

THE SOUTH MOUNTAIN PARTNERSHIP

We make a promise to sustain the South Mountain Region's quality of life which is critically reliant on its natural, cultural, and economic assets.

Join us in this promise.

MONTHLY UPDATE

www.southmountaincli.blogspot.com

~ September 2009 ~

Photo by Stuart Leask
Courtesy of Cumberland
Valley Visitors Bureau

A Newsletter of the South Mountain Conservation Landscape Initiative (CLI)

Major Updates for the Partnership

A behind the scenes look at what the South Mountain Partnership is up to

Here is an update on activities of the South Mountain Partnership.

2009-2010 Strategic Plan Developed

This plan will guide the way for the partners for the next two years. The plan will include:

- A mission statement.
- Major goals of the partnership.
- Partner-wide projects for the next two years.
- A communication plan and strategy.
- A time line for the partnership into 2012.
- A work plan incorporated into a calendar.
- A complete list of goals developed by the work groups.



[Click Here to view the draft strategic plan](#)

Fermata Recommendations Report Near Completion

The report that Ted Eubanks from Fermata has been compiling is near completion and will be delivered to the partnership by the end of the month. The final recommendation will be posted on the South Mountain website: southmountainclipartners.blogspot.com

Fermata is a consultant through the Department of Conservation and Natural Resources (DCNR) who has been charged with envisioning the conservation and promotion strategies of the assets of the South Mountain Region. *Check out page 3 for a highlight of Fermata's recommendations.*

"The South Mountain Summit" Planning Underway

A planning committee was developed and just had their second meeting. The all day Summit's message is "Benefiting from the resources of the South Mountain region." It will focus on elected and municipal officials; as well as businesses that profit from the region's agricultural, natural, recreational, and heritage assets.

Asset Inventory of the South Mountain Region

In the Spring of 2009, partners made it a major priority to gather data on where the assets or resources of the mountain are, and then prioritize how to promote and protect them.

The data was gathered, analyzed, and mapped. In the next two months Kim Williams of the Appalachian Trail Conservancy will be working with individual partners to get their input on these maps. Partners will be given interactive 3-D fly throughs in Google Earth to view data.

From the data, several major themes can be analyzed:

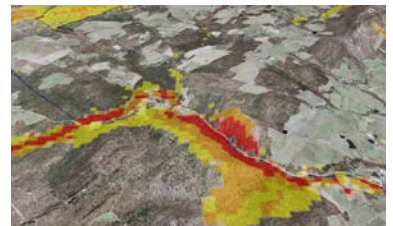
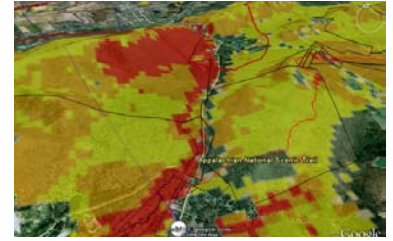
- Priority ecological conservation areas.
- Priority agricultural conservation areas.
- Important heritage resources areas.
- The recreation assets of South Mountain.
- Many other opportunities for interpreting the region's assets.

The South Mountain Mini-Grant, Deadline October 2nd

Last month's newsletter announced a Mini-Grant opportunity for projects in the South Mountain region. Many partners will be submitting grant proposal. Partners are encouraged to collaborate in projects to elevate the chances of being awarded the grant.

DCNR and the Appalachian Trail Conservancy will be hosting a *web instructional event September 25th* at 10 a.m. This internet based instructional will walk applicants through the grant. It will give answers to many of your frequently asked questions. For more information on the event check out this link: [Mini-Grant](#)

If you cannot attend this web-event but have questions, please contact Kim Williams at kwilliams@appalachiantrail.org



Examples of Priority Ecological Conservation Areas in Google Earth- the partners will help in refining what they deem priority

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Monthly Partner Spotlight

Sarah Kipp joins the Adams County Lands Conservancy as the new Land Conservation Coordinator

Sarah Kipp is the new Land Conservation Coordinator at the Land Conservancy of Adams County, taking over for Betsy Kerlin, who moved to southeast Ohio with her husband.

Sarah grew up in Gambier, a small town in central Ohio. After doing two years of service with AmeriCorps, she attended Oberlin College, majoring in Environmental Studies. She then moved to Philadelphia and worked as a paralegal for a few years.



Sarah then got her masters degree in City and Regional Planning at the University of Pennsylvania. At Penn she concentrated in Land Use and Environmental Planning, and was the first recipient of the department's new Land Preservation Certificate. Sarah looks forward to getting to know the community and landscape of Adams County.

