



2014 Annual Report

**Seeking to preserve, protect and enhance land
in perpetuity for the public benefit.**

Chairman's Report

Twenty-Five Tree Rings

Did you know that in 2014 the Licking Land Trust completed its twenty-fifth year? The seed was planted on March 9, 1989 and took root that year on October 27, when the Granville Land Conservancy was incorporated. You can trace the rings of the tree to see significant events: First property protected? 1993. Reached 200 members for the first time? 1996. Changed name to Licking Land Trust? 2002. Opened an office and hired the first employee? 2006. Surpassed 1,000 protected acres? 2008. Achieved 450 members? 2011. Committed to apply for national accreditation? 2014.



And here we are at the twenty-fifth ring. It's a great time to look back with gratitude to those who first planted the seed and to all those who have nurtured the sapling over the years. And my, how it has grown! But the twenty-fifth ring is also a good place to look forward. After all, what is a mere twenty-five years in the life of a tree? What will the next twenty-five years bring? How about the next fifty? What story will the tree rings have to tell in the year 2089?

At the rate our world is changing, it is hard to imagine what it will be like by then. Nevertheless, we on the Licking Land Trust Board try to plan for the future as well as we can, for we see a future that will need farms and forests and wetlands and wild lands, just as we do today. To prepare for that future, we are working hard to document our protected lands with great care and to raise the funds necessary to ensure their protection in perpetuity. This is why we aspire to join the ranks of nationally accredited land trusts; this is why we are seeking to grow our membership; this is why we are working to build the organization's financial capacity.

Thanks to people like you, the twenty-fifth tree ring has been a great year for our efforts. We are inching ever closer to a membership of 500, we had a tremendous response to the Park National Bank matching grant, the Harvest 5K Run, and our other fundraising efforts in 2014, and we are almost ready to send that accreditation application out the door. We'll continue to ask for your help in 2015 and beyond, because we've got a thriving organization and we need to keep it growing.

Someday, maybe in 2089, the residents of our region may pause to count rings. I like to think that when they do, they'll focus in on our rings and say that these were the years when the Licking Land Trust came of age and began to mature. Those people, perhaps they'll say, really knew something about growing trees.

Doug Spieles - Board Chairman

Committee Reports

Education and Outreach

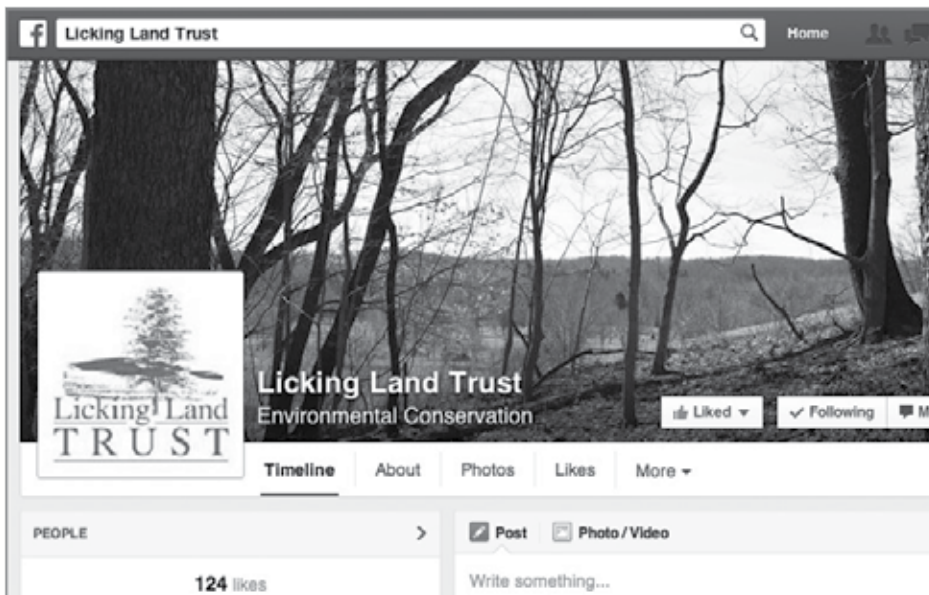
The education and outreach mission of the Trust successfully advanced some new opportunities and activities in 2014. The Trust hired its first summer intern, who provided tremendous assistance in establishing photo point baselines for Trust properties. In affording this and similar future opportunities, the Trust looks to inspire and educate future generations of conservationists. Youth education was a consistent theme of the Trust's activities this year; however, at the annual fall meeting and potluck, the youth turned the tables and educated us. Granville High School environmental studies teacher Jim Reding and two Granville High School students, Tori Grabe and Kiaya Johnson, presented their work on establishing a 35-acre "land lab," reclaiming farmland at the Granville Intermediate School and returning it to its natural habitat. Finally, the Trust hosted the first

Harvest 5K Run on the campus of OSU-Newark and COTC. Organized primarily as a fundraising event, the race served as a wonderful opportunity to reach new audiences with information regarding the Trust's mission and history in Licking County.

