

Minutes:

**Historic Falls of the James Scenic River Advisory Committee
5th Floor Conference Room
City Hall – Richmond VA**

Meeting: - January 17, 2019

Greg Velzy, Chair– Presiding

Call to Order: 12:02 PM

Attending: Committee members: John Heerwald, Tricia Pearsall, Greg Velzy, Leighton Powell, John Moeser, Ralph Hambrick, Jim Hill, Justin Doyle, Alex Dahm. Shawna Shade – FOJRP, Nathan Burrell– JRPS, Mark Olinger - Director of Planning and Development Review, City of Richmond.

Minutes - December 20, 2018 minutes – Motion by Tricia Pearsall to approve, seconded by Justin Doyle, approved unanimously.

Current Issues:

- Mark Olinger, Director of Planning and Development Review, City of Richmond, gave us updates on issues below:
 - **Parking Redistribution for JRPS:** Because of Construction and development along the riverfront both Manchester and Shockoe area, parking will be taken away during construction but will be reinstated. In fact there should be a net gain in parking spaces available.
 - Hull Street – Diversity Park near Manchester Canal – should be a gain to 21 spaces. Parking should open up across the street at the silos as they are being redeveloped and may be able to include public spaces,
 - 14th Street Takeout – The parking lot on 14th Street above the Takeout is being developed for parking at the moment. There may be a way to gain more JRPS parking at that site on weekends and at night.
 - 75 spaces are available on Main Street down east of the Intermediate Terminal and 45 more spaces are scheduled with the Nicholson Street redevelopment.
 - Pipeline Parking will revert to JRPS when construction completed.
 - **Vauxhall Island** - Closing should be soon. Billboard is scheduled for removal within 2 years. Nathan stated that Vauxhall will be put under conservation easement along with the islands being donated by the Ellet family.
 - **Missing Link Survey:** Finally have right of entry to the railroad property to conduct the survey. As a matter of record, Norfolk Southern owns the land all the way to the river.
 - **Potterfield Bridge:** Several trees need replacing. Signage is completed. Flooring still popping up but is going to be repaired. Olinger has asked for accessible route to Brown's Island other than current bridges, so as to more easily access Potterfield Bridge.
 - Olinger has also asking for access improvement from Libby Hill Park to the River and for improvements to Lowline Trail.
 - **BridgePark:** When asked where this stood via the City, Olinger stated that the plan is still conceptual and a plan has not been submitted for review and possible incorporation into the Riverfront Development Plan.
 - **Kanawha Plaza:** Smart Scale money was obtained to reduce car travel around Kanawha Plaza and thus the first start in a plan to move pedestrians across that area and to the bridge or to the river.
 - **Falls Committee** oversight of River development. Leighton Powell ask Mark Olinger if he could please send developers along the river to talk to us to not only inform of their plans but also to be

advised by us concerning some issues or suggestions concerning impact on river or river users.

- **Manchester Canal:** Alex Dahm asked about who had oversight of the Manchester Canal – DPU
- **JRA Letter to Mayor Stoney concerning capitol funding for Riverfront Development Plan and other Riverfront efforts:** Justin Doyle stated that 2 more signatories had been added to the letter including Venture Richmond and funding for the Canal Connector. Alex Dahm explained that this was funding for a bridge over the Canal west of the connection between the Virginia Capital Trail and the Canal Walk, which would take bike traffic south of the Canal Walk. He also stated that this money is a 20% match with a transportation grant. The committee voted to send the letter.
- **Riverfront Development Plan -Downriver Updates:** Leighton said she would reach out to Mayor and share our concerns and wish for involvement in Stone Brewery's next move concerning the Intermediate Terminal Building and adjacent property.
- **Scenic James River designation extension:**
 - Richmond Regional Planning District Commission: reply from Martha Shickle - Tricia contacted Martha Shickle at the end of the year to follow up concerning mentioning of the James River – Scenic River extension at the RRPDC meeting December 13, 2018. See attached e-mail exchange – Essentially there was no movement.
 - Resolution of Scenic River Extension intent - Parker Agelasto's efforts. Tricia had sent Parker Agelasto copies of sample request letters from other jurisdictions for Scenic River study supplied by Lynn Crump. Parker then introduced Res. No. 2019-R004-2 regarding the James River Scenic River Designation after having it drafted by the City Attorney. It first had to go to/get out of the Finance and Economic Development Subcommittee. It was voted out of the Subcommittee and on to City Council where it will hopefully be on the consent agenda at the January 28th Council Meeting. Resolution and Resolution Request attached to the minutes.
- **VA Scenic Rivers Program 50th Anniversary Effort:** The next 50th Anniversary Meeting will be at Lake Anna State Park March 6, 7 or 8th 2019. Lynn sent out an annotated copy of the **50th Anniversary Celebration of the Virginia Scenic River Program – 2020 - PROJECT STRATEGIC PLAN**. It's attached following the minutes.
- **James River Park System:** Nathan Burrell, Facility Maintenance Manager, Department of Parks, Recreation, and Community Facilities:
 - Potterfield Bridge and other bridges and stairs: Now establishing a schedule for inspections. Inspections to some facilities are such that a replacement is not that more expensive and might be in order such as the Texas Beach Bridge and staircase. The Belle Isle Bridge is also one to watch as the spacers at either end are coming out with the bridge vibration.
 - Vauxhall Island + the Goat Islands (a gift to the City) will represent about a 100-acre addition to the Conservation Easement when introduced for inclusion. This will help dilute the pervious surface requirement dilemma. Nathan also stated that he is looking to include the islands around the Maymont outfall and Foushee Mill as well as parts of Buttermilk West for incorporation in the James River Park System and under Easement protection.
 - CRLC is in charge of Easement inspections and review this year.
 - New James River Park System Superintendent is Bryce Wilk, former Deputy Superintendent for Pocahontas State Park. Comes with great recommendations and strengths
 - Mike Burton, acting Superintendent of JRPS, has been promoted to Superintendent of Trails and Greenways for the City
 - There are currently two maintenance staff vacancies at the JRPS.
 - Currently there are 5 Planning Projects ongoing at the JRPS and adjacent Southside Parks:
 - Pumphouse Park- working with the draft submitted to facilitate renderings, etc. Probably will need 2 elevators in building.
 - Design charette for the Boulevard Greenway on January 30th – this is the bike/walk path

