

# BRINGING PARTNERS TOGETHER SINCE 1993



## James River Advisory Council Annual Report 2017



### JRAC IS ... 2018 EVENTS

- JAMES RIVER DAYS • APRIL-OCTOBER
- JAMES RIVER PARADE OF LIGHTS • JULY 21
- JAMES RIVER REGIONAL CLEANUP • SEPTEMBER 8
- JAMES RIVER WEEK • SEPTEMBER 8-15

### PARTNERSHIPS AND QUARTERLY MEETING KEYNOTES

During 2017, JRAC continued to be a part of promoting and implementing the recommendations of the Capital Region Collaborative's James River Work Group. This includes a focus on coordinating a James River centralized information site and participating in the development of a Regional Rivers Plan.

**SPRING** Ashley Hall, RRPDC, and Justin Doyle, JRA, shared an update on the Capital Region Collaborative and the James River Work Group.

**SUMMER** Adele Johnson, Black History Museum & Cultural Arts Center, spoke about minimizing certainty and maximizing curiosity to increase diversity and inclusiveness in partnerships.

**FALL** Wendy Austin, Friends of the Lower Appomattox River, provided an overview of the Appomattox River Trail Master Plan.

**WINTER** Beth Anne Enright, Richmond Symphony, provided a presentation about the 2018 Festival of the River Celebration, part of the Richmond Symphony's 60th anniversary celebration.

#### OPERATING BUDGET

|                         |          |
|-------------------------|----------|
| Revenues FY17           |          |
| Use of Reserve          | \$11,283 |
| Locality Contributions  | 4,050    |
| Corporate Contributions | 2,400    |
| Donations               | 27       |
|                         | \$17,760 |

#### EXPENDITURES FY17

|                     |          |
|---------------------|----------|
| Special Events      | \$5,017  |
| Media and Marketing | 12,471   |
| Other               | 272      |
|                     | \$17,760 |

#### REVENUES IN EXCESS OF EXPENDITURES

\$0

\*Unaudited  
\*\*Does not include in-kind contributions.  
\*\*\*Localities contribute annually.

NOTE: Chesterfield County government serves as the fiscal agent for the James River Advisory Council. All funds, operating and reserve, are kept in an account separate from county funds.



The Year in Review from Kim Conley

## WHAT MAKES A GREAT PARTNERSHIP?

Each year, we reflect on the value of the partnerships that lead to JRAC's success. What makes a great partnership? The tireless efforts of many organizations and individuals that comprise JRAC and their embodiment of these three values.

### ENHANCING COMMUNICATION

It is through communication that we build knowledge and capacity. JRAC provides the opportunity for ongoing dialog among our members, leading to the sharing of ideas, updates and resources.

### BUILDING SYNERGY

"Great partnerships create more than the sum of the whole." The diversity of JRAC's partners enables each member to leverage others' resources, experiences and missions to more efficiently address the wide-ranging facets of the James River.

### SHARING A COMMON VALUE

Like the varied and unique tributaries that flow into the James, each of JRAC's partners maintains its own identity while coming together to support the overall well-being of the James River. The river provides our common focus, against which we measure our success.

As we look forward to 2018, together, we continue to maintain, strengthen and enhance partnerships, the James River and the region.

Thank you, members, friends and partners!

CO-CHAIRS  
CARSON TUCKER  
JANIT LLEWELLYN

EXECUTIVE DIRECTOR  
KIMBERLY CONLEY

ACTIVITIES COMMITTEE CHAIR  
VACANT

PUBLIC RELATIONS AND MEDIA COMMITTEE CHAIR  
JULIE BUCHANAN  
CHRIS RUTH

ISSUES COMMITTEE CHAIR  
HEATHER BARRAR

MEMBERSHIP COMMITTEE CHAIR  
NANCY DRUMHELLER

ADMINISTRATION AND FINANCES COMMITTEE CHAIR  
JACK BERRY

### VISION

A HEALTHY, BEAUTIFUL, ECONOMICALLY VITAL AND ACCESSIBLE JAMES RIVER THAT IS CARED FOR BY A DIVERSE AND ENGAGED COMMUNITY THAT ACTS ON ITS BEHALF

