



Annual Meeting 6/15/2022 Agenda

1. **Welcome (Christopher Shepard)**
2. **President's Report (Vic Herson)**
3. **Election of Directors (Christopher Shepard)**
4. **Stewardship (Paula Jones)**
 - **Thrall**
 - **Tree walk @ Hawk hill**
5. **Connecting People with Nature**
 - **Hiking Events**
 - **ALP hikes—(Paula Jones)**
 - **Diversity engagement initiative- (Paula Jones)**
 - **Events (Sharon Mann & Patty Connolly)**
 - **Communications (Christopher Shepard)**
6. **Organizational capacity**
 - **Treasurer's report (Sue Petke)**
 - **Membership highlights (Alexa Tzanova)**
 - **Plans for next year/capital needs (Vic Herson)**
7. **Questions & Answers: open**
8. **Adjournment**

Bobcat study presentation





The WLT is 40 years old! (1982-2022)

Mission

Promote the preservation, improvement, protection and conservation of natural resources for the benefit of the community

“Connecting people with nature”



President's Report

How the Land Trust is good for your health

- **Exposure to nature improves your mental and physical health**
- **Less depression**
- **Improved cognitive function**
- **Stress reduction (reduced cortisol levels)**
- **Reduced blood pressure**
- **Improved immune function**



Urban green space interventions

- Improves mental health
- Encourages physical activity
- Reduces BP and C-V disease
- Improves pregnancy outcomes-particularly in lower SES



**“pocket park”
Philadelphia, PA**



Election of
Directors

*Christopher
Shepard, Chair,
Nominating
Committee*

Maggie Willard

Existing Directors:

- Dale Bertoldi
2020-2023
- Christopher Shepard
2021-2023
- Sten Caspersson
2021-2024
- Paula Jones
2021- 2024
- Alexa Tzanova
2021-2024

Retiring Directors:

Sincere thanks for your
service to our mission!
Looking forward to working
together in other roles.

- Patty Connolly
- Sharon Mann

Slate of Nominees:

- Vic Herson
July 2022-June 2025

A retired physician who
was the Neonatal Intensive
Care Medical Director at
CT Children’s Medical
Center.
Currently serves on the
board as President.
- Sue Petke
July 2022-June 2025

Recently worked as an
Agile Product Owner
Senior Advisor at Cigna.
Currently serves on the
board as Treasurer.
An avid hiker and cyclist.

Stewardship

- Chair: Vikki Reski
- Properties with public trails: 8 (2 in development)
- Active Farms: 3
- Open space “preserves”: 8
- Volunteer stewards: 18



Merritt Preserve

Properties	Steward	Steward
	<i>TRAIL PROPERTIES</i>	
Stouts Family Fields	Paul Rapasy	Chip Caton
Hawk Hill Farm	Pate Bartkoski	Lois Hager
Speer Preserve	John Cappadona	
Van Otterloo	Sam Zwillich	
Still Rd Preserve	John Bosco	
Evans Family Meadows	Dale Bertoldi	Keith Dunleavy
LaSalette Park Trails	Drew Smith	Doug Murray
Beacon Hill		
	<i>FARMS</i>	
Thrall Farm	Paula Jones	Kevin Gough
Lisa Lane	Ron Pitz	Vikki Reski

OPEN SPACE PRESERVES

Properties	Steward	Steward
Schaffer Preserve	Mark Dodd	
Merritt Preserve	Sharon Mann	
Tunxis Heights	Paula Jones	
Privilege Way Preserve		
Sinnott Farm Preserve		
ABB Parcel		
Maple Hill/Burr		
HC Davis		
Capewell Green		

Thrall Farm

- Located in Windsor; acquired in 2007
- Listed on CT Register of Historic Places
- Equity Lease with Newgate Farms; first harvest was in 2017
- New Crop in 2022: Asparagus!
- Pollination courtesy of Georgia bees





Connecting People with Nature: Hiking Events

*Paula
Jones,
Vice
President*

Standard Offerings

- Include the Fall “Over the Mountain Hike,” Speer snowshoe hike, Trails Day hike (Penwood State Park)
- **New** in 2022: First Day Walk at Wintonbury Hills Golf Course



Hikes with an emphasis on being more inclusive:

