

The Greenway News



The Yadkin River Greenway Council Newsletter

THE GREENWAY... TO BUILD AND MAINTAIN!

2013 THE YEAR IN REVIEW

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A Message from the President

2013! The number, 13, usually conjures up anxiety and concern for most numerologists! But, that was not the case for the members of the 2013 Greenway Council! It, on the other hand, has been a resoundingly successful year!

2013 ended with the commencement of a new greenway segment construction and expansion project (Lowe's Trailhead at Cornerstone Church to Cub Creek), the development of a new, robust and content-rich web site and the establishment of a Facebook, social media presence, which is growing in popularity!

Easements, or easement intents, which are the lifeblood of all Greenway growth and development, are being finalized on a regular basis! I attribute this to the continued understanding of the original concept of the Yadkin River Greenway, its acceptance by landowners along its intended routes and the willingness to join in the expansion and support of this great cause by the citizens of Wilkes County.

So, why NOT celebrate a GREAT 2013????

As you will discover in the following Committee Chairpersons reports, the Greenway has had many positive developments over the past year. I am pleased to report that many more are in the works! I promise you they are going to be exciting and the Council is looking forward to sharing the details with you as they develop.



The Greenway Along The Reddies!

This has been one of the most exciting years in my tenure as President of the Greenway Council. As always, I appreciate all the Council Members hard work and support! would be remiss if I did not thank our partners in interest, the Towns of Wilkesboro and North Wilkesboro and the County of Wilkes, for both their continued maintenance of this great facility and their financial funding of the Councils operations as well.

Every day numerous Wilkes County residents and visitors to the area, experience the beauty and grandeur of our Greenway system and enhance their quality of life thru their use and enjoyment of the Greenway.

On behalf to the Council, I appreciate your continued support and look forward to seeing **YOU!** on the Greenway

Charlie White, President

GREENWAY 2013 CONSTRUCTION HIGHLIGHTS

In 2013, the majority of construction activity centered around the new Yadkin River Greenway segment beginning at Lowe's Trailhead (at Cornerstone Church) and extending to the confluence of Cub Creek and the Yadkin River. In the Spring of 2013, we were able to finalize a grant contract with the NC Recreations Trail Program (RTP). The \$75,000.00 grant required a 25% match by the Yadkin River Greenway. In addition, we were able to procure an additional grant from the NC Department of Transportation for \$50,000.00 to apply toward this particular trail segment. Because the finalization of these grant contracts took longer than expected, we were not able to begin construction until the early part of October, 2013.

During the following months, we were able to complete all of the excavation, grading and storm drainage installation. We also started the installation of the trail foundation base. Due to rain and cold weather, construction halted during in the middle of December and probably will not resume until early spring when the weather becomes favorable for its completion. The new segment, when completed, adds an additional 0.40 miles of greenway!

Future segments, associated with this greenway section, will include a tie-in into the Cub Creek Park in Wilkesboro as well as a possible bridge across the Yadkin River to connect to the existing Smoot Park to Memorial Park section of the Greenway. We look forward to completing this segment in early spring of 2014.

In 2013, the Yadkin River Greenway concentrated on the procurement of easements for future segments. One easement that was procured is the Phillips family property at the site of the old "gun club" adjacent to Memorial Park and adjoins the Yadkin River. With this easement in hand, we now have the ability to construct a loop trail that will connect the existing Smoot to Memorial Trail along the Yadkin River with a loop back into Memorial Park. To assist in funding this new loop trail segment, we have submitted a grant request to the NC Recreations Trail Program. We are hopeful that we will receive positive news regarding this grant at some time in the spring of 2014.

We are currently working in concert with the NC Fish and Wildlife Commission, regarding the construction of stairs along the Reddies River Greenway for sports fishermen to access the river from the greenway. The NC Fish and Wildlife Commission has procured funding to construct two, or possibly three, of these access structures. We will continue to work with the NC Fish and Wildlife Commission this coming year to facilitate this project. We anticipate that the project will be completed at some time during the summer of 2014.

