



COLONIAL
SOIL AND WATER
CONSERVATION DISTRICT

STRATEGIC PLAN
2025–2028

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Vision Statement

We envision communities served by the Colonial Soil and Water Conservation District improving awareness of their natural resources to become even better stewards of water quality and soil health. We believe in an inclusive and integrated approach to conservation working with partners to support and engage community members consistent with local conservation objectives.

Mission Statement

The Colonial Soil and Water Conservation District supports improved and sustainable stewardship of natural resources through programs, technical guidance, outreach, education, and financial assistance.

State and Federal Partner Acknowledgement

The *Accelerating Living Shoreline Implementation on Agricultural Properties in Charles City County (VA)* project has been funded wholly or in part by the United States Environmental Protection Agency under assistance agreement LI-00A00694 to the National Fish and Wildlife Foundation. The contents of this document do not necessarily reflect the views and policies of the Environmental Protection Agency, nor does the EPA endorse trade names or recommend the use of commercial products mentioned in this document.

The Commonwealth of Virginia supports the Colonial SWCD through financial and administrative assistance provided by the Virginia Soil and Water Conservation Board and the Department of Conservation and Recreation.

Who we are

The Colonial Soil and Water Conservation District (Colonial SWCD, the District) is a political subdivision of the Commonwealth of Virginia that includes Charles City County, James City County, New Kent County, York County, and the City of Williamsburg. Founded in 1947 the District initially included Charles City and New Kent Counties. In 1949 James City County was added to the District and in 1972 York County and the City of Williamsburg were added. Colonial SWCD is one of forty-seven soil and water conservation districts within Virginia.

The District is funded by state and federal programs, as well as local governments within the service area; and operates on a July 1 to June 30 fiscal year. Federal funding is generally in the form of grants the District pursues and state funding is primarily through programmatic grant agreements. Local funding supports district operations and specific programs within their jurisdiction.

The District is governed by a twelve-member Board of Directors. Ten directors are elected in the general election every four years and two are appointed. Currently, the staff is composed of nine individuals: a programs manager, an operations manager, a senior agriculture conservation specialist, an urban conservation specialist, an office coordinator, an outreach specialist, and two agriculture conservation specialists.

The District focuses on a wide range of programs encouraging community participation in conserving and protecting soil, water, and related natural resources, with a particular focus on the following:

- Virginia Agricultural Best Management Practices Cost-Share Assistance Program
- Agricultural Conservation Planning and Technical Assistance
- The Chesapeake Bay Preservation Act
- Virginia's Agricultural Stewardship Act
- Environmental and agriculture education
- Urban Best Management Practices Cost-share and Technical Assistance
- Total Maximum Daily Loads and Local Implementation Plans
- Lend technical expertise for design and installation of agricultural conservation practices implemented voluntarily by Virginia farmers

All constituent citizens can have a voice in resource and conservation planning by attending monthly district meetings and committee meetings, communicating their concerns, and participating in district programs. Our purpose is to give local citizens the ability to work on conservation problems at the local level. Our philosophy of natural resource management is to

provide the necessary technical expertise that assists the community in identifying, discussing, and solving local conservation issues. Our community constituents are farmers, homeowners, teachers, youths, homeowner's associations, environmental groups, developers, elected officials, local businesses, and civic organizations. We recognize that our constituency base continues to evolve. As such, we strive to remain flexible in developing programs to meet its changing needs.

The public is invited to attend all board and committee meetings consistent with Virginia's open meeting law. Notices of District meetings are sent to local libraries and are posted at the following locations: the District office at 205 Bulifants Boulevard. in Williamsburg, Colonial SWCD's social media pages, and the Colonial SWCD website on the events tab (www.colonialswcd.org/events).

Meeting notices are also sent electronically to area libraries with a request to be posted. Area libraries which receive the District's request include: the Williamsburg Library and the James City County Library, both in Williamsburg.

