



MINUTES
Shenandoah RC&D Council
Augusta County Government Center
Upstairs Training Room
May 11, 2009
10:00 a.m.

Council Members Present:	Jim Lawrence, LFSWCD Joan Comanor, LFSWCD Roy Stephenson, HSWCD	Elizabeth McCarty, CSPDC Jeff Rinker, SV Pure H20	Rick Shiflet, HSWCD John Eckman, VCC
Members Absent:	Jim Nichols, HSWCD David Frackelton, SVSWCD Maria Papadakis, At-Large	Jill Keihn., NSVRC Esteban Nieto, At-Large	Linda Campbell, SVSWCD
Staff Present:	Kathy Holm, NRCS/SRC&D Lorraine Cormier, NRCS/SRC&D	Becky Barlow, Marketer – Organic Resources	
Others Present:	Hunter Musser, Career Intern, NRCS Bobby Whitescarver, District Conservationist, NRCS		

The meeting was **called to order** by Chair, Jim Lawrence. **A quorum was declared** with **7** voting members in attendance.

GUEST PRESENTATION

Fundraising/Board Development
Mary Ellen Olcese, River Network

Mary Ellen is here today to discuss fundraising because the Agua Fund is going to leave the Valley in 2011 and the Shenandoah RC&D is going to need funds to carry on projects in the future. Mary Ellen distributed a *Fundraising IQ* survey and a *Reasons People Give* survey to stimulate discussion.

The survey showed that people give to people—the more personal the approach; the larger the donation. Individuals give more than any other entity. The number one reason people give is belief in the mission. People don't give because they don't see how their donation is going to make a difference. Fundraising is relationship building. Getting the appointment is the hardest part. Ask for what you need because you have to justify what you need. Go back to the same donors each year.

Fundraising elements: Clear mission and long-term purpose— members need to be able to state the organization's mission in a concise way. An annual plan with clear goals and objectives is needed. An annual income and expense budget is needed. Keep a database of contacts/donors to sort and manage. A case statement is needed—who, what, when, how? Staff and board members need to be involved and be fundraising experts. A written fundraising plan is also needed. Talk about fundraising at every meeting. Board members can be trained to raise funds. Funds needed are restricted funds (for projects) and unrestricted funds (for administration). Unrestricted funds are usually very difficult to find. Diversified strategies are needed. They include: special appeals, major gifts, board giving, special events, in-kind gifts, memberships, matching gifts, sales of items, grants, clubs, churches, and corporate giving. She feels that a special appeal letter would be good for the Shenandoah RC&D to do as a fundraiser. An end of the year appeal would be good. To ask for a gift of \$500 - \$1,000, making an appointment to ask is a good idea. The Shenandoah RC&D's sponsor organizations give annually. Mary Ellen would like to see individual members of the board give as well. Matching gifts are a good way to get donations. A special appeal could be sent out for that. Corporate donations are still relationship-building exercises. Corporations also want to know what is in it for them. Make sure that any fundraising events you sponsor go along with your mission and are cost-effective. You will get about 10 responses to every 1,000 asks. It costs money the first year to fundraise. After you build relationships, your donations should increase.

At every meeting remind people of fundraising; also review tasks that need to be done and who need to do them. If people feel inadequate; get some training. Fundraising is not about asking for money. It is about building relationships. Every board member needs to help with the effort. What is your role? Identify