from Movieland to Science Museum via the old railroad path.

- Working with VCU on improvements in Forest Hills Park, Redevelopment of Southside Community Centers and a new – best ever – Skate Board Park. (6355 Old Warwick Road.)
- **James River Park MasterPlan:** JRP Master Plan Falls Representation and Steering Committee - schedule of district meetings. They begin January 22, 2019 at Southside Community Center and will continue January 29th and February 7th. Falls of the James has agreed to staff the February 27th 2019. Falls volunteers include Tricia Pearsall, Justin Doyle, Jim Hill, John Heerwald and Ralph Hambrick. There will be a Public Meeting March 6, 2019 at the War Memorial. Greg Velzy will send out the schedule. The survey is still online and will be until March 15, 2019. Spread the word!!!
<https://www.surveymonkey.com/r/JamesRiverParkMasterPlan>
- **BridgeParkRVA** – Letter of support from Falls Committee. After much discussion, it was decided that Jim Hill would write a letter to Ted Elmore thanking him for the December presentation and encourage him to include us in all new updates and developments. The Falls Committee will revisit this once it's ready for recommendation to Planning for inclusion in the Riverfront Development Plan.
- **CRLC – Updates** – Parker Agelasto/Jane Myers was not present. Jane wrote: “Greg may mention that I emailed him about the JROC project at Huguenot Flatwater as CRLC was not asked for input as it might relate to the conservation easement. I am following up with Nathan. We have a process that Nathan and I created a few years ago "Project Review" that should likely have been used. No worries though just something to bring to the forefront when planning.” Thank you, Jane.
- **DPU updates** – Grace LeRose was not present. DPU updates – JR & K Canal stabilization. Tricia will contact Grace concerning developments.

New Business:

Mayo's Island: No one has heard anything concerning the purchase of the island and the proposed Whitewater Center and Hall of Fame.

Venture Richmond: Hired Max Hepp-Buchanan for a newly created position of director of riverfront and downtown placemaking. They are also replanting trees on Brown's Island because of a disease on the sycamores. Alex will make a presentation at the February meeting concerning the Canal West Project.

Reports:

James River Park System – Nathan – March 29th is the 10th Anniversary of the Conservation Easement

JRA - Publishing a public access River Map showing extension of watersheds.

JRAC - James River Days Brochure – (we are listed)

JROC - Raising funds for Universal Access at Huguenot Flatwater – <https://jroc.net/universal-access-at-huguenot-flatwater/> City has agreed to provide funding for this project through ADA funds. This was also an item in the JRA letter to the Mayor.

FoJRP - JRPS Master Plan – See above

Open Discussion:

Meeting Adjourned: 1:45 pm

Tricia Pearsall
Secretary

Next Public Meeting: - February 21, 2019

Meetings begin at 12:00 noon in the Conference Room on the 5th floor of Richmond City Hall. Meetings are scheduled for the THIRD Thursday of each month. All meetings are open to the public. If you are not now receiving e-mail meeting notices and wish to receive them, please provide your name and e-mail address to velzyg@verizon.net. If you would like to be removed from the list, so indicate at the above e-mail address.

