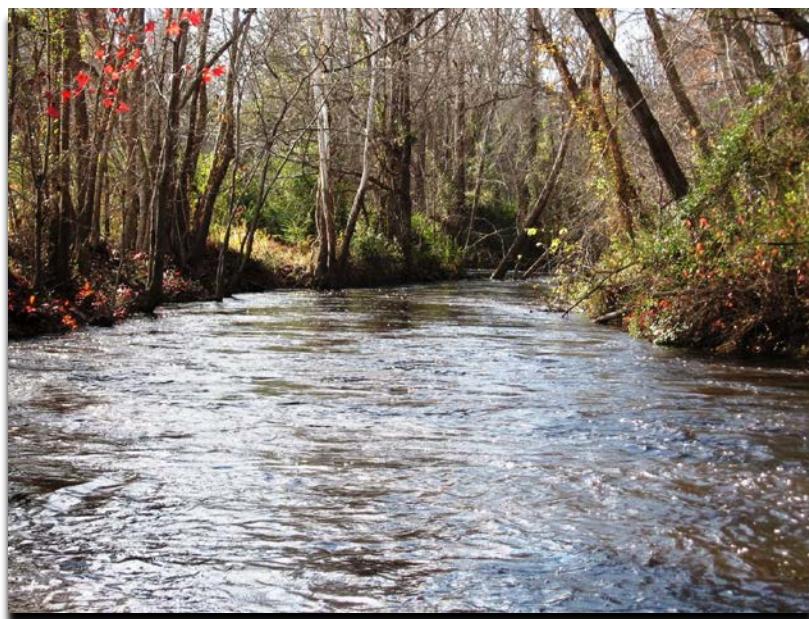


# Piedmont Conservation Council, Inc.

721 Foster Street, Suite 228 • Durham, North Carolina 27701  
Telephone: (919) 560-0560

## Annual Report Fiscal Year 2012 (JULY 1, 2011 - JUNE 30, 2012)



PCC was established in 1967, authorized by Congress in October of 1968, incorporated in 1986, and received 501(c)(3) status in March of 1987. PCC is a not for profit organization that addresses natural resource conservation and development issues. Piedmont Conservation Council, Inc. serves Alamance, Caswell, Chatham, Durham, Guilford, Orange, Randolph, Rockingham and Wake Counties of North Carolina. Piedmont Conservation Council Inc. seeks to promote equity, access, and inclusiveness to all persons for all programs and services; without regard to race, gender, age, ethnicity, socioeconomic status, marital status, or disability.



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## —MISSION—

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*Our mission is to leverage people and resources for innovative projects that promote conservation and sustainable communities.*

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## — EXECUTIVE COMMITTEE —

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Alex Ashton ..... Chairman  
Eddie Culberson..... Vice-Chairman  
Norton Webster.....Secretary  
Rudy Langley..... Treasurer  
William “Bill” Alston ..... Executive Member  
Frank Green.....Executive Member  
Talmage Layton ..... Executive Member  
Gail Hughes..... Executive Member  
Hester Vernon..... Executive Member  
Hazel Puckett..... Executive Member  
Robin Hammond.....Executive Member

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## — COUNCIL MEMBERS AND STAFF —

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Alamance County

Rudy Langley  
Dr. Janet McFall  
*Vacant*

Caswell County

Hester Vernon  
Rick McVey  
*Vacant*

Chatham County

Brenda Williams  
Norton Webster  
*Vacant*

Durham County

Talmage Layton  
Eddie Culberson  
*Vacant*

Guilford County

Alex Ashton  
Herb Hendrickson  
Millie Langley

Orange County

Dave Stancil  
Gail Hughes  
*Vacant*

Randolph County

Bill Alston  
*Vacant*

Rockingham County

Hazel Puckett  
Frank Green  
Larry Baker  
Brenda Sutton  
(alternate)

Wake County

Tushar Mahale  
Dale Threatt-Taylor  
Robin Hammond

Contracted Staff: Stephanie Grant, Aspen Price, Carol Melton, Michelle Gonzales-Green, Drew Nelson, Jacob Leech

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## — GOALS —

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In April 2011 (FY10-11) PCC was severed from its previous parent organization, NRCS. In previous years, NRCS set organization-wide goals, but in FY11-12, PCC began setting its own goals and goal categories. In September 2011 the Full Council convened for a Strategic Planning retreat and as a result made several major changes and set new project goals for the remainder of the fiscal year. The Council established a list of potential projects which were scored, prioritized, and approved at the November Executive Board meeting. Each project idea presented at the retreat was rated by seven Executive Board members on a scale of 1-5 for each of eight criteria. The lowest possible score was therefore 56, and the highest possible score was 280. The results of the project priority rankings are included in the table below.

