

CLARKE COUNTY

Conservation Easement Authority

THURSDAY – 15 JANUARY 2015 - 10:00 AM
A/B Conference Room, 2nd Floor Government Center

AGENDA

1. Call to Order - staff
2. Election of Officers
 - ❖ Chair (currently George Ohrstrom)
 - ❖ Vice Chair (currently Randy Buckley)
 - ❖ Secretary/Treasurer (currently Pete Engel)
3. Approval of Agenda
4. Approval of Minutes of the meetings of 18 December 2014
5. Bank Account Report Balance as of

30 November 2014	\$78,407.70	Bank of Clarke County
+ Donations	<u>\$ 4,168.97</u>	
Balance as of December 31, 2014	\$82,576.67	

Approval of payments:
Winchester Printers for envelopes & year end appeal mailing - \$1,042.06
Robin Cardillo for newsletter production, farmers market - \$880
6. Stewardship Fund – balance as of

31 December 2014	\$72,492.33	Bank of Clarke County
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7. Campaign for the Authority – see attached report
8. Discussion
 - a. Update Legislation concerning Conservation Easements – Carolyn Sedgewick, PEC
9. Easement Donation/Purchase
 - a. John Taylor - easement donation
 - b. William Bowen – easement donation
 - c. Boyles – DUR Purchase

Report on Applications for Easement Purchase

Possible Closed Session to discuss real estate

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.

10. Adjournment - next meeting – Thursday February 19th 10 am

CLARKE COUNTY
Conservation Easement Authority
draft Minutes – 18 December 2014 draft

A regular meeting of the Conservation Easement Authority was held at 10:00 am on Thursday, 18 December 2014, in the A/B Conference Room, 2nd Floor Government Center.

Present: G. Ohrstrom, R. Buckley, D. Weiss, L. Wallace

Absent: P. Engel, M. Jones, W. Thomas

Staff: A. Teetor

Call to Order : Mr. Ohrstrom called the meeting to order at 10:00 a.m.

Agenda On motion of Mr. Buckley, seconded by Ms. Wallace, the Authority unanimously approved the agenda.

Minutes On motion of Ms. Wallace, seconded by Mr. Buckley, the Authority unanimously voted to approve the minutes of November 20, 2014.

Bank Account: Ms. Teetor provided an updated bank statement. The general fund balance as of November 30, 2014 is \$78,407.70. There were a total of \$2,817.35 donations last month. On motion of M. Wallace, seconded by Mr. Buckley members approved payments of \$1,135.68 to Robin Cardillo for newsletter production and \$200 to Gloria Marconi for newsletter production.

Stewardship Fund: The stewardship fund has a balance of \$72,467.71 as of November 30, 2014.

Public Relations

Ms. Cardillo was not able to attend the meeting but provided a report which was included in the packet. The primary discussion was on the award luncheon honoring past chair, Wingate Mackay-Smith. Ms. Cardillo provided information on pricing to rent the Millwood Country Club. After discussion, members agreed that the Club pricing was too high and that holding the luncheon at the Camino Real restaurant in Berryville would be adequate and convenient. Another consideration was the type of award given to the recipient in addition to the having their name mounted on a plaque in the government center. In other news, the parking meter one an award and the authority received \$25 worth of "Berryville Bucks". Members agreed to wait for a meeting where more members could be present to determine how best to use the "Bucks".

Discussion

- a. Deed of Amendment Newman – Richard and Marie Marie Newman applied to the easement authority for approval of a deed of amendment so as to retire the one remaining DUR on her property. The property is currently held in easement by the Authority. The easement on the 99 acre parcel was purchased from Bill Stenning in 2006 at that time the applicant retired 3 of the 4 remaining DUR's. There is an existing house which was built in 2000. On motion of Ms. Wallace, seconded by Mr. Weiss members approved the deed of amendment.
- b. Update on tax credit legislation – a briefing paper was included in the packet. Unfortunately Congress failed to pass the Supporting America's Charity Act which would have made permanent tax incentives for donation of conservation easements.

Easement Donation/Purchase Donation

a. **John Taylor** – staff reported that a letter was sent to the applicant stating that the easement donation was approved. The applicant is still exploring options with regards to the future of the property.

b. **William Bowen** – Mr. Bowen had applied for an easement donation for his property located at 858 Nelson Rd.. A site visit was conducted on December 15th. On motion of Mr. Buckley, seconded by Ms. Wallace members unanimously approved the easement donation.

Purchase

On motion of Ms. Wallace, 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 Ms. Wallace, seconded by Mr. Buckley, the Authority unanimously approved reconvening in Open Session. Mr. Buckley moved, seconded by Mr. Weiss, 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:

Mr. Weiss	Aye	Ms. Wallace	Aye	Mr. Buckley	Aye
Mr. Engel	Absent	Ms. Thomas	Absent		
Mr. Ohrstrom	Aye	Ms. Jones	Absent		

The following actions were taken subsequent to the Closed Session:

On motion of Ms. Wallace, seconded by Mr. Buckley, the Authority unanimously voted to give final approval to the DUR easement purchase of the property owned by Jerry Boyles, for an amount not to exceed \$40,000.