In conjunction with our own educational efforts, the Trust supported a number of local outreach activities, including a continued presence at the Dawes Arboretum Arbor Day Festival and financial and educational support of Granville's inaugural "Turn Your Screen Off Week." In support of this national effort to reduce children's "screen time," the Trust's Board Chair Doug Spieles led a hike through the Spring Valley Nature Preserve.

The Trust continued to widely distribute its annual report and spring and fall newsletters. Over 500 copies of each were distributed to all members and Licking County public officials, and were made available at local public libraries.

The Trust's online presence continues to draw more and more visitors annually. The average number viewing the website monthly rose 12% from 2013 to 220 unique visitors per month. This trend shows steady increases since the inception of the website in 2009 and may be a focus of future Trust outreach activity. The Trust also maintains an active Facebook account, followers of which doubled in 2014.



The mission of the Licking Land Trust is the preservation and permanent protection of central Ohio green spaces – wetlands, woods, farmlands, riparian corridors, and scenic vistas – and education about the importance of green spaces and their conservation, all for the public benefit.

Committee Reports

In total the outreach and education activities of the Trust have reached thousands of individuals, both informing those already interested in the mission about the nuances of preservation and growing the ranks of individuals taking a new interest in the land preservation movement.

Stewardship and Prospective Properties

In 2014, Board members and volunteers visited all of the Land Trust easements and properties, and the Trust accepted an easement on an additional 18 acres from Patricia James and Jay Matthews. As part of the accreditation process discussed elsewhere in the Annual Report, we reviewed and updated the baseline reports for many of our protected properties. This work included photo point mapping done by Doug Spieles and our summer intern, Rachel Sullivan.

In addition to the work above, we collaborated with landowners Patricia James and Jay Matthews to combine separate easements they have on their properties into one easement. This consolidation allows for more streamlined monitoring of these properties and also helps to reduce long-term stewardship costs. We are grateful to Patricia and Jay for helping us make this happen.

The Stewardship and Prospective Properties Committee of the Board also proactively identified



All looks peaceful at the Kramer Farm, 81.5 acres of the 1,169 acres protected by the Licking Land Trust.

critical riparian areas and other areas in the county where land conservation could have significant positive impacts for the county and its residents. To that end, we reached out to landowners in these areas to help them understand the benefits of protecting their land in perpetuity.

As we all know, stewardship is critical to ensuring that all easements are upheld and that properties are monitored on a regular basis. The Licking Land Trust takes great pride in maintaining positive working relationships with property owners and the greater Licking County community.

The year ahead looks promising as we are currently working with a couple of landowners who are considering protective easements in 2015.

2014 Licking Land Trust Board of Trustees & Staff

Doug Spieles, *Chair* (2014)
Mike Mickelson, *Vice Chair* (2016)
Mark Roth, *Treasurer* (2015)
Jim Bidigare (2015)

Lyn Boone (2015)
Lori Fuhrer (2016)
Linda Habig (2014)
Tom Henshaw (2015)
Jeremy King (2014)

Scott Miller (2015)
Candi Moore (2015)
Don Wiper (2014)
Wendy Bittel, *Office Administrator*

Committee Reports

Accreditation

After many years of planning and preparation, in 2014 the Licking Land Trust formally committed to the accreditation process. Anyone who has been involved in a hospital or college accreditation review knows what a momentous decision that is for an organization.

However, the Trust had begun preparation years ago by formulating and adopting official policies and standards, and by cultivating habits of organizational integrity that pave the way for national recognition. These practices include recording keeping, property monitoring, and financial stewardship that meet the highest standards. The Trust did a final review and update to assure that its critical guidelines, policies, and practices were shipshape. At the same time, the last decade's property baselines and easement project files were thoroughly updated to bring these documents fully into line with the standards required by the Land Trust Accreditation Commission.

