

What we

LOVE

about the James





The Year in Review from Kim Conley

Looking ahead to 2019, JRAC plans to build and nurture more relationships with organizations and individuals who share a passion for the James River! Every day, we find new reasons why the community connects with the river and the life it brings to the region. As these connections grow, so does the desire to care for this priceless resource.

Only through effective collaboration can we build a comprehensive network that leverages the diverse strengths of our partners to meet the multifaceted needs of our common focus – the James River. Each partner brings their passion to the table in a way that is unique.

Very early on, JRAC recognized that these partnerships are fluid and agile, like our river – flowing sometimes to fill a void or surging with indomitable power during times of storms. JRAC is proud to offer continued opportunities for organizations to leverage and harness one another's strengths.

Each of our partners has an equal voice in this relationship, and JRAC values the diverse perspectives offered by our members – respectful communication is essential to any healthy relationship! As our connections with one another grow, so will our effectiveness in caring for the James River. We look forward to another year of strengthening partnerships and establishing new ones!

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COMMITTEE CHAIR

Jack Berry

STEWARDS OF THE RIVER AWARDS

COMMITTEE CHAIR

Wendy Austin

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

Love for the James

We love the James River! Whether learning about the river's history and wildlife, paddling its rapids, spending time cleaning up its shores, or engaging on planning efforts along the river, people connect with the James. JRAC builds this connection by focusing on **education, recreation, conservation** and **participation**.

By building love of the river, JRAC builds people's commitment to protect this amazing resource.



Education

Through partnerships with local public library systems in the region, JRAC educates our youngest river lovers on the value of the river and its myriad resources with **James River Story Time**. An early literacy story time focuses on rivers, lakes and other bodies of water. Children hear stories, sing songs and make crafts.

For our older crowd, JRAC offers a deeper dive into the history of the James River through its **Forgotten History** lecture series. This summer, historian Emmanuel Dabney presented a lecture on education, emancipation and race in antebellum, wartime and post-war Richmond.

s River Looks Like



Recreation

Playing on the James is one of the best ways to build river love. The river offers something for everyone – history, festivals, outdoor sports or just relaxing by the river. The James has it all!

The annual **James River Days** brochure provides a wealth of recreational, social, historical, environmental and educational opportunities to connect with the river. This comprehensive catalog of events provides residents and visitors, alike, with options to play on the river from April through October.

James River Week is a week-long celebration of the James River that marked

its fifth anniversary in September. JRAC partners hosted select river-related events during the week. Despite impending tropical weather, JRAC, James River Association and James River Outdoor Coalition hosted Films on the Floodwall as part of the week's lineup. The event included feature films, MacGillivray Freeman's "National Parks Adventure" and "5,000 Miles of Wild."

Rescheduled as a daytime, decorated boat parade in July due to inclement weather in December 2017, the beloved **Parade of Lights** was once again canceled due to the deluge of rain the region experienced this summer. The planning team is working with its dedicated boater community to make December 2019's parade the best one yet!

During 2018, JRAC continued to be a part of promoting and implementing the recommendations of the Capital Region Collaborative's James River Work Group, including participating in the development and implementation of a Regional Rivers Plan.

Also, in 2018, JRAC partnered with the Richmond Symphony to celebrate its 60th anniversary with the **Festival of the River**. This special three-day event showcased the very best of the James River, Chesapeake Bay and the Richmond region. Highlights included contemporary art installations, performances under the Richmond Symphony's "Big Tent," litter cleanups and family-friendly environmental education activities.



Participation

Photo courtesy of Lorne Field



Each year, hundreds of community members come out to give back to the river they love by participating in the James River Regional Cleanup. Cleanups 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.

Conservation

19th annual

671 volunteers

18 sites, 13 localities

412 bags of trash

235 bags of recycling

101 tires

2018 Cleanup Stats

Stewards of the River Awards

Established in 2006, the annual awards are presented to people or groups who have made measurable, positive impacts to the James River and surrounding communities.