- Adult Learning Program (ALP) hikes – WLT offers a series of 3 hikes each Spring and Fall Semester
 - Target audience is retirees (UConn program)
 - Hikes in local & State parks, land trust properties generally within a 30-minute drive
 - Part of ALP’s core curriculum
- **New** Diversity Engagement Initiative
 - Series of seminars and hikes; target audience is minority groups
 - Classes held at Bloomfield Leisure Services led by contracted expert
 - Funding provided by the Duncaster Foundation



Tree Walk at Hawk Hill





Connecting
People with
Nature:
Events

*Sharon
Mann, Chair,
Events
Committee*

Nature Lecture Series Jan-May

- Five lectures (Bees, Bats, Beavers, Eagles & Fisher).
- 600 attendees for series from 23 Towns, 7 out of state.
- Partnering with Bloomfield Leisure Services
- WLT YouTube channel as back-up.



Take Home Harvest Dinner Sept.18.21

- 150 guests, 6 sponsors, 27 businesses, 26 volunteers, 23 donors.
- 230 trees planted in National Forests by Arbor Day Foundation.
- W&D Video by Mark Saunders, volunteer



6th Annual Community Fundraiser





Fall Membership Social



Wintonbury Hills Golf Club & Tap Room

October 2 (Sunday) 4-6PM—save the date!

For members (past/present/new)

Music, food, drinks & more

Details and reservation information to follow

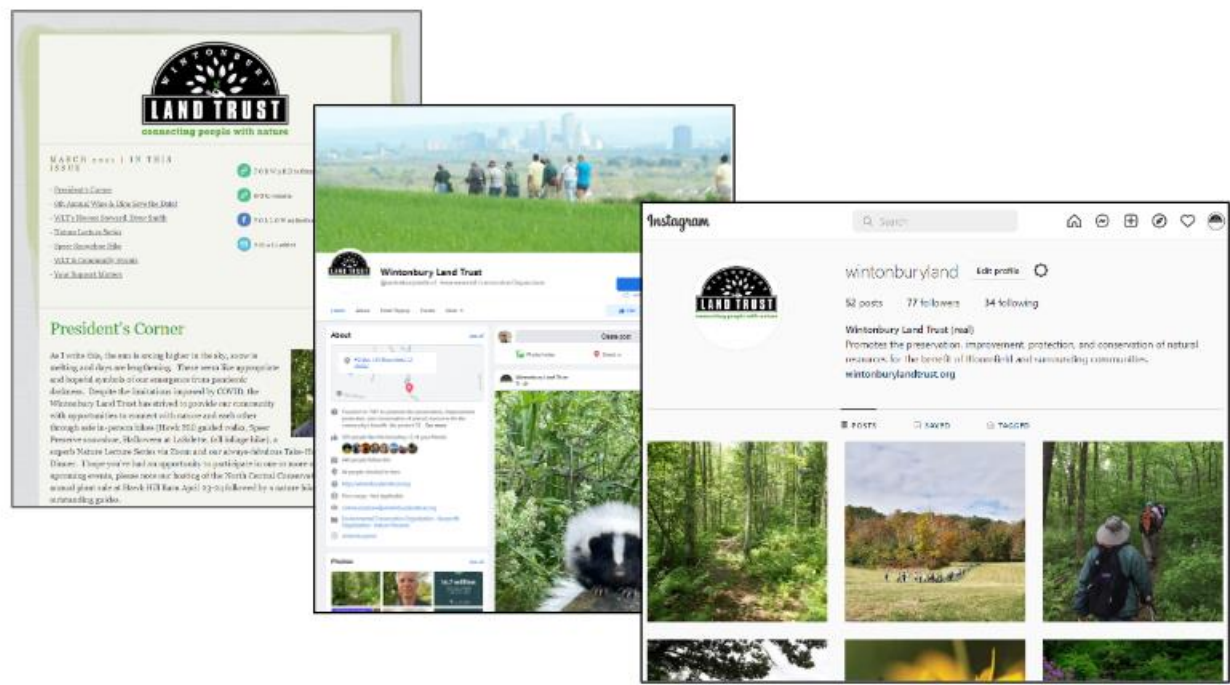
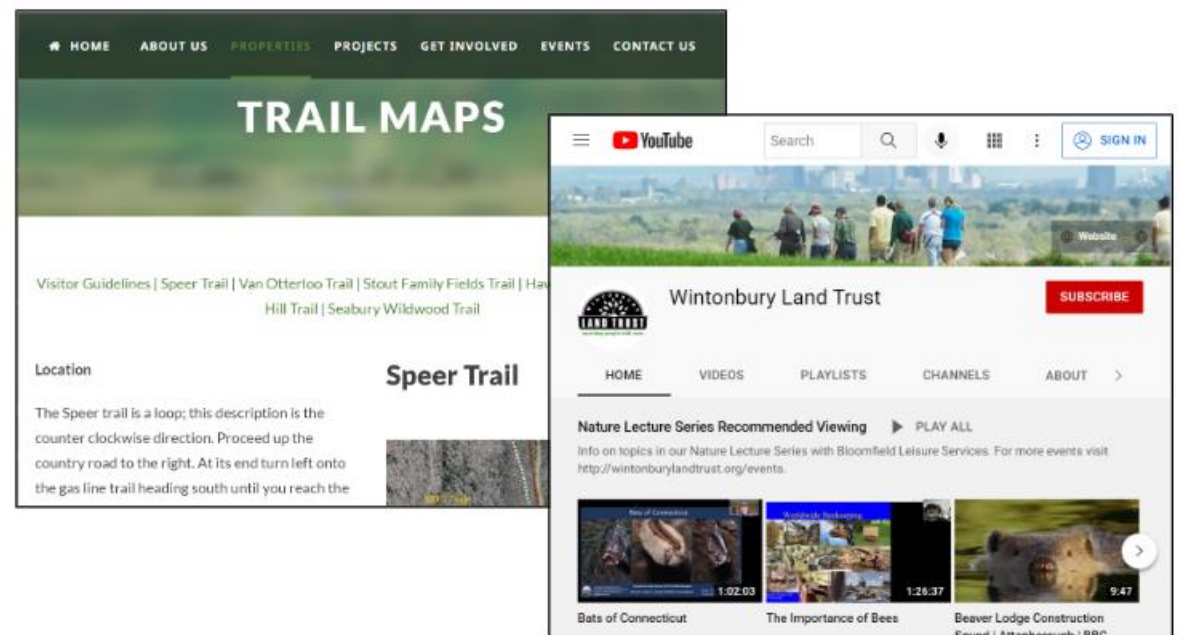