### MISSION

A FORUM THAT ENGAGES THE COMMUNITY TO PROMOTE AND PROTECT THE JAMES RIVER AS ONE OF VIRGINIA'S GREATEST ASSETS AND ONE OF AMERICA'S MOST UNIQUE RIVERS

# IS SIGNATURE EVENTS

JRAC

16 LOCALITIES SITES

24 TIRES

10 LOCALITIES SITES

508 BAGS OF TRASH

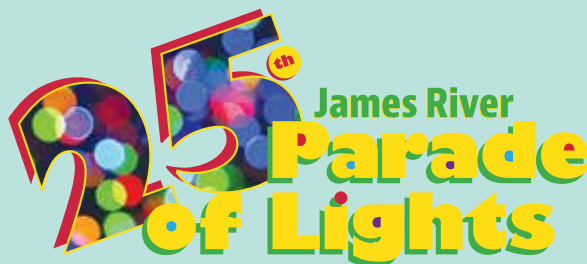
452 RECYCLING

14 BOATERS

## 18TH ANNUAL CLEANUP

Each year, hundreds of community members come out to give back to the river they love by participating in the James River Regional Cleanup. The cleanup's sites span the watershed from Appomattox County to Newport News, making it a truly regional initiative. Together, our community works to keep our river attractive, clean and healthy!

764 VOLUNTEERS



JRAC planned extensively for the 25th annual James River Parade of Lights in 2017, ending up with more than 25 boats registered to participate, special events at four viewing sites, and more than \$500 in prizes for the winning entries! The parade, a spectacle of shimmering boats traditionally cruises the river between the city of Richmond and Henrico and Chesterfield counties, has become a favorite holiday tradition for many families.

However, it was with sad hearts that we had to cancel this event due to inclement weather – we had snow and ice! – and our concern for our boaters and viewers safety. But do not despair, for plans are underway to host a 25th anniversary celebration on Saturday, July 21 with a “Christmas in July Parade.”

## OUR NETWORK OF MEMBERS AND PARTNERS

**James River Advisory Council Members**  
 African-American Heritage Association; W. Kent Ruffin  
 Alliance for the Chesapeake Bay; Liz Chudoba, Nissa Dean  
 America's Boating Club; George Bruner, Jr., Robert Palmer  
 Art Works, Inc.; Glenda Katchish  
 Belmead on the James; Sister Maureen Carroll, Sister Elena-Marie Henderson  
 Black History Museum and Cultural Arts Center; Adele Johnson  
 Boar's Head Brand; Kinesha Allen  
 Capital Region Land Conservancy; Parker Agelasto  
 Charles City County; Alfred S. Crump, Jr.  
 Chesapeake Bay Foundation; Blair Blanchette  
 Chesapeake Conservancy; Kate Baker  
 Chesterfield County; Heather Barrar, Kimberly Conley, Lorne Field, Jim Perdue, Chris Ruth,  
 Sara Stamp, Greg Velzy, Dr. James Worsley  
 City of Richmond; Nathan Burrell, Darlene Mallory, Matt Mason, M. David McNeel, Gay Stokes  
 Clean Virginia Waterways; Sandra Miller  
 CVWMA; Nancy Drumheller  
 Dinwiddie County; Brian Mancini  
 Discover the James; Mike Ostrander  
 Dominion Energy, Inc.; James Beazley, Earnest Greene, Sarah Perkinson  
 Falling Creek Ironworks Foundation; Norma Corbin  
 Falls of the James Scenic River Advisory Committee; Ralph Hambrick, Greg Velzy  
 Friends of the James River Park; Stephanie Saccone, Shawna Shade, George Wickham  
 Friends of the Lower Appomattox River; Wendy Austin  
 Greater Richmond Chamber of Commerce; Kim Scheeler  
 Greater Richmond Partnership  
 Hands On Greater Richmond; Heather Myers  
 Hanover County; Sean M. Davis  
 Henrico County; Olivia Hall, Jeannie Murray, Debbie Nedervelt and Jenn Welsh  
 Henricopolis Soil and Water Conservation District; Charlie Lively  
 Interested citizens; Bob Argabright, Peter B. Cleal, Will Daniel, Richard Gibbons, LaTika Lee,  
 Jack McHale, Jan Patrick, Mark Rich, Phil Riggan, Amy Romero, Jean Tribull, Ralph White  
 James River Association; Justin Doyle, Amber Ellis, William Street  
 James River Hikers – Hiking with History; Dennis Bussey  
 Keep Henrico Beautiful; Megan Brown  
 Keep Virginia Beautiful; Mike Baum  
 Kingsland Reach Marina; Kevin Seeber, Michael Upshur  
 Maymont; Buz Bireline, Krista Weatherford  
 Powhatan County; Gail Timberlake, Carson Tucker  
 Richmond National Battlefield Park Service; Kristen Allen, David Ruth

