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SUSTAINABILITY EXPERT ADDRESSES TRUST ANNUAL MEETING

Economic growth and environmental protection are “both-and”, not “either-or”

By Doug Spieles, Board Chair

The Trust was pleased to host Kevin Wilhelm as guest speaker for its 2017 annual meeting, held at Bryn Du Mansion on November 6. Kevin Wilhelm is a Granville native who is now CEO of Sustainable Business Consulting, the premier sustainability consulting firm in the country. His group works with some big names—REI, Nordstrom, Amazon, Whole Foods, and The North Face, to name a few. Kevin also works with land trusts and teaches for colleges around the country, and has authored several books, including *Return on Sustainability*, *Making Sustainability Stick*, and *Sustainability Jobs*.



Kevin Wilhelm

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ASSESSING BIODIVERSITY FOLLOWING TIMBER HARVEST AT THE FRYMAN RESERVE

By Shana Byrd, Trustee

On a beautiful August day this past summer, a group of volunteers from The Dawes Arboretum’s Environmental Professional Training Program visited the Fryman Reserve on Goose Lane in Granville, along with several members of the Trust’s board. The goal was to evaluate the post-harvest biodiversity of the Reserve, which is owned and protected by the Trust. As noted in the fall edition of the 2016 newsletter, the harvest was carefully planned and carried out with the help of a state-certified forester.



Delectable salad bar

Aligned with the terms of the conservation agreement and the property’s designation as a working landscape, the forest was managed using sustainable harvest techniques to ensure a small quantity of trees would be selectively removed to allow for increased growth of the surrounding tree canopy. As the forest opens, more light can

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FARM-TO-FORK SPARKLES AGAIN

By Lyn Boone, Board Treasurer

The Licking Land Trust’s third annual Farm-to-Fork local foods celebration, held on August 18, was a



resounding success and firmly established the event as the Trust’s most anticipated tradition. Board members and volunteers were grateful for the Licking County community’s outstanding support of the event, which was attended by 108 guests and supported by more than 80 local businesses, organizations, and individuals.

Held at the Granville Inn, Farm-to-Fork is an annual celebration of land conservation and local foods. Casual but elegant, the event showcases the delectable creations of Granville Inn Chef Chad Lavelly, which this year included a

tini bar with fresh local produce, an Ohio cheese and charcuterie display, a taco bar featuring local meats, Ohio walleye, fruit crisps, and locally-produced ice cream.

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WHAT LIVES IN THAT BARN?

Exploring art, farms and conservation with James Young

By Linda Habig, Trustee

Why do we love farms? The reasons are endless – glorious fields of crops reaching skyward; expansive vistas of varying countryside; bucolic pastures of grazing

progress. I was interested in hearing from Jay about how people appreciate nature and farms through his art. “Everyone can find something they can relate to in art,”

answered Jay. “Kids especially have no inhibitions, and they’ll look at one of my paintings and ask, ‘What lives in that barn? Do you know the farmer?’ Their imagination ignites, as does their parents’ appreciation of how the natural beauty of a farm is thrilling their children.”

Jay continued, “Agriculture is engraved in the founding and history of America, and that speaks to people. Many farmers come into the Gallery, fresh out of working in their fields, and look at my paintings. They really appreciate my farm paintings – they’re so insightful about their natural surroundings. After all, when they’re harvesting a crop, they’ve got the best view of nature in the entire world.”

I asked Jay why people are so nostalgic for farms and the countryside. He reflected that most



Painting by James Young - Untitled, donated to the Trust's 2017 "Farm to Fork" silent auction

sheep, horses, cattle, goats; cheerful clucking and oinking of barnyard animals; sturdy barns and farmhouses exuding love, warmth and shelter; a sense of place, history and home. No one sees and feels all of these better than Jay Young, renowned painter of landscapes and farms, and owner of Kusmaul Gallery in Granville.

I spent a recent morning with Jay, learning about an artist's love and appreciation of farms, while sitting in his studio amidst tubes of paint and easels holding works in

people have had in their lives a happy farm experience that continues to bring them peace, joy, and memories of carefree days. But Jay quickly added, “I don't put iconic nostalgia in my pictures – you know, things like old Coca Cola coolers, John Deere signs, old guys hanging out on a porch – because that kind of nostalgia is a killer of fine art. I want people to dig a lot deeper.” “And from my perspective as the artist, I want to paint what people can relate to and will buy. Years ago, I used to paint giant oversized fruit, and then I had a big

epiphany. People can't relate to jumbo fruit, and my heart wasn't in it either. So I switched to painting what I love – landscapes – and people really relate to them.”