The Yadkin River Greenway continues to work with the Town of Wilkesboro to extend the greenway from the Moravian Creek Trailhead to Wilkes Community College. During the fall of 2013, the Town of Wilkesboro installed a new sewer line extending from Highway 268 to the Windermere Apartments along Moravian Creek. As part of this work, the Town of Wilkesboro's construction crews have graded the landscape in order to facilitate the construction of a greenway segment in the future. We are currently working on finalizing easements with the affected landowners and are generating the design for this future greenway segment.

As always, we are very grateful to the "Friends of the Greenway" for their ongoing support and look forward to the same as we continue our efforts to extend the Yadkin River Greenway in 2014.

By Frank Taracido, Construction Chair

Lowes Trailhead (At Cornerstone Church) To Cub Creek Greenway Construction



The above photo shows the location of the expansion project on the south side of the Yadkin River prior to construction. The area is the site of the old practice field for the Wilkes Central High School Football team.

Construction commencement: erosion control and drainage structure installation, grading and haul-off, dirt base fill haul in and compaction.



Geo-fabric installation, rock base haul-in and compaction.



Rock base grading and compaction completed. Ready for paving, rock dust installation, final dress-up and seeding.

YADKIN RIVER GREENWAY COUNCIL RECEIVES OVNHT AWARD

The National Park Service recently presented the Yadkin River Greenway Council an award recognizing the Greenway for its outstanding support of the Overmountain Victory National Historic Trail (OVNHT) in Wilkes County. The Award was presented to the Council at a conference held January 11, 2014 at the Renaissance Hotel in Asheville, NC.

The OVNHT National Park Service award is presented annually to one group or organization, along the 330 mile corridor, to recognize outstanding support of the Overmountain Victory Trail. The award is presented each year on the anniversary of the Battle of Kings Mountain which occurred on October 7, 1780, on Kings Mountain near Blacksburg, South Carolina.

An excerpt from the citation reads as follows:

“In the Mid-1990’s the citizens of Wilkes County, North Carolina, made the commitment to develop and maintain the Yadkin River Greenway to serve both residents and visitors. As the greenway has been constructed, some of its pathway was discovered to follow the same route used by the patriots of 1780, making those sections eligible for official certification as part of the OVNHT. Working closely with the National Park Service, Greenway officials over the years have been able to do just that; with 7 miles now officially designated. The Greenway has worked very closely in designing and aligning the new pathway as close to the original 1780 route as possible, and has allowed the Greenway to serve as a setting for educational programs and special events highlighting the story of the Kings Mountain Campaign.

The Yadkin River Greenway reflects a community commitment to the future while showing sensitivity to the past. By incorporating and embracing the story of the Overmountain Men into your plans, you have demonstrated that partnering opportunities can open doors that serve multiple audiences and users. It is encouraging to know that this vision will continue as the Greenway continues to expand, some of which will undoubtedly be certified in the future as a part of the OVNHT. In light of all these accomplishments, as well as the continuing commitment to the OVNHT, the National Park Service recognizes the Yadkin River Greenway with the presentation of this certificate and applauds their efforts as a model for other communities along the OVNHT.”

The citation was signed by Stan Austin, Regional Director, Southeast Region, National Park Service.



Paul Carson of the National Park Service and Executive Director RG Absher shown with the Yadkin River Greenway Council Award

YADKIN RIVER GREENWAY’S 911 COLOR CODE SYSTEM



A typical 911 Sign

The Yadkin River Greenway Council, along with the towns of North Wilkesboro, Wilkesboro and the Wilkes County Communications Center have color coded all greenway sections for faster response to emergencies if and when they occur on the greenway.

Since the existing completed Greenway segments are presently unconnected, without this new color coding system it would have been virtually impossible to locate anyone who placed a distress call to 911 and only stated that they were “on the greenway.”

If you are on a greenway segment and need to contact emergency services, you simply identify the color of the segment you are on to the 911 operator. Please remember to make a mental note of the color code each time you enter a greenway segment.

“QR” CODES TO BE INSTALLED ALONG THE GREENWAY!!!

Does this look alien to you? If so, you're not alone! You are looking at a QR Code!

