

SPRING 2011

NORTHCOAST REGIONAL LAND TRUST



Summer Glow

Jim McVicker

Cause for Celebration: Two Major Milestones Achieved

With the completion of a phase one conservation easement on the Charles Mountain Ranch, we have now surpassed 15,000 acres of conserved working ranchlands. This achievement helps to ensure the Northcoast Regional Land Trust's goals of creating a sustainable future for our community's farms, ranches and forestlands. In addition, we have received an incredibly generous gift from the late Dr. Louise Watson who left her 8-acre property in Trinidad to us in her will. Her charitable gift of property will

not only be protected in its natural state forever (through a conservation easement), but will also provide a significant financial cushion for NRLT when the property sells on the private market.

Though seemingly two separate stories, these two milestones are undeniably linked. With these 15,000 acres of conserved lands comes the responsibility for the Northcoast Regional Land Trust to monitor these properties, forever. This is an enormous responsibility and the financial sustainability of NRLT is of the utmost importance in safeguarding these protected landscapes.

More on pages 4 & 5

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Grassfed Beef

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*We welcome our new Directors & Advisors and
sincerely thank those who have taken leave.*

Staff

Lindsay Magnuson, Executive Director
Ben Morehead, Projects

Sarah Pilkington, Outreach & Development
Ryan Wells, Projects

Shayne Green, Planning Consultant

Volunteers

Leslie Scopes Anderson, Newsletter Layout
Ken Magnuson, Media Extraordinaire

*The Northcoast Regional Land Trust is a
member of the Land Trust Alliance and the
California Council of Land Trusts.*

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From the Executive Director

As a Humboldt County native, I have a special fondness for the rain. Not the soft pitter-patter kind of rain, but the pounding storms that swell the rivers. We certainly had our share of those in December and March! But with those rains, the spring is now bursting and the hills have erupted in green. Perhaps one of my favorite things about my work with the Northcoast Regional Land Trust is the way in which it connects me to those green hillsides and to the people that steward those lush expanses of open country.

Rain or shine, we are looking forward to another great year at the Land Trust! We have achieved two major milestones this year which we are happy to share with you in this issue. And, as always, there have been some changes for us. First, Kevin McKernan has decided to leave the NRLT Board. Kevin's commitment to serve on the board following his time as Executive Director provided essential continuity for me as the new Land Trust director. Kevin was also a great mentor; his calm presence and clear advice were always a tremendous help.

It is also with much sadness that we say good bye to our long time fundraiser extraordinaire Linda Serrano. Linda came to NRLT in 2006 and with a job description that spanned administrative minutiae to newsletter development and working with major granting foundations, Linda truly held down the fort. Her departure last year was a difficult one for us and I have learned immensely from walking a mile (or ten) in her shoes. I sorely miss her presence in the office but wish her well in her future endeavors.

With these departures come three new faces to NRLT and it is with great pleasure that I introduce Jason Pelletier, Mandy Marquez and Sarah Pilkington to you. Jason & Mandy have recently joined the NRLT Board of Directors. Jason's strong conservation background and Mandy's financial skills will fill big gaps for us and we look forward to having their perspectives and talents in our midst. Sarah Pilkington, our newest staff member, is quickly becoming one of our greatest strengths. Having only been with NRLT for three months, Sarah has jumped in feet-first and immediately begun helping us to re-evaluate and re-envision our organizational processes and future work. We are very lucky to have her on our team! Lastly, I would like to extend a big welcome to our new board president Lee Mora (more on p.3)!

As this rainy season gives way to sun (or fog), we welcome the opportunity to continue serving our community in the conservation and stewardship of our rural lands. We thank you for your role in helping us do this important work, and we welcome your continued involvement!

Lindsay Magnuson



Thank you Kevin & Linda!



NRLT Welcomes New Staff

In February, 2011 NRLT hired Sarah Pilkington, Outreach and Development. Sarah grew up in Sonoma County, California

and went to college in San Luis Obispo at Cal Poly, where she received her BA in Elementary Education and a minor in English. She worked in education as a teacher and tutor prior to moving into the non-profit sector as a program coordinator

for the Northcoast Mentor Program and Redwood Community Action Agency's AmeriCorps* VISTA Program. Sarah has a background in organizational capacity building, outreach, event coordination, building collaborative partnerships, and fund development. She enjoys being outdoors, whether it is river rafting or gardening, and focuses her work and play on her love for the land. She looks forward to bringing her passion for environmental stewardship to NRLT to help sustain the organization in years to come.