Eat Green Event a Success Symposium Held in Carlisle gets high attendance



Images from the symposium,
Courtesy of Kings Gap
Environmental Education Center

Kings Gap Environmental Education Center sponsored a free symposium titled "Eating Green: Setting a Local Table" at Villagecraft Country Peddlers & Market on August 15th.

The event featured cooking demonstrations, exhibits, and samples

of local fruits, vegetables, meats, artisan cheese, homemade bread and honey. Jennifer Halpin, director of the Dickinson College Farm and president of Pennsylvania Association for Sustainable Agriculture, presented the keynote address, "Chew on This: Reconnecting to Local Food Systems." The event had phenomenal attendance of 429 people and included 18 exhibitors.

Resurrecting the Michaux Lectures

Planning is soon to be underway to continue the legacy of lectures that changed the state of Pennsylvania

Joseph Rothrock, known as the father of Pennsylvania forestry, travelled the length and width of Pennsylvania in the late 1800's, passionately speaking to the catastrophic state of the environment. He rode on a buckboard wagon pulled by two horses and carrying a camera and lantern slide projector, illuminating slides by an oil-burning lantern. These slides showed the flames and smoke of the fires consuming vast acreages of forests and devastation caused by harvesting trees with practices known as "cut out and get out." The Michaux Lectures became a catalyst for change, inciting grass roots effort to promote sustainable forestry practices on a statewide basis.



Top: Joseph Rothrock, Middle & Bottom: The state of many PA forests in the late 1800's. Photos courtesy of Pennsylvania Historic and Museum Commission

The natural world is under different threats today, but deserves equal attention as in Rothrock's day. The idea of resurrecting the Michaux Lectures gives us an opportunity to incite new passion. Not only can we share pressing issues of our day, but we can also tell the story of how far we have come and honor the legacy of those before us.

The first planning meeting on this effort will be held September 24th, 2009. The committee will discuss potential speakers, topics, and locations. If you would like to stay informed on the status of the planning of the lectures or to volunteer, contact Kim Williams at kwilliams@appalachiantrail.org

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An Overview of Fermata's Recommendations for the Partnership & Region

Fermata has been charged with envisioning the conservation and promotion strategies of the assets of the South Mountain Region. Their final report will focus on four main themes:

- **DCNR Enhancements.**
- **The Cradle of Conservation.**
- **Engagement.**
- **Agricultural Heritage.**

DCNR Enhancements

The report discusses DCNR taking a statewide approach with the Michaux Lectures. Fermata also recommends to develop the facilities at Kings Gap Environmental Education Center into the Rothrock Sustainability Center which could work in collaboration with Penn State's Sustainability Center and surrounding universities.

The Cradle of Conservation

Fermata details the Cradle of Conservation story and outlines how to:

- Develop an interpretive plan for Cradle of Conservation.
- Work with PSU, Library of Congress, and Pennsylvania Historical and Museum Commission (PHMC) to gather archival material to illustrate the Cradle of Conservation story.
- Develop a web component to be integrated into the South Mountain web and digital networking strategy.
- Develop an interpretive display of the Cradle of Conservation that will tour across the state.
- Develop a Corridor Management Plan (CMP) for the South Mountain Cradle of Conservation Scenic Byway.
- Apply for a scenic byway enhancement grant in order to develop an audio guide, interpretive signage, interpretive guide, etc.
- Work with regional TPAs, CVBs, and the state tourism office to develop a branding and marketing strategy for the region.

Engagement

Fermata recommends that the "key is to develop an extensive database of recreational information and opportunities in and around South Mountain." Some highlights include:

- Pod Trails.
- Audio/Video Guides.
- Electronic Passport Program.
- Introductory on-line videos to specific parks, forests, and activities.

Agricultural Heritage

Look for forthcoming agricultural recommendation for Adams, Franklin, and Cumberland counties.

Defining What Makes Cumberland Valley, PA Special and What Makes It Green

Cumberland Valley Visitors Bureau Re-branding and "Go Green" Effort

Cumberland Valley Visitors Bureau (CVVB) has "launched an intensive six-month branding program designed to discover, define and develop the county's competitive differentiator - or, what makes the communities in Cumberland County special so it can stand out in the marketplace."

The CVVB will partner with North Star Strategies on a six-month project that will determine "an assessment of the environment; inquiry origin, visitor origin, demographics and psychographics of residents and visitors; perceptions of visitors, residents and stakeholders; and a review of current communications and the competition." Click [here](#) for more information about this effort.