**Table 1. New Project Priorities for FY11-12**

Rank	Project	Total	Council Points of Contact	Average Score per Rater	Standard Deviation
1	Land trust stewardship/monitoring/Conservation project monitoring	<b>201</b>	Norton, Janet, Alex, Elon Law	28.71	3.82
2	Green roofs in urban areas – with food production	<b>187</b>	Eddie	26.71	2.36
3	More CWMTF or similar projects – innovative stormwater management	<b>182</b>	Eddie, Gail, Frank, Norton	26.00	4.24
4	Farm Incubator/Farm Transition	<b>174</b>	Janet, Alex, Millie, Rudy, Brenda S.	24.86	5.58
5	Writing wildlife habitat management plans	<b>169</b>	Alex	24.14	5.37
6	Urban composting, would require market research	<b>166</b>	Alex, Janet, Hazel	23.71	5.28
7	Focus on FabLab as a potential money-maker for PCC	<b>163.5</b>	Tushar, Talmage	23.36	4.21
8	Converting parking lots to natural areas – possible links to urban ag, trails/parks, public health, transportation	<b>152</b>	David and Gail, Alex (potential site), UNC Planning School	21.71	5.71
9	Walking trail in Rockingham County to connect government center to other county facilities	<b>135</b>	Larry, Frank, Brenda S.	19.29	4.92

**— GRANTS —**

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**Table 2. Grants & Other Funding Applied For**

<b>Project</b>	<b>Funding Source</b>	<b>Amount Requested</b>	<b>Status</b>
Durham Ag Building Green Roof	NC DOJ Environmental Enhancement Grants	\$ 247,000	\$50,000 Partial Award
SW High Point Stormwater Revitalization	EPA Urban Waters	\$56,300	Rejected
Alamance/Guilford Farm Incubator	Center for Environmental Farming Systems	In-kind support	Awarded
Caswell County Farmland Protection Plan	NC ADFP	\$25,000	\$15,000 Partial Award
Caswell County Farmland Protection Plan	Caswell Farm Bureau	\$2,500	Fully Awarded
Smitherman's Dam Removal (design)	USFWS SARP	\$51,000	Fully Awarded
Smitherman's Dam Removal (construction)	Partners for Fish and Wildlife	\$65,000	Fully Awarded
Lassiter Mill Dam Removal (construction)	Partners for Fish and Wildlife	\$110,000	Fully Awarded
Lassiter Mill Dam Removal (construction)	NOAA/Fish America Foundation	\$75,000	Pending

**Table 3. Grants Ongoing/Completed**

<b>Project</b>	<b>Funding Source</b>	<b>Project Amount</b>
Alamance Community College Stormwater Project	Clean Water Management Trust Fund	\$382,790
Caswell County Wick Applicator	RAFI	\$7,700
C.W. Stanford Middle School Stormwater Project	Clean Water Management Trust Fund	\$355,430
Fab Lab Carolinas	Z. Smith Reynolds Foundation	\$70,000
Lassiter Mill Dam Removal	American Rivers / National Oceanic Administration	\$65,900
Piedmont Local Food, "Get A Taste of This" event	Z. Smith Reynolds Foundation	\$30,000
Randolph County Quilt Trail	Natural Resource Conservation Service	\$12,940

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## — PROJECTS —

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### *Completed Projects*

#### **Piedmont Local Food, Get A Taste of This Event**

PCC obtained funding from the Z. Smith Reynolds Foundation in FY10-11 to assist the Piedmont Local Food Coalition in building and increasing the local food market. The grant was for \$30,000 in operational, outreach, and business-building funds. Grant money, along with \$10,000 in matching funds from the Rockingham County Local Food Coalition, was used to hire an event coordinator to organize and put on the Get A Taste of This event held at the Greensboro Marriot on June 30. Local chefs competed to make delicious dishes out of local ingredients sourced from Piedmont Local Food. The chefs sampled their dishes to event attendees.