Education Award

**Blair Blanchette, Virginia
grassroots coordinator, Chesapeake Bay Foundation**

Blair oversees outreach and volunteer activities, including the VoiCeS and Grasses for the Masses programs, for the Chesapeake Bay

Foundation in Richmond. She often goes above and beyond her work responsibilities to expand her understanding of the natural environment. Her focus on education has ranged from school-aged children to diplomats from foreign embassies. She is an active member of JRAC and has served on the regional cleanup planning committee since 2014. She has led more than 350 volunteers during cleanups and recruited volunteers for the Falling Creek Reservoir site.

Communication Award

**Justin Doyle, community
conservation manager, James
River Association**

Justin consistently communicates, provides support and collaborates with JRAC to advance the needs of the James River. Justin always answers the call to be an engaged member of JRAC and is integral to projects such as the James River centralized information site and James River Week Films on the Floodwall. Justin excels at communicating about the James River and the partnerships that promote it, including those with JRAC, the Capital Region Collaborative's James River work group and the Regional Rivers Plan. Through his efforts, more residents and businesses are involved with, and connected to, the James River.



Community Partnership Award

*City of Hopewell, Stormwater Management & Recreation and Parks departments
Accepted by Charles Dane, Assistant City Manager*

City of Hopewell is building coordinated and collaborative partnerships to improve

the waters of the James River watershed and enrich recreation experiences. Hopewell has engaged JRAC's southernmost partners and supports organizations such as the Friends of the Lower Appomattox River to promote the removal of trash, tires and debris from the river. The city has also invested in water treatment and stormwater improvements, the Hopewell Riverwalk and the "Paint out Pollution" program. Hopewell's substantial investment in partnerships and programs that improve water quality and recreation indicates a community and leadership that care about our rivers.

Business Partnership Award

*Coca-Cola Enterprises
Accepted by Jennifer Carter and Ashleigh Patterson*

Coca-Cola Enterprises has supported the James River Regional Cleanup by providing in-kind beverage contributions at cleanup sites and organizing a volunteer group to participate in the cleanup. Since 2010, Coca-Cola has contributed more than \$10,000 in beverages and almost 1,000 volunteer hours for the cleanup. Coca-Cola's support helps increase the engagement of community members working to protect the James River, leading to a healthy, beautiful, economically vital and accessible river.

Guardian Award

Daina Henry, Virginia Master Naturalists, Peninsula Chapter

Trained in water quality testing as a James River Association River Rat, Dr. Henry has led her own annual trainings in the community, developing a corps

of 47 volunteers who monitor 27 sites on the Peninsula. Dr. Henry has led a group at Lucas Creek, a satellite site of Huntington Beach in Newport News, for the JRAC cleanup for the

past three years. She engages with the city of Newport News to remedy water quality issues promptly and has devoted many hours to sharing information with citizens, particularly young people. Her current quest is to develop a project to work with the Mariners' Museum to map and monitor the outfalls of Lake Maury.

Historical Values Award

Will Daniel, author and photographer

Author and photographer Will Daniel captures the heart of the James River in his work.

Will's book, "James River

Reflections," includes more than 250 photos that reveal the majesty of Virginia's James River from its humble beginnings on private property to the point where it meets one of the nation's busiest seaports. The James River is also included in the second book of his river photo series, "My Virginia Rivers." His images celebrate the river's unique character and help connect people to it. He has shared his photographs with JRAC for years, and they have been featured in annual reports, promotional materials, Films on the Floodwall and the JRAC website.

Leadership Award

This award is presented to individuals who have served in leadership roles with the JRAC and whose tenure has ended or is ending. This award is presented in appreciation for years of service to the organization through guidance and direction.

Carson Tucker, JRAC

co-chair and Powhatan County Board of Supervisors

As co-chair of JRAC, Carson has served as one of our confident advisors and leaders in various capacities, including leading JRAC in developing its first strategic plan. He also served as the Administration and Finance chair, assisted in recruiting new members to JRAC and ensured that Powhatan County had active representation on the council. He was a strong advocate of marketing JRAC by establishing new programs such as James River Week and collaborating with area libraries to create activities that would bring more awareness about the James River. Carson continuously stressed that JRAC be included in regional dialogues and initiatives, such as the Capital Region Collaborative's James River Action Team.

James River + Love =



Selected thoughts on the James River at the Festival of the River

2018 Quarterly Meeting Topics

January *John Sydnor*, executive director, Enrichmond Foundation, provided an overview and history of the foundation and its initiatives.

