



e~NEWSLETTER

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2008 Summary Report

The Chesapeake Conservation Landscaping Council is a coalition of individuals and organizations dedicated to researching, promoting, and educating the public about conservation-based landscaping practices to benefit the Chesapeake Bay watershed. The Council is committed to implementing best practices that result in a healthier and more beautiful environment that benefits residents and the region's biodiversity.

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GREETINGS!

The past year has been defined by fantastic events, positive gains in organizational structuring, and transitions involving CCLC members. It has been a busy and good year, starting with a retreat to review all of CCLC's accomplishments, and refine the organization's vision, mission and goals and ending with field days in Maryland and Virginia. With this first official e-newsletter, CCLC board members offer their thanks and gratitude to all who generously share their time and expertise in order to promote the practice of conservation landscaping.

Thank you for a great 2008, and best wishes for a very Happy New Year – please join us again in 2009!

Kody Cario from Environmental Concern describes how a living shoreline was installed at a residence in Annapolis during the Maryland CCLC Field Day in September. (photo by Leslie Hunter-Cario)



GOVERNANCE

• CCLC Steering Committee Retreat, February 12, 2008

- Sixteen members of the CCLC Steering Committee met to discuss the organization's mission, vision, operating procedures, structure and committee work plans. Co-chairs Sylvan Kaufman and Marcy Damon introduced the meeting which was facilitated by Mary Phillips Quinn, MDP Strategies. **For more detail on these work plans and the retreat please visit the CCLC website:**
www.chesapeakelandscape.org

• Committee Consolidation Decision

During the first Governance meeting that followed the Retreat, discussion revealed that there were areas of overlap in the work plans and goals among the five committees. To maximize efficiency, the five committees were re-structured into three groups:

- **Governance Committee** (formerly Organizational Structure & Membership)
- **Promotions and Events Committee: 2008 Chairperson** – Leslie Hunter-Cario
- **Training and Standards Committee: 2008 Chairperson** – Sheen Roos

GOVERNANCE...

- **Non-profit Status**

CCLC is currently taking steps to gain legal status as a 501(c)(3) organization. The by-laws have been drafted (to review the current draft of by-laws please visit the CCLC web-site at: www.chesapeakelandscape.org). The articles of incorporation need to be completed. Currently, CCLC is seeking the services of a lawyer who would be willing to work pro bono to complete the 501C3 process.

- **2008/ 2009 Leadership Changes**

- **Governance Committee**

- Marcy Damon, 2008 Chairperson, will step down in 2009.
- Carol Jelich, 2008 Co- Chair, stepped down in May, 2008 and was replaced by Sue Wyndham. The position of 'Co-Chair' evolved into 'Vice-Chair' at this time.
- Sue Wyndham will move from Vice-Chair into Chairperson for 2009.
- *Vice-Chair position needs to be filled for 2009.*

- **Events & Promotions Committee**

- *Chairperson position will need to be filled for 2009, when Leslie Hunter-Cario steps down.*

- **Standards & Training Committee**

- Chairperson for 2008 has been Sheen Roos. *Chairperson for 2009 needs to be confirmed.*

EVENTS & PROMOTIONS

- **Website Development**

Carol Jelich has continued to do an excellent job updating and managing the CCLC website. Currently, Carol is seeking funding to hire a web designer to enhance the CCLC site with a new design, more content, and interactivity. A grant proposal for website enhancement, prepared by Suzanne Kilby, was submitted to the Center for Watershed Protection, but was declined. Other funding sources will be explored in 2009. If you are aware of pro bono work for this important project, please contact Carol at cjelich@mindspring.com.

- **Donor Button**

Carol Jelich is working with a web designer to add the capability for on-line donations to the website. In early 2009, the home page will be augmented with a Donor Button, which will provide website visitors the opportunity to contribute support for the work of CCLC.

EVENTS & PROMOTIONS...

- **Demonstration Rain Garden at the United States Botanic Garden**

Many thanks to everyone who generously donated time, energy, and materials to the CCLC exhibit entitled *Rainscaping – Beautiful Solutions to Water Pollution*. Participating as an exhibitor in the Summer, 2008 “One Planet – Ours” exposition on the Mall in Washington, D.C. provided an excellent opportunity for CCLC to illustrate landscaping methods for managing stormwater and improving water quality – necessary techniques for improving the health of the Chesapeake Bay and its tributaries. The exhibit featured a series of rain gardens connected by a dry stream bed, pervious pavers, rain barrels for water collection and distribution, and native plants adapted to the region’s varying climate. It was viewed by many D.C. visitors while on display during 2008, and although the exposition has now closed, the demonstration garden will remain in place through 2009. This exhibit was made possible by a number of CCLC volunteers who stepped forward to design, and install this garden. Projects like this enable CCLC to strengthen its conservation mission by inspiring people through example. Job well done.

- **Fall Field Days and Tours**

In September, 2008, CCLC sponsored two successful field days featuring tours illustrating the *Eight Essential Elements of Conservation Landscaping*.

On Friday, September 12, the Northern Virginia Soil and Water Conservation District and the Virginia Department of Game and Inland Fisheries, both CCLC member organizations, sponsored a tour of sites demonstrating conservation landscaping techniques in northern Virginia. Forty-two people registered to visit residential and commercial properties located in Fairfax and Prince William Counties. Each featured property demonstrated environmentally sensitive designs, and methods for promoting responsible land and water stewardship. Each site was introduced and explained by a professional with technical expertise in the methods being employed. Participating sites included Wetland Studies and Solutions, and Daniel’s Run Elementary School.

