



jrac-va.org

Produced by Chesterfield County
Department of Public Affairs



2014 Annual Report



CO-CHAIRMAN
George Bruner

CO-CHAIRMAN
Carson Tucker

EXECUTIVE DIRECTOR
Kimberly Conley

ACTIVITIES COMMITTEE CHAIRMAN
Michael Golden

PUBLIC RELATIONS AND MEDIA
COMMITTEE CHAIRMAN
Dave Goode

ISSUES COMMITTEE CHAIRMAN
Heather Barrar

MEMBERSHIP COMMITTEE CHAIRMAN
Nancy Drumheller

ADMINISTRATION AND FINANCES
COMMITTEE CHAIRMAN
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

Cover photo courtesy of Bob Jones, Jr.



Dear Partners,

The vision of “a healthy, beautiful, economically vital and accessible James River that is cared for by a diverse and engaged community that acts on its behalf” drives the tireless efforts of the many organizations and individuals that comprise JRAC. This vision is reflected in each of the council’s strategic goals, signature events and new initiatives.

In 2014, JRAC organized the first James River Week, bringing people together for seven days of celebrating all the James has to offer. The week featured guided paddles, storytelling, dining, a family campout and more programs sponsored by our partners. These activities enabled people to enjoy the James and learn about issues. We are proud to say it will become an annual tradition.

During the year, JRAC hosted quarterly meetings to maintain and inform our network of members. These meetings featured a variety of topics that provided relevant and timely information. In addition to quarterly meetings, JRAC hosted a social as part of James River Week to provide an opportunity for members to interact and engage the public.

JRAC operates as a streamlined organization and continues to work with sponsors throughout the community to secure partnerships for funding and programs. These partnerships support the council’s signature events: James River Days, Diversity on the River Series, James River Regional Cleanup, James River Week and the James River Parade of Lights.

JRAC also continued its work with the Capital Region Collaborative. We have taken a leadership role in fulfilling some of the regional recommendations of the collaborative’s James River Work Group. Through our member organizations and other partners, JRAC is taking steps to move these initiatives forward.

I’m looking forward to 2015 as we continue to strengthen and enhance partnerships, the James River and the region. Thank you, members and partners!

Sincerely,

A handwritten signature in black ink that reads "Kimberly Conley". The signature is written in a cursive, flowing style.

Kimberly Conley
Executive Director

HEALTH

2014 STEWARDS OF THE RIVER

The James River Advisory Council recognized three outstanding individuals with its annual Stewards of the River Awards in an April ceremony at the Deep Run Recreation Center in Henrico County. Nominated by JRAC members, those selected have shown uncommon dedication and commitment to the James River. Recipients need not be JRAC members. Please read about the recipients throughout the pages of this annual report.

In its 15th year, the James River Regional Cleanup, held Sept. 13, demonstrated the continual need for such efforts and the outstanding partnerships and volunteer spirit that make it so successful. More than 730 volunteers spent a morning clearing the shorelines and water of trash at 14 sites along the James River from Appomattox to Newport News. The volunteers collected 456 garbage bags of trash, 80 tires and 278 bags of recyclable materials.

Photo courtesy of Bob Jones, Jr.





CONNECTION

JRAC continued its rich tradition of sponsoring the James River Days series between April and October. James River Days provides organizations throughout the region opportunities to connect by collectively promoting their river-related programs and events. James River Days has grown from a month-long celebration to one spanning seasons, and this past year featured many new programs focused on recreation, education, history and the environment. In its 20th year, the brochure featured 126 programs from 46 sponsors that were enjoyed by almost 340,000 attendees. New in 2014, JRAC organized James River Week to highlight events and activities related to the river. The 15th Annual James River Regional Cleanup kicked off a weeklong celebration of the James. In addition to the cleanup, James River Week included fun and educational programs and events for all ages, including a guided paddle, a river cruise to search for sturgeon, a history event, and dining and social events.

Photo courtesy of Bob Jones, Jr.