Connecting
People with
Nature:
Communications

*Christopher
Shepard, Chair,
Communications
Committee*

Rich Greenspan
Henriette Herzfeld
Charlie Horn
Zellene Sandler
Vikki Reski
Mark Saunders
Sharon Mann



- **Website:** Primary repository for telling our story.
- **YouTube:** Archive and share nature lectures videos.
- **Email Newsletter:** Primary outreach to members and supporters in 749 households.
- **Facebook:** Nearly 600 followers put content before new audiences.
- **Instagram (new):** Repeat Facebook content to younger audiences.
- **Google Workspace (new):** Shared calendar, cloud storage, etc. support collaboration and security.



Financial Highlights

*Sue Petke ,
Treasurer*

Income

- ✓ \$22,069 Wine & Dine Event
- ✓ \$8,065 Annual Appeal
- ✓ \$7,963 other contributions
- ✓ \$4,840 Membership Dues

Expenses

- ✓ Operational Expenses (insurance, technology, admin) ran as expected
- ✓ Stewardship: \$4,012

2022 Budget Priorities

- ✓ \$14,200 Trail Work – LaSalette Trail & Hawk Hill Tree walk
- ✓ \$9,200 Thrall Barn Cupola
- ✓ \$9,970 General Maintenance – tree clearing, invasives, mowing, etc.
- ✓ \$4,287 Hawk Hill Shed removal & stone





Membership Status & Goals

*Alexa Tzanova,
Membership
Coordinator*

2022: 68 Lifetime and 73 Annual households with active memberships

Over the last 12 months:

2 new lifetime memberships

17 new annual memberships

Membership retention to target:

36 memberships were not renewed for 2022, out of those ~50% were only members in 2021, which is a similar percentage of non-renewals we've seen in previous years

Retention efforts:

Lack of perceived benefits → Increase WLT visibility/presence on social media, annual card

Unaware when membership expires → Annual appeal/card

Unaware of the existence of the WLT → signs project on properties drafted yet to be executed



Future plans

- **Expand membership (number and diversity)**
- **New trails**
 - **Evans Family Fields**
 - **Beacon Hill**
- **Tree walk @ Hawk Hill**
- **Capital investment in farms and barns**
- **Explore opportunities to collaborate with other land trusts**

