



MINUTES
Shenandoah RC&D Council
Northwest District VCE Training Room
Harrisonburg, Virginia
July 14, 2008
10:00 a.m.

Council Members Present:	Carl Luebben, FB Jill Keihn, NSVRC Maria Papadakis, At-Large	Jeff Rinker, SVPure H20 Joan Comanor, LFSWCD Chuck Cummings, SVSWCD	John Eckman, VCC Mary Guessner, LFSWCD
Members Absent:	Jim Nichols, HSWCD Ray Griffin, CSPDC David Frackelton, SVSWCD	Jim Lawrence, LFSWCD Linda Campbell, SVSWCD Esteban Nieto, At-Large	Rick Shiflet, HSWCD
Associate Members Present:	Chris Anderson, Page Co.		
Staff Present:	Kathy Holm, NRCS/SRC&D Lorraine Cormier, NRCS/SRC&D		Becky Barlow, Marketer – Organic Resources

GUEST PRESENTATION:

Shenandoah RC&D Fundraising
Kathy Holm, Coordinator and John Eckman

Kathy and John gave a PowerPoint presentation. They attended a fundraising training earlier in the year.

The Shenandoah RC&D receives funds for projects through various grants. Those grantees sometimes give administrative funds to the RC&D. Typically Agua Fund gives \$5,000 a year to Council for administrative expenses. In 2010 the Agua Fund will likely leave the Valley. So after that, these funds will not be available to help the Council. The primary purpose of the Shenandoah RC&D Council is to help preserve natural resources in the Valley. In FY07, the Council leveraged over \$1.3 million in direct and in-kind contributions to complete projects in our area.

The most important thing in fundraising is a plan. How much money does the Council need? Where does the Council plan to get the money? Who are you going to ask? The Council needs to diversify. Nationally, *individuals* give the most money to non-profits. The top reason people do not give to non-profits is because they are not asked. You may have to ask numerous times, because people tend to forget.

The total need for the administrative budget for Shenandoah RC&D in FY08 is \$16,445. The expected unrestricted funds that would cover administrative costs are \$15,250; which comes from Agua Fund, CBFN, and Sponsor Dues. There is a short fall this year. So, the question is: How can the Council get stable and steady income from the community for administrative funds?

There are many ways to do fundraising. There are individual memberships and corporation giving. Canvassing is required. Make it fit with your mission. You need to look at cost effectiveness. Think about the Councils individual skills and resources. Project tours could be used in conjunction with fundraising. It is easier to get funds from others when all on your board support your organization.

Why do people give? They give to you because your organization provides positive solutions to issues that they care about.

Council Members' Role: Planning for the future, organizing special events, identifying businesses and corporations that could give, providing contacts who may be able to give, personal visits to ask for support, write a letter to a prospective giver approving a fundraising plan that Council puts together, making a donation in someone else's name, and writing a thank-you letter or phone call.

Joan asked how can Council avoid requesting funds from organizations who give to other organization who seem to share some of the same goals? John stated that we need to define Council's role distinctly. The fact that Shenandoah RC&D leverages 8 to 9 times their administrative costs each year is a great reason to give. He stated that the RC&D needs to look at how to "sell ourselves". He also stated we are an "incubator for solutions". That is different from being a "river watchdog" or a "land trust". Joan stated that we don't want to create a problem with givers. People need to see that we are not extravagant in our spending of administrative funds.

The meeting was **called to order** by Vice-Chair, John Eckman. **A quorum was declared** with eight voting members in attendance.

John presented a Draft Fundraising Plan for the Shenandoah RC&D.

Becky suggested that a bumper sticker could be created and given to donors as a thank-you. It would also raise visibility for the RC&D. John suggested that the sponsors of the RC&D partner with the RC&D and do fundraising together. Jill stated that it may be a way to leverage relationships with other partners. Joan stated that Council members can give personal donations.