The programs of the Colonial SWCD will be offered on a non-discriminatory basis, without regard to race, color, national origin, religion, gender, age, marital status, handicap, or political affiliation.

In order to assist with the numerous acronyms used withing the strategic plan goals, an outline of frequently used acronyms has been provided.

Frequently Used Acronyms and Definitions

- AFD:** Agricultural Forestal District
Agricultural/Forestal Districts are rural conservation zones reserved for the production of agricultural products, timber, and the maintenance of open space land as an important economic and environmental resource. Districts are voluntary. They are initiated by a landowner or group of landowners as a mutual undertaking with the local government.. There are 30 localities that have Ag and Forestal Districts in Virginia. Geographically, most of the localities that have AFDs are situated in the northern half of the state, clustered around the Blue Ridge in the west and extending in a band eastward toward Richmond and over to the Eastern Shore.
- APW:** Annual Plan of Work , also APoW
An annual work plan is a document that outlines a set of tasks, goals, and timelines for a specific year. It helps people and organizations stay organized and focused on achieving their objectives.
- ASA:** Agriculture Stewardship Act
The Agricultural Stewardship Program works with farmers and local Soil and Water Conservation Districts to resolve water quality problems reported to the Virginia Department of Agriculture and Consumer Services (VDACS) concerning nutrients, sediment and toxins from agricultural activities.
- BMP:** Best Management Practices.
Best Management Practices (BMPs) are effective, practical, structural, or nonstructural methods which prevent or reduce the movement of sediment, nutrients, pesticides and other pollutants from the land to surface or ground water, or which otherwise protect water quality from potential adverse effects of landward activities. For the purpose of this plan, these practices are developed to achieve a balance between water quality protection and the production of agricultural crops within natural and economic limitations.
- CBPA:** Chesapeake Bay Preservation Act
The Chesapeake Bay Preservation Act, commonly known as "The Bay Act" in Virginia, was adopted by the Virginia General Assembly in 1988. The Bay Act created a cooperative program between the Commonwealth of Virginia and Tidewater local governments to protect and enhance water quality through environmentally responsible land use management.
- CDC:** Conservation District Coordinator
DCR conservation district coordinators (CDCs) serve as liaisons between the commonwealth and districts. These coordinators interact daily with district directors and employees, participate at district functions, assist with personnel management matters, oversee fiscal management, and guide NPS programs and activities.
- CREP:** Conservation Reserve Enhancement Program, Federal Program
The Conservation Reserve Enhancement Program (CREP) is an offshoot of the Conservation Reserve Program (CRP), administered by the Farm Service Agency (FSA) in partnership with states, Tribal governments, and non-governmental organizations. Partners work with FSA to develop CREP agreements designed to address specific conservation challenges in targeted geographic areas.

