\$5,040	\$3,215	\$1,927	\$2,115	\$3,110	\$2,810
Respondents		20	27	22	33	26	21	22	27	22	28	20	20
Fall Newsletter													
Donor: Dollar Amount		\$2,210	\$765	\$260	\$7,300	\$2,946	\$4,630	\$2,660	\$2,325	\$1,250	\$600	\$3,870	\$1,600
Donor: Respondents		12	5	7	25	26	30	27	14	3	6	11	15
Taxpayer Fall Newsletter: Dollar Amt		\$1,430	\$90	\$1,405	\$65	\$605	\$715	\$240	\$760		\$325	\$1,200	\$550
payer Fall Newsletter: Respondents		25	4	8	2	8	9	5	5		5	4	3
Over the Transom													
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
Donor Thank-You Party													
Dollar Amount	\$1,105												
Donor Respondents	6												
Photo Revenue													
Notecards					\$747	\$57	\$67			\$	\$		\$304
Gift-in-Kind (admin work donated by Kate Petranech)					\$346	\$473	\$469						

Fund 235 - Conservation Easement Balances

FY18 NOT FINAL YET

EOY FY18 - Estimated

Fiscal Year 2019

	Total Fund Balance	Donations	Stewardship Account	Local Funds
	259,243	68,413	116,526	74,304
July Rev/AR		1,975		
July Exps/AP		-1,115	0	0
Aug Rev/AR		125		
Aug Exps/AP		0	0	0
Sept Rev/AR		0	0	0
Sept Exps/AP		0	0	0
Oct Rev/AR		0	0	0
Oct Exps/AP		0	0	0
Nov Rev/AR		0	0	0
Nov Exps/AP		0	0	0
Dec Rev/AR		0	0	0
Dec Exps/AP		0	0	0
YTD Rev/AR	2,100	2,100	0	0
YTD Exps/AP	1,115	1,115	0	0
Adjustments	0	0	0	0
YTD FUND BALANCE (AR & AP)	260,228	69,398	116,526	74,304

VDACS

86,950.00 Expires 12/31/2018 (FY2017)

61,615.23 Expires 12/31/2019 (FY2018)

148,565.23

Anticipated Easement Closings:

ESTIMATED YTD BALANCE 260,228 69,398 116,526 74,304 AVAILABLE Estimated YTD BALANCE-VDACS

	Local	Funds/Donations	Actual Expenses	Appropriated Balance
FY19 Expenditure Appropriations				
General Expenses	45,000	1,115	43,885	
	45,000	1,115	43,885	

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

Through Aug. 07, 2018 NOT FINAL 2018 YET
 Conservation Easement Expense Detail - FY19

	Donations	Stewardship	Local Funds
July	25 Downstream Pjt = Domain name renewal CEA 90 Clarke County Ruritan Club 1,000.00 CCHS - Program Ad, Athletic Dept		
August	1,115.00		0.00
Sept	0.00	0.00	0.00
Oct	0.00	0.00	0.00
Nov	0.00	0.00	0.00
Dec	0.00	0	0.00
	0.00	0	0.00

YTD Totals Donations 1,115 Stewardship 0 Local Funds 0