Grant funds were also used to advertise Piedmont Local Food in the North Carolina magazine “Our State.” A 1/3-page ad was taken out in five consecutive issues. The remaining funds were used to print several hundred brochures for Piedmont Local Food to distribute at local events and Cooperative Extension offices.

#### **C.W. Stanford Middle School Innovative Stormwater Project**

This project was awarded by the CWMTF for the 2010 project year after initially being denied in 2009. The official contract date is February 11, 2011. The project consists of bioretention areas at the bus parking lot, an oil-water separator near the Orange High School parking lot and water harvesting on a constructed pond that will be used to irrigate five of the campus’ eight athletic fields. It is anticipated that the harvesting project will save the school system approximately \$130,000 per year by providing 94% replacement for the 4.4 million gallons of water used to irrigate those five fields alone.

Significant progress was made on this project in FY10-11, and it was completed in FY11-12. This project’s success is due to a project team that came together in 2008 and has continually met and worked toward this goal for three years. This team includes representatives from the Orange County Soil and Water Conservation District, Orange County Erosion Control, Orange County Schools Maintenance Department, the Orange County Board of Education, PCC, Kimley-Horn and Associates, and the principal of C.W. Stanford Middle School. Throughout this process this team has met monthly to keep the project moving and successful.



CWMTF granted PCC \$355,430. PCC secured \$46,300 from Orange County Schools as a match, and the project was completed nearly 50,000 in other in-kind and cash matches. The project has been featured in the local news several times and garnered widespread support in the community and in the school board.

Construction and final reporting for this project was completed at the end of May 2012.

### **Lassiter Mill Dam Removal, Design Phase**

This project was for the permitting, design, and planning of the removal of the Lassiter Mill Dam on the Uhwarrie River in Randolph County. The grant is from American Rivers via the National Atmospheric and Oceanic Administration for \$65,900. American Rivers issued a contract to PCC on June 24, 2011. During this fiscal year, PCC contracted with Princeton Hydro, LLC of Ringoes, NJ to perform the design and engineering for the dam removal. Princeton Hydro visited the site in November 2011 and delivered draft designs in March 2012. During the initial and subsequent field work conducted by Princeton Hydro, American Rivers, and the USFWS, there is little to no sediment behind the dam – one of the main concerns in the permitting process. The lack of sediment indicates there will be little or no short-term water quality deterioration after the dam removal. The design plans call for an access road through the Grissom property on High Pine Church Road, redirecting river flow temporarily, installing a temporary road across the raceway and river, and gradually knotching the dam out from the river right side. Debris will be used to fill the raceway and scour hole. The foundation from the collapsed mill will also be demolished and used as fill.



With draft designs in hand, PCC and American Rivers approached the appropriate permitting agencies - NCState Historic Preservation Office, the US Army Corps of Engineers (Wilmington District) and the NCDivision of Water Quality. A site visit was conducted with representatives of USACE, DWQ, PCC, American Rivers, and Princeton Hydro on May 31<sup>st</sup> in order to finalize the permit application process. Permits are pending and determinations will be made by Fall 2012.

### **Caswell County Wick Applicator**

PCC was awarded \$7,700 from RAFI to purchase a wick applicator for Caswell County. The equipment was to be shared with surrounding counties as well. The applicator was purchased during FY10-11, but the project was complete this FY after conducting tutorials with local farmers and cattlemen on the use of the wick applicator. The Caswell County Soil & Water District was the primary partner on this project, and they currently maintain, store, and lend out the wick applicator.

A wick applicator is a tractor attachment for herbicide application. Instead of a conventional sprayer, which often results in excess herbicide leeching into unwanted portions of land and into water supplies, the wick applicator applies a small amount directly to the desired plants where it is immediately absorbed. The equipment is essentially a horizontal roller set at a height to contact fast-growing weeds but not other recently mowed grass. The spongy roller is soaked with herbicide mixture and contacts the tips of the weeds.