- CSWCD:** Colonial Soil and Water Conservation District, also referred to as the District. The District is a political subdivision of the State covering Charles City, James City, New Kent and York Counties and the City of Williamsburg. As a result of the Dust Bowl era of the 1930's legislation was passed that would allow local landowners to form soil conservation districts. The first district was established in 1937. Today, the country is blanketed with nearly 3,000 conservation districts.
- DCR:** Virginia Department of Conservation and Recreation. The Department of Conservation and Recreation is a state Agency under the Secretary of Natural and Historic Resources. DCR and Soil and Water Conservation Districts coordinate programs and services to prevent degradation of the commonwealth's water quality caused by nonpoint source pollution. DCR provides administrative and operational funding for Districts as well as funding for agricultural Best Management Practice (BMP) implementation.
- DEQ:** Department of Environmental Quality
Responsible for administering laws and regulations related to air quality, water quality, water supply, renewable energy and land protection, DEQ is the primary environmental permitting agency in the Commonwealth of Virginia. Through the work of nearly 800 employees at six regional offices across the state and the Central Office in Richmond, DEQ issues permits, conducts monitoring and inspections, and enforces the law.
- JRA:** James River Association
JRA monitors the river, responds to problems, seeks policy changes, and implements on-the-ground projects to restore the river's health. JRA protects the James River through Watershed Restoration, James Riverkeeper, and River Advocacy programs.
- NFWF:** National Fish and Wildlife Service
The National Fish and Wildlife Service is a federal agency that dedicated to sustaining, restoring, and enhancing the nation's fish, wildlife, plants and habitats for current and future generations working within the public and private sectors. NFWF provides numerous grant opportunities nationally, the District has been fortunate and recently awarded the *Accelerating Living Shoreline Implementation on Agricultural Properties in Charles City County (VA)* project.
- RMP:** Resource Management Plan
A Virginia Resource Management Plan (RMP) is a voluntary comprehensive conservation plan that includes proven agricultural best management practices to ensure the farm is meeting a conservation farming standard.
- TMDLs:** Total Maximum Daily Loads.
Under section 303(d) of the Clean Water Act, states, territories, and authorized tribes are required to develop lists of impaired waters. These are waters that are too polluted or otherwise degraded to meet the water quality standards set by states, territories, or authorized tribes. The law requires that these jurisdictions establish priority rankings for waters on the lists and develop TMDLs for these waters. A Total Maximum Daily Load, or TMDL, is a calculation of the maximum amount of a pollutant that a water body can receive and still safely meet water quality standards.
- USDA FSA:** United State Department of Agriculture Farm Service Agency
The Farm Service Agency implements agricultural policy, administers credit and loan programs, and manages conservation, commodity, disaster and farm marketing programs through a national network of offices.

- USDA NRCS:** United States Department of Agriculture Natural Resources Conservation Service.
NRCS provides leadership in a partnership effort to help people conserve, maintain and improve our natural resources and environment.
- VACS:** Virginia Agricultural Cost Share program
The Virginia Agricultural Cost Share program is implemented by SWCDs across the commonwealth. The funding is approved at the state level and allocated through DCR.
- VASWCB:** Virginia Soil and Water Conservation Board
The Virginia Soil and Water Conservation Board was established by the General Assembly to help guide the delivery of soil and water conservation services to citizens of the commonwealth. The board is supported mainly by DCR staff for programs covering soil and water conservation and dam safety and floodplain management.
- VCAP:** Virginia Conservation Assistance Program.
An urban cost share program provides incentive funding to private owners installing conservation landscaping practices. The VCAP program funding is provided by the Virginia Association of Soil and Water Conservation Districts.
- VCE:** Virginia Cooperative Extension
Virginia Cooperative Extension offers a comprehensive collection of resources, programs, and services that are research-proven, accessible, and contain actionable information that supports the success and resilience of individuals and communities throughout the Commonwealth of Virginia and beyond.
- VDoF:** Virginia Department of Forestry
The Virginia Department of Forestry (DOF) was established in 1914 to prevent and suppress forest fires and reforest bare lands. More than 100 years later, VDoF still fight wildfires and plant trees, but the agency has grown and evolved to meet the needs of Virginians and the forestry community.
- WQIF:** Water Quality Improvement Fund
The Virginia Water Quality Improvement Act of 1997 was enacted by the Virginia General Assembly in response to the need to finance the nutrient reduction strategies being developed for the Chesapeake Bay and its tributaries.

The Strategic Planning Process

The Strategic Plan is a proactive document that is intended to guide the Colonial SWCD through the next four years, from 2025 to 2028. It assumes that the future of our organization will be based on changing circumstances and priorities. The purpose of this document is to direct the District toward more effective programs in soil and water conservation within its boundaries.

The Colonial Soil and Water Conservation District board and staff underwent a strategic planning process beginning in December 2023 and ending in December 2024. This is, in part, to accomplish the planning requirement for the Virginia Department of Conservation and Recreation due December 2024.

The strategic planning elements reviewed from past plans include the vision and mission, goals, objectives, and strategies. Also discussed during the planning process was the role of the committee structure in the daily decision making of the District. The District Board of Directors has established the present committee structure which consists of the Agricultural Committee, Operations Committee, Outreach Committee, and Urban Committee. The Board revisits the structure and members annually.