Richmond Region Tourism; Jack Berry  
 Richmond Regional Planning District Commission; Sarah Stewart  
 Richmond Yacht Basin; Max Walraven  
 RVA Clean Sweep; Amy Robins  
 RVA Green Management Services; Tom Griffin  
 Scenic Virginia; Leighton Powell  
 The Henricus Foundation; Charles Grant, Pauline Mitchell  
 Top Guard Security; Chris Stuart  
 U.S. Fish and Wildlife Service; Cyrus Brame  
 Valentine Richmond History Center; William Martin  
 Venture Richmond; Alexander H. Dahm  
 Virginia Capital Trail Foundation; Cat Anthony  
 Virginia Commonwealth University; Anne Wright  
 Virginia Department of Conservation and Recreation; Janit Llewellyn Allen, Julie Buchanan  
 Virginia Department of Environmental Quality; Megan Sommers Bascone  
 Virginia Department of Game and Inland Fisheries; Joe Valasek, David Whitehurst  
 Virginia Tourism Corporation; Will Simmons  
 What Works RVA; Scott Johnson  
 WVTR/CBS 6; Matt McClain, Jessica Noll

**Funding Sponsors**  
 Alfa Laval  
 Chesterfield County  
 City of Richmond  
 Dominion Energy Charitable Foundation  
 Henrico County  
 Kimley-Horn Foundation  
 Little Oil Company  
 Markel  
 Passages Adventure Camp  
 Riverside Outfitters  
 RVA Paddle Sports

**Inkind Contributors**  
 American Rivers  
 America's Boating Club  
 Art Works  
 Aviva Rental Systems  
 Bruner & Associates  
 Capital Ale House  
 Chesapeake Bay Foundation  
 Chesterfield County Parks and Recreation  
 Clean Virginia Waterways  
 Coca-Cola Enterprises  
 Conch Republic

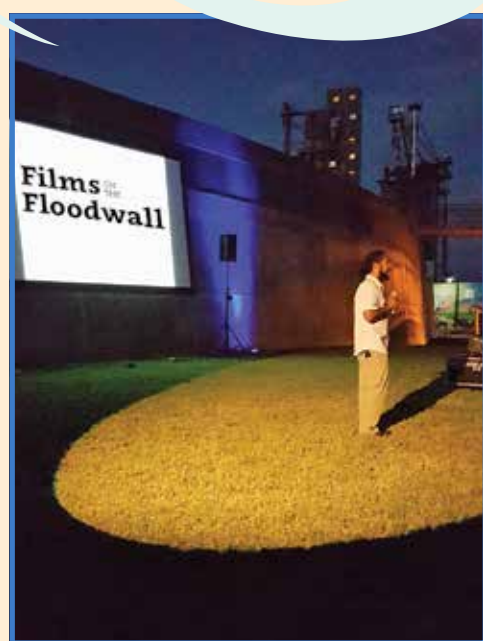
Container First Services  
 Costco Wholesale  
 Courtyard Marriott Short Pump  
 CurtMont Global Services  
 Dementi Milestone Publishing  
 Friends of James River Park System  
 Friends of JRAC  
 Friends of the Lower Appomattox River  
 Henrico County Recreation and Parks  
 Henricus Historical Park  
 James River Association  
 James River Park System  
 Jeff Jones  
 JRA RiverRats  
 Keep Henrico Beautiful  
 Kinker Press  
 Lee's Famous Recipe Chicken  
 Legend Brewing Company  
 Mellow Mushroom  
 Peninsula Master Naturalists  
 Richmond Flying Squirrels  
 Richmond Marriott Short Pump  
 Richmond Region Tourism  
 Richmond Yacht Basin  
 Riverside Outfitters  
 ROMEO's  
 Subway  
 The Boathouse Restaurant  
 The Fresh Market  
 The Henricus Foundation  
 The Lily Pad Cafe  
 TowBoat US-James River  
 Trader Joe's  
 Venture Richmond  
 Virginia Commonwealth University  
 Outdoor Adventure Program  
 Virginia Commonwealth University Rice Rivers Center  
 Virginia Department of Conservation and Recreation  
 Virginia Museum of Fine Arts  
 Waterway Guide Media  
 Wegmans