As the paint dried on one of Jay's works-in-progress, I pondered aloud how appreciation for land conservation and fine art depicting our green spaces and farms might be synergistic. Jay responded, “People who buy my art are people who support conservation. People either live on wide open acreage like a farm and want art around them that reflects that, or they live in the suburbs or a city condo and one of my paintings is a window where they can escape to a better place.”

Working in oils, Jay paints about 100 works each year, focusing on landscapes and farms in the Midwest. Along with his wife Jenifer, Jay is a big supporter of the Licking Land Trust, having very generously donated several paintings to the Trust's raffle and “Farm to Fork” silent auctions over the past years. He grew up in Granville, in a house bordering what is now the Spring Valley Nature



Painting by James Young - “Guardians of the Barn”

Preserve, a Trust-conserved property. As a young man, he worked on local farms, including the Middleton Farm, now a part of Kendal at Granville. That youthful love of land has influenced Jay's entire life, and continues as he and his family cherish their farm and animals in Alexandria, while continuing to sketch, photograph and paint Midwestern landscapes. Visit Jay in person at his gallery, studio and store, Kussmaul Gallery in Granville, or on his websites at kussmaulgallery.com, or jamesyoungartist.com.

YOUR INPUT AND CREATIVITY NEEDED!

Help the Trust to –

- communicate faster with you and save money, by sending us your email address. We promise we won't share it!
- add to the photo gallery on our website. Send your creative and best digital photos of any of our conserved properties to us, and then check out the Trust's website to see your work published!
- relate to our members and friends. Write a letter to the Trust's newsletter editor about any Trust or conservation issue on your mind. We love input from members and friends!

(Send email addresses, photos, and letters to lickinglandtrust@gmail.com)

A FACELIFT FOR THE TRUST: UPDATED IMAGE AND BRAND

By Jodi Melfi, Partner, creative COOP, and
Conservator Member, Licking Land Trust

This spring the creative COOP was flattered to be asked to advise the Licking Land Trust in rebranding the organization. The mission of the Trust is near-and-dear to my heart, as I am a rural property owner, horse rider and overall nature lover. Here at the COOP I'm joined by Michelle Newman Brady, a dedicated volunteer for the Trust's Farm to Fork event and a ground-floor member of the Licking Local Food Council, and Chad DiBlasio, a lifetime



on the existing branding while expanding the focus to include a younger group of potential volunteers and members. The vision was to develop the Trust's relevance for today and position it for the future.

The first step was my portion of the project, to create a logo design to reflect the equity in the existing logo and style while also looking to the future, and to consider the connotation of



local who grew up raising sheep on a farm outside of Utica. We all share a desire to be able to pass along to our children that love for nature while educating them about the benefits of preserving green space. It was a terrific match for the project!

Working with several members of the Trust's board, we gained a better understanding of its goals, mission, and vision for the future. We then tackled the task of developing concept options for a new visual brand and outreach direction. The parameters given to us were to reflect



the word "trust"; to accomplish this, the sturdy, central tree, and rolling hills and stream imagery were carried over from the previous logo and updated. The addition of hands reinforces that feeling of trust and caring. Then the tree, hills, stream and hands are grounded with the shape of Licking County, creating a sense of place, both visually and thematically.

The color palette was refined to offer a contemporary freshness that would

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also blend well with new photographic imagery shot by our photographer, Chad, on several trips to Trust-conserved properties. The new bank of imagery of nature and families will bring a richness and professional quality to all of the Trust's print and electronic media for years to come.

The culmination of the branding and imaging facelift has been the creation of a new Trust website, developed by Michelle, that demonstrates a relevant, contemporary look. User experience is now streamlined to funnel site visitors easily to the information they are looking for, including membership and donations. On a more technical level, the website is now mobile-adaptive so it is fully functional on cell phones. And now the website is easier for staff to update to keep

information current. This updated "face" of the Trust is sure to succeed in appealing to a younger group of potential members and volunteers.

Our congratulations from the creative COOP to the Trust on this new phase of the organization's future!



Making friends at photo shoot at Trust-conserved Hughes Farm

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Kevin and the Trust have a similar perspective on sustainability—that is a concept at the intersection of environment, economy, and community. At our annual meeting, Kevin related many stories of clients and partners from both private and public sectors who are all seeking to operate more sustainably. In some cases, the desire is to lessen the organization's ecological footprint. In others, it is to save money. Still others are seeking better ways to collaborate with like-minded community members. Kevin's message is that all three of these desires are entirely compatible. Indeed, they reinforce one another.