The Strategic Plan will be used by our Board of Directors, committees, and our staff to develop and manage District programs. The major goals are presented in this document to help the District develop its Annual Plans of Work and guide the District's day-to-day operations. It is our hope that this strategic plan will help the Colonial SWCD meet the challenging future of natural resource conservation in our constituent localities.

The following goals have been established for the 2025–2028 Colonial SWCD Strategic Plan:

- Colonial SWCD becomes the trusted agent and prime source for knowledge, practical solutions, technical authority for conservation, agriculture, and environmental approaches throughout the Colonial SWCD localities.
- Create a greater level of organizational stability.
- Foster a greater understanding and appreciation of local conservation issues and establish Colonial SWCD as a trusted resource and advocate.
- Create a sustainable urban program for the Colonial SWCD.

Agricultural Programs Goal

Colonial SWCD becomes the trusted agent and prime source for knowledge, practical solutions, technical authority for conservation, agriculture, and environmental approaches throughout the Colonial SWCD localities. The agricultural programs administered by the District are overseen by the Agricultural Committee and Board of Directors.

Problem Statement

Resources, both financial and technical, are scarce for small, non-traditional, and innovative agricultural producers within the Colonial SWCD footprint. The District will investigate and initiate opportunities to provide producers with financial and technical assistance to implement traditional and novel approaches to conservation.

Strategies

- Colonial SWCD pilots and then grows an agricultural grant program that provides services to- portions of the community that currently do not qualify for state grants.
- Implement land use conservation projects to promote water and soil conservation regardless of BMPs identified in the Chesapeake Bay Watershed Implementation Plan (WIP). Refocus the mission of the District to overall conservation and not just water quality focused VACS.
- Successfully implement the NFWF *Accelerating Living Shoreline Implementation on Agricultural Properties in Charles City County (VA)* project
- Colonial SWCD helps pilot and then grow the number of producers using practices that prioritize soil health, biodiversity, and ecosystem resilience while producing food and fiber. Integrate practices and programs with remote sensing and advanced technologies to further minimize the use of fertilizer, pesticides, and fungicides, while increasing soil carbon. Develop a grant program specifically for improving degraded soils and water quality, as well as sequestering carbon from the atmosphere.

Annual Milestones

2025

- Publish at least one video focused on soil health
- Conduct at least one producer field day to showcase soil health conservation practices

- Seek grant funding for a “pay for performance” project based on reducing nutrient applications through intensive nutrient management, soil health improvements through high biomass, and nutrient cycling/carbon sequestration.
- Initiate the NFWF *Accelerating Living Shoreline Implementation on Agricultural Properties in Charles City County (VA)* project on up to four sites (depending on landowner involvement and available funds).

2026

- Publish at least one video targeting innovative conservation on a small farm
- Conduct at least one producer field day to showcase soil health conservation practices
- Partner with a group (NGO, private firm, etc.) to implement conservation practice without ties to USDA, EPA, or DCR practice specifications or models. Will depend on grant availability and partnership building.
- Implement the NFWF *Accelerating Living Shoreline Implementation on Agricultural Properties in Charles City County (VA)* project

2027– 2028

- Continue to pursue grants and additional funding to implement urban and agricultural BMPs.
- Activities will be dependent upon adaptative response to programs and funding in 2025 and 2026

Expected Results

Be the central and trusted organization in our community for urban and agricultural conservation and the environment.

Operational Programs Goal

Create a greater level of organizational stability and efficiency as the District continues to evolve and programs expand. The operations, administrative, and human resources programs administered by the District are overseen by the Operations Committee and Board of Directors.

Problem Statement

The organization has faced difficulties addressing the succession of directors and staff. In order to provide organizational stability through the next election cycle, the District would like to have a succession plan by 2028 for Directors that may not run for re-election. As the District programs evolve and expand, it will become increasingly important address the replacement of staff institutional knowledge due to attrition and retirement. The continued growth of the District will also necessitate reviewing, updating, and creating policies and procedures to ensure the District continues to operate effectively and efficiently.

