

# GROWTH RINGS

## Appalachian Forest Heritage Area Newsletter



Vol 4 No 1

### AFHA Tells Its Story in Washington

Twelve representatives from AFHA participated in an expedition to talk with staff representatives of our Congressional delegation on Thursday, January 13.

Attending were Council members Rob Jones, Geary Weir, Eleanor Palko, Mark Beals, Abby Chapple, Christine Glaab, and Steve Selin. Stakeholders included Lynne Snyder (Barbour County), and Spinner O'Flaherty (Randolph County). Staff members Scott Gerloff, Jeremy Morris and Phyllis Baxter also joined the group.

Special thanks to Rob Steptoe, Legislative Director for Rep. Capito, and Jim Zoia, Democratic Staff Director, for the House Resources Committee for Rep. Rahall, for arranging the meeting.

Held in the House Resources Committee room in Longworth Office Building, the meeting was also attended by Angela Ohm (Mollohan), Dave Kroeger (Bartlett), Donnie Adkins (Capito), Rich Lindsay (Rockefeller), Tim McGrath (Sarbanes), and Julianna Albowicz (Mikulski).

AFHA representatives offered a powerpoint presentation; distributed several handouts, including a draft of the brochure and the Feasibility Executive Summary; and presented each guest with a wooden leaf AFHA magnet.

The rest of the hour was spent answering questions. Staff member Phyllis Baxter stated, "I thought that it went very well and that most of the issues that were raised were answered to their satisfaction."

Phyllis went on to say that the day's success could be attributed to the AFHA representatives. "It was particularly helpful to have a range of interests and geographic areas represented in our group, and several people spoke eloquently about why AFHA is important to their constituents."

Following that meeting, the three WV Representatives sent a joint letter to the National Park Service asking them to review our Feasibility Study. Staff have also done follow-up calls and emails, including speaking with Brian Booth from Senator Byrd's office, who was unable to attend but has kept up with the AFHA efforts.



Front Row: Lynne Snyder, Abby Chapple, Eleanor Palko, Phyllis Baxter, Christine Glaab  
Back Row: Rob Jones, Steve Selin, Scott Gerloff, Spinner O'Flaherty, Mark Beals, Geary Weir, Jeremy Morris

Then on March 1, Phyllis had an opportunity to again meet with Congressional offices, as a part of the West Virginia delegation to Preservation Lobby Day. Representing Preservation Alliance of WV as AFHA, Phyllis was joined by Susan Pierce, State Historic Preservation Office; Monica Miller, Main Street WV; Laura Kuhns & Michael Mills, Vandalia Heritage Foundation; and Nell Ziehl of the National Trust for Historic Preservation. The group met in person with Sen. Rockefeller and Cong. Rahall, as well as with staff of all of the WV offices. In addition to discussing national preservation issues (see [www.preservationaction.org](http://www.preservationaction.org) for info), AFHA was chosen as the one regional issue to promote.

## *National Forest Foundation Grant*

AFHA recently completed the first year of the two-year Community Assistance Program grant from the National Forest Foundation. This is an organizational capacity-building grant specifically for strengthening our non-profit organization and furthering our transition to independence from the original WVU grant.

Progress in this first year included:

Four Board or Council meetings and two stakeholders meetings were held, as planned. Each was well attended, with a quorum present, and participants are actively engaged and committed to the work of the AFHA.

Development of promotional materials is moving forward. A powerpoint presentation has been developed and used in several presentations. We are working with consultants on developing our branding strategy, and on a logo and brochure.

Planning is currently being conducted to help ensure long-term sustainability. The Feasibility Study has been completed and printed. An Executive Summary of that Study is in final revision for publication. Additional transition planning has been a priority this year, with updated strategic plan, workplan, transition issues, and research on future funding sources.

Next steps for the second year of this grant will include:

- Completion of 501c3 documentation
- Targeted Board development training on needs identified by the Board
- Approval of logo, slogan, and branding elements by Board and Stakeholders
- Completion, printing, and use of brochure and Executive Summary
- Implementation of workplans and planning document recommendations
- Continued work by organization to seek National Heritage Area designation
- Utilizing funding database and recommendations, continue grantwriting and implement targeted fundraising to provide interim funding for organization

This grant has given the organization some independent funds to pay for expenses not available from the original WVU grant budget, in order to move forward with priorities identified by the stakeholders such as promotional development. It has provided non-Federal matching funds to leverage planning grants, and gives the non-profit organization a standing and independence from the University project that will translate into sustainability for the organization long-term.

