

Approved on 4/26/2021

NHC Education Subcommittee Minutes 3-30-21, 5pm-6pm

Attendance: Christine Putnam, Emily Luebke, Micheal Rodemeyer

Absent: Bruce Gatling-Austin

1. Plant Northern Natives Campaign partnership with the Piedmont Master Gardeners (PMG) and possible Home Landscape for Wildlife Program being developed by the PMG (Christine)

- Plant Northern Natives Campaign
 - Joint effort by PEC, Blue Ridge Prism, PMG, Native plant society
 - Work with local nurseries to offer native plants
 - Possible for nurseries to get brochures and signage
 - Maybe offer native plant “starter kits” with 3-10 native species
- Healthy Lawn Program
 - Current program of PMG to help people learn about lawns and connection to stream health
- Home Landscape Program
 - New program to focus on landscaping
 - Might provide homeowners a certificate
- Important overlap between these programs and ideas NHC has had to promote native plants at nurseries and in landscaping, opportunity to partner

2. Welcome to Albemarle Landowner Stewardship Package (discussion and moving forward)

- Focus on new landowners in conservation focus areas
- Decision made to move forward with this idea in a “trial” phase
- Most likely will opt for single page letter with links
 - Cost of printing more materials and postage could be problem
- Cover letter should:
 - Describe NHC, BAP, and conservation focus areas
 - Describe role of landowner in protecting biodiversity
 - point out benefits and opportunities for landowner (cost-share, invasive control, native plants, etc)
 - Have short list of online resources (such as [Natural Landscape brochure](#), [PEC land management booklet](#), [Field Management guidelines from Working Landscapes](#))
- Tasks
 - Christine - Work with the County to find a way to generate an automatic notice when land is purchased in conservation focus areas
 - Michael - draft a cover letter
 - Emily - check in with ACE to see if they distribute brochures and if they have some to share

3. Presentation opportunities about the BAP.

- Kim and Christine gave a presentation to the Piedmont Bird Club
 - Generated discussion and future meeting with Ivy Creek Foundation
- Perhaps there are organizations that should know about the BAP like the local chapter of the Sierra Club, Piedmont Chapter of the Native Plant Society, etc.

4. Educational signage for Darden Towe Park new conservation mowing areas

- Christine met with Jim Barbour from Albemarle County Parks and the manager of Darden Towe park
 - Excited to reduce mowing
 - Christine provided written material for signs and examples from other counties/programs for conservation mowing
 - Will mow under powerline - overflow parking
 - Concern about negative feedback/phone calls from public
- Help spread word to educate
 - Social media messaging through county
 - Note in Master Naturalist newsletter
 - Inform Piedmont Bird Club, Sierra Club, other groups?
- Future sites to make maps with suggested areas to do conservation mowing
 - Public schools - Walton MS
 - County Parks
 - Christine to check Walnut Creek and Totier Creek
 - Emily to check other county parks - including Chris Greene, Preddy Creek?, etc