### **Randolph County Quilt Trail**

PCC received NRCS funding in FY10-11 to establish a “Quilt Trail” in Randolph County. In partnership with the Randolph County Soil and Water District and the Randolph County Quilter’s Guild, over thirty barns and farm properties have been decorated with a 4x4 wooden quilt square. The designs of the squares were developed by each family and represent a bit of their family history, culture, and values. The farms on the trail applied to Randolph S&W, which reviewed and approved applications to participate in the program. The District is now working on a second phase to expand the program since it was so popular throughout the county.

The squares were constructed and painted by Louella Caison, a local quilter, who was recognized at the Quilter’s Guild annual meeting for her effort and craftsmanship on this project.

The trail is documented and publicized through a brochure distributed throughout the county, and through a website: <http://www.piedmontconservation.org/randolph-county-quilt-trail>. The website and brochure were designed by a local company – Yellow Dog Design Co.



## On-going Projects

### Fab Labs Carolinas



PCC continued its efforts to open a Fab Lab in Durham. The Board hired a project manager dedicated to this project – Michelle Gonzales-Green, in January 2012. Ms. Green was hired to take over strategic and logistical aspects of the project and be the “face” of the campaign. Drew Nelson’s contract was edited and renewed as “Lab Technician” and he provides technical expertise on the project. Wake County Council Member Tushar Mahale also closely oversees the project as he is the founder.

PCC was lent the MIT Mobile Fab Lab for six months from September 2011 to March 2012. While in possession of the mobile lab, FabLabs Carolinas was present at several events: a YES! Martinsville event completely dedicated to FLC, the Annual Farm-City Luncheon in Durham County, a two-week stay in the NCSU brickyard, prime exhibition space at SparkCon Raleigh, the Durham Transit Station, several days at the Bethesda Christian Academy, and a week-long event at Watts Elementary School.

Once Ms. Green was on board several project milestones were reached – development of a dedicated mission and vision for the project, building community support and training, design and launch of a professional website, launch of a “crowd-funding” campaign on IndieGoGo, and most importantly, a plan and strategy of how the project will grow and flourish over the next year.

In April and May 2012 the Council approved the purchase of the first equipment and components to build equipment for FLC. This equipment will be stored and transported in an retrofitted school bus (also approved for purchase) and the project team will establish IDEA Hubs throughout the area. These hubs will act as hosts, champions, and patrons of the project.

Ms. Green also developed an ambitious and detailed project budget with balanced funding sources, and began working on documentation for independent 501(c)(3) status for Fab Labs.



## **Alamance Community College Innovative Stormwater Project**



Construction at ACC was conducted over the summer months of 2011. Construction was complete on September 9, 2011. This project consisted of two innovative bioretention areas in the school's parking lot and a 4,900-gallon water storage cistern.

Even though construction is complete, the sampling in the bioretention areas is ongoing. Sampling will likely be complete in November 2012. The final report is due by January 31, 2013.

## **Caswell County Farmland Protection Plan**

In FY11-12 PCC was awarded \$15,000 from the NC Agricultural Development and Farmland Preservation Fund to complete a Farmland Preservation Plan for Caswell County. Other than Randolph, Caswell is the only remaining PCC county without such a plan.

PCC also pursued and received a commitment from the Caswell County Commissioners to donate \$5,000 of in-kind county staff time devoted to completion of the Plan. The Caswell County Farm Bureau also contributed \$2,500 in cash match on the project.

PCC hired consultant Jerry Dorsett to research and write the FPP, under the direction of an advisory committee. The committee was approved by the Commissioners and Mr. Dorsett has begun working with the committee to establish the specific scope and goals for the FPP. A draft of the FPP is due by December 2012, with the Final due in June of 2013. The FPP will need to be adopted by the Caswell County Commissioners and reviewed by NC ADFP before finalized.

## **Alamance/Guilford Farm Incubator**

PCC is part of a partnership with Elon University, Guilford County Open Spaces, and Guilford County Soil & Water District to develop a farm incubator at the Hines Chapel Preserve. Elon has donated in-kind and planning support with regular project planning meetings at their Center for Environmental Studies, as well as hosting tours of their farming test plot on site. Guilford County Open Spaces has worked with the County Commissioners to approve the use of the Preserve for these purposes, however it has not been approved as of yet.

PCC applied for and was awarded in-kind support from the Center for Environmental Farming Systems in the design, development, and implementation of a farm incubator during FY11-12. However, before being able take advantage of this support, PCC must first pursue a business plan/feasibility study for the incubator and procure start-up funding.