In this work, the Trust was fortunate to have the mentorship of staff from the Tecumseh Land Trust, a fellow Ohio trust that had already been down the accreditation road. Consultations with



Board member Jeremy King, with son in arms, conducts an inspection of the Brush Farm assisted by owner Bernie Brush and his dogs.

Tecumseh staff, an invaluable form of guidance, were made possible through a \$5,000 grant from the Land Trust Alliance. Tecumseh colleagues led us through an all-points review, suggesting improvements to baseline organization and project files, and innovations such as the creation of photo points maps for monitoring purposes.

In the late spring, the Committee members drafted the Trust's pre-application document, and after full Board review, prepared to submit it. At that point the Accreditation Commission asked the Trust to consider deferring for six months in order to smooth out the accreditation workload facing the Commission. The Trust was in a good position to comply, and turned its attention in the second half of the year to work still pending on the full and final application. As of the end of 2014, about 75 percent of the application had been drafted and sent for review to the full Board.



*A successful event!
The first Licking Land Trust Harvest 5K Run.*

Committee Reports

A second grant from the Land Trust Alliance – this one for \$5,000 – helped fund additional staff work in 2014 that was required for the accreditation process. A student intern funded by several Board members undertook some of the work to update the photo points maps. An exceptionally generous grant from the Park National Bank made possible the fulfillment of the Trust's Legal Defense Fund, a key requirement of accreditation. The Licking Land Trust has been fortunate to have benefited from all these resources in 2014, a time when all aspects of the accreditation endeavor needed to come together. As a consequence, the pre-application was submitted in early January 2015, and the full application will be submitted at the end of March 2015. The process will not be over at that point, so stay tuned!

Membership and Donor Development

Members of the Trust supported the initiatives of the Membership and Donor Development Committee with resounding enthusiasm and success in 2014, building substantial momentum for 2015 and beyond. The Trust once again garnered its highest-ever



This serene pond on the James Farm owned by Patricia James and Jay Matthews is protected by the consolidation of easements on the various parcels comprising the farm.

membership rate, with 476 members, while annual attrition of membership was low at about 10 percent. Recently it was noted that by comparison, the annual attrition of members in nonprofits is often 50-75 percent or even higher, so the Licking Land Trust is in excellent shape!

Indeed, member loyalty was the theme of the year, as reflected in the Trust's membership letters. The aptness of that theme was underscored during the summer,

Your Comments Please:

The Trust is eagerly seeking national accreditation from the Land Trust Alliance, through the Land Trust Accreditation Commission (LTAC), and your comments are needed! A public comment period is now open. Please take a few minutes to comment on your view of the Trust's operations in connection with the Land Trust Alliance's national standards pertaining to ethical, legal, and technically sound operations.

To ensure high quality conservation practices, the LTAC will review the Trust's policies and programs against a set of standards available for you to review at:

<http://www.landtrustaccreditation.org/tips-and-tools/indicator-practices>

Please take a look, and then send your written, signed comments to the LTAC, by fax, mail, or email to:

Land Trust Accreditation Commission
Att: Public Comments
36 Phila St., Suite 2,
Saratoga Springs, NY 12866

email: info@landtrustaccreditation.org.
fax: 518-587-3183

You may also submit your comments through the Trust's website, www.lickinglandtrust.org, directly to the LTAC. Comments are due no later than May 23, 2015.

The Trust's Board Chair, Doug Spieles, says, "Accreditation recognizes organizations that meet national standards for excellence, uphold the public trust, and ensure that conservation efforts are long-lasting."

Committee Reports

when the Membership and Donor Development Committee oversaw an appeal to Trust members for matching gifts, in response to a generous grant from Park National Bank. The purpose of the grant and the member solicitation was to complete the Trust's

Volunteers and Community Activity

Volunteers, including Board members, contributed more than 2,000 hours to Licking Land Trust activities in 2014. In addition to monitoring protected properties and working on accreditation, volunteers led hikes, met with existing and prospective donors, wrote, edited, and assembled newsletters and annual reports, manned booths, solicited sponsors, and aided in the Harvest 5K Run/Walk fundraiser. The Trust participated at the Dawes Arboretum Arbor Day Festival and was a named sponsor of the Licking County River Round Up, a river trash cleanup event organized by the Licking County Soil & Water Conservation District.