Working Lands Vision Completed

Working with a diverse group of local stakeholders, the Northcoast Regional Land Trust recently facilitated the completion of a 100-year *Working Lands Vision for Humboldt County*. The document establishes an interrelated set of goals, benchmarks, indicators and collaborative actions to guide our community's approach to maintaining working lands.

The production of this living document marks an important milestone in the Northcoast Dialogues Project. The Dialogues was initiated by NRLT in 2008 to improve the quality of communication on working lands issues, create a collective vision for working lands, and develop a widely-supported plan of action for maintaining working lands on the North Coast.

We are grateful for the dozens of individuals who contributed to the Vision through their participation in steering committee meetings, working group forums, public workshops, and online surveys.

The following provides a glimpse into the content of the Vision. To view the document in its entirety, please visit our website at: www.nclrt.org.

BENCHMARKS:

Incentives exist that result in over eighty percent of the county's agricultural lands and private forest lands being managed for the long-term production of marketable goods and services with active stewardship of natural resources.

INDICATORS:

Statistical values to be tracked regularly (at least every five years) for the purpose of evaluating the changing status of agricultural lands, agricultural production, the health of watersheds and whether or not the benchmark is being attained.

Some key indicators:

- Agricultural and forestland acreage
- Production levels, including revenue
- Land prices
- Ecological services, including water quality

COLLABORATIVE ACTION AGENDA:

1. Develop a process for regularly (at least every five years) and publicly evaluating the changing status of forest and agricultural lands, resource production, and watershed health in the county. The forum will examine trends and issues affecting the

economic viability of working lands and the conservation of natural resources.

2. Work to reduce costs associated with regulatory compliance.

3. Develop a coordinated regional approach to the development of agricultural and forest resource markets.

4. Develop a robust and accessible system of support services capable of meeting the diverse needs of agricultural producers and non-industrial forestland owners. This includes addressing infrastructure, marketing, transport, technical service, and workforce needs.

5. Provide financial and technical support for landowners to conserve and steward natural resources on their land.

6. Increase educational opportunities for private landowners and the general public, linking information, education and action around shared goals.



Thank You CNPS!

The Northcoast Regional Land Trust would like to extend a heartfelt "Thank You" to the members of the local chapter of the California Native Plant Society for their assistance with vegetation monitoring at our Freshwater Farms Reserve property! Their help has been crucial in monitoring the effects of our recent wetland restoration project.

WELCOME, LEE MORA



Welcome to our new board president Lee Mora! Lee's tireless commitment to the preservation of agricultural lands and to our work at NRLT has been integral to our success in recent years. We are tremendously grateful for his willingness to step into this new role.

CHARLES MOUNTAIN RANCH PHASE ONE COMPLETED

After seven years of project coordination and fundraising, the Charles Mountain Ranch Phase One conservation easement has been completed, permanently protecting 2,900 acres of productive ranch and forest land from development and loss of resource values. Funding for this project was provided by the California Wildlife Conservation Board and was matched by a significant donation from the landowners. Additionally, project due diligence funding was made available through the USDA Forest Legacy Program administered by CALFIRE. This success is a part of the ongoing Six Rivers to the Sea conservation partnership, which seeks to protect corridors of viable working landscapes and wildlife habitat from the Six Rivers National Forest to the Pacific Ocean (see inset).

The landowners, Tim and Jacquelyn Pricer and Doris Fearrien, decided to pursue a conservation easement in order to secure financial stability and protect the productive resource base of the ranch. "With this easement secured, we have the peace of mind knowing that the property can never be split up, and that it will always be an intact, working ranch," says Tim.