April *Pete Woody*, public relations and communications manager, Richmond Sports Backers, identified strategies used to build and leverage sustainable partnerships.

July *Jack Berry*, president and CEO, Richmond Region Tourism, shared information on the impact of tourism on the region.

October *Mike Baum*, executive director, Keep Virginia Beautiful, discussed the 65th anniversary of Keep Virginia Beautiful and shared information on signature programs.

Financial Summary*

Operating Budget

Revenues FY18**	
Use of Reserve	\$ 2,227
Locality Contributions***	9,050
Corporate Contributions	2,850
Donations	0
	<u>\$ 14,127</u>

Special Events	\$ 2,054
Media and Marketing	11,702
Other	370
	<u>\$ 14,127</u>

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.

Our network of members and partners

James River Advisory Council Members			
African-American Heritage Association <i>W. Kent Ruffin</i>	CVWMA <i>Nancy Drumheller</i>	Interested citizens <i>Bob Argabright, John Bragg, Will Daniel, Richard Gibbons, LaTika Lee, Jack McHale, Heather Myers, Ian Patrick, Mark Rich, Phil Riggan, Amy Romero, Jean Tribull, Jason Welch, Ralph White</i>	Scenic Virginia <i>Leighton Powell</i>
Alliance for the Chesapeake Bay <i>Liz Chudoba, Nissa Dean</i>	Coca-Cola Bottling Consolidated <i>Jennifer Carter, Ashleigh Patterson</i>	James River Association <i>Justin Doyle, Amber Ellis, William Street, Sophie Stern</i>	The Henricus Foundation <i>Charles Grant, Pauline Mitchell</i>
America's Boating Club <i>George Bruner, Jr., Robert Palmer</i>	Dinwiddie County <i>Brian Mancini</i>	James River Hikers – Hiking with History <i>Dennis Bussey</i>	Top Guard Security <i>Chris Stuart</i>
Art Works, Inc. <i>Glenda Kotchish</i>	Discover the James <i>Mike Ostrander</i>	Keep Henrico Beautiful <i>Megan Brown</i>	U.S. Fish and Wildlife Service <i>Cyrus Brame</i>
Belmead on the James <i>Sisters Maureen Carroll, Elena-Marie Henderson</i>	Dominion Energy, Inc. <i>James Beazley, Earnest Greene, Sarah Perkinson</i>	Keep Virginia Beautiful <i>Mike Baum, Tracey Leverty</i>	Valentine Richmond History Center <i>William Martin</i>
Black History Museum and Cultural Arts Center <i>Adele Johnson</i>	Falling Creek Ironworks Foundation <i>Norma Corbin</i>	Kingsland Reach Marina <i>Michael Upshur</i>	Venture Richmond <i>Alexander H. Dahm</i>
Capital Region Land Conservancy <i>Parker Agelasto</i>	Falls of the James Scenic River Advisory Committee <i>Ralph Hambrick, Greg Velzy</i>	Maymont, Georgia Busch <i>Krista Weatherford</i>	Virginia Capital Trail Foundation <i>Cat Anthony</i>
Charles City County <i>Alfred S. Crump, Jr.</i>	Friends of the James River Park <i>Stephanie Saccone, Shawna Shade</i>	Powhatan County <i>Gail Timberlake, Carson Tucker</i>	Virginia Commonwealth University <i>Anne Wright</i>
Chesapeake Bay Foundation <i>Blair Blanchette, Gabby Troutman</i>	Friends of the Lower Appomattox River <i>Wendy Austin</i>	Richmond National Battlefield Park Service <i>Kristen Allen</i>	Virginia Department of Conservation and Recreation <i>Julie Buchanan</i>
Chesapeake Conservancy <i>Kate Baker</i>	Greater Richmond Chamber of Commerce <i>Kim Scheeler</i>	Richmond Region Tourism <i>Jack Berry</i>	Virginia Department of Environmental Quality <i>Megan Sommers Bascone</i>
Chesterfield County <i>Janit Llewellyn Allen, Heather Barrar, Kimberly Conley, Lorne Field, Jim Perdue, Chris Ruth, Sara Stamp, Greg Velzy, Dr. James Worsley</i>	Greater Richmond Partnership Hands On Greater Richmond <i>Stephanie Glenn</i>	Richmond Regional Planning District Commission <i>Sarah Stewart</i>	Virginia Department of Game and Inland Fisheries <i>Joe Valasek, David Whitehurst</i>
City of Richmond <i>Nathan Burrell, Darlene, Mallory, Matt Mason</i>	Hanover County <i>Sean M. Davis</i>	Richmond Yacht Basin <i>Max Walraven</i>	Virginia Green <i>Tom Griffin</i>
Clean Virginia Waterways <i>Sandra Miller, Katie Register</i>	Headwaters, LLC <i>Kristen Saacke-Blunk</i>	RVA Clean Sweep <i>Amy Robbins</i>	Virginia Tourism Corporation <i>Will Simmons</i>
	Henrico County <i>Olivia Hall, Jeannie Murray, Debbie Nedervelt, Jenn Welsh</i>		What Works RVA <i>Scott Johnson</i>
			WVTR/CBS 6, Matt McClain <i>Jessica Noll</i>