Legal Defense Fund, a requirement of all land trusts in order to begin the national accreditation process. In response to the announcement of Park National's grant of \$8,500, Licking Land Trust members stepped up to the plate and contributed an additional total of \$17,769! It was a vivid illustration of the loyalty of the Trust's members. The Board is grateful that the Legal Defense Fund now exceeds its required minimum.

With the Legal Defense Fund complete, the committee turned its attention to planning for the growth of the Trust's Stewardship Fund, which must be completed in five years. Committee members developed a five-year plan that was approved and adopted by the Board in July. In keeping with the plan, the Trust embarked upon a couple of fund-raising events to benefit the Stewardship Fund, the Harvest 5K Run event, and a community fund-raiser through the Bob Evans Restaurant on Cherry Valley Road. Many thanks to the Harvest 5K Run Committee members, and to all the sponsors and participants who made these events successful!

Community outreach is a continual effort to introduce Licking County citizens and organizations to the Trust and its initiatives. During 2014, the committee developed a new slideshow presentation available for interested groups, and they started planning as well for a series of landowner seminars for potential easement donors. All interested persons or organizations are urged to contact the Trust if they would like to arrange for a general program about the Trust or for a landowner seminar.

*Environmental Studies teacher
Jim Reding and Granville High School
students Tori Grabe and
Kiaya Johnson told the story
of the school's new land lab
at the Trust's Annual Meeting
in November.*



Financial Report

The financial condition of the Licking Land Trust remained strong during 2014, with total cash and investments growing during the year. The Trust continues to have no debt. As of December 31, 2014, total assets were \$463,893, of which \$215,674 were cash, Vanguard mutual funds and investments in a trust account (Endowment Fund) managed by Park National Bank. During 2014, the Trust diversified much of its cash bank accounts into Vanguard funds and the managed trust account to maintain safety of principal while increasing the total rate of return. The \$248,219 balance of the assets represents the value of the land and easements owned and other miscellaneous assets as shown on the balance sheet.

During 2014, total cash received by the Trust was \$51,448. This consisted of dues of \$18,395, other miscellaneous cash received of \$513, unrestricted donations of \$2,246, donations restricted to the Legal Defense Fund of \$17,938, a grant of \$8,500 from Park National Bank restricted to the Legal Defense Fund, Park National Bank trust account income of \$1,236

and the Harvest 5K Run fund raising gross proceeds of \$2,620.

Total cash disbursed in 2014 was \$41,389. Operating expenses of the Trust totaled \$26,834 and the Harvest 5K Run fundraiser expenses were \$1,886. Also, \$5,566 was spent on installing trails and stairs at the Spring Valley Nature Preserve. Expenses related to the Trust's efforts in obtaining national accreditation were \$7,103. Most of these accreditation expenses were covered by grants received during the prior year.

The Trust's total cash and securities of \$215,674 as of December 31, 2014 was held in the following funds and accounts: Operating \$6,794, Endowment Fund \$76,236, Stewardship Fund \$37,635, Legal Defense Fund \$62,970, Donations and Bequests \$32,039. Throughout 2014 the Trust's Board reviewed at each of its meetings the financial statements and transactions, including donation totals, bequests, grants, operating funds and all expenses.

Licking Land Trust Summary Balance Sheet

Assets

Cash and Securities

Legal Defense Funds	\$62,969.54
Stewardship Funds	37,634.67
Donations and Bequests	32,039.40
Endowment Fund	76,235.85
Operating Accounts	6,794.04
Total Cash and Securities	\$215,673.50

Other Assets

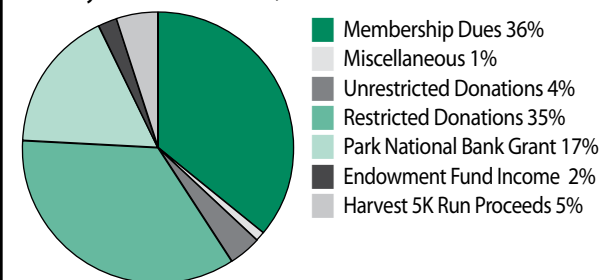
Office Equipment and Computers	\$ 3,000.00
Books in Library (33)	660.00
Real Estate Tax Receivable	2,380.00
Conservation Easements: 16, 1,043.730 acres	16.00
(carried at \$1.00 each)	
Trust-owned Land: 7 parcels, 125.292 acres	242,163.29
(estimated value)	
Total Other Assets	\$248,219.29
TOTAL ASSETS	\$463,892.79