APPROVAL OF MINUTES

The **minutes** of the May 12, 2008 were distributed. A motion was made by Joan Comanor and seconded by Carl Luebben. The minutes were unanimously approved.

TREASURER'S REPORT

The treasurer's report was distributed and read to Council. John Eckman stated that the treasurer's report will be filed for audit.

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

Operating/Administrative Account:

April 2008

Opening Balance:	\$30,072.87
Checks Cleared:	\$(134.34)
Deposits Cleared:	\$4,000.00
Balance in Checkbook:	\$33,938.53 (matches statement)
Checks Not Cleared:	\$(300.00)
Deposits Not Cleared:	\$0.00
New Checks:	\$(187.35)
New Deposits:	\$0.00
Ending Balance:	\$33,451.18

May 2008

Opening Balance:	\$33,938.53
Checks Cleared:	\$(1,009.55)
Deposits Cleared:	\$250.00
Balance in Checkbook:	\$33,178.98 (matches statement)
Checks Not Cleared:	\$(47.32)
Deposits Not Cleared:	\$0.00
New Checks:	\$(8.61)
New Deposits:	\$662.00
Ending Balance:	\$33,785.05

June 2008

Opening Balance:	\$33,178.98
Checks Cleared:	\$(3,885.20)
Deposits Cleared:	\$5,162.00
Balance in Checkbook:	\$34,445.78 (matches statement)
Checks Not Cleared:	\$(101.53)
Deposits Not Cleared:	\$0.00

New Checks:	\$0.00
New Deposits:	\$0.00
Ending Balance:	\$34,354.25

Projects Account:*April 2008*

Opening Balance:	\$159,408.01
Checks Cleared:	\$(29,432.97)
Deposits Cleared:	\$3,862.90
Balance in Checkbook:	\$133,837.94 (matches statement)
Checks Not Cleared:	\$(4,174.89)
Deposits Not Cleared:	\$0.00
New Checks:	\$(76.54)
New Deposits:	\$0.00
Ending Balance:	\$129,586.51

May 2008

Opening Balance:	\$133,837.94
Checks Cleared:	\$(4,172.48)
Deposits Cleared:	\$4,105.65
Balance in Checkbook:	\$133,771.11 (matches statement)
Checks Not Cleared:	\$(2,799.29)
Deposits Not Cleared:	\$0.00
New Checks:	\$(9,414.50)
New Deposits:	\$33,276.91
Ending Balance:	\$154,834.23

June 2008

Opening Balance:	\$133,771.11
Checks Cleared:	\$(15,013.59)
Deposits Cleared:	\$47,164.05
Balance in Checkbook:	\$165,921.57 (matches statement)
Checks Not Cleared:	\$(12,857.19)
Deposits Not Cleared:	\$0.00
New Checks:	\$0.00
New Deposits:	\$0.00
Ending Balance:	\$153,064.38

GUEST PRESENTATION:**RWA of the South Fork of the Shenandoah****Maria Papadakis**

This assessment was finished up in February. The RWA identifies stressors that confront the River. She will send a link to Council to download if they would like. She is going to hit the highlights of the assessment. Water Quality from 1997 – 2007: ammonia concentration shows significant improvement throughout the watershed; slight to no improvement in nitrogen concentration; phosphorus content shows improvement; there are big spikes in turbidity possibly due to timing issues of samples taken after rainfalls.

Most of the farms in the four counties of the Watershed are beef farmers. Some farms cannot afford to even do cost share BMPs. The highest rates of participation are in the early days of the programs. It has gone down due to the amount of cost share. In the beginning the farmers were able to recover more costs. She wonders why some areas like Weyers Cave, Grottoes, and McGaheysville are more interested in BMPs than other parts. This includes CREP and EQIP too. Voluntary is not included in this study. Voluntary participation is high in the Mennonite community. There is a guesstimate that about 40% are voluntary in the Rockingham area.