Adjournment There being no further business, Mr. Buckley moved and Ms. Wallace seconded that the Authority adjourn to the Thursday January 15th at 10:00 am. The motion was approved unanimously.

George L. Ohrstrom, II, Chair

Alison Teetor, Clerk to the Authority

1/07/2015

-1R414- Co# 001 COUNTY OF CLARKE

Starting Tax Year: 5514 Ending Tax Year: 5514

DATE DEPT CL TICKET/SEQ. DISTRICT NO./NAME

12/01/2014	CONSERVATION	EASEMENT	890001	100.00
12/09/2014	CONSERVATION	EASEMENT	900001	350.00
12/11/2014	CONSERVATION	EASEMENT	910001	550.00
12/11/2014	CONSERVATION	EASEMENT	920001	25.00
12/11/2014	CONSERVATION	EASEMENT	930001	100.00
12/12/2014	CONSERVATION	EASEMENT	940001	250.00
12/15/2014	CONSERVATION	EASEMENT	950001	335.00
12/17/2014	CONSERVATION	EASEMENT	960001	2,150.00
12/18/2014	CONSERVATION	EASEMENT	970001	100.00
12/22/2014	CONSERVATION	EASEMENT	980001	185.00

CLASS TOTAL 4,145.00
 DEPT TOTAL 4,145.00
 FINAL TOTAL 4,145.00

TOTAL ITEMS BY YEAR
5514 10

ALL ITEMS 10

+23,97
Suzanne Inc.

TREASURE CASH TRANSACTION

Starting Date: 12/01/2014 Ending Date: 12/31/2014

TAX AMT	PEN. AMT	INT. AMT	ADJ. AMT
100.00	.00	.00	.00
350.00	.00	.00	.00
550.00	.00	.00	.00
25.00	.00	.00	.00
100.00	.00	.00	.00
250.00	.00	.00	.00
335.00	.00	.00	.00
2,150.00	.00	.00	.00
100.00	.00	.00	.00
185.00	.00	.00	.00
4,145.00	.00	.00	.00
4,145.00	.00	.00	.00
4,145.00	.00	.00	.00



2 East Main Street
Berryville, VA 22611

December 2014

Reporting Activity 12/01 - 12/31

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RETURN SERVICE REQUESTED

COUNTY OF CLARKE VIRGINIA
CONSERVATION EASEMENT STEWARDSHIP
101 CHALMERS CT STE B
BERRYVILLE VA 22611-1387

Managing Your Accounts

- Phone (540) 955-2510
- Toll-Free 1-800-650-8723
- EAGLE-24 Banking 1-888-378-1881
- Online Access www.bankofclarke.com
- Mailing Address P.O. Box 391
Berryville VA 22611

Summary of Accounts

Account Type	Account Number	Ending Balance
NOW-Public Fund	XXX2089	\$72,492.33

Safe-convenient-instant.
Spread the word: **INSTANT ISSUE DEBIT CARDS**-now at the Bank of Clarke County.

NOW-Public Fund - XXX2089

Account Summary

Date	Description	Amount
12/01/2014	Beginning Balance	\$72,467.71
	0 Debit(s) this period	\$0.00
	1 Credit(s) this period	\$24.62
12/31/2014	Ending Balance	\$72,492.33

Interest Summary

Description	Amount
Interest Earned From 12/01/2014 Through 12/31/2014	
Annual Percentage Yield Earned	0.40%
Interest Days	31
Interest Earned	\$0.00
Interest Paid This Period	\$24.62
Interest Paid Year-to-Date	\$223.78
Interest Withheld Year-to-Date	\$0.00
Minimum Balance	\$72,467.71

Deposits

Date	Description	Amount
12/31/2014	Accr Earning Pymt Added to Account	\$24.62

Daily Balances

Date	Amount	Date	Amount
12/01/2014	\$72,467.71	12/31/2014	\$72,492.33





ROBIN COUCH CARDILLO

January 8, 2015

Clarke County Conservation Easement Authority
Fundraising and Public Relations Report
January 2015 meeting

Donor Statistics

See attached Master Report

- 2014 total is \$36,260 from 169 donations
- Year-end appeal - \$19,285 (record-breaking!)
 - Online giving increased at year end
 - Citizens still want to support land conservation efforts
 - Other analysis?