Funding Sponsors Chesterfield County • City of Richmond • Dominion Energy Charitable Foundation • Express Auto Center • Henrico County • Passages Adventure Camp • Southside Electric Cooperative • Universal Leaf Tobacco • RVA Paddle Sports

Inkind Contributors American Rivers • Art Works • Aviva Rental Systems • Bruner & Associates • Chesapeake Bay Foundation • Chesterfield County Parks and Recreation • Circa 1918 • Clean Virginia Waterways • Coca-Cola Enterprises • Container First Services • Costco Wholesale • Courtyard Marriott Short Pump • D A Harris Trucking • Dementi Milestone Publishing • Farm Credit • Friends of James River Park System • Friends of JRAC • Friends of the Lower Appomattox River • Hanover Tavern • Happiness Dance Studios • Henrico County Recreation and Parks • Henricus Historical Park • James River Association • James River Park System • James River Soil and Water Conservation District • Jeff Jones and Waterways Media Guide • JRA RiverRats • Katy Did Design • Keep Henrico Beautiful • King of Pops • Kinker Press • Legend Brewing Company • Mellow Mushroom • Natural Roots Kitchen • Richmond Flying Squirrels • Richmond Region Tourism • Richmond Yacht Basin • Riverside Outfitters • Subway • TowBoat US-James River • Venture Richmond • Virginia Commonwealth University • Rice Rivers Center • Virginia Museum of Fine Arts • Virginia State Parks • Wegmans

Activities Organizers and Events Partners Alliance for the Chesapeake Bay • America's Boating Club • Amherst County Chamber of Commerce & Amherst County Parks and Recreation • Appomattox County • Art Works, Inc. • Bensley Community Association • Buckingham County • Charles City County • Chesapeake Bay Foundation • Chesterfield County • Chesterfield County Anti-Litter Program • Chesterfield County Communications and Media • Chesterfield County Fire and EMS • Chesterfield County Parks and Recreation • Chesterfield County Police • Chesterfield County Public Libraries • Chesterfield Master Gardeners • Chesterfield 4-H • City of Hopewell, Recreation & Parks Department • City of Lynchburg • 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 • James River Association • James River Outdoor Coalition • James River Park System • James River State Park • Jefferson Davis Association • Keep Henrico Beautiful • Manchester Alliance • Maymont • Metropolitan Richmond Sports Backers • Monacan Soil and Water Conservation District • National Council for the Traditional Arts • National Park Service • Peak Experiences-Passages Adventure Camp • Peninsula Master Naturalists • Piney Grove at Southall's Plantation • Powhatan County • Presquile National Wildlife Refuge • Prince George County • Richmond Region Tourism • Richmond Symphony • RVA Clean Sweep • RVA Paddle Sports • U.S. Fish and Wildlife Service • VCU Rice Rivers Center • VCU Outdoor Adventure Program • Venture Richmond • Virginia Canals and Navigation Society • Virginia Cooperative Extension Services • of Chesterfield, Goochland and Powhatan • Virginia Department of Conservation and Recreation • Virginia Department of Game and Inland Fisheries • Virginia Department of Transportation • Virginia Fishing Adventures/Virginia Outside • Virginia State Parks