



# OPEN SPACES

The latest news from the Ojai Valley Land Conservancy

Vol. 7 No.3

Working to Protect The Ojai Valley's Future - Today

Fall 2000

## Ojai's Newest Park Campaign Begins

Over 100 people attended the July 1st party at *The Oaks* to hear about the exciting plans to transform an empty 1/2 acre lot on the corners of Ojai Avenue, Rincon, and El Paseo into a beautiful park for the whole community to enjoy. Preliminary drawings from landscape architects Tom Bostrom and Susan Van Atta were unveiled to stimulate the public's input on how the final park should look.



photo courtesy of The Ojai Valley News

Don & Sheila Cluff urge the community to support Ojai's Newest Park.

several opportunities to provide input towards the planning process. During the early Fall, several Ojai City Commissions will review the plan and help provide the finishing touches to the park plan.

*If you would like to receive more information about the campaign and plans for the park, please call the Conservancy's office.*

*"The drawings are a first glimpse at what could be, and we need your help in making this park a reality."*

*John Broesamle Conservancy President*

This strategy was used successfully on the Ojai Meadows and Besant Meadow Campaigns and it provides special opportunities for individuals to honor or memorialize family, friends or mentors.

"The drawings are a first glimpse at what could be," explained John Broesamle, Conservancy President, "and we need your help in making this park a reality."

The campaign goal for Ojai's Newest Park is \$610,000, and will pay for landscaping, a water feature, walkways, other improvements and an endowment to help with the Park's long-term care. Naming right opportunities will be available for larger gifts contributed to the campaign.

"All gifts, no matter what size are appreciated," said Broesamle, "but we also learned from our past efforts that larger gifts are a necessary ingredient for our campaign's ultimate success."

The park will be developed to capture the beautiful views of the surrounding mountains and be visually attractive for both park visitors and those people driving or walking by on Ojai Avenue. During July, Valley residents had

*Ojai's Newest Park Campaign Update*

**HELP US MAKE THE DREAM BECOME A REALITY**

**Campaign Goal**

**\$610,000**

**Amount Raised**

**\$22,000**

**Amount Still Needed**

**\$588,000**

*Ojai's Newest Park Campaign Update*

## Ojai Valley Land Conservancy

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# A Message From Our President

## What a Land Conservancy Can Do

During recent months the Ojai Valley Land Conservancy has taken up four challenges which, in their sheer variety, make us exceedingly unusual among comparable organizations around the country.

**Purchasing open space in the heart of the valley.** Between October and December of last year we waged a successful campaign to buy the 32-acre Ojai Meadows Preserve. Now we are in the midst of a second campaign to expand it to 58 acres by acquiring Besant Meadow. Outlays to purchase and endow these landmark properties will total over a million dollars.

**Providing education.** Recent grants will soon make the Preserve a major outdoor educational setting for students from around the valley.

**Developing a park.** Land conservancies typically preserve open space; they don't develop it. Yet through our partnership with Sheila and Don Cluff and the City of Ojai, we are beginning the process of creating Ojai's newest park, at Ojai Avenue and El Paseo Road.

**Opening a trail.** On May 20, twenty volunteers hacked their way through brush to complete the realigned Fuel Break Road Trail. The Conservancy will hold an easement on a mile of the trail in perpetuity. If you like to hike, this is one of the most scenic routes you can take.

None of our successes would have been possible without our members, who generously donate both financial resources and time to make things happen. Nor could we succeed without a genuinely superb staff, our single full-time and several part-time specialists whose skills and dedication enable us to accomplish an extraordinary variety of goals.

**Thank you!**  
**John Broesamle**

## Leave A Legacy

### *Give A Gift For Future Generations Of The Ojai Valley*

Please join the nine families and individuals who in 1999 included the Conservancy in their will or trust. Consider the lasting impact of an estate gift for the preservation of the natural and agricultural heritage of the Ojai Valley. Your contribution will be used for:

- Preserving critical open spaces like the Ojai Meadows Preserve
- Restoring important natural habitats
- Educating our youth and community to be better stewards of our open spaces



If you have already named us in your estate plans, let us thank you for your generous gift and welcome you to the *Conservation Legacy Circle*. For a confidential inquiry about helping to protect the future and beauty of this valley, please **contact the Conservancy office at 646-7930**.