what your niche is. Some people like to set up appointments, some people like to go and ask. Invite people to your programs and then build relationships so that you can request donations. Four fundraising tasks: identification, cultivation, solicitation, and stewardship. You will find yourself in these. You do not have to do all; share these tasks with others. *Identification:* She said don't worry about overlapping in asking. It is okay. Let the people choose whether they want to give or not. If you don't ask; you won't receive. Members as individuals need to think about giving to Shenandoah RC&D. Shenandoah RC&D has measureable results to show potential sponsors. Have board members start a list of people they know. Search out local people who give to other organizations. Put together a fund raising committee. *Cultivation:* Make people aware of who you are. Invite people to your sponsored programs by emails, letters, and website. A personal note goes a long way. Cultivation events – bring people together and wine and dine them; then set up an appointment with them. They will learn how to support your organization. Shenandoah RC&D has talked about setting up project tours for potential sponsors. *Solicitation:* Prepare – how much to ask. Discuss who will ask, have practice sessions; go along with the person who asks. Write a thank you note. *Stewardship:* Reassuring the giver he gave the right decision; thank them privately and publicly if they wish. This goes a long way.

Board Giving: Volunteer time does not take the place of money. Mary Ellen suggested an appointed board be the advisory board and then a board made up of members of the Community who are charged with the day-to-day activities, with all giving something. Shenandoah RC&D needs to be ready to take up the slack in funds (Federal and Agua). John and Bobby stated that this organization is pretty unique. RC&Ds do not have to worry about personnel, staff, and the expenses that go along with it.

In conclusion, prepare a fundraising plan and implement it. If not sure, always ask for a donation. John asked about collaboration with other groups. Mary Ellen said that it was a good idea. She also suggested a collaborative fundraising event would be a good idea also.

Mary Ellen suggested that we try to raise a target amount of \$55,000 by 2011. That would replace Agua Fund.

APPROVAL OF MINUTES

The **minutes** of the March 9, 2009 meeting were distributed. A motion was made by Joan Comanor and seconded by John Eckman. Bob Peer is from DEQ not VEC. That was amended. The minutes were unanimously approved.

TREASURER'S REPORT

The treasurer's report was distributed to Council. John Eckman stated that the treasurer's report is accepted as read and will be filed for audit. It was seconded by Rick Shiflet.

The following reflects activity in the Shenandoah RC&D checking accounts:

SunTrust Operating/Administrative Account:

March 2009

Opening Balance:	\$ 17,824.48
Checks Cleared:	\$(846.33)
Deposits Cleared:	\$0.58
Balance in Checkbook:	\$16,978.73 (matches statement)
Checks Not Cleared:	\$(924.12)
Deposits Not Cleared:	\$0.00
New Checks:	\$(150.00)
New Deposits:	\$0.00
Ending Balance:	\$15,904.61

April 2009

Opening Balance:	\$16,978.73
Checks Cleared:	\$(446.67)
Deposits Cleared:	\$0.55
Balance in Checkbook:	\$16,532.61 (matches statement)
Checks Not Cleared:	\$(627.45)
Deposits Not Cleared:	\$0.00
New Checks:	\$(200.93)
New Deposits:	\$0.00

Ending Balance: \$15,704.23

SunTrust Projects Account:

March 2009

Opening Balance: \$49,427.37
 Checks Cleared : \$(3,477.47)
 Deposits Cleared: \$4,578.28
 Balance in Checkbook: \$50,528.18 (matches statement)
 Checks Not Cleared: \$(5,772.41)
 Deposits Not Cleared: \$0.00
 New Checks: \$(14,743.22)
 New Deposits: \$4,135.92
 Ending Balance: \$34,148.47

April 2009

Opening Balance: \$50,528.18
 Checks Cleared: \$(20,706.48)
 Deposits Cleared: \$4,237.18
 Balance in Checkbook: \$34,058.88 (matches statement)
 Checks Not Cleared: \$(9,591.82)
 Deposits Not Cleared: \$0.00
 New Checks: \$0.00
 New Deposits: \$0.00
 Ending Balance: \$24,467.06

DCCU - Projects Account

March 2009

Opening Balance: \$70,698.58
 Dividends \$120.09
 Balance in Checkbook: \$70,818.67 (matches statement)

April 2009

Opening Balance: \$70,818.67
 Dividends \$116.41
 Balance in Checkbook: \$70,935.08 (matches statement)