**Activities Organizers and Events Partners**  
 Alliance for the Chesapeake Bay  
 America's Boating Club  
 Amherst County Museum  
 Appomattox County  
 Appomattox Regional Library  
 Art Works, Inc.  
 Bensley Community Association  
 Buckingham County  
 Charles City County  
 Chesapeake Bay Foundation  
 Chesterfield County  
 Chesterfield County Cooperative Extension  
 Chesterfield County  
 Chesterfield County  
 Environmental Engineering  
 Chesterfield County Fire and EMS  
 Chesterfield County Parks and Recreation  
 Chesterfield County Police  
 Chesterfield County  
 Communications and Media  
 Chesterfield County Public Libraries  
 Chesterfield Master Gardeners  
 Chesterfield 4-H  
 City of Lynchburg  
 City of Lynchburg Parks and Recreation Dept.  
 City of Newport News  
 City of Petersburg  
 City of Richmond  
 City of Richmond Fire  
 City of Richmond Police  
 City of Richmond Public Works  
 City of Richmond Parks,  
 Recreation & Community Facilities  
 Clean Virginia Waterways/  
 Longwood University  
 Discover the James  
 Falling Creek Ironworks Foundation  
 Friends of James River Park  
 Friends of the Lower Appomattox River  
 Goochland County  
 Henrico County  
 Henrico County Fire  
 Henrico County Police  
 Henrico County Public Utilities  
 Henrico County Recreation and Parks  
 Henricus Historical Park  
 Huguenot Ruritans  
 James River Association  
 James River Outdoor Coalition  
 James River Park System  
 James River Soil and Water  
 Conservation District  
 James River State Park  
 Jefferson Davis Association  
 Keep Henrico Beautiful  
 L.L. Bean  
 Lynchburg Museum System  
 Manchester Alliance  
 Maymont  
 Metropolitan Richmond Sports Backers  
 National Council for the Traditional Arts  
 National Park Service  
 Peak Experiences-Passages Adventure Camp  
 Peninsula Master Naturalists  
 Petersburg Public Library  
 Powhatan County  
 Presque National Wildlife Refuge  
 Richmond National Battlefield Park  
 Richmond Outside  
 Richmond Region Tourism  
 Riverside Outfitters  
 Rockwood Nature Center  
 ROMEOs  
 RVA Clean Sweep  
 Sportable  
 The Boathouse – Rocketts Landing  
 U.S. Fish and Wildlife Service  
 VCU Rice Rivers Center  
 Venture Richmond  
 Virginia Canals and Navigation Society  
 Virginia Cooperative Extension Services of  
 Chesterfield, Goochland and Powhatan  
 Virginia Dept. of Conservation  
 and Recreation  
 Virginia Dept. of Game and Inland Fisheries  
 Virginia Department of Transportation  
 Virginia Fishing Adventures/Virginia Outside  
 Virginia State Parks  
 Virginia State University

JRAC IS ...