If you have a smart phone with a QR reader, then snap this and see where it takes you on the newly renovated Greenway web site!

What are QR Codes? They come to us from Japan where they are very common. QR is short for Quick Response (since they can be read quickly by a cell phone). They are used to take a piece of information from a transitory media and put it into your cell phone. You see QR Codes in magazines, advertisements, on billboards, a web page or even on someone's t-shirt! Once it is in your cell phone, it can give you quick reference to the Greenway website and the volumes of information that have been installed on the site this past year.

The reason why they are more useful than a standard barcode is that they can store (and digitally present) much more data, including url links, geo coordinates and text. The other key feature of QR Codes is that instead of requiring a chunky hand-held scanner to scan them, many modern cell phones can scan them. This year we learned that one of the keys to great SEO (Search Engine Optimization) is making sure you keep your website updated, new and fresh. Whether you do this with a blog, or you change your homepage with new updates, articles and photos, it serves to show Google that your site is “alive.”

This past year our web site developer, iMedia, provided this new technology idea for the Greenway and it is now ready to roll out! Plans are to install these codes on all the 911 signs along the Greenway sections to take visitors to the web site and provide a quick link to more information about each section!

Volunteers Help Keep Our Greenway Safe and Enjoyable

“Your life and mine shall be valued not by what we take... but by what we give...” - Edgar Allen – Founder Easter Seals

Once again we would like to express our thanks and appreciation to you and appreciation to all the volunteers for their dedication and hard work in making our outdoor experiences along the Yadkin River Greenway more enjoyable and educational while contributing to a healthier community.

Most recently, new granite bases have been placed under each mile marker along the greenway to enhance the appearance of the marker and to honor the person who has given so generously to make the greenway possible.

Summer months are especially busy with our volunteers trying to keep up with, tending to and caring for landscaped sections along the greenway. On a monthly basis the community and it's caring people are actively involved in keeping the greenway system moving ahead.

Dan Day has joined the Adopt-A-Trail program by volunteering to beautify and tend to the corridor around the memorial tree given and placed by his family in memory of his mother, Pat Day.

The Master Gardener's, under the leadership of Bill Hanlin (NC Cooperative Extension Services agent), Diane Stephens (club president) and the town of North Wilkesboro Maintenance Crew continue to work together to keep some of the greenway sections landscaped areas beautified and preserved. The Master Gardeners continue to maintain the Reddies River Trailhead area while the maintenance crew, in support of the greenway, deliver and help spread much needed mulch once or twice a year. American-Chinese Chestnut trees, planted near Pardue Crossing are weeded and mulched by John Matthews on a regular basis.

Jim Brown, with Tyson, Inc., leads a group of Tyson employees in maintaining and grooming the greenway trail from Tyson Trailhead to Pardue Crossing. Ginger and Harvey Barlow have, for many years, pruned and planted new flowers in the landscaped area near the dental office parking lot. Jennifer and Arthur Lankford and sons and Lee and Ginger Bentley and children, weed and groom the area around the Recognition Wall. Sonny Church is diligent in keeping up with weed control along the corridor at the confluence of the Yadkin and Reddies Rivers. Also Charlie White's expertise in brush and weed control along the rivers banks, is much appreciated.

(continued on page 6)



**Wilkes District Old Hickory Council
Boy Scouts of America
The Annual Yadkin River Greenway
Cleanup held in June**

("Volunteers," continued from page 5)

Jule Hubbard maintains the steps and area around the canoe ramp which was constructed by his son, Miles Hubbard, as his Eagle Scout Project.

In July, Keith Howell, father of Eagle Scout William Howell, continues to plant and grow flowers in a landscaped area along the Jefferson Turnpike section. This was William's Eagle Scout Award project.

Renee and Allen Winkler volunteered to preserve the area around picnic tables and benches constructed and installed by their son, Corey, who earned his Eagle Scout rank for the project.

In June, a Wilkes-District annual Boy Scout Greenway Cleanup was held. BSA leader Arthur Lankford along with area Boy Scouts, and other volunteers RG Absher, Jule Hubbard, Lee Bentley, Charlie White and Frida Matthews, weeded, trimmed and added mulch around the Recognition Wall. Also, during the cleanup event, Boy and Cub Scouts picked up limbs and collected trash along the Mulberry Fields section. The Boy Scouts were treated to a pizza lunch following the great work.