The ranch straddles Charles Mountain ridge, just five miles north of the community of Blocksburg. From atop the ridge, one can see distant mountain ranges, Black Lassic Mountain, and on clear days even Ferndale and the Pacific Ocean. The ranch drains into the Eel and Van Duzen River

watersheds, providing cold water for salmon and steelhead downstream. The property is also a haven for myriad wildlife species – NRLT staff visiting the property have observed black bear, grouse, golden eagles, and numerous deer. Charles Mountain Ranch is known nationally for its deer herd. In fact, the ranch hosts several guided trophy hunts per year, with visitors from across the nation. The ranch owners also donate a hunt every year to raise money for the California Deer Association, which works to improve our California deer herds and other wildlife through direct financial support for habitat improvement and research projects.

This conservation easement is the first of two phases which will encompass 7,340 acres of picturesque landscape filled with mixed conifer forest, oak woodland, grasslands, and perennial streams. The landowners have worked diligently to maintain these habitats through road improvement projects, young conifer removal in oak woodlands, spring developments, and strategic grazing exclusions. The Phase Two project, protecting another 4,400 acres on the ranch is scheduled to be completed this year. We look forward to updating our members and partners on this developing project.



SIX RIVERS TO THE SEA UPDATE

Six Rivers to the Sea is a regional initiative made up of landowners, agencies, and conservation groups who share the goal to conserve large areas of working forests, farms, ranches and associated wildlife habitat and watershed values. Spanning from the Six Rivers National Forest to the Pacific Ocean, this effort has resulted in approximately 15,000 acres of rural landscapes that will be protected from subdivision and development, and maintained as working ranches forever. Below is a list of the ranches that have voluntarily participated in this initiative by securing conservation easements on their property:

- Howe Creek Ranch, Ferndale (2002)
- Iaqua Ranch, Kneeland Ridge (2006)
- Price Creek Ranch, Ferndale (2006)
- Valley View Ranch, Petrolia (2008)
- Grizzly Mountain Ranch, Zenia (2008)
- Chalk Mountain Ranch, Phase I, Bridgeville (2010)
- Charles Mountain Ranch, Phase I, Blocksburg (2011)

We are working with our Six Rivers to the Sea partners to complete conservation easement protections on an additional 9,940 acres by the end of 2011. Your support can help us make this happen!



HER CONSERVATION LEGACY



In 2009 Dr. Louise Watson peacefully passed away after 92 years of an active and fulfilling life. She was a professor at Humboldt State University who

loved people, wildlife and organizations that work to protect open space. Years before her passing, Louise worked with her attorney Catherine M. Koshkin and close friends Dave & Robin Kinzer, to formalize a planned gift of property in her will to the Northcoast Regional Land Trust. Louise realized long ago that her special Trinidad property could be at risk of development. She loved nature and the wildlife that used the forest, meadow and riparian areas on her homestead. When asked why she decided to gift the property, she shared, "I don't want the land being broken up into a bunch of lots and sold."

Several years prior, Louise had gifted an adjacent 5-acre property to Humboldt State University with the intent to maintain the land in its native state. Upon receiving our gift from Dr. Watson's estate, we immediately began working with HSU to reunite all thirteen acres of Dr. Watson's property under a single conservation easement that will go into effect when the property sells.

Through the sale of this 13-acre coastal residential and open space property to a private buyer, our Land Trust will permanently protect the open space wildlife habitat on the property while also allowing for the new owner to cultivate their own home there.

Louise was a generous woman who dedicated both her life and her financial assets to help people better connect with nature. She found satisfaction in knowing that upon her death, her property would both be protected from development and fragmentation while also providing funding for our organization to protect additional private open spaces and wildlife habitat in Humboldt County. We are honored to have known Louise in her later years and thank her for her generous gift.

We are especially grateful to Burt Nordstrom and Kimberly Pittman Schulz of HSU, and thankful for the guidance provided by Cat Koshkin and Dave & Robin Kinzer during this process.



A Timeless Way to Protect Special Places: Legacy Giving

Seven out of ten Americans make gifts to charities in their lifetime. However, fewer than one in ten leaves a gift to charity in their will or trust. You have an opportunity to leave your own legacy of land conservation. Gifts to the Northcoast Regional Land Trust help us protect the rolling hills, watersheds, coastal bluffs and working farms and ranches for future generations. Any individual, at any point in their life, can create a legacy gift in the form of a bequest, life income or endowment gift. It can be as easy as naming NRLT as a beneficiary on a savings, checking or pension account, or through a more complex instrument like a charitable trust. Gifts can also be made using qualified retirement account assets, real estate, and insurance policies.

