Letter from the President

Looking Back to Look Forward

It is an honor to have been elected President of the Board of the Conservancy again this year. This will be my second term as President, and I’m excited about what the Conservancy will be able to accomplish in the next four years.

This summer the Conservancy will be doing its strategic planning. We will look back (way back) to why the organization was founded, then look at what we’ve accomplished during our first sixteen years, and finally look ahead to what we want to do next. We will need your help in the coming years, as we always have, to accomplish what needs to be done.

And this is what needs to be done: we, as a community, need to protect the natural, agricultural, and historic resources and beauty for which Morgan County is so widely known. The Conservancy does that through education and technical assistance, and we’ve made great strides in our early years. Nowhere else in Georgia do residents of a county have access to an organization like ours – to help them voluntarily protect their properties, to list them on the National Register, or to lend a hand with restoration projects. Nor do any local governments in Georgia have access to an organization that acts as a resource – helping draft ordinances (think TDR), helping facilitate greenprints, or helping decision makers make good zoning decisions.

And we do all of that to protect those precious resources that make Morgan County unique, healthy (environmentally and fiscally), and beautiful. In our upcoming strategic planning sessions, we will assess our vision of the future and look for new ways to accomplish that vision:

We envision a thriving Morgan County to be a healthy, beautiful place to live and work for current and future residents, where clean air and water, abundant wildlife, forestry, agriculture, and heritage tourism are vital and contribute to the regional economy.

We aim to preserve the beautiful public vistas, agrarian heritage, rural crossroads, and small town atmosphere while attracting small to medium sized businesses to provide essential jobs and sustain our balanced tax digest. We envision an organization that makes an impact locally and uses its success to promote conservation and balanced growth throughout Georgia.

We’ve got a lot of work to do. We will continue to be able to move decisively when opportunities arise only if our membership is strong and our many other donors continue to support our work. Please get involved in your city and county comprehensive planning process, and please renew your membership or join the Conservancy to support this mission.

Sincerely,

Robert Trulock, President

Image courtesy of Tony Clark, tonyclarkphoto.com
**Advocacy**

**A Trip to D.C.**

For three days in April, the Madison-Morgan Conservancy was part of a select team of Georgia conservation leaders advocating for conservation initiatives to our Congressmen in Washington, D.C. Executive Director, Christine McCauley, was joined by Robert Ramsay, President of the Georgia Conservancy, and Alex Robertson, Legal Counsel for the Georgia-Alabama Land Trust, for the Land Trust Alliance’s Advocacy Days (pictured above with GA Congressman Jody Hice).

Over 120 conservation leaders from all fifty states descended on Capitol Hill for three days to thank their congressional leaders for enacting one of the most powerful conservation measures in decades: the permanent enhanced federal tax incentive for conservation easement donations helping Americans conserve their land voluntarily. See more about conservation easements below.

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**Educational Forum**

**Membership Supper Recap**

On a beautiful evening in March, 130+ Conservancy Members gathered at Dan Rather’s historic barn at Malcom’s Crossroads for the Annual Membership Supper. The chili was delicious, and we were treated to a presentation about Farmview Market from Farm Operations/Business Development Manager, Brad Kelly.

Why are we so thrilled Kelly Products, Inc. partnered with Morgan County BOC to develop Farmview Market? Well, we see that it serves as the retail leg of the three-legged regional food hub concept (aggregation/distribution, retail, processing) for which the Conservancy has been advocating since 2011 through our Regional Food Hub Committee. That committee consisted of local farmers, businessmen, Cooperative Extension, Chamber of Commerce, and city and county representatives and was the impetus behind the public-private partnership responsible for the development of Farmview Market.

We send a big THANK YOU to Kelly Products, Inc. and Morgan County BOC for their investment in Morgan County’s agricultural industry. We now have an outlet for local farmers to sell their products, which should drive demand, which in turn should drive production and therefore farm income.

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**Conservation Easements**

**Love the Land, Love the Tax Incentive**

Do you love your land? Do you want it (or part of it) to stay like it is forever? If the answer is yes, read on.

Over 2,550 acres in Morgan County are permanently protected by voluntary, donated conservation easements. Landowners here who have donated a conservation easement on part of their land have protected private land for public benefit and in return have claimed a federal income tax deduction.