Also, thanks to William and Lynn Clark who routinely clean up the greenway while taking walks with their dog, Max!

Special thanks are in order for our town and County maintenance crews and Parks and Recreation officials who help us maintain the greenway year around. Outstanding examples of their work include the work of North Wilkesboro's public works department in removing 16 dead trees along Jefferson's turnpike and in removing storm damaged trees routinely with very little notice.

Also, the Town of Wilkesboro has done an outstanding job in addressing safety issues by maintenance department by pressure washing bridges and correcting eroded areas along Ray's Way.

Although we did not have any Boy Scout projects in 2013, two have been scheduled for 2014. The projects will be: 1) Boy Scout Daniel Shinaman will construct and install Wood Duck boxes along the Yadkin River. 2) Peter Gray will construct a fishing access area along the Reddies River.

Unfortunately vandalism and graffiti continue to be an ongoing concern. Vandalism to greenway signs, picnic tables and facilities are set-backs that hamper our efforts to maintain a beautiful greenway year around.

However, through the spirit of dedication, creativity and hard work of the area's citizens who support the Yadkin River Greenway continues its growth and expansion. The Greenway Council applauds the people of Wilkes who dedicate their skills, time, money and energy to create a better and healthier community for their neighbors and future generations.

Those interested in the Adopt-A-Trail program or volunteering for any project on greenway, please contact Freida Matthews at 336-838-4938 or RG Absher at 336-651-8967.

Freida Matthews, Volunteer Coordination Committee Chairperson

Bridges on the Greenway --Pardue Crossing

2014 marks the 10th anniversary of the construction and installation of the Pardue Crossing bridge. The bridge's installation was made possible, in great part, by the generosity of the late Dwight Pardue and his wife Anne. Dwight and Anne have been great supporters and advocates of the Greenway and its expansion since its inception.

We thought you would like to relive the activities of that day and to review some of the photos, as well as the details of its installation, as documented by the news coverage provided by the Wilkes Journal Patriot on June 25th 2004.

The entire news article is located on the Greenway's website. To view it go to: www.yadkinrivergreenway.com click on the photos tab, click on "In the News," click on the photos tab and then click on the "Pardue Crossing" window.



Pardue Crossing Bridge Across the Yadkin River

A video which documents the bridge installation was produced and donated by Wilkes Counties own, Harold "Mule" Ferguson. It is available for viewing by visiting the Greenway's web site. To view it, click on the videos tab, find the "Pardue Crossing Bridge Installation" video article and then click on the windows video arrow to begin play.

Wilkes County's Emerald Necklace - Someday

Baseball fans were treated to an exciting World Series this past October that culminated in a Red Sox victory at historic Fenway Park. Opened in 1912, Fenway is the oldest ballpark still in service in the major leagues. Not only is it full of antique and unique features like the Green Monster, it has managed to hold onto its original name when so many modern ballparks sell their “naming rights” to the highest bidder. But where did the name “Fenway” come from, and what does it have to do with greenways, you ask. Let me explain.

The land on which Fenway Park was built, and hundreds of acres around it, were created between 1820 and 1900 in a series of massive projects filling in natural marshland, otherwise referred to as “fens.” As that transformation drew to a close, it was necessary to create a well-defined channel to contain surface runoff that previously filtered through the wide marshlands toward the harbor. That winding stream, a tributary of the much larger Charles River, is roughly the same width and depth as Wilkes County's Reddies River. Officially named the Muddy River, the stream and adjacent parkland, along with flanking roadways, is more popularly known as the Fenway. When the Red Sox later opened their ballpark about half a mile away, the Fenway name was applied to it as well.

In 1887 famed landscape architect Frederick Law Olmsted designed a beautiful linear park flanking the Muddy River for several miles through the Fenway and beyond, known as Boston's Emerald Necklace, which was constructed over a number of years. Olmsted is also well known as the principal designer of such outstanding projects as New York's Central Park, the gardens and grounds of the Biltmore Estate in Asheville, and many prominent public parks throughout North America. His works have inspired countless projects beyond his lifetime up to the present, including in some ways the Yadkin River Greenway.