PCC also partnered with Elon Law students to develop "beginning farmer legal handbooks" in order to inform start-up farmers of legal issues surrounding starting and running agricultural operations in the Guilford/Alamance area. While this partnership was mainly a research project for students, PCC did

receive valuable research that will likely be incorporated into the project later in the process.

### **Lassiter Mill Dam Removal, Construction Phase**



The construction phase of the Lassiter Mill Dam removal should begin in FY12-13. In FY11-12, PCC applied for funding from the Partners for Fish and Wildlife Program (USFWS) in the amount of \$110,000. Based on Princeton Hydro estimates, the construction process including administration and construction oversight will be approximately \$186,000. PCC applied for funding from the NOAA/FishAmerica Foundation partnership for the remaining \$75,000 (maximum FAF award). If Fish America funding is awarded in August, the construction phase of the project can then begin in the fall. If FAF is not awarded, PCC will apply for the upcoming American Rivers/NOAA cycle due December 2012.

### **Smitherman's Dam Removal**

PCC adopted the Smitherman's Dam Removal project in FY11-12. Even though the project is technically in Montgomery County (Town of Troy), the Council decided the project would still benefit the PCC service area. The Environmental Impact RC&D, which previously covered Montgomery County, has dissolved and there were no territory conflicts.

Smitherman's Dam is on the Little River, also upstream of where Progress Energy will release the anadromous fish species included in their 2012 licensing agreement for the dams on the Yadkin-Pee Dee River. The Town of Troy applied to the USFWS SARP program for funding the design phase, but during application review the Town became concerned in their ability to manage the project. The application was transferred to PCC. This funding, in the amount of \$51,000 was awarded in June 2012. Design firm bids will begin in FY12-13.



A portion of the Partners for Fish and Wildlife award (\$65,000 of the \$175,000 awarded) is for the construction phase of Smitherman's. It is anticipated additional funding will be needed for construction and additional applications will be completed during FY12-13. PCC plans to remove this dam in or around summer of 2013.

**Table 4. Potential New Projects Analyzed in FY11-12**

Potential Projects Analyzed	Notes
Duke University SWAMP Project Tours/Tutorials	Vice-Chair Culberson has partners at Duke that may be willing to partner to allow PCC to give tours of their comprehensive stormwater retrofit project on campus.
Southwest High Point/ Richland Creek Revitalization Stormwater Inventory	Applied for US EPA Urban Waters funding and was not awarded. May now take similar or same project to other funders.
Southwestern NC RC&D Elderberry Project	PCC is a partner with the Southwestern NC RC&D Council on a state-wide project to inventory, plant and foster native elderberries. Southwestern RC&D is awaiting funding notification.
Watershed-scale monitoring for Jordan Lake	After the Jordan Lake Rules were adopted, the region is in need to watershed-level monitoring data to track the sources of nutrients and other pollutants.
An Oral History of rivers in Chatham County	PCC was approached via the website by a journalist working on a comprehensive oral history of Chatham County's Rivers. PCC decided not to adopt the project.
Dam removals on Denson's Creek	A potential continuation of dam removals for PCC. Denson's Creek is a tributary to the Little River and the potential dams to remove (2) are owned by the Town of Troy. American Rivers and USFWS are partners.
Partner project with YMCA to encourage local produce purchasing	A possible NIFA opportunity. Given time constraints, PCC decided not to adopt this project this year, but potentially something similar next year with NIFA or Farmer's Market Promotion funds.
Land trust stewardship and conservation monitoring	These projects are part of the new project priorities established after the planning retreat. PCC still plans to pursue these projects or similar ones in the next FY, but was unable to move forward this FY.
Wildlife habitat management plans	
Urban composting operations	
Converting parking lots to natural areas	
Rockingham County Walking Trails	
Local Beekeeping Cooperatives	
Service Area Asset Mapping	

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## — MEETINGS AND MEMBERSHIP —

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PCC held three full Council Meetings in FY 11-12 at Alamance Community College on August 11, 2011; October 20, 2011 and April 19, 2012. The July meeting was postponed due to lack of quorum on the regularly scheduled date. The January meeting had sufficient responses for a quorum, but on the night of the meeting there were cancellations such that a Full Council quorum could not be reached. An emergency Executive Board meeting was convened instead. Elections were held at the April 19, 2012 meeting and officers were selected for FY12-13. Alex Ashton was elected Chairman, Eddie Culberson Vice Chairman, Rudy Langley treasurer, and Norton Webster secretary. New Full Council member Robin Hammond from Wake County was instated at the April 19, 2012 full council meeting. During this fiscal year Herb Hendrickson, George Bain, and Jarvis Martin resigned.