This is not CUVA, the ten-year covenant that restricts development in return for a property tax reduction. A conservation easement is different: it’s permanent (not a ten-year covenant), and it provides an income tax (not property tax) deduction.

Currently, the federal income tax incentive allows the donor of the conservation easement to deduct up to 50% of their AGI for a total of 16 years. And if you qualify as a farmer, you can deduct up to 100% of your AGI for 16 years. Not a bad deal.

The process is time consuming and complicated, and that’s why we’re here: to help you through it, to ensure it’s the right tool for you and your family, and to ensure excellence in the transaction. Please contact us if you are interested in this conservation and estate planning tool, 706-818-8046.

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**Educational Forum**

**Protect & Prosper: a Workshop for Land Use Professionals**

On Thursday, February 25, 2016, 43 people gathered from all over the state to learn about innovative land use tools, many of which had been successfully used in Madison and Morgan County. The workshop was presented by the Madison-Morgan Conservancy in partnership with the Madison Historic Preservation Commission, the Madison Greenspace Commission, and the Madison Downtown Development Authority, and addressed how thoughtful planning for natural, historic, and cultural resources can spur sustainable development. Madison’s Transferrable Development Rights (TDR) program was a key component of the workshop. The Conservancy intends to host this workshop annually to add to our robust educational programming.
Sugar Creek Church Restored

Hallelujah! Hallelujah! Sugar Creek Church is restored! Thanks to the Morgan County Planning Department, the Conservancy, and Hundred Acre Farm, the Sugar Creek Church was not demolished in its 100th year, but moved and restored. And it’s beautiful! Just look at that curved beaded board ceiling! Thank you Crystal and Ellis Johnson for investing in Morgan County’s future by allowing our historic structures to live on, telling the story of our roots. The public can still see the quaint, simple church as they drive down HWY 278. It is also available as a wedding chapel, for church services, and for conferences through Hundred Acre Farm. Go see it, and thank Crystal and Ellis for saving an important piece of Morgan County history and for investing in Morgan County’s future.

Images courtesy of Tony Clark, tonyclarkphoto.com

Fredrick Prescott Collection:
Artist’s Price: $215,000 (as listed)
Donor’s Purchase Price: $158,000

Sculptures include:
Purple Holy Cow, 2009, 76 x 100 x 34 inches
Artist Price: $38,000
Asking Price: $28,000

Black and White Holy Cow, 2007,
80 x 103 x 27 inches
Artist Price: $38,000
Asking Price: $26,600

Papa Red Horse, 2013, 210 x 118 x 48 inches
Artist Price: $36,000
Asking Price: $25,200

Papa Red Horse, 2013, 90 x 97 x 32 inches
Artist Price: $24,000
Asking Price: $19,000

Mama Blue Horse, 2012, 118 x 36 x 49 inches
Artist Price: $36,000
Asking Price: $25,200

Mama Blue Horse, 2013, 101 x 67 x 33 inches
Artist Price: $24,000
Asking Price: $19,000

Yellow Colt, 2013, 74 x 60 x 30 inches
Artist Price: $19,000
Asking Price: $15,000

Baby Flying Pig, SOLD

FOR SALE
9 Fredrick Prescott Sculptures

Help us raise funds to support our mission.

We are motivated sellers. Make us an offer.
Contact Theresa Dickinson: 706-818-8046 or tdickinson@mmcGeorgia.org

Madison-Morgan Conservancy | PO Box 752 | Madison, GA | 30650 | 706-818-8046 | mmcGeorgia.org
One of the vital roles of local government is land use planning – Morgan County and the City of Madison are proceeding through their respective comprehensive planning processes which includes among other things a significant amount of land use planning. In the end, both plans will result in a map for the future, your future, and will affect your daily lives. The decisions made about land use during this process are critical: they will determine how long it takes you to get to the grocery store and if you’ll see beautiful things like Malcom’s Crossroads or Madison’s historic district. Those land use decisions will be mapped in the Future Land Use Map (FLUM), and we think you need to know what it’s going to look like.

The Conservancy’s long-standing involvement in this community’s comprehensive planning and our technical assistance to our local governments has made us acutely aware of the link between the decisions made during comprehensive planning and changes approved on the ground where we live. And to be blunt, you can’t complain on the back end, if you’re not involved on the front end.