To be honest, I don't think Olmsted has ever been mentioned in any YRGC meetings, but some of his ideas are shaping our plans. Beautiful walking trails flank both sides of the stream in his Emerald Necklace, with attractive stone bridges spanning the river in many places, reminiscent of the stone bridges of the Blue Ridge Parkway. The total effect is a place of great peace and beauty that you could never tire of visiting.

This year marks the first construction of parallel YRG segments on opposite sides of the Yadkin, if only for a short distance, with the new section from Lowe's Trailhead to Cub Creek. Long range plans call for one or more pedestrian bridges across the Yadkin to link these segments into an interconnected network not unlike Olmsted's Emerald Necklace. It is not too much to hope that the Yadkin River Greenway will become equally popular and appreciated in our corner of the country.



Sam Stroud, YRGC Board Member

How Your Contribution Helps In More Ways than One

In just fourteen years, the Yadkin River Greenway has gone from blueprints of empty land to footprints on miles of greenway. 7.2 miles of Greenway give everyone easy access to the beauty of the land along the rivers that flow through the center of our community and the greenway helps connect our parks and neighborhoods. Today we have new sections in the construction and planning phases.

Our community is fortunate to have many local citizens whose generosity helped build the extensive Greenway system we have today. Local contributions not only pay for construction costs, they also help us win grants! Significant public support is a major requirement of the grant application process. Over half the money raised to build our current Greenway system has come from grant sources outside our community. Over half the money spent, to date, on Yadkin River Greenway construction has come from grants.

Our Council employs an Executive Director who actively seeks sizeable grants from many sources that provides the majority of funding for the construction of new Greenway sections. We're pleased to say that we have been very successful in qualifying for grants over the previous years. Your contributions to the Greenway organization helps pay for this function, which has enabled us to more than double the amount of new construction projects the Council has been able to fund and construct. Each dollar you give helps the Council receive many more from grant sources.

Your donation keeps our Greenway system growing. You can choose which of three ways you want your contribution to be utilized:

1. You can specify 100% of your contribution is to be spent on construction of new Greenway segments.
2. You can give an unrestricted contribution to the Greenway that enables us to plan new sections and to find and secure grants to pay for new construction. Become a member of the Friends of the Greenway with your annual gifts, or send us a contribution. Any funds received in excess of our operations expenses can be used for construction.
3. You can support Greenway fundraisers that help fund the administration and operations of the Greenway organization. Our fundraisers include:
 - The Turtle Regatta is held annually in May along the Reddies River section. Become a Turtle Regatta sponsor, by "adopting" a turtle for \$5. The first turtles that reach the finish line are awarded various prizes. If your turtle is fast enough, you can win a nice prize!!!
 - The Greenway Benefit Golf Tournament is held annually in September at Oakwoods Country Club. Sign up for a fun round of golf or be an event sponsor.
 - All event sponsors are recognized at the event and in news releases in our community!

Thanks to all who donate, volunteer and work to help grow our Greenway system!!!

The Yadkin River Greenway Council is a 501(c)3 charitable organization and donations are tax deductible.



On The Green At Oakwoods!



A Tournament "Team Moment"

By Keith Johnston,
Fundraising
Chair and
RG Absher,
Executive
Director



Gearing up for the Regatta!!!

GREENWAY COUNCIL CONTINUES STRONG

At 2013 years end, the Yadkin River Greenway Council membership consists of Charles White, President & Chairman, Carolyn Frazier-Pardue, Vice President, Gary Cogdill, Treasurer, Susan Buchanan, Secretary. Other Council members are: Lee Bentley, Vicki Church, Bill Clifton, Darrell Groves, Gary Johnson, Keith Johnston, Freida Matthews, Carl McCann, Chuck Smithey, Steve Steele, Sam Stroud, Frank Taracido, David Wiles and Roy Williams. The Executive Director is RG Absher. We thank these individuals for their service and participation in the success of the Yadkin River Greenway.