STEWARD OF THE RIVER

Jessica Templeton Education Award

Jessica is driven to offer the best educational opportunities to young people. Through her work with the James River Association and its James River Ecology School on Presquile National Wildlife Refuge, youths are connected with meaningful, SOL-correlated, hands-on lessons about river ecology and conservation. Jessica's work ensures that future generations will continue to admire, respect and care for our great river.



STEWARD OF THE RIVER

Suzette Lyon **Community Partnership Award**

Suzette continually demonstrates her dedication to improving the environment. Her work with the Reedy Creek Coalition empowered landowners to curb stormwater runoff by installing rain gardens, rain barrels and conservation landscaping. Suzette also led an effort to remove invasive species and protect our river and park habitat. She is a tireless Richmond Tree Steward who organizes community events and educational courses.

HERITAGE

For more than a decade, JRAC has sponsored the Diversity on the River Series, a summertime lecture series celebrating the role of diversity in the history of the James River. The latest program included a lecture about the important Battle of New Market Heights in Henrico County, where on Sept. 29, 1864, U.S. Colored Troops met some of the Army of Northern Virginia's most veteran units. For their valor in this engagement, 14 African-American soldiers were awarded the Medal of Honor, the highest military award.

Photo courtesy of Scott Adams





ECONOMIC VITALITY

Thousands of people rely on a healthy and accessible James River for their livelihoods. JRAC members and partners work year-round to bring attention to the river's valuable contributions to local and state economies. As a way of thanking the community for its support, JRAC hosts the annual James River Parade of Lights. The event's 22nd year marked a record turnout of more than 18,000 attendees. The parade featured a spectacle of 11 shimmering boats, cruising the river between the city of Richmond and Henrico and Chesterfield counties. This annual hallmark holiday event would not have been possible without the commitment, dedication and team effort of our volunteers.

Photo by Dave Goode, Chesterfield County Public Affairs Department



STEWARD OF THE RIVER

Gay Stokes

Communication Award

Gay has been instrumental in communicating with citizens about stormwater runoff and how it influences water quality. In addition to promoting the use of rain barrels to reduce runoff in Richmond, her efforts have been essential in the pet waste campaign, "Pick up the poop, don't pollute!" Gay knows that changes in behavior start with education. If knowledge is power, then Gay is making powerful allies of our citizens to protect the James River.

FINANCIAL SUMMARY*

Revenues FY14*		Operating Budget	
Use of Reserves	\$ 4,522.58	Revenues FY15	
Locality Contributions***	9,050	Use of Reserve	\$ 8,000
Corporate Contributions	4,400	Locality Contributions	10,000
Donations	1,800	Corporate Contributions	7,000
	<u>\$ 19,772.58</u>	Donations	<u>2,000</u>
			\$ 27,000
Expenditures FY14		Expenditures FY15	
Administration	\$ 1,713.71	Administration	\$ 2,000
Activities and Events	18,058.87	Issues	1,000
	<u>\$ 19,772.58</u>	Activities and Events	19,500
		Other	2,000
Revenues in excess		Media and Marketing	<u>2,500</u>
of expenditures	\$ 0		\$ 27,000

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.

**Unaudited*

***Does not include in-kind contributions.*

****Localities contributed annually.*

QUARTERLY MEETING KEYNOTES

Jason Debney, Thames Landscape Strategy coordinator, provided an overview of the Thames Landscape Strategy, a 100-year blueprint for the Thames between Hampton and Kew in the United Kingdom.

Kathleen Onufer and James Hill, Richmond Department of Planning and Development Review, updated the council on the progress of the Brown's Island Dam Walk portion of the Richmond Riverfront Plan implementation.

Ryan Abrahamsen, co-owner of Terrain360.com, demonstrated the virtual tour of the James River from its source to its terminus at the Chesapeake Bay.