The Maryland Regional Field Day and Tour was held on Friday, September 26, attracting forty-four registrants in spite of predictions for inclement weather. It was a whirlwind day, with visits to a variety of Annapolis properties showcasing rain gardens, use of rain barrels and green roof technology, erosion control techniques and soil conservation methods, living shorelines, and native plant gardens. Speakers were also available for the Maryland sites to answer questions and interpret the methods being used at each property. Sites included the Chesapeake Bay Foundation, St. John’s College, Chesapeake Ecology Center, and other private and public properties in the Annapolis area.

Both field days elicited enthusiastic and positive feedback regarding content and event coordination. Many thanks to all who made the Fall Field Days and Tours such a resounding success.

EVENTS & PROMOTIONS...

• **Conservation Landscaping Contest**

Over 30 people submitted entries for CCLC's first conservation landscaping contest. The contest provided opportunities for organizations and individuals to showcase projects that incorporated the *Eight Essential Elements of Conservation Landscaping*. Each of the eight elements was assigned a point value, and each project submitted was reviewed by a scoring committee who awarded the participant with a total number of points based on the quantity and quality of conservation landscaping techniques being used. **Congratulations to the following winners:**

➤ *Professional Category*

Natural Resources Design, Vogel Site – top score (CCLC board organization)

Greener Than Green Gardens/ Heliconworks – top score, eligible for a prize

➤ *Non-profit/ Association/ Gardening Group Category*

Arlington Echo Outdoor Education Center – top score (CCLC board organization)

Lake Barcroft Association – top score, eligible for a prize

➤ *Homeowner Category*

Amy Haden – top score, eligible for a prize

Top-scoring prize-eligible applicants will receive a complementary registration for CCLC's next *Turning a New Leaf* conference, to be held on **November 13, 2009**. Although CCLC board member organizations are not eligible for a prize, photos of ALL winning designs will soon be featured on CCLC's website – <http://www.chesapeakelandscape.org> – which will enable additional publicity within the region.

The scoring committee was very impressed with the pool of applications submitted, and CCLC appreciates everyone's participation!

• **Upcoming 2009 *Turning a New Leaf* Conference**

Sylvan Kaufman has accepted the position of conference coordinator for the upcoming *Turning a New Leaf* conference, scheduled for **Friday, November 13, 2009, at the George Washington University Conference Center in Washington, D.C.** Sylvan is an excellent choice for this position since she has been involved with CCLC since its inception, and has excellent prior conference planning experience – many thanks to her for taking on this enormous job!

Sylvan Kaufman will chair an events committee meeting scheduled for **Wednesday, January 7, from 10am to 12pm** at the Chesapeake Bay Foundation to establish a conference theme and discuss conference details. **She will need volunteers to help with conference organizing and planning. If you are interested in helping with the conference or serving on a conference committee please attend the meeting and contact Sylvan at: skaufman@adkinsarboretum.org**

STANDARDS & TRAINING

Looking ahead -

The Standards & Training committee, to date, has successfully completed draft guidelines for conservation landscaping, created a conservation landscaping section for the Maryland Nursery and Landscape Association Horticulture Training Manual, and has started compiling conservation landscaping training opportunities for an online directory. Thanks to everyone for their hard work.

This committee will continue defining the metrics and standards associated with conservation landscaping throughout 2009.

UPCOMING MEETINGS & ITEMS OF INTEREST

- **Mark your calendars:**
 - **Events/ board committee meeting for conference planning: Wednesday, January 7; 10am to 12pm** at Chesapeake Bay Foundation (CBF), Annapolis. Contact Marcy Damon (mdamon@cbf.org) for a toll-free conferencing phone number.
 - **2009 board meetings: April, July and October. Dates, times and locations to be determined.** Guests are welcome – board meetings are open to anyone interested in attending.

- The Sustainable Sites Initiative *Guidelines And Performance Benchmarks Draft 2008* is currently available for public comment. The report represents over 1000 hours of guidance from 37 technical advisors and is the most comprehensive set of national guidelines yet developed for the sustainable design, construction and maintenance of landscapes. The report includes more than 50 prerequisites and credits that will enable built landscapes to support natural ecological functions by protecting existing ecosystems and regenerating ecological capacity where it has been lost. The Guidelines and Performance Benchmarks were tailored to apply to any landscape, with or without buildings. Please visit www.sustainableites.org/report/ to download the report and help guide the continued development of the guidelines by participating in the online public review process. **The closing date for the public comment period is January 20, 2009.** For information, contact info@sustainableites.org

VOLUNTEER OPPORTUNITIES

There are many volunteer opportunities available in 2009 and CCLC **would love your help. All are welcome to attend the board meetings and committee meetings.** Please contact the Chair or Vice-chair if you would like to attend (see cover page for contact information).

Current positions that need to be filled include:

- CCLC Vice-chair
- Events & Promotions Committee Chairperson
- Standards & Training Committee Chairperson
- 2009 Turning a New Leaf Conference Volunteers and Committee Chairs

There are also ample opportunities to support CCLC if you would like to participate by helping with website maintenance and development, providing trainings and workshops, or sharing your expertise on conservation landscaping through presentations and speaking engagements. Please visit the CCLC website or contact Marcy Damon (mdamon@cbf.org) for general information. Thank you.