A legacy gift can provide you and your family with a variety of benefits including:

- Increasing current income for the donor or others
- Reducing income and/or estate taxes
- Reducing or avoiding capital gains taxes
- Passing assets on to family members at reduced tax costs

Find out how to meet an important community need, while protecting something you deeply care about. Contact your financial advisor for details or for basic information, please contact NRLT at 707-822-2242 or go to <http://nrlt.org/legacy>.

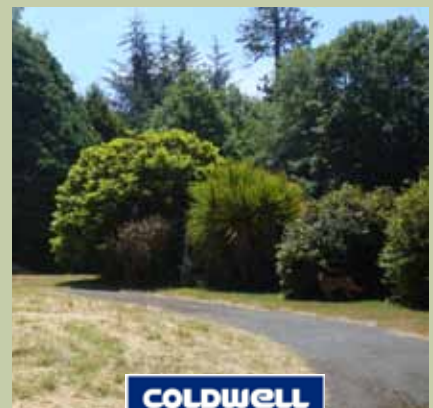
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Maya Conrad, Realtor, Land Agent & ECOBroker®, www.mayaconrad.com



ANNUAL REPORT 2010

The Northcoast Regional Land Trust is pleased to provide our members with an accounting of organizational and programmatic accomplishments for 2010:

- Chalk Mountain Phase I closed January 15, 2010, protecting 3,268 acres of ranch and forestland. We are currently working towards conservation of the remaining 4,000+ acres of Chalk Mountain Ranch in 2011.
- We received our first bequest of property from the late Dr. Louise Watson and have partnered with Humboldt State University to bring the entire property under one conservation easement.
- While Freshwater Farms restoration project was monitored for its first year of naturalization, we also have begun planning for the design and implementation of the Freshwater Nature Trail, a $\frac{3}{4}$ mile trail that will be open to the public.
- We drafted revisions of our three primary planning documents: a Strategic, Fund Development and Regional Action Plan.
- We worked with the North Coast Dialogues Steering Committee to develop a Draft Vision for Working Lands and recently finalized the document.
- We have begun development of the Humboldt County Voluntary Oak Woodlands Conservation Program to increase opportunities for landowners to conserve and restore oak woodlands on their properties.
- We hosted a successful 10-year celebration which was attended by nearly 200 people and raised nearly \$5,000.
- We continued our Lay of the Land program and have presented to nearly 200 community members.
- Support from the Dean Witter Foundation helped to keep our local Farm to School program alive in Humboldt County and enabled over 700 students (mostly low-income) to participate in the program administered by Erin Derden-Little.
- Freshwater Farms Reserve was alive with interpretive and educational events: we hosted restoration and educational activities for hundreds of community members; took nearly 150 University students on tours as part of courses on restoration, planning and ecology; partnered with Friends of the Dunes to provide in-the-field, in-depth science education to nearly 100 K-5 children; and worked with Six Rivers Charter School to complete the third year of data collection at the FWFR site.
- We provided workshops in Del Norte and Humboldt County to 60 landowners on incentive-programs for stewardship on private lands.
- We worked in cooperation with UC Cooperative Extension to develop a land inventory and database of landowners interested in mentoring or leasing land to new farmers.

INCOME

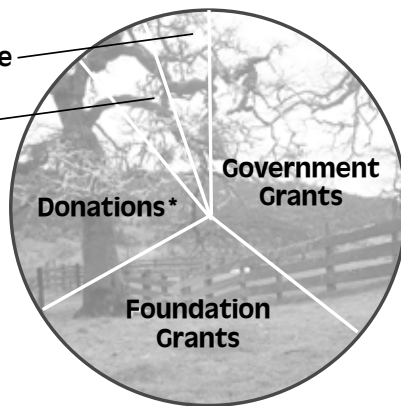
Other Income

Investment income

Donations*

Government Grants

Foundation Grants



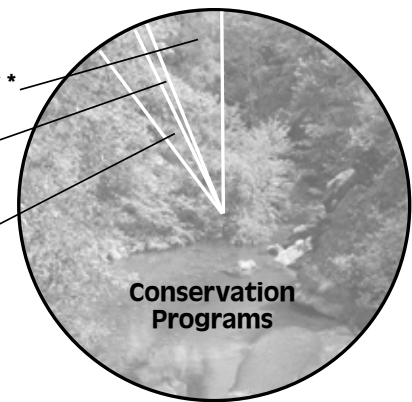
EXPENSES

Operational**

Regional Planning

Education Program

Conservation Programs



INCOME

2009

2010

Government Grants	\$233,074	\$177,707
Foundation Grants	\$222,500	\$150,870
Donations*	\$42,078	\$107,282
Investments	-\$56,902	\$32,207
Other Income	\$1,830	\$21,702
TOTAL	\$442,580	\$489,768