Recently, the Conservancy’s Development Review Committee (DRC) reviewed the Foster Park development proposal, to be located on the site of one of Madison’s most important historic and greenspace resources. The DRC reported to the Madison Planning Commission, detailing the pros and cons of such a development. Yes, it’s true, we believe density should be focused near infrastructure protection, and it’s the backbone of any future preservation work. The Conservancy’s Greenprint Ramble and other educational opportunities. Those Greenprints include a lot of public input and were adopted by the Board of Commissioners and Madison City Council in the Comp Plan as publicly approved lists of resources slated for preservation.

The Conservancy’s Greenprint Ramble and other educational programming is designed to expose the public to the value of these resources so you are inclined to protect them if they are ever threatened.

Today one of them is threatened, and many of you are inclined to protect it, but we urge you to also get involved on the front end (now) during the comprehensive planning process so you have more input on what you see come out of the ground where you live. Ask your decision makers to include the Greenprint in the County Comprehensive Plan – it’s the only method we have in Morgan County to identify important resources worthy of protection, and it’s the backbone of any future preservation work in this community.

We get to contribute on the back end, because we contributed significantly on the front end. The Conservancy helped the County and City of Madison draft a Greenprint in 2004. This map and document identifies 51 preservation opportunities. Then again in 2009, the Conservancy assisted in drafting the City of Madison’s Greenprint Addendum, listing 30 preservation opportunities. Those Greenprints include a lot of public input and were adopted by the Board of Commissioners and Madison City Council in the Comp Plan as publicly approved lists of resources slated for preservation.

Contact the comprehensive planning staff directly:

**Morgan County Planning Department - (706) 342-4373**
Jeremy Gray of WFN Consulting, JGray@wfnconsulting.net; Chuck Jarrell, Morgan County Planning Department, cjarrell@morganga.org; Tara Cooner, Morgan County Planning Department, TCooner@morganga.org;

**Morgan County Board of Commissioners:**
Chairman, Donald Harris dharris@morganga.org
Andy Ainslie aainslie@morganga.org
Philip Clack pclack@morganga.org
Ellen Warren ewarren@morganga.org
Ron Milton rmilton@morganga.org

**City of Madison Planning Department - (706) 342-1251**
Monica Callahan, mcallahan@madisonga.com;
Mollie Bogle, mbogle@madisonga.com

**City of Madison Mayor and Council**
Mayor Fred Perriman fperriman@madisonga.com
Carrie Peters-Reid cpereid@madisonga.com
Bobby Crawford bcrwford@madisonga.com
Joe DiLetto jdiletto@madisonga.com
Rick Blanton rickblanton@madisonga.com
Chris Hodges chodges@madisonga.com
Meet our New Board Members

Each year the Conservancy invites a few people to join the Board of Directors. Led by our Board Development Committee, we court individuals whose expertise is helpful to our organization. In addition to agriculture, historic preservation, natural resources conservation, our board needs individuals with experience in forestry, accounting, food procurement, real estate development, land use law, event planning, etc. We are fortunate to have enlisted an excellent group to assist us in accomplishing our goals. Meet the three board members who have joined, or rejoined, us this year.

Emily Buck is starting her second term on the Conservancy Board. She has co-chaired the past three Rambles and looks forward to the next one in 2017. She enjoys all aspects of the Conservancy and believes strongly in its mission. Outside of her Conservancy activities, Emily serves on the boards of the Steffen Thomas Museum and the Morgan County Foundation for Excellence in Public Education. Emily loves living in Madison with her husband, David, and three children. She spends her days tutoring Middle School and High School students and serving as taxi to her three busy kids. In her free time, Emily enjoys volunteering, cooking, walking her two springer spaniels, reading, and traveling.

Nancy Greene was born in Melbourne Florida, and was a resident of Atlanta for 45 years. Nancy moved to the Rutledge area in 2013 to restore a house she and her husband Lane bought from Felton Jenkins in 2006. After serving as the Executive Director of Historic Oakland Cemetery for four years in the 1980s, Nancy went to work as a paralegal for a general practitioner in Atlanta. Before she retired in 2013, she enjoyed being a docent at the Wrens Nest, the Joel Chandler Harris House. Nancy continues her interest in historic preservation by serving on the Board of Morgan County Landmarks and the Conservancy, she also serves on the Board of the Friends of the Library. After joining the Conservancy in 2013, Nancy became an integral part of the 2014 Greenprint Ramble Supper Committee.