Look us up on the internet at: www.yadkinrivergreenway.com to learn more about us! We're also now on **Facebook!** Check us out!

Schedule of 2014 Yadkin River Greenway Meetings: February 25, March 24, April 22, May 27, June 24, (June meeting is also our annual meeting), July 22, August 26, September 23, October 28, November 25, (No meetings are held in December due to Christmas holidays). Meeting times are typically at Noon at the Wilkes Chamber of Commerce Board Meeting Room. Any changes on our meeting dates, times and locations will be announced on the above web-site.

WILKES COMMUNITY FOUNDATION AWARDS GRANT TO YADKIN RIVER GREENWAY COUNCIL

On Thursday, December 5th, 2013, members of the Yadkin River Greenway and Wilkes Community Foundation met at the Greenway's Recognition Wall, located in the West Park Medical Center, to make presentations to each organization.

The Foundation awarded the Greenway a \$1,000 grant for present and future expansion.

Foundation President, Terrie Stackhouse along with Executive Director, John Francis, made the presentation. Other Foundation members, also in the photograph, are from Left to Right: Dennis Huggins, Bill Harris, Dan Pardue, Jessica George, Jerry Smithey, John Francis of the N.C. Community Foundation and Graham Wyche."

Accepting the grant on behalf of the Greenway was Charlie White, Greenway President and RG Absher, Executive Director.

Following the Foundation's grant award, Greenway Executive Director, RG Absher, presented Foundation President, Terrie Stackhouse and Executive Director, John Francis, a bronze name plate in recognition of the Foundations past years of support and attached it to the recognition walls "EXPLORER" donor recognition level plaque.

The Wilkes Community Foundation (WCF) is an affiliate of the statewide North Carolina Community Foundation (NCCF). WCF was created in 1993 and has 12 endowment funds including four scholarship funds. So far in 2013, these funds have awarded nearly \$30,000 in grants and scholarships to Wilkes County nonprofit organizations and students.

By Charlie White, President.



Members of the Wilkes Community Foundation Board of Directors present The Yadkin River Greenway with a \$1000 dollar check at the Greenway Recognition Wall. At left, Terry Stackhouse, Foundation President, is shown presenting the check to RG Absher, Greenway Executive Director.



Left to right are Charlie White, Greenway President, Terry Stackhouse, Foundation President, John Francis, NW Regional Associate of NC Community Foundation, and RG Absher, Greenway Council Executive Director.

PHOTOS OF THE GREENWAY!!!

These outstanding photographs were taken by William and Lynn Clark. The photographs can also be found on our Facebook page!! We encourage you to take photos and share them with the Greenway. You can email them to: yrgreenway@pcshome.net. We look forward to seeing and sharing them!!



Bald Eagle



White Tailed Deer



Great Blue Heron



Gray Squirrel



Mud Turtle



Black Racer

From birds and mammals to reptiles and amphibians, the Yadkin River Greenway is teeming with wildlife, stunning scenery and new discoveries! Come out and enjoy The Yadkin River Greenway!!!



Greenway at Dawn

OUR NEW SOCIAL MEDIA PAGE AND WEB SITE

Early in 2013, the Council recognized the need to increase our social media and web presence. To assist us in accomplishing this goal, we contracted with iMedia, a local upstart media and web site design company. iMedia is owned and operated by Janine Lewis and her daughter, Brittany Eller.

I am pleased to announce that through their expertise and assistance, we have accomplished those goals!

The web site has been completely overhauled and redesigned and a new Facebook presence has been established and growing in popularity on a daily basis!

To explain how our Facebook site has grown, please allow me to introduce you to Janine Lewis for further details. - Charlie White



Launched April 11, 2013



iMedia, is extremely excited to have been selected to promote the Yadkin River Greenway on Facebook!