Ongoing

-Publicity

- The 2014 Wingate Mackay-Smith Land Conservation Award
 - Luncheon at Camino Real – last week of January; space available upstairs; buffet available (exact date to be determined, pending Winkie’s availability)
 - Develop invitation list; prepare simple announcement/invitation on CCCEA letterhead

-Winter newsletter

- Land conservation award
- Anti-land conservation bills introduced in Virginia – update, perspective (Michelle)
- Report on 2014 statistics
- Photo contest

-Speaking opportunities

- 5 Myths about Land Conservation in Clarke County
- In process

-Other

- Media release on 2014 highlights/progress (angle)

Fundraising Results: Clarke County Conservation Easement Authority

As of December 31, 2014

	2006	2007	2008	2009	2010	2011	2012	2013	2014 to date
Amount	\$13,345	\$19,090	\$20,871	\$25,649	\$26,396	\$25,843	\$23,530	\$42,266	\$36,260
# Donations	115	161	208	209	203	195	181	200	169
YE Donor Appeal									
YE Donor Appeal Amount	\$8,465	\$8,310	\$8,477	\$10,134	\$8,376	\$12,815	\$7,250	\$15,706	\$17,635
Donor Respondents	73	59	87	86	76	68	50	69	51
YE Prospect Amount		\$2,115	\$425				\$40		\$1,650
Prospect Respondents		24	7				1		3
Winter Newsletter									
Dollar Amount Respondents	2006	2007	2008	2009	2010	2011	2012	2013	2014
	\$3,775	\$455	\$2,074	\$5,820	\$2,810	\$2,520	\$3,415	\$1,975	\$3,705
Donor: Respondents	35	5	19	38	26	27	32	28	26
Day Spring Newsletter: Dollar Amt		\$2,200	\$940	\$460	\$450	\$825	\$765	\$165	\$1,380
Day Spring Newsletter: Respondents		16	19	10	4	11	5	4	9
Summer Newsletter									
Dollar Amount Respondents	2006	2007	2008	2009	2010	2011	2012	2013	2014
	\$2,370	\$2,370	\$2,020	\$1,330	\$1,883	\$2,735	\$1,580	\$5,040	\$3,215
Donor: Respondents	20	20	27	22	33	26	21	22	27
Fall Newsletter									
Donor: Dollar Amount	2006	2007	2008	2009	2010	2011	2012	2013	2014
	\$2,210	\$2,210	\$765	\$260	\$7,300	\$2,946	\$4,630	\$2,660	\$2,325
Donor: Respondents	12	12	5	7	25	26	30	27	14
Day Spring Newsletter: Dollar Amt		\$1,430	\$90	\$1,405	\$65	\$605	\$715	\$240	\$760
Day Spring Newsletter: Respondents		25	4	8	2	8	9	5	5
Over the Transom									
Dollar Amount	2006	2007	2008	2009	2010	2011	2012	2013	2014
	\$3,380	\$3,380	\$3,380	\$4,175	\$1,900	\$868	\$1,457	10,500	\$1,550
Donor Respondents	17	17	11	11	5	6	2	2	2
Donor Thank-You Party									
Dollar Amount	2006							2013	2014
	\$1,105							\$1,175	\$705
Donor Respondents	6							4	6
Photo Revenue					\$747	\$57	\$67		
Gift-in-Kind (admin work donated by Kate Petranec)						\$346	\$473	\$469	

MEMORANDUM

TO: Conservation Easement Authority
 FROM: Alison Teetor
 DATE: January 8, 2015
 SUBJECT: Expenses related to Campaign for the Authority

The Authority hired Robin Couch Cardillo to manage the fundraising and public relations for the easement authority in July 2014. Since that time she has produced 2 newsletters (summer & fall). Maintained the donations database, set up a booth at the Farmers Market, administered thank you notes to donors, and distributed the year end appeal letter.

The following is a summary of the expenses to date:

Payments related to Campaign for the Authority

Date	Vendor	Description	Amount
9/7/2014	Robin Couch Cardillo	Meetings, research, database maintenance, reporting, newsletter (Summer 2014 issue)	\$ 1,360.00
9/10/2014	Progressive Printing	summer newsletter	\$ 343.50
9/10/2014	Gloria Marconi	summer newsletter	\$ 425.00
10/1/2014	Robin Couch Cardillo	summer newsletter, fall newsletter, thank you letters, etc	\$ 1,135.68
10/23/2014	Gloria Marconi	fall newsletter	\$ 425.00
10/30/2014	BMS Direct	fall newsletter - printing, folding, insertion	\$ 943.50
11/1/2014	Robin Couch Cardillo	fall newsletter, farmers market	\$ 1,520.00
12/8/2014	Gloria Marconi	end of year appeal	\$ 200.00
12/22/2014	Winchester Printers	envelopes, year-end appeal	\$ 1,042.06
1/8/2015	Robin Couch Cardillo	end of year appeal	\$ 880.00
		subtotal for Ms. Cardillo - \$4,895	
		Total	\$8,274.74

Ms. Cardillo's contract is for \$80/hour for approximately 200 hours annually or \$16,000. For the first 6 months she has charged \$4,895 or ~31% of her contract. Other expenses related to printing and production are in addition to her contract.