Liabilities and Equity

Liabilities	\$0.00
Equity	463,892.79
TOTAL LIABILITIES AND EQUITY	\$463,892.79

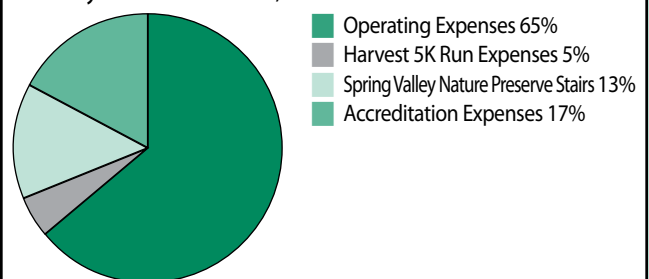
Total Cash Received: \$51,448

January 1 - December 31, 2014



Total Expenses: \$41,389

January 1 - December 31, 2014



For a complete copy of financial statements, please contact the Licking Land Trust.

Licking Land Trust Protected Land

The following table of Protected Land lists the Trust's easements and fee properties, and a timeline of acquisition. Over time, several have been combined into single easements or fee properties and appropriately named.

Name	Grantor	Licking County Location	Year	Ownership Acres	Easement Acres
Harnden Mill Pond Preserve	Bob and Deb Harnden	Granville Township	1991	7.564	
Raccoon Creek Reserve	Granville Township	Granville Township	1993 2000 2001		16.330
Boldon Reserve	Doug and Marilyn Boldon	Granville Township	1994	1.263	
Hartman Farms Nature Reserve	Ron Beitzel	Union Township	1995	7.350	
Hill Wetland Reserve	Cynthia Hill	Granville Township	1996	7.652	
Hankinson Road	Lee and Kathy Larson	Granville Township	1997		5.200
Goose Lane Farm	William Custer	St. Albans and Granville Townships	1997		41.200
Old Maid's Lane Farm	William Custer	Pataskala	1997		34.200
Mount Parnassus	Howard LeFevre Robert and Susan Morrison	Granville	1999	0.587	
Kramer Farm	Arthur Kramer	Harrison Township	2002		81.500
Neeley Farm	Larry and Janet Neeley	Walnut Township, Fairfield Co	2003		75.300
Mockingbird Hill Conservation Area	Judy Farris/Mockingbird Hill, Inc.	Granville and McKean Townships	2004		53.500
Winter Farm	Ilse Winter	Hopewell Township	2004		72.400
Bieberbach Farm	Marian Bieberbach	Franklin Township	2004		115.200
Fryman Reserve	Dick and Ann Fryman	Granville Township	2005	36.575	
Park Trails	MI Homes	Newark	2005 2008	64.301	
James Farm	Patricia James and Jay Matthews	Union Township	2006 2014		133.400
Spring Valley	Granville Township	Granville Township	2007		45.600
Neeley Farm - II	Larry and Janet Neeley	Walnut Township, Fairfield Co.	2007		52.730
Hughes Farm	Kayla Hughes	Newton Township	2007		92.770
Brush Farm	Victoria and C. Bernard Brush	Pataskala	2007		64.400
Carter Farm	Richard Carter	St. Albans Township	2008		100.000
Beckett Farm	Tom, Louise, and Suzette Beckett	Bowling Green Township	2013		60.000
Total Acres Protected:	1,169.022			125.292	1,043.730

Membership

Visionary (\$5000+)

Park National Bank

Partners (\$2500+)

Anonymous

Kayla Hughes

Don and Sally Wiper

Leaders (\$1000+)

BFK Foundation

Tom and Janet Schultz

Stewards (\$500+)

Keith and Lyn Boone

Dan and Diane DeLawder

Louise Denny

Dick and Ann Fryman

Rosemary Joyce

Bob and Joan Kent

Bill McConnell

Michael and Diana Mickelson

Thomas and Wendy Miller

Candi Moore and Steve Mershon

Larry and Janet Neeley

Doug and Beth Spieles

Richard and Mary Lee Van Meter

Clarke and Sara Jean Wilhelm

Conservators (\$250- \$499)

Richard Carter

Gerald and Linda Ehrsam

Dan and Patricia Finkelman

Dave Fryman

Granville Township

Thomas and Erin Henshaw

Florence Hoffman

Jodi Melfi Design

Doug and Susan Kaiser

Norman and Suzanne Kennedy

Lee and Katherine Larson

David and Jill Little

Peter McCarthy & Karla Shockley McCarthy

Jean Luc and Amy Moreau

Paul Rice and Karin Dahl

Mark and Linda Smith

Hedda von Goeben

Mark and Lori Weaver

Honorary Members

Thomas and Louise Beckett

Ron Beitzel

Jon Bennet

Marian Bieberbach (deceased)