DCCU - Administrative Account

March 2009

Opening Balance: \$25.06
 Dividends \$0.06
 Balance in Checkbook: \$25.12 (matches statement)

April 2009

Opening Balance: \$25.12
 Dividends \$0.00
 Balance in Checkbook: \$25.12 (matches statement)

SunTrust Investments

13-month CD (3.68%)

Opening Balance: \$5,062.39
 Earned Interest: \$0.00
 Ending Balance: \$5,062.39

25-month CD (3.92%)

Opening Balance: \$5,066.48
 Earned Interest: \$0.00
 Ending Balance: \$5,066.48

The bank statements for all accounts for the months of March and April were reconciled with the checkbook. Details of the above financial activities are on the reconciliations, which are being distributed. If there are specific questions concerning this activity, you may view statements, reconciliations, and original receipts which are kept in the RC&D office.

COUNCIL OPERATIONS

Resignation

Carl Luebben wrote a letter to Jim Lawrence, Chair, and stated that he will step down as representative Council member for Farm Bureau as of May 8, 2009 due to personal issues. He is willing to continue as chair of the Natural Resources Committee if he can conduct business by teleconference.

Project updates/status changes

On Farm Biodiesel: A letter of commitment was written by Ian Heatwole. Initial amount \$10,000.

Organic Dairy Systems: A letter of commitment was written by Tom Stanley. Initial amount \$3,000. A motion was made by Joan Comanor to complete by May 1, 2010 or funding will be terminated. It was seconded by Rick Shiflet; it was unanimously approved.

Completed Projects

Steele's Tavern Research Farm: A final report was submitted at the last meeting. Carl could not attend, however he submitted a summary of this project and would like to declare it complete.

Dairy Parlor Wastewater: Carl could not attend, however he submitted a summary of this project and would like to declare it complete. In order to spread the word, a copy will be forwarded to Eric Paulson, Dairymen's Association, with cover letter.

A motion was made to declare these projects complete by Joan Comanor. It was seconded by John Eckman; it was unanimously approved.

COUNCIL INFORMATION

Updates/Additional Business

Agua Funds

Agua Fund 07-08 is all but committed. There is still \$1,000 that is not committed. Agua Funds will give \$30,000 to RC&D for 2008-09 (\$25,000 for projects; \$5,000 for administrative). Cecily and others from the Agua Fund board will visit here on June 3. They will be touring specific projects that have been funded with Agua Fund money. Joan will also go along.

Livestock Exclusion

This project is on-going. The money is all committed.

WSF-II

Becky Barlow-Buse' reported on this. North River Poultry Growers Workshop was held in March to reach out to poultry growers. It was a good meeting though lightly attended. It was to make them aware of current information on regulatory changes. Attendees were encouraged to use the hot line. Becky participated in training for master gardeners on compost. The purpose of this training was to spread the word about using compost and promoting local compost suppliers and increasing the market for compost. Last week they celebrated international compost week and had displays at local farmers markets. She has participated in data collection for the on-farm energy audits. She attended the VPF health and management seminar. She attended the State Water Control Board Meeting, where DEQ brought forth request of proposed amendments to the poultry waste management regulations. The public comment period will start soon. It will last 60 days. There is a new incentive program for poultry growers on the use of litter treatment to reduce ammonia emissions and tying up phosphorus in the litter. She is tracking the movement of poultry litter and working the hotline and matching people with litter sources.