In order to bring the Watershed in complete compliance with the Chesapeake Bay agreement, it would cost about \$200 million to get there. The data has not been adjusted for inflation. It could be significantly higher. We are really far away from being in compliance. The voluntary funding will evaporate in 2010. In 2010, there will be a heavy regulatory burden placed on the Watershed. Urban development is a

growing threat. Because municipalities are not enforcing DCR's sediment and erosion plans, RC&D should be able to play a role in getting these municipalities involved in thinking about water quality more aggressively. She feels that all environmental agencies should be working closer together to come up with a more regional plan for watershed issues.

COUNCIL OPERATIONS

Proposed Proposal Policy Changes

Executive Committee met and suggests that Council combine the project policy and added a funding policy when a project has funding from another source for Council to only offer technical assistance or if funding is rejected then proceed with project if appropriate. Joan Comanor made a motion to accept this policy; it was seconded by Maria Papadakis and was unanimously approved.

FY09 Annual Plan

The FY09 Annual Plan was reviewed by the Council. Joan Comanor made a motion to accept this policy; it was seconded by Maria Papadakis and was unanimously approved.

FY09 Budget

The FY09 Budget was reviewed by the Council. It was noted that this budget is slightly higher than previous years because of to the Southeastern Association being hosted by Virginia and five people are expected to participate so the travel costs are higher. Also the National Association meeting travel costs are included. Last year, a CPA was hired to do a yearly financial review, which costs about \$3,500/year. Joan Comanor made a motion to accept the budget; it was seconded by Mary Guessner and was unanimously approved.

New Projects

An Alternative Approach to Addressing Sustainable Agriculture

Kathy gave the background on this project. Jim Nichols could not be present. This proposal came from Joan's experience going to the Forum for Rural Innovation. This year's speaker came from the Hudson Valley in New York. He talked about regional cooperation. Joan thought that this area would like to hear him and have an alternate way to think about things. This fits directly with the goals of Council. The Sustainable Agriculture Committee recommended that the project be accepted. Agua Funds would be used. The request is \$3,500. Joan Comanor made a motion to accept this project; it was seconded by Mary Guessner and was unanimously approved.

Project updates/status changes

Rapid Watershed Assessment of the North Fork of the Shenandoah River

This project is complete. The report is available in the RC&D office. It is available to anyone who would like a copy. Many expressed that they found the information very valuable and helpful. A suggestion was made to go to county/city governments and make a short presentation about the findings of the RWA. Jill Keihn volunteered to do presentations in the northern counties. Maria said that she and Nesha would like to get a grant for the RC&D and JMU to do something collaboratively with the RWA. A motion to declare this project complete was made by Carl Luebben and seconded by Joan Comanor. It was unanimously approved.

Rain Garden Workshop

This project is complete. A report was distributed. A media article appeared in the local papers about this project. The RC&D was acknowledged for its funding of this project. A sign will also be posted at the rain garden site. Joan Comanor made a motion to declare this project complete; it was seconded by Mary Guessner and was unanimously approved.

Treating Corn Fodder

This project is complete. Bobby Clark was not available to talk about this project, so Kathy gave a brief overview. A report was distributed. Joan Comanor made a motion to declare this project complete; it was seconded by Maria Papadakis and was unanimously approved.

Area Plan Review

Kathy presented this to Council. There are objectives that have been identified that need to be accomplished over the next five years. The committees need to work on these. Committees will be contacted to hold teleconference to discuss a plan to meet these objectives.

MOU Between NRCS and Shenandoah RC&D Council

The MOU was distributed and reviewed by Council. Joan Comanor made a motion to agree with this MOU as read and authorize the chair to sign; it was seconded by Jill Keihn and was unanimously approved.