## School District Receives Large Grant For Program On Ojai Meadows

The Ojai Unified School District has received a three year, \$150,000 grant from the State of California to implement a kindergarten through twelfth grade service learning program at the Ojai Meadows Preserve. School District and Conservancy staff were interviewed by a panel from the CalServe program in May and received word of the grant award in June. Ojai was one of only seventeen projects chosen statewide. Service learning enriches the students' learning experiences through hands-on service to their community. Ojai Valley students will have the opportunity to help restore and monitor the Ojai Meadows Preserve's natural environment.



Chris Smithers, an Ojai school teacher, is very excited about the project and explained, "there will be other community partners, such as the Ojai Valley Youth Foundation, L.U.P.E., Ojai Rotary Club, Ojai Lions Club, and others as the project evolves." Smithers will be the full-time project coordinator and starts this summer with the planning efforts thanks to the state program and a \$25,000 grant awarded to the Conservancy from the Wallis Foundation.

## Grant Funds Reprinting of Popular Oak Brochure

The Ojai City Council approved a staff recommendation to contribute \$2,300 to the Ojai Valley Land Conservancy for the reprinting of the *Ojai's Heritage Oaks Brochure*. The pamphlet includes a natural history of our native oaks and tips on how to keep these trees healthy. Caryn Bosson, a Conservancy Board Member, was present at the City Council meeting to answer questions and give a history of the brochure's development. "Oaks are one of the main reasons why the Ojai Valley is such a special place to live," added Bosson. The original brochure was developed with the assistance of the Ojai Horticultural Society. This edition of the brochure will also be printed in Spanish to increase community awareness.



## Natural Heritage Tax Credit Bill Signed

State Senator Jack O'Connell is the author of a new law which increases the incentive for people to donate their lands for public use. The new law grants a state income tax credit of up to 55 percent for donating land. Together with a similar federal program, this credit could equal the cost of the property, thus giving the donor full value for the land as if he or she had sold it outright. The Wildlife Conservation Board will be responsible for implementing the provisions of the Act. If you have any questions about the program, please call the Conservancy office.

## Cascio Will Lead Volunteers

Carole Cascio, with her extensive event planning and volunteer experience, will coordinate the Conservancy's growing volunteer and special event programs. Cascio moved to Ojai several months ago from Santa Fe, New Mexico, where she was deeply involved in the nonprofit world. She worked with the Santa Fe Opera and the Museum of New Mexico Foundation, to name two.

"Volunteers have been critical to our success," said Cascio. "I want to make sure all our volunteers feel welcome and appreciated." *Read more about Carole on page 4.*

## Please Let Me Introduce Myself

I am Carole Cascio, your new Events Coordinator. A recent transplant, I moved to Ojai to be near family. For over 25 years, I have been a consultant, caterer, food writer and have worked for the French Government, marketing and teaching cooking classes. In 1985, I moved to Santa Fe, NM opening businesses in retail, catering and custom event planning.

It was in Santa Fe that my commitment to community came to full flower as patron, fund-raiser and chairperson serving with the Museum of New Mexico Foundation, Museum of Indian Arts & Culture, Santa Fe Opera and the Santa Fe Symphony. My most



**Carole Cascio**

recent commitment has been as Patron Party Chairman and Auction Committee member for Buckaroo Ball, a nonprofit organization for 'at risk children' in Santa Fe County.

As a member/volunteer of non-

profit organizations, I have seen the results of community support and commitment to vital issues. I look forward to directing my energies toward you, our volunteers and recognize that acquisition, protection and preservation of land in this very special valley is dependent on our vigilance.

As an OVLC Member and your Events Coordinator, I welcome your volunteer spirit in achieving our continued efforts to protect the Ojai Valley's most important open spaces. And I know, we will have many good times working together. I look forward to meeting and working with all of you throughout this exciting and event filled year.

***Call 640-0606 if you want to learn more about how you can help with the volunteer opportunities listed below:***

### **Preserve Coordinator**

Help train, organize and motivate our volunteers force.

### **Preserve Hosts**

Walk trails and report on Preserve conditions. Contact and educate visitors about the Preserve.