## *Mini-Grant Leverages Progress – Elkins Mill*

One of the first AFHA Mini-grants awarded was to assist with architectural feasibility study for the then-endangered Elkins Milling Company building on the Elkins Railyard. As a result of this study, and a year of hard work by the local organization C-HOPE, the group was allowed to buy the building. Since then, they have received two state rehabilitation grants (SHPO Development Grant, and Cultural Facilities Grant). The badly leaking roof has been replaced. As soon as the weather breaks, volunteers will begin work restoring the Mill windows, which will provide grant match. Work on siding will follow.

The reuse plan for the Mill includes a working artisans center, and a Discovery Center Museum for AFHA. A separate National Endowment for the Humanities grant is funding museum planning, with assistance from the AFHA Interpretation Task Group.

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### *Web Page Info Needed*

The Appalachian Forest Heritage Area would like to welcome web page designer Yaoziang Li. Mrs. Li is a graduate student at West Virginia University and will be working with AFHA in developing our web page.

The AFHA web page so far has concentrated mostly on information about the organization and development of the AFHA. We are working on adding information for tourists – what to see in the area, and how it is related to the AFHA themes. Before we can develop this presentation, we need the information on sites and themes for each county. Interpretation and Asset Mapping groups have gathered some of this info, but in order to be complete we need local people from each county to contribute.

Governing Council members and anyone else who is familiar with the sites in your own locality are asked to help with providing this information. We need a brief introduction for the forest heritage of each county based on the four themes -- nature, culture, history, and forestry. Please also include sources of tourism information, key sites, and particularly web links to the sites within your county.

Work on the web page will begin this month, so please be sure your county is represented! Please email Susan Martin at smarti14@mix.wvu.edu to review your county's information or to provide input!

# **THE APPALACHIAN FOREST HERITAGE AREA**

Stakeholders Meeting

April 7 - 8, 2005

Petersburg, WV

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Please RSVP(jmorris5@wvu.edu) if you plan to attend any portion of the meeting.  
We need accurate numbers for meals and tours.

## **Thursday, April 7**

### **Forest Heritage Tour of Grant County**

**11:00 am**

Bring your own lunch and join us at the Fire Station parking lot in downtown Petersburg

**11:30 am**

Tour the Spring Run Trout Hatchery and the Spring Run Catch and Release Management Area

**1:30 pm**

Tour a local forest industry site

**3:00 pm**

Tour Greenland Gap – Nature Conservancy Site

**5:30 pm**

Arrive back at Petersburg  
Dinner on your own

**7:00 pm into the evening**

Public Reception will be hosted locally. Details to be announced.

## **Friday, April 8**

**10:30 am – 3:00 pm**

### **AFHA Stakeholders Meeting at the Heritage Inn**

Agenda Includes:

Interest group breakout sessions

Julie Fosbender speaking about the Seneca Rocks/Spruce Knob National Recreation Area

Lunch provided (Keynote Speakers TBA)

Branding Report and discussion including slogan & logo (Scott Gerloff)

**3:00 – 4:00 pm**

Governing Council Meeting

### **Lodging:**

AFHA has reserved a small block of rooms at the Fort Hill Motel, (304) 257-4717, the rooms will be under the name Morris. Other lodging options include: The Hermitage Inn (304) 257-1711, Homestead Inn (304) 257-1049.

### **Directions to meeting place**

The AFHA Spring meeting will take place at The Hermitage Inn, 204 Virginia Avenue, Petersburg, WV. Written directions can be accessed on the Internet at [www.mapquest.com](http://www.mapquest.com) or [www.maps.yahoo.com](http://www.maps.yahoo.com). Anyone needing assistance with directions can contact Jeremy Morris, 304-293-2941 ext 2456

Spring Greetings from

the Appalachian Forest Heritage Area!

Important Appalachian Forest Heritage Area  
Information enclosed

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*More Names!*

Do you know of people who might be interested in AFHA? Have you missed receiving periodic email bulletins on the AFHA? Changed your name or address? Please send your new names or corrections to Susan Martin (smart14@mix.wvu.edu) or mail to Appalachian Forest Heritage Area, Jeremy S. Morris, PO Box 6125, Morgantown, WV 26505. Please include full name, organization if appropriate, mailing address, phone, and email address.

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