COUNCIL INFORMATION**Agua Funds and Other Grant Expenditures**

The grant expenditure charts were distributed. Agua Fund 06-07 is almost all spent out. There is a balance of approximately \$10,000 in the Agua Fund 07-08 grant, less \$3,500 that was approved today. Council was encouraged to think about ways Agua Fund money can be spent that go along with Sustainable Agriculture goals and are in the RC&D region. Council will apply for the Agua Fund 08-09 money this fall. Agua reports are due in September. The equipment budget on the Chesapeake Bay Funders' Network grant is committed. Once the bills start rolling in, the money will be spent out quickly. All of Year 1 & Year 2 equipment funding has been committed. Part of Year 3 has been committed also.

Waste Solutions Forum - II

Becky Barlow-Buse' reported on this project. She has been working with DEQ on in-house composting at Tyson last fall. A report has been generated. There were encouraging results. The purpose was to address the high cost of bedding and to be able to recycle the litter. It is an interesting manure management technique. It has good and bad sides to it. She will make a presentation on it at the NRCS training in August. NRCS in Delaware is thinking about turning it into a EQIP cost-share practice. She would like to propose that it be done here. She is hosting a roundtable of bio-solids and manure management people to get them together to talk about issues that are affecting them—competition for land and monitoring issues. She will also be talking at the Poultry Litter Field Day in Shenandoah County. She will attend a meeting in Georgia about focusing on nutrient imbalances in poultry producing areas. They will talk about projects going on there and how they will be addressing their issues. She attended the Waste Solution Forum II on June 19 along with Kathy, John, and Joan. It was a very enjoyable meeting. Joan noted that the fencing project was discussed.

JED Training will be August 12. Foster Agblevor will be talking about the pyrolysis project.

Director's Notebook Inserts

These were distributed to those in attendance. The others are in the RC&D office. They will be brought to the next meeting and distributed to those absent today. Updates will be mailed out to Council members who did not receive these updates. Lorraine will be working on a virtual director's notebook on the website. Updates will be available on the website. If anyone would like hard copies, they will also be available.

VARC&DC Awards Committee

Tom Benzing was on the Awards Committee for VARC&DC. The VARC&DC would like a representative from Shenandoah RC&D. If anyone is interested, please contact Kathy as soon as possible.

Southeastern Association of RC&Ds Council Meeting

This meeting will be held in Wytheville on September 9-12. Jim Lawrence, Joan Comanor, Chris Anderson, and Kathy Holm will attend. Jim Nichols and Roy Stephenson will attend if their health permits. Two more volunteers are needed for Thursday and Friday. A link to the SEARC&D website will be sent to Maria Papadakis and Jill Keihn. Attendance will be funded by the Council. If students would like to go, they need to sign up as Earth Team Volunteers. Silent Auction items are needed. They can be sent or brought to the Shenandoah RC&D office. Exhibitors/Sponsors are still needed. Follow-up phone calls need to be made on those contacted by Council members by letters.

OTHER BUSINESS

The Coordinator's Report was distributed.

Announcements

On July 18, Kathy Mattea will be performing at Orkney Springs. Maria and students will be hosting a clean energy fair while there. Eric Bendfeldt will be there with the Buy Fresh/Buy Local. Kathy and Maria have been working on On-Farm Energy. Robin Jones has secured \$30,000 to help with on-farm energy. There will be an upcoming on-farm energy workshop.

The next Shenandoah RC&D Council meeting will be at 10 a.m., Monday, September 8 in Woodstock in the VCE Conference Room.

The meeting was adjourned at 12:10 p.m.

Respectfully submitted,

Lorraine M. Cormier
Administrative Assistant

Approved: Chair

Date

UPCOMING EVENTS

Virginia Association of RC&D

2008 Annual Spring Meeting

April 30 - May 2, 2008

sponsored by Black Diamond RC&D

Breaks State Park

(Kentucky-Virginia State Line)

2008 Southeastern Association Meeting

September 10-13, 2008

Hosted by Virginia Association of RC&D

Wytheville, Virginia

National Association of RC&D Councils Conference

June 2009

Albuquerque, New Mexico