

Notes from the October 3, 2020 meeting

Prepared by Adam Griggs, formatted and annotated by David Lillard

Next meeting: November 17, 6pm, via Zoom

In Attendance: Bryan Seipp, Geb Byron, Jim Draper, Dave Riordan, David Lillard, Marty Martin (virtually), Adam Griggs (virtually).

Absent: None

Participants are referred to by their first names below.

1. Summary of board actions

- a) By consensus, a calendar of 8 board meetings was approved through 2021.
- b) By consensus, the financial reports and Form 990 from the treasurer were accepted.
- c) By resolution, the board of directors' conflict of interest policy was approved.
- d) By resolution, increasing the executive director's time to 80%FTE with prorated compensation beginning January 1 was approved.

2. Summary of October work assignments

- a) Geb will get a status update for Fort Ritchie and explore potential opportunities for CLT.
- b) All directors will sign the conflict of interest policy statement (Bryan has signed), and mail or email to David L.
- c) All directors will think of people they can send a personal appeal letter to; David will provide a template and letterhead.
- d) Jim and David R will review their calendars for subsequent monitoring days.
- e) David L will renew LTA membership and gather information on TerraFerma coverage.
- f) David L will work on a draft fundraising plan for November meeting that includes ideas for named giving levels, costs for producing a newsletter, and language for fundraising appeals.
- g) Other staff tasks described below.

3. Treasurer's Report

Jim Draper reported on current finances, amending his report of September 16 (via email) to update the number of easements to 33 and the total acreage to 2,243 (rounded). Note from David L: The CLT nomenclature reports 24 easements, with 33 when including the properties for which CLT has no legal interest (NLI). The acreage reflects actual CLT easements. Formal contact with the property owners on the NLI will take place in the coming months. By consensus, the board accepted the report and Form 990 (circulated via email).

4. Board matters

- a) Meetings calendar: Jim Draper proposed an annual calendar for virtual and in-person (IP) board meetings, which was adopted by consensus. Meeting dates are: 11/17, 1/16 (IP), 3/2, 4/17 (IP), 6/8, 7/17 (IP), 8/31, 10/8 (IP), 11/23.
- b) Conflict of Interest Statement: A proposed Conflict of Interest policy statement had been sent via email. Jim made a motion to adopt, seconded by David R. Motion was approved.
- c) The board discussed increasing David L.'s work schedule to 80% FTE, up from 60%, to reflect the current workload. Jim moved (was there a second?) to increase the E.D. work week to 80%, with a prorated adjustment to salary beginning January 1. The motion carried.
- d) The board discussed adding new directors. Jim would like to cultivate Chris Smariga and Tracy Beidleman-Hill.

5. Development

- a) Personal fundraising letters: Jim read aloud a draft personal letter to cue up 4th quarter donation requests; letter would be mailed week of Oct. 5 as a personal request from Jim.
- b) Grants calendar: David provided an update on pending and forthcoming applications:
 - Keep America Beautiful, administered by Forever Maryland Foundation, is due Nov. 1.
 - Nora Roberts Foundation will announce fall grants sometime in October.
 - Maryland Housing and Community Development application is still pending. [Update: David L received an award notification for \$10,000 October 7.]
- c) Major gifts levels: We discussed creating giving letters named for CLT luminaries, conservation legends, the Heart of Maryland landscape, or conservation themes (i.e., steward, protector, etc.). David L will add this idea to an annual fundraising plan.

6. New member/donor outreach

- a) Business partnerships: Bryan suggested working with a local brewery on a Catoclin brew. David will follow up.
- b) Website: David L is working on enhancements to the website that will make it a more engaging source of information, with access to information on outdoor recreation opportunities, conservation organizations, and stories.
- c) Newsletter: David L proposed publishing a newsletter on newsprint so that we can print more copies and make it widely available for free at retail stores. He proposed accepting underwriting ads as a way to begin working with business sponsors. Jim noted we would need to address any taxable income issues if the revenue would be deemed unrelated business income. [IRS publication 598]
- d) Publishing in local media: David R suggested exploring providing editorial content to Frederick News Post, perhaps a regular feature. David will explore with editor Paul Milton.

- e) Annual meeting: We discussed hosting an annual meeting of members and the invited public at venues like The Main Cup or Jim's mountain land. Related to this, David L will poll agency partners to see who is permitted to travel to indoor events with respect to Covid-19
- f) Awards program: Intent is to bring more donations in but also build our constituency and our board. We will discuss at November meeting.

7. Stewardship and easements

- a) Monitoring: A plan was created to complete our stewardship obligations, beginning with 8 properties October 23, led by Jim, and subsequent ("Jim Days" two and three). The Emmitsburg forest properties to be visited by Bryan, targeted for October 27. David L will send around the calendar.
- b) Prospective Easements: David L reported that the Cherry potential easement is still in play; he has connected Lynn with DNR (for potential fee purchase), MET (for potential donated easement), and Program Open Space (for potential purchased easement). The Duggar property owners have not returned telephone calls. Jim suggested there might be interest in purchasing the property. David L will follow up with David Hunter at the Catocin Quaker Camp.
- c) Easement reassignments: The Central Maryland Heritage League remains interested in swapping 7 easements in suburban Braddock Heights with the CLT Aylor easement, which has historic structures. We will seek funding to address this potential as part of our comprehensive approach to assuming easements from partners.
- d) Easement defense: We discussed the TerraFirma easement defense insurance offered through LTA. The insurance program is changing the way land trusts fund for stewardship, now focusing on funding insurance as part of annual operations rather than through a stewardship endowment. David L will get specific information on costs and coverage.

Adjourned at 11am