JRAC NETWORK

JAMES RIVER ADVISORY COUNCIL MEMBERS

Adventure Challenge; *Buzz Kraft*
 African-American Heritage Association; *W. Kent Ruffin*
 Alliance for the Chesapeake Bay; *Anna Mathis, Nissa Dean*
 Art Works, Inc.; *Glenda Katchish*
 Black History Museum and Cultural Arts Center;
Mary Lauderdale
 Charles City County; *Alfred S. Crump, Jr., Denise Williams*
 Chesapeake Bay Foundation; *Blair Blanchette*
 Chesapeake Conservancy; *Regan Gifford, Emily Myron*
 Chesapeake Experience; *Jill Bieri*
 Chesterfield County; *Heather Barrar, Kimberly Conley, Lorne*
Field, Michael Golden, Dave Goode, Sara Stamp
 City of Richmond; *Nathan Burrell, Kathy Graziano,*
M. David McNeel, Gay Stokes
 Cleal Consulting Group, LLC; *Peter B. Cleal*
 Clean Virginia Waterways; *Sandra Miller*
 CVWMA; *Nancy Drumheller*
 Dinwiddie County; *Michael Stone*
 Discover the James; *Mike Ostrander*
 Dominion Generation; *Jean Tribull, Earnest Greene,*
Iris Holliday, Jennifer Kostyniuk
 Falling Creek Ironworks Foundation; *Norma Corbin*
 Falls of the James Scenic River Advisory Committee;
Ralph Hambrick, Greg Velzy
 FrancisEmma, Inc.; *Sisters Maureen Carroll*
and Elena-Marie Henderson
 Friends of the James River Park; *George Wickham*
 Greater Richmond Chamber of Commerce; *Kim Scheeler*
 Greater Richmond Partnership, Inc.; *Greg Wingfield*
 Hanover County; *Sean M. Davis*
 Harbor Dredge & Dock; *Paul E. Smith*
 Henrico County; *Dee Dannelly, Olivia Hall,*
Debbie Nedervelt and Jenn Welsh
 Interested citizens; *Richard Gibbons, Will Daniel, Margaret*
Knowles, Jack McHale, Mark Rich, Ralph White

James River Association; *Justin Doyle, Amber Ellis,*
Michelle Kokalis, William Street
 James River Hikers—Hiking with History; *Dennis Bussey*
 James River Soil and Water Conservation District;
John Allen
 Keep Henrico Beautiful; *Halle Stephenson*
 Keep Virginia Beautiful; *Mike Baum*
 Kingsland Reach Marina; *Kevin Seeber, Michael Upshur*
 Luck Companies; *Amy Romero*
 Maymont Nature Center; *Buz Bireline, Kate Quarles*
 Merrill Lynch; *Ian Patrick*
 Powhatan County; *Carson Tucker*
 RVA Green Management Services; *Tom Griffin*
 Richmond National Battlefield Park Service;
Kristen Allen, David Ruth
 Richmond Region Tourism; *Jack Berry*
 Richmond Regional Planning District Commission;
Jackie Stewart, Sarah Stewart
 Richmond Sail and Power Squadron; *George Bruner Jr.*
 Richmond Yacht Basin; *Max Walraven*
 Scenic Virginia; *Leighton Powell*
 South of the James Jaycees; *LaTika Lee*
 Sportable; *Cat Anthony*
 The Henricus Foundation; *Pauline Mitchell, Charles Grant*
 U.S. Fish and Wildlife Service; *Cyrus Brame*
 Valentine History Museum; *William Martin*
 Virginia Department of Conservation and Recreation;
Janit Llewellyn Allen, Julie Buchanan, Clyde Cristman,
Bonnie E. Phillips
 Virginia Department of Environmental Quality;
Megan Sommers Bascone
 Virginia Department of Game and Inland Fisheries;
Joe Valasek, David Whitehurst
 Venture Richmond; *Alexander H. Dahm*
 Virginia Commonwealth University; *Anne Wright,*
Sue Ann Messmer
 Virginia Tourism Corporation; *Will Simmons*
 WVTR/CBS 6; *Matt McClain, Jessica Noll*

FUNDING SPONSORS

Aapco
 Carson Tucker
 Chesterfield County
 City of Richmond
 Client of U.S. Charitable Gift Trust
 Dominion Resources Services, Inc.
 E. I. Dupont (Dupont Spruance Plant)
 Essentra Porous Technologies Corp.
 Henrico County
 Midlothian Ruritan Club
 Powhatan Anti-Litter Council