### **Tree Caretakers**

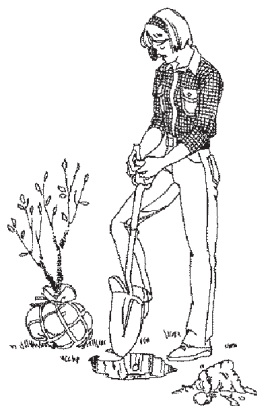
Provide watering and basic care for our old and young Valley Oaks.

### **Tour Leaders**

Help guide nature walks of the Preserve for school groups and individuals.

### **Trail and Sign Maintenance Assistants**

Help keep our trails in good shape for the public's enjoyment and safety.



## Other Opportunities

### **Event Planners**

Want to help plan and implement our next successful and exciting event? Here is a great chance to make new friends and help the Conservancy grow.

### **Volunteer Coordinator**

As our volunteer ranks grow, we need your help to inspire and train new volunteers.

### **Newsletter**

#### **Editor/Writer/Designer**

Have you got the interest and the skills to help us prepare our newsletter or write an occasional article?



# Preserving Ojai's Special Places Forever Ojai's Newest Park Campaign

The latest campaign update is available at [www.ovlc.org](http://www.ovlc.org)

## Answering Your Questions Regarding the Campaign for Ojai's Newest Park

**What is the vision for this Park?** This park will be a place where local citizens and visitors can take time out of a busy day to relax and enjoy exceptional beauty with wonderful views of the city and mountains. The use of native plants, distinctive walkway paving, rock walls, public art, viewing benches, and the sound of water to help reduce traffic noise will become the center points of the design features.

**When will the actual renovation project begin for Ojai's Newest Park?** Once the City of Ojai approves the landscape design recommendations, the construction will begin in early 2001 with completion by the latter part of 2001.

**Who is responsible for the landscape design plan of the Park? Also, when will the community have a chance to provide suggestions and input?** This is truly a community partnership with the local citizenry, the City of Ojai and the Ojai Valley Land Conservancy. These partners will be working with professional landscape designers Tom Bostrom and Susan Van Atta to complete the design. During this process, the community will be requested to provide both written and verbal suggestions about the park's design. The plan will be completed by the end of October, 2000.

**Who owns the Park?** The City of Ojai is the owner of the Newest Park.

**Who will be maintaining the Park once the money is raised and the site is beautified?** This will be a joint responsibility between the City of Ojai and the Ojai Valley Land Conservancy. The City will be providing a portion of the annual funding and the Conservancy will contribute the remaining balance. Also, there are several volunteer groups who have offered to assist with the care of the park.

**Why does the site remain undeveloped?** There are no funds to beautify this site until the fundraising campaign is completed. Also, the landscape design must be approved before funds can be allocated to improve the site.

**I've heard the site was polluted with hazardous materials. What is the current status?** The site has received a clean bill of health from the State of California's Environmental Protection Agency.

**What is the Newest Park Campaign fundraising goal?** \$610,000 will underwrite the cost to create Ojai's Newest Park as well as establish a maintenance trust fund to assist with the long term care of the site.

**What if the Campaign exceeds its goal?** All funds received over the Campaign goal will be placed into a long-term maintenance trust fund.

**Are there gift naming rights?** Yes. There will be a limited number of gift naming opportunities to the community. The Conservancy will provide information regarding gift-naming rights in the next few months.

**May I pay my campaign gift over a period of time? If so, how long?** Yes. As a general rule, this Campaign will accept gifts over a two-year pledge period.

**I'm not in the position to make a cash gift. Are there others ways I can make a contribution?** Yes. There are several ways you can participate in this Campaign. We will accept gifts of stock, real estate, individual retirement plans, mutual funds and other appreciated assets. The Conservancy has already received the donation of two houses and numerous gifts of stocks to help support the acquisition and preservation of open space.

**Will the Campaign accept donations of supplies and labor instead of a cash gift?** The Campaign will accept certain donations of non-cash goods. However, well-intended donations of supplies, services and materials are often not available when needed, so the overall fundraising goal will not be affected by these gifts. Money saved by the use of in-kind gifts will be distributed to the maintenance trust fund.

# Campaign Highlights

## Hall and Handley Honored for Open Space Efforts



photo courtesy of The Ojai Valley News

Richard Handley and Ellen Hall at the June 21 gathering in their honor at Besant Meadow.