VARC&DC Annual Spring Meeting

Joan Comanor and Kathy Holm attended this meeting. Lorraine Cormier attended the awards banquet. Joan stated that it was quite an enjoyable and informative meeting. The tours were both about the history of the area and local projects. Kathy Holm received the award for Outstanding Performance by an RC&D Coordinator. Lorraine Cormier received an award for the Outstanding Performance by an RC&D Staff Member. Joan is now Secretary of the State Association. The NARC&DC national conference will be held June 14-17 in Albuquerque, NM. \$1,000 will be donated by VARCDC to sponsor a coffee break during the meeting and will be officially recognized. The VARC&DC agreed to use the profits from the 2008 Southeastern meeting to provide up to \$4,000 per Council to undertake energy conservation and

alternative energy green infrastructure project. A project needs to be brought forward. Joan stated that one of the best tour stops was The Ward Burton Wildlife Foundation preserve. He has 3,000 acres under conservation easement. He has preserved wetlands and is re-establishing hardwoods. He works very closely with NRCS, VDGIF and DOF. He hosts an outdoor classroom annually also. The website is: www.twbwf.org. Lorraine brought out that Ward Burton is an Earth Team Volunteer in Virginia. All who went on that tour received an autographed picture of Ward Burton.

Area Plan Review

The areas of need were outlined on the charts that were distributed. Goal 1/Objective 2 – Affordable Housing; Goal 1/Objective 3 - Transportation and Land Use; Goal 1/Objective 5 – Low Impact Development; Goal 3/Objective 3 – Assess Stormwater Management; Goal 3/Objective 4 – Water Quality Monitoring; Goal 4/Objective 2 – High Skills Jobs; Goal 5/Objective 1 – Increase Council Member Understanding; Strengthening Community Development Committee. We need to get ideas of projects from Council in these areas. We can use Agua Funds for projects in all these areas. It was brought out that we need to partner with other agencies to reach these goals.

OTHER BUSINESS

Slate of Officers

Jim Lawrence is rotating off as Chair in July, John Eckman will become Chair; Joan Comanor has agreed to be a candidate for Vice-Chair. Carl Luebben resigned as representative of Farm Bureau. The RC&D will have to ask for another representative from Rockingham Co. FB; or see if someone from another FB could volunteer, such as Steve Jennings or Phil Shenk.

Coordinator's Report

The Coordinator's Report was distributed for information only. Note: Kathy will be on annual leave from June 4 – 13. June 14 – 18 she will attend the NARC&DC in Albuquerque, NM.

Circle of Diamonds 08-09

The Shenandoah RC&D was renewed as a Tier 1 member in the Circle of Diamonds for 2008-09. Shenandoah RC&D received a certificate. Jim Lawrence's picture was taken with the certificate and it is posted on the website.

Announcements

Restoration of RC&D Funds

We will have a good indication in June sometime whether or not funding for the RC&D program will be restored by Congress. Joan stated that the House may restore; the Senate is leaning toward a cut. RC&D members should contact Mark Warner and/or Jim Webb to let them know who RC&D is and what it does and that funding should be restored to the FY2009 level (\$50.8 million).

TDR Workshop

Register at Lord Fairfax SWCD
May 15, 2009
9:00 - 2:00
at Valley Farm Credit
Winchester, Virginia

Better Models for Development and Awards

May 21
Lunch – 12:00 noon
Tour – 1:30 – 3:30 p.m.
Symposium – 3:30 p.m.
Awards – 5:00 p.m.
George Washington Hotel
Winchester, Virginia

Virginia United Land Trust Conference

June 10 – 12, 2009
Wintergreen

National River Rally

May 29 – June 1, 2009

Fundraising

Need contact names – fill out forms that Mary Ellen left.

Energy Audits

There was an article in *Cooperative Living Magazine* about Maria Papadakis and her work. The magazine was passed around to all present.

The meeting was adjourned at 2:00 p.m.

The next Shenandoah RC&D Council meeting will be at 10 a.m., Monday, **July 13, 2009 at the Rockingham County Government Center, Conference Room D (beside Parks and Recreation), Harrisonburg, Virginia.**

Respectfully submitted,

Lorraine M. Cormier
Administrative Assistant

Approved: Chair

Date

UPCOMING EVENTS

National Association of RC&D Councils Conference
June 14 - 17, 2009
Albuquerque, New Mexico