In addition to quarterly council meetings, the PCC Executive Board meetings were held on the first Tuesday of each month, except some months with full council meetings: July 5, 2011; September 6, 2011; October 4, 2011; November 1, 2011; December 6, 2011; January 19, 2012 (emergency meeting in lieu of Full Council meeting); February 7, 2012; March 6, 2012; May 8, 2012

PCC also held a strategic planning retreat on September 22, 2011 at the Elon Lodge. A Full Council quorum was present and the retreat was facilitated by Kip Godwin and Marilyn Meares of the NC Association of RC&D Councils. The Council decided to update the mission statement and do away with the vision statement, edit the bylaws, and pursue a slew of new fundraising and project ideas. The Council also reconsidered its organizational structure, but ultimately decided to keep the same number of members per county. The Council did add Wake to the service area, however.

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**— FINANCIAL SUMMARY FY 2012 —**

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<b>REVENUE</b>	<b>July 1, 2011 – June 30, 2012</b>	<b>TOTALS</b>
<b>Grant Revenue</b>		
Alamance Community College, CWMTF	202,069.66	
Caswell Co Wick Applicator, RAFI	385.00	
CW Stanford Middle School, CWMTF	321,409.27	
Fab Lab Carolinas, ZSR	35,000.00	
Guilford Farmland Protection Plan, ADFP	11,614.00	
Randolph County Quilt Trail, NRCS	9,118.00	
Lassiter Mill Dam Removal, American Rivers	39,540.00	
		<b>619,135.93</b>
<b>Matching Funds and Donations</b>		
Fab Lab Carolinas	19,233.83	
Caswell County Farmland Protection Plan	2,500.00	
		<b>21,733.83</b>
<b>Sponsorship</b>		
Alamance County	2,000.00	
Caswell County	2,000.00	
Chatham County	0.00	
Durham County	1,500.00	
Guilford County	2,000.00	
Randolph County	0.00	
Rockingham County	0.00	
Orange County	900.00	
		<b>8,400.00</b>
<b>Other Income</b>		
Interest	22.96	
Miscellaneous	7.45	
		<b>30.41</b>
<b>Total Income</b>		<b>FY 2012 649,300.17</b>

<b>EXPENSES</b>	<b>July 1, 2011 – June 30, 2012</b>	<b>TOTALS</b>
<b>Operating Expenses</b>		
Administrative Services	(7,201.63)	
Accounting	-	
Bookkeeping Services	(610.55)	
990 Preparation for IRS	(1,600.00)	
Insurance – Liability, D&O	(1,137.00)	
Postage, Mailing Service	(18.30)	
Printing and Copying	(0.00)	
Supplies	(35.00)	
Web Hosting	(85.00)	
Website Maintenance	(199.59)	
		(10,887.07)
<b>Other Expenses</b>		
Organizational Dues	(960.00)	
Mileage Reimbursement	(503.77)	
Council Refreshments	(0.00)	
Bank Service Charges	(0.03)	
NC Secretary of State	(25.00)	
		(1,488.80)
<b>Program/Project Expenses</b>		
Alamance Community College, CWMTF	(202,785.26)	
Caswell County Wick Applicator, RAFI	(0.00)	
C.W. Stanford Middle School, CWMTF	(375,940.23)	
Fab Lab Carolinas, ZSR	(38,852.17)	
Guilford Farmland Protection Plan, ADFP	(8,421.21)	
Piedmont Local Food, ZSR	(20,003.80)	
Randolph County Quilt Trail, NRCS	(7,374.52)	
Lassiter Mill Dam Removal, AR	(35,900.05)	
		(689,277.24)
<b>Total Expense</b>		<b>FY 2012 (701,653.11)</b>
<b>Change in Net Assets</b>		<b>FY 2012 (52,352.94)</b>