On June 21, friends and Conservancy members gathered on Besant Meadow near Meiners Oaks Elementary School to name a trail for Rich Handley and Ellen Hall, both former Conservancy board members and staff. Hall and Handley, who moved to Australia late last year, were founding members of the Conservancy and helped guide the organization for fourteen years. "Without their commitment and dedication, the Conservancy would never have become the organization it is today," said Jim Engel, Executive Director.

## Conservancy to Receive \$650,000 Grant For Critical Open Space Protection

Through the hard efforts of Assemblymember Hannah Beth Jackson and The City of Ojai, the Ojai Valley Land Conservancy will be receiving a \$650,000 grant from the California Transportation Commission to protect two important open space parcels along Highway 33/150 between Hermosa Road and Mira Monte Elementary School. Known as the Krishnamurti/Krotona

properties, these parcels have exceptional scenic, environmental and educational values.

"We still have a long way to go," said Jim Engel, Conservancy Executive Director. "First, we need to work cooperatively with the land owners to reach an agreement, then we must raise matching funds in order to secure these properties and ensure their protection." The

matching funds will need to come from local contributions.

These two properties include oak woodlands, wetlands and views of the surrounding Valley. If successful in protecting these parcels, the Conservancy will have a contiguous 150 acres of open space which includes the adjacent Ojai Meadows Preserve and the soon to be purchased Besant Meadow property.

## Donor Recognition Alert • May 2001

All donors to either the Ojai Meadows or Besant Meadow Campaigns will be honored at a celebration on the Preserve in May, 2001. Keep an eye on future newsletters for further details regarding this special event.

### Recent Besant Campaign Donors

Linc and Sheila Anderson  
Anonymous  
Marqui & Bob Bury  
Malinda and Yvon Chouinard  
Jack and Jody Fullerton  
Katherine and Jesse Grantham  
Rod and Joyce Greene  
Toette Hogenboom  
Betty Izant  
Leonard Klaiif  
*in memory of Herbert and Roslyn Klaiif*  
Nancy and Mike Krumpschmidt

Gay Martin and Patricia Cluche  
Virginia Moyer  
Elaine Needham  
Peter Noone  
Ojai Valley Inn  
The Oppenheimer/Pulver Family  
*in memory of Bob Pulver*  
Patagonia  
Earl and Alice Ragland  
Eve Venturi  
Pat Weinberger  
John and Ginger Wilson

### Besant Meadow Campaign Update

Campaign Goal  
\$ 660,000

Amount Already Raised  
\$612,000

**Amount Still Needed  
by December 31, 2000  
\$48,000**

## A Special Thanks To...

**Ojai Café Emporium** for providing appetizers for several of our events. **A and M Plumbing** for donating services on the Aliso Street House. **Environment Now!** for the \$400 travel scholarship to the Pacific Coast Region Land Trust Conference. **City of Ojai** for a \$2,300 grant to reproduce the Ojai's Heritage Oaks Brochure. **Carol Langford and Cricket Twichell** for coordinating two recent Conservancy events. **Conservancy Support Team** for all the work they are doing to get ready for the Annual Event on September 9. **The Oaks** for hosting the Newest Park Campaign Party on July 1st. **Ojai on Screen** for donating a slide space at the Ojai Playhouse for the Land Conservancy to promote the Besant Meadow Campaign. **Timothy Teague Photography** for donating film development services. **Ventura County Community Foundation** for their \$3,000 gift to Ojai's newest Park Campaign. **Wallis Foundation** for \$25,000 grant to work with School District on Service learning program for the Ojai Meadows Preserve.

## Thanks to Our Sponsors for An Evening On Besant Meadow

- Adelphia
- Century 21 Real Estate
- Coldwell Banker Property Shoppe
- Meiners Oaks Hardware
- Ojai Valley Bank
- Patagonia Great Pacific Ironworks
- Ventura Party Rental



## Recent Ojai Newest Park Donors

- Priscilla Hickman
- Carl and Carolyn Huntsinger
- Mary Mitchell
- Ventura County Community Foundation

## EXTRA GIFTS ARE A BIG LIFT

- M. Brown
- Seabury and Patty Gould
- Rachel Mason
- Bill and Maggie Mors
- Frank and Maruja Real
- Harriet Wenig
- Heather Young