## JAMES RIVER DAYS JAMES RIVER WEEK

106 PROGRAMS  
 34 NEW PROGRAMS  
 39 CONTRIBUTORS  
 411,241 ATTENDEES



4TH ANNUAL  
 19 EVENTS  
 15 CONTRIBUTORS

JRAC continues its rich tradition of sponsoring the James River Days series between April and October, and James River Week in September. These events provide organizations throughout the region opportunities to reach individuals by collectively promoting their river-related programs and events. JRAC believes that as engagement, recreation and education related to the river continue to grow, so does the community's connection to the river, creating a community that will act on its behalf.

JRAC IS ...

## THE STEWARDS OF THE RIVER

### EDUCATION AWARD



MEREDETH DASH

ALLIANCE FOR THE CHESAPEAKE BAY  
 RIVERWISE SCHOOLS PROGRAM COORDINATOR

Dash is active in educating people of all ages about water quality issues. A former elementary school teacher, she works as the RiverWise Schools coordinator for the Alliance for the Chesapeake Bay in Richmond. She also volunteers with the Chesapeake Bay Foundation's Grasses for the Masses program, where she trains others to grow underwater grasses for transplantation, serves as a clean-water ambassador in her community. A resident of Hanover County, she speaks often about water issues at public meetings, churches and schools.

### COMMUNICATION AWARD



MARK OLINGER

DIRECTOR, CITY OF RICHMOND DEPARTMENT  
 OF PLANNING AND DEVELOPMENT REVIEW

Olinger emphasizes the value of water quality, air quality, environmentally-sensitive lands and urban open space in the community and with stakeholders and businesses. He believes the riverfront provides not just one experience but many experiences. Olinger led much of the strategy for the Richmond Riverfront Plan, which aims to revitalize a 2.25-mile stretch of the James. He also was instrumental in the implementation of the T. Tyler Potterfield Memorial Bridge.

### COMMUNITY PARTNERSHIP AWARD



VICTOR WEITSAO LIU AND REIKO LIU

FRIENDS OF THE LOWER APPOMATTOX RIVER AND  
 THE CRATER PLANNING DISTRICT COMMISSION

In 2016, the Lius established The Friends of the Lower Appomattox River Scholarship for students in the Appomattox River watershed, which feeds the James River. The scholarship is administered by the John Randolph Foundation and the driving vision behind it includes recognizing students for service and commitment to natural resources conservation. The Lius believe that environmental education, outreach and community engagement are vital to completing the education of our future leaders.

### GUARDIAN AWARD



AMBER ELLIS

RESTORATION MANAGER  
 JAMES RIVER ASSOCIATION

As a landscape architect, Ellis creates spaces that are natural and beautiful. Through JRA's River Hero Homes program, she helps residents to beautify their yards while still protecting streams and the James River. She has advocated this in her own neighborhood, in Richmond's Bellemeade community and at the historic Belmeade Plantation in Powhatan. Ellis also is an active member of the JRAC and manages sites for the annual cleanup.

### HISTORICAL VALUES AWARD



BRYAN WALKER

VOLUNTEER, FALLING CREEK  
 IRONWORKS FOUNDATION

Walker was instrumental in preserving the site of the Falling Creek Ironworks, where the nation's first iron furnace was built in 1619. He began raising awareness about the site in the 1980s, when it was still privately owned. Today, as a park in Chesterfield County, it is being further developed as an historic site and walking trail. Walker ensures that this waterfront property is protected, accessible, clean and interpreted for future generations.

### EXCEPTIONAL SERVICE AWARD



NANCY DRUMHELLER

PUBLIC RELATIONS MANAGER, CENTRAL  
 VIRGINIA WASTE MANAGEMENT AUTHORITY

Drumheller has been a hardworking and dedicated member of JRAC for more than 20 years. She has served as a site leader for the cleanup, chair of the Stewards of the River Awards Committee and currently chairs the Membership Committee. She strives to bring various parties together to protect and promote the James River to ensure it remains a valuable resource.