Photo by the White Wolf Group, Courtesy of Cumberland County Visitors Bureau

An on-going effort of the Visitors Bureau is "Go Green", which highlights sustainable business and things to do such as:

1. **Re-Use** - Places to buy used items like antique stores.
2. **Buy Local Art** - A guide to local artisans and galleries.
3. **Explore the Outdoors** - An in-depth list of getting out.
4. **Mass Transportation** - links to transit options.
5. **Buy Fresh Buy Local** - Places to buy produce.
6. **Made in Cumberland Valley** - local made products.
7. **Eat Green** - Restaurants that provide organic and local food.
8. **Sleep Green** - Environmentally friendly atmosphere.
9. **Walk** - Places to explore via foot.
10. **Play Green** - Events that focus on sustainability.

Visit CVVB's website at: www.visitcumberlandvalley.com

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Appalachian Trail Conservation & Zoning Update



**Coming Soon:
Municipal workshops
on conservation
planning and zoning
for protecting the
Appalachian Trail
experience.**

Throughout the past year, local municipalities,

conservancies, county planning departments, commonwealth agencies, and professional planners have been working on developing an approach for municipalities to use when addressing landscape protection around the Appalachian Trail.

This fall, a series of workshops are planned for the municipalities in Pennsylvania that host the Appalachian Trail. These workshops will walk attendees through the steps to easily identify the resources around the Trail that should be protected, and showcase specific zoning techniques that municipalities can adopt to balance protection and property rights. The conservation strategy and the zoning ordinance resources will assist municipalities in meeting their responsibilities under Act 24: the 2008 revisions to the PA Appalachian Trail Act.

The Appalachian Trail is a valuable resource to local municipalities not only for outdoor recreation, but for economic development, quality-of-life, and the protection of critical natural resources (such as drinking water). Keep an eye out for more information on evening municipal workshops in October-November 2009. Your participation is needed and welcome!

Buying Locally From Our Forests

Local Forest Products Market to Be Studied Through a Grant

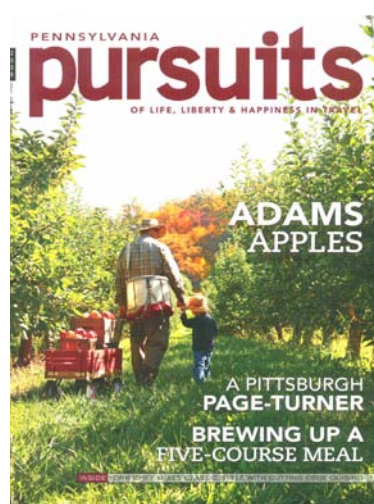
Penn State University has received an \$11,000 grant through the Chesapeake Bay Forestry Workgroup to conduct a survey of small wood shops and sawmills in the South Mountain Region. Many of these small operations “fall through the cracks” in

Buying Locally From Our Forests continued...

mainstream reporting; but, like small farms, contribute to local economies. The survey will provide insight into the needs of local forest product’s businesses, connect small producers to land conservation, and serve to inform a buy-local program.

This region is one of the areas designated as critical for water quality under Chesapeake Executive Council’s Directive 06-01. There is growing support from the “Buy Fresh, Buy Local” program which provides a ready-made audience for a local forest products campaign. Supporting local producers will enhance local economies, create opportunities for local landowners and further emphasize the economic and social importance of forest resource conservation in the South Mountain CLI. The area contains over 15,000 acres of Forest Stewardship Properties, whose owners also stand to benefit from a locally supported forest products market. If you would like to know more, you can contact Tracey Coulter at trcoulter@state.pa.us.

The Fruitbelt Featured in Pursuits Magazine



Cover taken at Hollabaugh Bros. in Biglerville, PA. Photo by Jason Varney. Courtesy of the Pennsylvania Tourism Office.

Adams County’s fruit belt is featured in the Fall Pennsylvania Tourism Office magazine *Pursuits*.

The article is featured on the cover and has a four page spread on the “Apple Country USA”. It focuses on the National Apple Harvest Festival and the many ag-attractions in the area such as the Historic Round Barn, the National Apple Museum, and Hollabaugh Bros. Inc. Fruit Farm and Market.

The Adams County fruit belt is deemed critically

important by the South Mountain Partners as it provides buffers of public lands from urbanization and because the fruit belt provides some of the best growing conditions in the East. It supports a “fruitful” local economy that depends on conservation of the land, and a heritage that is deeply rooted and evident in the people and landscape. To subscribe to *Pursuits* visit: www.visitpa.com/travel-tools/free-travel-guides/index.aspx