## Recent Gifts In Honor of John Broesamle's Retirement

- |                               |                          |
|-------------------------------|--------------------------|
| Al and Joan Baca              | David and Karen Lee      |
| Bill, Becky and Ben Broesamle | Mark McCreary            |
| Bob and Marqui Bury           | Alan and Maureen Rubin   |
| Robert and Pauline Chianese   | Robbie and Ron Schaffer  |
| Ron and Pat Davis             | Morris Schonbach         |
| Erika Endrijonas              | Bernard and Reba Soffer  |
| Carol Jackson English         | Ed and Debbie Whitchurch |
| Paul and Carolyn Koistinen    | Ron and Helayne White    |
| Alisa Kramer                  |                          |

## Local Supporters Help Us To Grow Stronger

Every year, hundreds of our members choose to renew their membership. We are happy to recognize the following individuals and businesses who have renewed their membership as of mid July. Your loyalty is greatly appreciated.

Doug Adrianson and Hope Frazier  
Anonymous (4)  
Randy Banchik and Jannell Greene-Banchik  
Colleen Bard  
Michael Bennett  
Carol Bishop  
Blue Iguana Inn  
Tom Bostrom  
Masako Bristol  
John and Kathy Broesamle  
Karl and Wendy Burger  
David and Joanne Bury  
Kristen and Gordon Clawson  
Roger Conrad and Ruthie Marks  
Karen Courington and Dan Lukasiewicz  
Darrell and Barbara Crowder  
Rita DePuydt  
Sanford and Christine Drucker  
Jim and Julie Engel  
Bob and Marilyn Essick  
Jim and Kim Exon  
Neal Filer  
Carol Garramone and Charles Massaro  
Dean and Cheryl Geiser  
Donn Gladstone and Kelly Newman  
Ken and Cheryl Glass  
Helene Gordon  
Linda and Frank Granat  
Katharine and Jesse Grantham

Leo and Yvonne Hammerschmitt  
Nancy and Bill Hammond  
Sheldon and Sheila Harris  
Wyatt and Claudia Harris  
Otto Heino  
Priscilla Hickman  
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Phil and Karen Moncharsh  
Michael Mulligan and Joy Sawyer

John and Andrea Nelson  
Linda and Bruce Nofrey  
Sonia Nordenson and Jim Piekarski  
Chris and Tracy Oakland  
Jo O'Connell and Byron Cox  
Ojai Village Pharmacy  
Steve and Sara Olsen  
Ojai Vineyard  
Ojai Yoga Center  
Nancy Pepper  
Peter Passell and Joan Peters  
Darlene and Sam Rand  
Rose Garden Inn  
Gary and Cathleen Schlichter  
David Selby  
Tim and Lu Setnicka  
Spencer and Linda Silver  
Songdog Ranch  
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Carol Wade and Bill Hak  
Deric and Barbara Washburn  
Guy and Leone Webster  
Ron and Helayne White  
White Sage Grill  
Eric and Cathy Zacher  
David and Danielle Zucker

## Welcome To Our New Members

We have grown from 350 to **875 members** during the last two years, thanks to your exceptional support. This is more than double the national average for similar land trusts! The Conservancy's successes in the last year are due to the generous financial and volunteer support of our members.

Adelphia  
Louis and Elisabeth Arvin  
Karol Ballantine  
Gael Beldon  
Bryant Street Gym  
Twila Carlsen  
Carole Cascio  
Martha Churchyard  
Don Cuthbert  
René and Mary Diets  
Cynthia and Gerald Duncan  
Holly Humphrey  
*in memory of Carla Bard*  
Meiners Oaks Hardware  
Scott Lappi  
Janis and David McCann  
Ojai Valley Athletic Club  
Ojai Valley Bank  
Ronald Rowe  
Fred Schmid  
Dietrich and Valerie Schmidt  
Deanna Schultz  
Marilyn and Larry Shames  
Elisa and Sarah Stone  
Timothy Teague Photography

✂-----✂  
*Yes! I'll help preserve open space in the Ojai Valley • Enclosed is my new membership gift of:*

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> \$25-\$49 Member            | <input type="checkbox"/> \$100-\$249 Donor            | <input type="checkbox"/> \$500-\$999 Patron |
| <input type="checkbox"/> \$50-\$99 Sustaining Member | <input type="checkbox"/> \$250-\$499 Sustaining Donor | <input type="checkbox"/> \$1,000+ Steward   |