IN-KIND CONTRIBUTORS

Adams & Durvin Marine
 Bensley Community Association
 Bruner & Associates
 Chesterfield 4-H
 Chesterfield County Parks and Recreation
 Chesterfield Master Gardeners
 Chick-Fil-A
 City of Richmond Public Works
 Coca-Cola Enterprises
 Conch Republic Rocketts
 Container First Services
 Discover the James
 Food Lion
 Friends of the James River Park System
 Henrico County Recreation and Parks
 Henrico County Public Utilities
 James River Association
 James River Park System
 Jefferson Davis Association
 Keep Henrico Beautiful
 Kingsland Reach Marina
 Luck Companies

Mellow Mushroom
 Powhatan Anti-Litter Council
 Richmond Region Tourism
 ROMEO's
 Chesterfield Sail & Power Squadron
 Richmond Yacht Basin
 Riverside Outfitters
 Scottsville Center for Arts and Nature
 Subway
 The Boathouse at Rocketts Landing
 The Henricus Foundation
 Timmons Group
 TowBoatUS-James River
 Venture Richmond
 Virginia Cooperative Extension Services
 Virginia Department of Conservation and Recreation
 Virginia Department of Game and Inland Fisheries
 Virginia Department of Transportation
 Virginia Commonwealth University Rice Rivers Center
 Walmart
 West Marine

ACTIVITIES ORGANIZERS AND EVENTS PARTNERS

17th Street Farmers' Market
 Alliance for the Chesapeake Bay
 Art Works Inc.
 Black Dog Paddle
 Black History Museum and Cultural Arts Center
 Boy Scouts of America
 Charles City County
 Chesapeake Bay Foundation
 Chesterfield County
 Chesterfield County Cooperative Extension
 Chesterfield County Environmental Engineering
 Chesterfield County Fire and EMS
 Chesterfield County Parks and Recreation

Chesterfield County Police
 Chesterfield County Public Affairs
 Chesterfield County Public Libraries
 Chesterfield Master Gardeners
 Chesterfield 4-H
 City of Lynchburg
 City of Lynchburg Parks and Recreation Department
 City of Newport News
 City of Richmond
 City of Richmond Fire
 City of Richmond Police
 City of Richmond Parks, Recreation
 & Community Facilities
 Clean Virginia Waterways
 Discover the James
 Dominion
 Enrichment
 Falling Creek Ironworks Foundation
 Friends of Bryan Park
 Friends of James River Park
 Friends of James River State Park
 Friends of the Lower Appomattox River
 Goochland Anti-Litter and Recycling Council
 Goochland County
 Goochland/Powhatan Master Gardeners
 HCA
 Hanover 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 & Water Conservation District

James River State Park
 Jefferson Davis Association
 Maymont
 Metropolitan Richmond Sports Backers
 Middle James Roundtable
 National Council for the Traditional Arts
 National Park Service
 Peak Experiences-Passages Adventure Camp
 Peninsula Master Naturalists
 Powhatan Anti-Litter Council
 Powhatan County
 Presquile National Wildlife Refuge
 Richmond Folk Festival
 Richmond National Battlefield Park
 Richmond Region Tourism
 Richmond Yacht Basin
 Riverside Outfitters
 Richmond Sail and Power Squadron
 The Boathouse at Rocketts Landing
 Three One One
 Town of Scottsville
 U.S. Fish and Wildlife Service
 Valentine Richmond History Center
 VCU Rice Rivers Center
 Virginia Cooperative Extension Services of Chesterfield,
 Goochland and Powhatan
 Virginia Canals and Navigation Society
 Virginia Capital Trail Foundation
 Virginia Department of Conservation and Recreation
 Virginia Department of Game and Inland Fisheries
 Virginia Department of Transportation
 Virginia Fishing Adventures/Virginia Outside
 Venture Richmond
 Westview-On-The-James