Strategies

- Have a full slate of candidate directors for the 2028 board elections.
- Continue streamlining committees and duties per the Work Breakdown Structure.
- Have trained, experienced staff in place to take over when senior staff retires or leaves.
- Establish procedures and policies to ensure district operations are efficient and effective.
- Continue working with the District's Office of the Attorney General representative and Human Resource Professionals to update policies to correspond accurately with federal/ state laws.
- Ensure district programs meet various grant deliverables set forth in state and federal grant agreements, which may be updated annually.

Annual Milestones

2025

- Strongly encourage staff trainings and professional certifications
- Ensure policies and procedures reflect current DCR Desktop Procedures for District Fiscal Operations
- Ensure all state and federal grant agreement deliverables are met
- Begin review of stored district files for proper retention per applicable records retention schedules. Create electronic versions of paper files required to be

maintained in perpetuity; work with Library of Virginia to move these paper files to the Library for storage.

2026

- Recruit an additional associate director to the board to prepare for 2028 Director Elections. Directors and staff should consider recruitment from partner organizations, citizen groups, or interested citizens through outreach, education events, and field days. Review communication channels used and seek additional avenues/methods to reach underserved or overlooked audiences.
- Add an additional associate director to the board
- Update policies and procedures to ensure compliance with DCR grant agreements
- Ensure all state and federal grant agreement deliverables are met
- Complete review of stored district files for retention per applicable records retention schedules
- Begin creating procedures documents for ag and urban conservation specialist primary job duties for a future Procedures Manual.
- Begin creating succession plan for senior positions

2027

- Recruit an additional associate director to the board to prepare for 2028 Director Elections. Directors and staff should consider recruitment from partner organizations, citizen groups, or interested citizens through outreach, education events, and field days. Review communication channels used and seek additional avenues/methods to reach underserved or overlooked audiences.
- Ensure all state and federal grant agreement deliverables are met
- Update policies and procedures to ensure compliance with DCR grant agreements and Desktop Procedures.
- Continue creating procedures manual for positions within the District

2028

- Assist interested Incumbent and Associate Directors to prepare for locality elections in November.
- Ensure all state and federal grant agreement deliverables are met
- Update policies and procedures to ensure compliance with DCR grant agreements and Desktop Procedures

- Finalized Procedures Manual for operations and positions within the District.

Expected Results

- A succession plan will be drafted, and procedures documented for all positions to assist with staff changes through attrition and retirement; ensuring daily operations and programs run smoothly through transitions.
- By serving as Associate directors, interested persons will be provided time to learn about District operations and programs prior to the 2028 elections.
- Reviewing, updating, and creating policies and procedures to meet the operational needs of the District and expanding programs will ensure the District continues to operate effectively and efficiently.
- Secure funding and compliance by ensuring all federal grant agreement deliverables are met and updated policies and procedures to ensure compliance with DCR grant agreements and Desktop Procedures.

Outreach, Education, and Marketing Goal

Foster a greater understanding and appreciation of local conservation issues and establish Colonial SWCD as a trusted resource and advocate. The outreach, education, and marketing programs administered by the District are overseen by the Education and Outreach Committee and Board of Directors.

Problem Statement

Few people know about Colonial SWCD and even fewer know about the services we offer – including those related to the agricultural program, the urban program, and educational outreach.

Strategies

- Promote conservation education through classroom presentations, outreach events, educational workshops, and asynchronous educational initiatives.
- Develop educational and outreach materials that cover a range of conservation issues.
- Create the graphics needed to generate information sheets, infographics, webpages, presentations, etc. that cover additional, relevant conservation issues.
- Update and maintain website to reflect district programs, initiatives, services, and meetings.
- Assess and improve communications and programs within underserved and/or overlooked communities.