MEMBERSHIP NAME(S) \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

DAYTIME PHONE \_\_\_\_\_ HOME PHONE \_\_\_\_\_ E-MAIL ADDRESS \_\_\_\_\_

Please make check payable to: **The Ojai Valley Land Conservancy.**  
P.O. Box 1092 • Ojai, CA 93024

# Upcoming Events

**Join Us... on Saturday, September 9th**  
*for the Ojai Valley Land Conservancy's Annual Fundraising Event:*

## AN EVENING ON BESANT MEADOW

**5:30pm - 8:30pm**

*(under a huge canopy)*

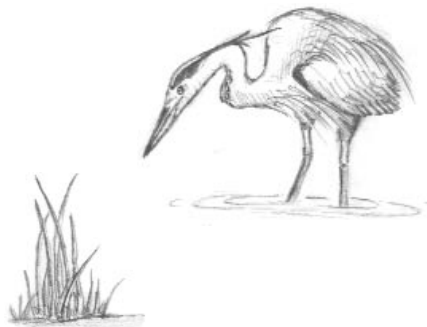
GOURMET HOR D'OEUVRES & DINNER

COMPLIMENTARY BAR ❖ LIVE & SILENT AUCTIONS ❖ LIVE MUSIC

**\$50 PER PERSON**

*This event will be limited to the first 200 guests who respond.*

**CALL AND  
RESERVE NOW!  
646-7930**



## Conservancy Events

Saturday • August 5 • 10am-3pm  
*Our Mighty Oaks/Wild About Ojai*

Saturday • September 9 • 10am-3pm  
*Wild About Ojai*

Saturday • September 9 • 5:30pm-8:30pm  
*An Evening on Besant Meadow  
under a huge canopy*

Sunday • September 24 • 6:00pm-7:30pm  
*Clean-up Day at Ojai Meadows Preserve*

Friday • October 6 • TBA  
*Chick Music: A Performance Benefit  
For Open Space*

Saturday • October 7 • 10am-3pm  
*Wild About Ojai*

Saturday • October 14 • 1pm-3pm  
*Volunteer Appreciation Party*

Saturday & Sunday • October 28-29  
*Conservancy Campout at Song Dog  
Ranch in the Cuyama Valley.*

*Please call The Conservancy Office to  
sign-up for any of these events.*

Visit our website [www.ovlc.org](http://www.ovlc.org)  
for the latest information on  
Conservancy events

## October 28-29: Conservancy Campout at Song Dog Ranch *Come Enjoy the Wide Open Spaces With Us*



The Conservancy is sponsoring its first annual campout at Song Dog Ranch in the Cuyama Valley for Saturday, October 28 and Sunday, October 29. Ideal for both the new and experienced camper, this fun event is an opportunity to meet friends, relax, explore hiking trails, enjoy evening entertainment, and eat a lot of great food. All this for only \$25 per adult and \$12 for children 12 and under. Tents, sleeping pads, and sleeping bags are also available at an additional cost.

We will also offer walking tours of natural areas, star gazing, and story telling around the campfire. The campground is located on a juniper covered mesa with far reaching views of the beautiful San Rafael Wilderness and Cuyama Valley. **This special trip will be limited**

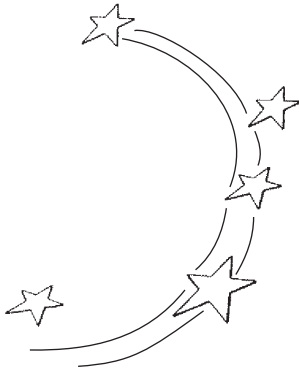
**to the first 50 people who register. Please call our office today to reserve your space.**

# Our Wish List

## Conservancy Will Move Forward With Your Help

As the Conservancy grows, so does our need for additional resources. One way you can help is through the donation of new or used stewardship tools, reference books, and office equipment. Please call us if you can donate any of the items below or if you know of anyone who might like to contribute to the needs of the Conservancy.

- Digital camera
- Shovels and other trail maintenance tools
- Stacking chairs
- Laptop computer



Other items that you think would be useful? Please, let us know • 646-7930

**Register Now!  
September 9, An Evening on Besant Meadow**

*printed on recycled paper*



**Ojai Valley Land Conservancy**  
P.O. Box 1092  
Ojai, CA 93024

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