Doug and Marilyn Boldon

C. Bernard and Victoria Brush

Richard Carter

William and Lori Custer

Judy Farris

Dick and Ann Fryman

Granville Township

Robert and Deborah Harnden

Cynthia Hill (deceased)

Kayla Hughes

Arthur F. Kramer (deceased)

Lee and Katherine Larson

Howard E. LeFevre (deceased)

John Matthews and Patricia James

Robert and Susan Morrison

Larry and Janet Neeley

Park Trails/MI Homes

T.J. Evans Foundation

Ilse Winter and John Miller

Businesses and Organizations

Aqua Doc Lake and Pond Management

Aramar, Inc.

BFK Foundation

CS Construction Group Ltd.

Dawes Arboretum

Granville Garden Club

Granville Milling Co.

Granville Township

Granville Veterinary Clinic

Jodi Melfi Design

John Hinderer Honda

Kussmaul Gallery

Licking Cty. Soil and Water

Conservation District

Park National Bank

Park Trails/MI Homes

River Road Coffee House

T.J. Evans Foundation

Tecumseh Land Trust

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Clint and Kathy Brown

Jeane Brown

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Ronald and Barbara Bruner

C. Bernard and Victoria Brush

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Ashlin Caravana

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Dominick and Susan Consolo

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Edgar Sheffler
Ron Sheldon
Skip and Nancy Shepherd
James and Nancy Siegel
Barbara Sinsabaugh
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Cheryl Snyder
Eric and Pamela Soiu
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Andrew and Kaarina Sterrett

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Joe and Sally Studer
Phil and Kathy Stukus
Marilyn Sundin
Rainey and Mary Taylor
Paul and Karen Treece
Don Tritt
Barbara S. Vockel
Doug and Becky Wagner
George and Lorraine Wales
John H. and Sarah Wallace
Wes and Beth Walter
James Weaver and Cynthia Greenleaf
Teddy Westlake
Benjamin Whitehead
Bill and Jane Wilken
Rose and Jack Wingert
David and Joanne Woodyard
Jay and Jenifer Young
Michael and Lisa Zehnal

Harvet 5K Run Sponsors

Silver Level
Big "O" Refuse
The Energy Cooperative

Bronze Level
Coughlin Chevrolet of Pataskala
Denison University
Havens Limited
Kegler Brown Hill + Ritter
Kendal at Granville
Reese, Pyle, Drake & Meyer P.L.L.
Willison Investment Strategies

Additional Sponsors
Albyn's Landscape and Nursery
Annie's Homegrown
Bon Appetit
Brown Distributing Co.
COSI
Dick's Sporting Goods
Giant Eagle
Kussmaul Gallery
Licking Memorial Health Systems
McPeck-Hoekstra Funeral Home
River Road Coffeehouse
RUNOHIO
Susan Miller Photography
Target (Heath Store)
Trader Joe's of Easton
Vo2 Fitness
Welsh Hills School
The Soup Loft
The Wilds
The Works



Licking Land Trust
128 S. Main Street
P.O. Box 196
Granville, OH 43023

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lickinglandtrust@windstream.net
www.lickinglandtrust.org

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**Renew your membership, join, or contribute
online at www.lickinglandtrust.org**



**Donate
securely
online.**

Name: _____

Email: _____

Address: _____

City, State, Zip: _____

Phone: _____

Membership Levels:

- | | | |
|---|---|---|
| <input type="checkbox"/> Student: \$10 | <input type="checkbox"/> Business/Org.: \$150 | <input type="checkbox"/> Leader: \$1,000-2,499 |
| <input type="checkbox"/> Individual: \$50 | <input type="checkbox"/> Conservator: \$250-499 | <input type="checkbox"/> Partner: \$2,500-4,999 |
| <input type="checkbox"/> Family: \$50 | <input type="checkbox"/> Steward: \$500-999 | <input type="checkbox"/> Visionary: \$5,000+ |
| Stewardship Fund \$ _____ | | Legal Defense Fund \$ _____ |

Detach and mail this
completed
form with your check to:
Licking Land Trust
P.O. Box 196
Granville, OH 43023