Annual Milestones

2025

- Identify two groups, schools, and/or organizations to which we can offer conservation education opportunities and begin to develop relationships.
- Research grants to support conservation education programming.
- Create the graphics needed to generate information sheets, infographics, webpages, and presentations, for all core Colonial SWCD services.
- Assess the efficacy of District communications to reach underserved and/or overlooked communities.

2026

- Apply for two grants to support conservation education programming.

- Develop one asynchronous educational initiative that provides a sense of community and that offers opportunities to teach conservation education basics to the public.
- Update and/or create infographics, information sheets, rack cards, and brochures for all current Colonial SWCD services.
- Create presentations that will cover all current Colonial SWCD services.
- Develop processes to network and provide outreach to underserved and/or overlooked communities.

2027

- Collaborate with two other natural resource agencies/partners to provide conservation education opportunities and promote our conservation message.
- Participate in one conservation education opportunity offered in an area school.
- Organize one conservation presentation, event, or workshop.
- Update and/or c infographics, information sheets, rack cards, and brochures for all current Colonial SWCD services.
- Assess program applicability and availability for underserved and/or overlooked communities.

2028

- Develop partnerships with two local and/or federal organizations so that we can collaborate and provide new opportunities for conservation education.
- Develop one standardized conservation education programming packages with associated curricula for distribution to District schools.
- Develop one additional conservation presentation, event, or workshop.
- Update current or create new webpages that cover additional, relevant conservation issues.
- Review programs based on previous assessments and community input to provide programs, services, and outreach to underserved or overlooked communities. Research grants that may be able to provide financial assistance or incentives.

Expected Results

Enhance community knowledge of Colonial SWCD programs, services, and educational opportunities within the District service area.

Urban Programs Goal

Create a sustainable urban program for the Colonial SWCD through multiple phased strategies. The urban programs administered by the District are overseen by the Urban Committee and Board of Directors.

Problem Statement

While current urban programs do provide income to the District, this income is insufficient to sustainably fund the staff positions needed to operate the programs.

Strategy

Enhance community conservation initiatives to engage more landowners, increase participation, and improve operational efficiency

- Double the number of qualified VCAP(Virginia Conservation Assistance Program) applications annually submitted to the VCAP steering committee.
- Reduce by 25% (50% if possible) from the staff time required per installed VCAP application by the end of the strategic period.
- Engage Newport News on program implementation for VCAP through an MOU.
- At least double (from FY 2023) urban locality/MOU funding by the end of the strategic period.
- Strengthen and leverage partnerships with other conservation organizations to increase outreach and implementation

Annual Milestones

2025

- Submit at least 12 VCAP applications
- Establish connection with appropriate Newport News staff to engage in partnership discussions
- Assess current urban programs funding, including locality funding and MOUs, determine funding needs for current staff
- Assess current staff time required on average per VCAP application

2026

- Submit at least 15 VCAP applications
- Assess programmatic needs with Newport News staff
- Determine how funding requests can be increased in current programming and identify sources of funding for new initiatives and associated staff time
- Identify opportunities to reduce staff time required per VCAP application

2027

- Submit at least 18 VCAP applications
- Develop MOU to offer programming in Newport News
- Discuss and negotiate proposed funding requests with partners
- Implement strategies to reduce staff time required per VCAP application

2028:

- Submit at least 20 VCAP applications
- Implement partnership with Newport News
- Implement any programmatic changes associated with increased funding requests from partners
- Implement strategies to reduce staff time required per VCAP application; assess effectiveness of strategies

Strategy

Develop and implement a more robust urban nutrient management program

- Host a regional Healthy VA Lawn/Turf Love training for the industry professionals (collaboration VCE/SWCD)
- Develop and implement annual Turf Love volunteer training program
- Improve nutrient management reports and educational materials given to participants

Annual Milestones

2025

- Work with VCE and other interested partners to plan pilot industry training
- Gather input from current and prospective volunteers and other HVL programs for training needs and ideas; host pilot training for 2024 Master Gardener intern class
- Outline and draft new Turf Love Nutrient Management Plan (NMP) templates