Greenway Facebook page posts are updated six days a week and receive a large amount of fan based participation. The Facebook page has been a huge success locally and has been shared by local businesses and the Towns of Wilkesboro and North Wilkesboro.

iMedia has discovered the Greenway's Facebook page to be a source of inspiration for patrons of the Greenway. It's "organic reach" is the number of unique people who either see it from a post or share it with friends. And, the organic reach is growing daily!

iMedia predicts tremendous growth for the Greenway's Facebook page in the coming year! A short time ago, we kicked off our "Fan of the Week" campaign! Each week a different fan is selected and recognized for their participation on the Greenway Facebook page. Our goal is to make it a page where visitors want to share their exercise, enjoyment of nature and inspirational experiences!

The ultimate purpose of a good Facebook page and web site, is to ultimately generate revenue and produce interest in and support of the Greenway and its expansion!

We, at iMedia, are looking forward to seeing YOUR! Greenway posts on Facebook!

Janine Lewis and Brittany Eller
Owners, iMedia, NC

The post that reached the most fans was the "Greenway Trinkets" post! It reached over 2,500 people in 7 days.

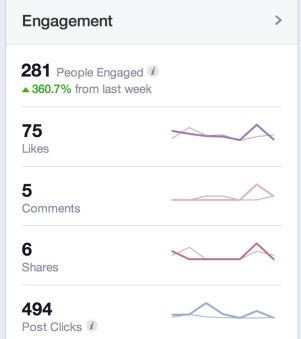
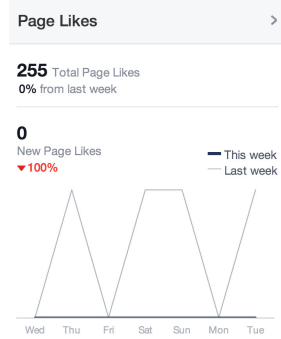


Fan of the Week Kickoff

The second highest post, that reached the most fans, was the announcement of the commencement of the Greenway's Lowe's Trailhead (at Cornerstone Church) to Cub Creek expansion and construction project. It reached over 2,000 people in 7 days.



The charts and graphs to the right are illustrations of the various types of "data mining" information that is instantly available, on a daily basis, to assist in determining the effectiveness of the Facebook page.



The Greenway's fan page is *very* active and *highly* engaged!!!

www.facebook.com/YadkinRiverGreenway

www.imediacnc.com

**The Yadkin River Greenway
Council Newsletter**

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BECOME A FRIEND OF THE GREENWAY!!

The **Friends of the Greenway** campaign has completed another year as a “grass roots” support organization. Friends of the Greenway added 12 new members during 2013 for a grand total of 254 members! Of these, 95 renewed their membership during the past year. We hope all will renew during 2014!

Friends of the Greenway contributions, over the past 12 years, now total \$96,050.00! These donations go a long way towards covering the administration expenses of the Yadkin River Greenway Council. This enables the Council to fulfill its mission of developing a greenway system in our community. Annual membership is open to all. And, since the Council is a 501(C)3 non-profit organization, membership dues are usually tax deductible.

We offer opportunities to our members to volunteer time on specific greenway events and projects, helping in the greenway office, and contacting prospective new members. This newsletter and other communications will, hopefully, keep our members informed of Greenway activities.

Each January, or based on membership anniversary date, we will begin contacting each Friend of the Greenway to consider the renewal of their membership and to continue their support of the greenway. Regular memberships are: \$20 for individuals, \$40 for families, \$12 for youth, \$100 for businesses, and \$50 for civic organizations.

Also, if you would like to be recognized as a **Friend of the Greenway**, the donation categories are:

Walker: \$100
Hiker: \$250-\$500
Jogger: \$1,500-\$2,999
Pathfinder: \$3,000.00 to \$4,999
Explorer: \$5,000 to \$9,000
Trailblazer: \$10,000 and up

Once you become a Friend of the Greenway, your contributions are constantly tabulated. As you make additional contributions, you will progress through the donation ranks of membership levels mentioned above. Once you ultimately reach the combined contribution level of \$1,500, your contributions will be recognized as a **Jogger** and a bronze recognition name plate will be installed on the Greenways Recognition Wall, **Pathfinder** memorial for all to see!

Thanks again for your continuing support! If you have any questions, please call the Greenway office at: 336-651-896.

RG Absher, Executive Director