Robert Trulock grew up on the family farm in Climax, GA, where they raised timber and peanuts. He attended Berry College for two years and earned a Bachelor of Science in Agronomy from the University of Georgia. Immediately after graduation Robert worked with Dow Chemical in Memphis, but his passion for investing soon drew him to Dean Witter in Atlanta and then to Morgan Stanley. He earned the Morgan Stanley Smith Barney prestigious Wealth Advisor designation in 2003, the title of Senior Portfolio Manager in 2009, and is currently a member of Morgan Stanley Smith Barney’s Masters Club. Robert’s civic and service interests have allowed him to serve as President of the Atlanta Farmers Club, Buckhead Fifty Club, Madison Kiwanis Club as well as past chair of the Madison-Morgan Cultural Center and the Conservancy, she also serves on the Board of the Friends of the Library. After joining the Conservancy in 2013, Nancy became an integral part of the 2014 Greenprint Ramble Supper Committee.

Save the Dates

Aug. 13 - Sustainability Symposium

The Conservancy is partnering again with the Madison-Morgan Cultural Center to present the next in a series of symposiums: the Sustainability Symposium. Like “WWII: On the Homefront” and “Yankees Marching By,” this symposium will feature experts in the field, this time addressing sustainable development and technology. The speakers will be Southface’s Bourke Reeve, and the Imery Group’s Luis Imery. More details will be released soon to members via email.

Aug. 25 - 12th Annual Conservation Easement Workshop

The Conservancy is partnering with the Georgia-Alabama Land Trust and the Atlanta Chapter Appraisal Institute to present the 12th Annual Conservation Easement Workshop at Burge Plantation. It’s an all day affair appropriate for landowners considering using conservation easements or anyone working in the conservation easement industry. Lawyers, CPAs, Appraisers, and Foresters all get continuing education credits. See our website for more detail. Registration opens July 18th. Register early – space is limited and always fills up.
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Annual Membership Form
Support the Conservancy’s mission with your annual membership:

- Daniel Morgan Society - $5,000+ (Watershed Donor Level)
- Benefactor - $1,000+ (Watershed Donor Level)
- Supporter - $500
- Donor - $250
- Preservationist - $100
- Conservationist - $50
- Naturalist - $20

Name(s) as it should appear on the Membership list:
_______________________________________________________________________________________________________
_______________________________________________________________________________________________________
City: ___________________________________________         State: _______________        Zip: ____________________________
Phone 1:_________________________________________       Phone 2:____________________________________________
Email 1:_________________________________________        Email 2:_____________________________________________

Conservancy Members continued...

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Watershed Donors Needed

Join us at the Watershed Donor level – we need the support this year. With our growing organization and expanded programming, we need an influx of capital to keep us agile and ready to act when needed. Watershed Donors contribute the largest amount to our membership, which are the funds we use to operate the organization. Without membership dues, the Conservancy would not exist. Invest in your future here in Morgan County by investing in the Conservancy. We need you, and you need us.

Madison-Morgan Conservancy | PO Box 752 | Madison, GA | 30650 | 706-818-8046 | mmcGeorgia.org
How does it keep getting better? Thanks to all of you who worked so hard to make Derby Day such a huge success. Thanks to the sponsors, hosts, ticket holders, auction bidders, and Derby Day Committee, it was the best fundraiser and the best party yet. A special thanks goes out to Betsy Wagenhauser and Alex Newton for hosting us again this year. Mark your calendars for May 6, 2017 – the next Derby Day in a location to be determined. We’ll keep you posted and hope you will join us again for our only fundraiser of the year.

Oh, and Derby Day was named for the third time as one of the best seven derby parties outside Louisville, KY. Wow!

Need to Renew? Check Your Mailing Label.
The date printed above your name on the mailing label is the last date on which you paid your annual membership dues. Please renew annually to support the Conservancy’s work and to increase our programming.