2026

- Host pilot training; gather feedback to incorporate into future offerings
- Host volunteer training
- Implement new NMP templates; draft new educational material packets

2027

- Host industry training
- Host volunteer training

- Implement new NMP templates and educational material packets

2028

- Host industry training
- Host volunteer training
- Continue implementing new materials and adjust as necessary

Strategy

Develop and implement a new urban program to address a real conservation issue by the end of the strategic period

- Establish the Colonial SWCD as a lead advocate and resource for the encouragement of use of native plants to include the creation of new programs and partnerships as well as continued enhancement of current programs.
- Address lack of native plant accessibility by working with local schools to grow native species in their greenhouses
- Work with the VCAP Steering Committee to further efforts to make VCAP and native plantings more accessible to those who require financial and community assistance the most
- Identify local native plant professionals to partner with and support in retail native plant production
- Identify available growing spaces for potential high volume commercial production
- Continue collaboration with the Virginia Coastal Zone Management Program through the Plant Virginia Natives Initiative to support the development of native plant resources specific to Hampton Roads

Annual Milestones

2025

- Investigate opportunities to collaborate with any local schools that have greenhouses and research similar programs offered elsewhere
- Develop relationships with interested teachers and/or after school club sponsors
- Create curriculum outline for native plant education and production for student participants
- Develop a comprehensive native plant resource guide that is accessible to the public

2026

- Use native plant resource guide to develop rack cards, pamphlets, and other outreach materials for dissemination at events and programs
- Host a presentation about the value of native plants in a changing climate, stormwater management, and overall ecosystem value
- Explore software options for District native plant database creation
- Implement created curriculum and standard operating procedures with one pilot school
- Investigate future funding sources for a native plant nursery program

2027

- Host a native plant presentation in each locality
- Host a table at each local native plant sale to share information about District programs and offerings that support native plant use
- Create a District native plant database

2028

- Meet with localities to identify potential public facing areas that could benefit from conservation landscaping with Colonial SWCD signage and educational information
- Refine native plant curriculum as needed and expand nursery program to more interested schools

Expected Result

A financially sustainable urban program that provides enough income to support the required number of staff to operate those programs.

Directors and Staff

Directors:

E. Wayne Davis, New Kent County - Chair
Robert E. Lund, James City County - Vice Chair
Pamela Mason, York County – Secretary/Treasurer
David Beals, City of Williamsburg
Philip Thomson, New Kent County
Charles Stevenson, City of Williamsburg
Luke Scott, Charles City County
Larkin Scott, Charles City County
Stephen Zabinski, James City County
David Westcott, York County
Tim Beale, At Large Director
Megan Tierney, Virginia Cooperative Extension

Staff:

James Wallace, Programs Manager
Amy Walker, Operations Manager
Robert Waring, Senior Ag Conservation Specialist
Robyn Woolsey, Urban Conservation Specialist II
Sheila Jaruseski, Office Coordinator
Amanda Whispell, Outreach Specialist
Emma Rich, Urban Conservation Specialist
Logan Ellis, Ag Conservation Specialist
Samantha Pereira, Ag Conservation Specialist

Local Government:

Charles City County	New Kent County
City of Williamsburg	York County
James City County	

Cooperating Agencies:

Virginia Department of Conservation and Recreation (DCR)
Virginia Department of Forestry (DOF)
Virginia Cooperative Extension (VCE)
USDA Natural Resources Conservation Service (NRCS)
USDA Farm Service Agency (FSA)

Approval Page

E. Wayne Davis, Chair

Date

Robert E. Lund Jr, Vice Chair

Date

Pamela Mason, Secretary/Treasurer

Date

Jim Wallace, District Programs Manager

Date

Amy Walker, District Operations Manager

Date

Megan Tierney, Appointed Extension Director
Virginia Cooperative Extension

Date

Jerry Rouch, Conservation District Coordinator
Department of Conservation and Recreation

Date