* Includes \$69,000 in donations to our stewardship fund which allows for the ongoing monitoring and stewardship of our easement properties.

EXPENSES

2009

2010

Conservation Programs	\$415,700	\$329,960
Education Program	n/a	\$11,461
Regional Planning	n/a	\$1,787
Operational**	\$53,230	\$29,847
TOTAL	n/a	\$373,055

** Includes administration, fundraising, staff development & board expenses.

THANK YOU NRLT Members and Supporters!

The Northcoast Regional Land Trust is forever grateful to the following who gave grants or gifts from April 1, 2010 through April 1, 2011.

The Northcoast Regional Land Trust is a tax-exempt, nonprofit, 501(c)(3) organization listed with the Internal Revenue Service under EIN #68-0456290. All donations are tax deductible.

Agencies & Foundations

Andrus Family Fund
CA Coastal Conservancy
CALFIRE
CA Wildlife Conservation Board
County of Humboldt
Dean Witter Foundation
Headwaters Fund
Land Trust Alliance
National Fish & Wildlife Foundation
Natural Resource Conservation Service
NOAA Fisheries
Norcross Wildlife Foundation, Inc.
Pacific Coast Joint Venture
Pacific Gas & Electric
Redwood Community Action Agency
San Francisco Foundation
S.D. Bechtel, Jr. Foundation
The Nature Conservancy
T.S. & K.D. Glide Foundation
U.S. Fish & Wildlife Service
U.S. Forest Service, Forest Legacy Program

Lifetime Members

A special thanks to the following members who have donated \$2,000 or more during NRLT's history.

Gary & Lynn Baker
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Calendar of Events

Freshwater Farms Interpretive Walks: *May 29, July 23, September 10, October 22*

Experience, firsthand, beautiful tidal salt marsh and pastureland at the Land Trust's 54-acre Freshwater Farms Reserve.

Canoe-the-Slough: *June 21, August TBD*

Paddle Humboldt Bay and the Freshwater Slough with a NRLT naturalist. Learn about the Bay's natural environment and the changes it has seen throughout the decades.

Annual Celebration: *Sunday, October 2*

Come and celebrate NRLT's work in the community at our annual gathering at the Fortuna River Lodge. A delicious meal, live auction and other entertainment will be included in the festivities.

Lay of the Land: *Second Thursdays, 4:00 to 5:00 pm at NRLT Office*

Join the Land Trust for the Lay of the Land, a one-hour presentation that gives an overview of what we are doing to protect and enhance our region's farms, forests, rangelands and natural areas.

NRLT's Mission

The Northcoast Regional Land Trust is dedicated to the protection and economic viability of working landscapes, farms, forests and grazing lands, and to the preservation and protection of land for its natural, educational, scenic and historic values. We work with landowners on a voluntary basis to promote stewardship of Northern California's healthy and productive resource base, natural systems and quality of life.



February Morning

COVER ARTIST – JIM McVICKER

At the age of 21, upon seeing nineteenth century French landscape paintings, Jim McVicker had an awakening to art. He enrolled in life drawing and painting classes at Chaffey Community College and began studying art history, while painting copies of French impressionist landscapes. In 1975, at the age of 24, he decided to become a full time painter and moved to Ontario, CA prior to settling down in Eureka, CA. Jim was drawn to this region by the beauty, art community, and chance to live a quieter more rural life. In 1984, he met his wife and fellow artist, Terry. Today they live a wonderful life in Loleta, CA were they both have studios on their property. Jim continues to paint daily, following his passion for painting from life, trying to capture the light, atmosphere, space and mysterious beauty all around us.

THANKS TO:



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