Land conservation is a great example. The Trust has long worked to protect greenspace for environmental reasons: it provides habitat,

recharges aquifers, buffers rivers and builds soil. But land conservation also has economic benefits. It raises property values, attracts residents and business, improves human health and reduces the strain on public infrastructure. Finally, land conservation nurtures community. It offers focal points for recreation and community projects. It provides the scenic setting that characterizes our home.

In today's political climate, we often get the impression that we must choose between economic growth and environmental protection. Kevin Wilhelm makes a good case that this should not be an either-or question, but should be both-and. Working for both environmental and economic sustainability can be the defining factor of a community.

SPONSORS & FINANCIAL SUPPORTERS OF FARM-TO-FORK 2017

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The food is served in "grazing" fashion as guests enjoy the opportunity to visit with each other and place their bids on a wide range of donated silent-auction items.

In 2017, one of the themes of the silent auction was experiences and events, resulting in highly popular choices and some quite competitive bidding. To mention just a few of many examples, participants could bid on gift packages that included entertainment such as concerts by the Columbus Symphony and Ladysmith Black Mambazo; sporting events such as Cleveland Indians baseball; natural-history opportunities including planetarium shows, tickets to The Wilds, and a beekeeping demonstration; and gourmet events such as catered in-home dinners. More tangible gifts included a number of artworks and other items.

Besides the many entities that provided silent auction gifts, the top financial sponsors of Farm-to-Fork included The Energy Cooperative, MedBen Health Benefits, The Ohio State University-Newark/COTC, Park National Bank, Englefield Oil, and Ross Granville Market. Please see the accompanying box that lists all of the event's financial supporters. A complete list of silent-auction donors is available on the Trust's website.

The event netted proceeds of more than \$13,000, funds that will be used to support the Trust's permanent land stewardship fund, to build land conservation throughout Licking County, and to help defray some of the organization's 2017 operating expense.

Regretting that you missed this year's event? Never fear – Farm-to-Fork will return next summer, tentatively planned for Friday, August 17!



Silent auction - beekeeping experience

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reach the ground, which stimulates new growth. The presence of understory trees such as oaks and others that need light indicate that a greater diversity of hardwood species will thrive.

However, there are other plants that can also take advantage of these canopy openings. If invasive species are present in large numbers, forest harvests can also lead to an increase in these pesky plants. Greater pressure from invasive species results in decreased biodiversity, as these aggressive plants overtake the native trees and plants that belong there. Moreover, invasive plants are not as useful for the wildlife that call the forest home, because they are typically not co-adapted with native wildlife and don't make good food sources. The goal is to reduce invasive plants where they are encountered and monitor the site over time to ensure they don't return. The Trust advocates biodiversity within all of its protected properties, observing plant and forest growth and conditions during annual site inspections.

As a result, the August site visit team assessed the forest following the tree removal, to ensure that invasive species were not present in large numbers, and to determine best management strategies for removal once found. The evaluation yielded encouraging results: only a handful of invasive species were located on the Reserve, most of which were easily removed. Only one area was of a scale that required a revisit. On a property of 36.6 acres, there is a reasonable expectation to find a few shady invaders that need to be removed, so that is exactly what the team did. As pockets of invasive plants such as Japanese barberry, oriental bittersweet, multiflora rose or honeysuckle were encountered, they were swiftly removed by the group so the site could better support the native plants they were competing with. Each area was photo-documented, including before and after photos of the invasive species being removed.



A sapling at the Fryman Reserve: Before (top) and after (below) removal of surrounding invasive species

Management of these problematic plants is much easier when removal is done before the site is fully infested and native flora and fauna are impacted. There are management strategies for every scenario. Groups such as the Ohio Invasive Plant Council promote public awareness to help prevent new invasions into natural ecosystems. Through workshops and information on their website (www.oipc.info), you too can find specific guidance on how to remove these plants.

Fortunately, efforts by the team of volunteers and Trust board members yielded positive results at the Fryman Reserve, which is once again providing a refuge for native species to thrive. In the future, more opportunities will be presented for supporters to assist with restoring these protected lands. The goal of the Trust is to continually monitor, protect and restore where possible many more landscapes in Licking County, to help ensure these assets are intact for future generations to come.

Shana Byrd is the Director of Land Conservation for the Dawes Arboretum.



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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.



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