E-mail Exchange with Martha Shickle:

Martha Shickle

Jan 3, 2019, 12:43 PM

All

As a point of information, Josh Farrar, Ted Vorhees and John Budesky were also in attendance when I briefed Joe Casey on the Scenic Rivers program. While Chesterfield was the "target" the others mentioned here should be somewhat familiar with the topic from that discussion. Hope that is helpful!

Martha Shickle, Executive Director

From: Parker Agelasto <pagelast@gmail.com> **On Behalf Of** Parker Agelasto

Sent: Thursday, January 3, 2019 11:49 AM

To: Tricia Pearsall <pearsalltricia@gmail.com>; Martha Shickle <mshickle@richmondregional.org>

Cc: Sarah Stewart <sstewart@richmondregional.org>; Greg Velzy <velzyg@chesterfield.gov>; John Heerwald <jheerwald@verizon.net>; Crump <lynn.crump@dcr.virginia.gov>; Agelasto, Parker C. - City Council <Parker.Agelasto@richmondgov.com>

Subject: Re: VA Scenic River -James River Extension

Hi Tricia,

I am working to introduce the necessary resolution to Richmond City Council. I can also follow up with some of the other elected officials in the region. I will also plan to contact Ted Voorhees in Powhatan County and John Budeski in Goochland County to move the effort forward.

All the best,

Parker C. Agelasto

Executive Director

Capital Region Land Conservancy

P. O. Box 17306

Richmond, VA 23226

www.capitalregionland.org

parker@capitalregionland.org

202-302-0153

From: Tricia Pearsall <pearsalltricia@gmail.com> **Date:** Thursday, January 3, 2019 at 8:10 AM **To:** Martha Shickle <mshickle@richmondregional.org> **Cc:** Sarah Stewart <sstewart@richmondregional.org>, Greg Velzy <velzyg@chesterfield.gov>, John Heerwald <jheerwald@verizon.net>, Crump <lynn.crump@dcr.virginia.gov>, Parker Agelasto <parker@capitalregionland.org> **Subject:** Re: VA Scenic River -James River Extension

Martha,

Many thanks for this update. My hope is still that Scenic River designation along the James is something the region can undertake as a good faith signature unifying effort.

If you hear anything new or have any other suggestions as to how our Committee can make this happen, please let us know.

Tricia Pearsall

On Wed, Jan 2, 2019 at 11:59 AM Martha Shickle <mshickle@richmondregional.org> wrote:
Hello and Happy New Year!

I was able to talk with Dr. Casey on December 13th (John Vithoukas was unable to attend) about the VA Scenic Rivers Program. He is familiar with the program and the process for designation. He advised me that the PDC was not needed to provide further support to information sharing and that the County would consider the opportunity internally. I am not sure that this is a priority for the County currently, but imagine it is always worth following up over the next few months with key staff in the County.

Let me know if I can provide additional information. I hope to see John Vithoukas in the coming weeks and will share as I'm able.

Martha Shickle, Executive Director

Richmond Regional Planning District Commission
9211 Forest Hill Avenue, Suite 200
Richmond, Virginia 23235

mshickle@richmondregional.org

Resolution 2019-R004-2: Presented to The Finance and Economic Development Sub Committee of Richmond City Council on January 17, 2019. Passed – 2 votes and recommended to full Council.

INTRODUCED: January 14, 2019

A RESOLUTION No. 2019-R004

To request that the Counties of Henrico and Chesterfield request that the Virginia Department of Conservation and Recreation undertake a study to determine if those portions of the James River east from Orleans Street to the borders with Chesterfield and Henrico Counties and those portions west from the 1970 corporate limits of the city to the junction with Henrico and Chesterfield Counties, qualify for inclusion in the Virginia Scenic Rivers Program.

Patron – Mr. Agelasto

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: JAN 28 2019 AT 6 P.M.

WHEREAS, it is the sense of the City Council that the parts of the James River flowing through the Counties of Henrico and Chesterfield and contiguous to the city of Richmond’s portion designated under the Virginia Scenic Rivers System as the Historic Falls of the James State Scenic River, possess outstanding scenic, recreational, historic, and natural characteristics of statewide significance and should likewise be included in the Virginia Scenic Rivers Program;

NOW, THEREFORE,

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF RICHMOND:

AYES: _____ NOES: _____ ABSTAIN: _____

ADOPTED: _____ REJECTED: _____ STRICKEN: _____

That the Council hereby requests that the Counties of Henrico and Chesterfield request that the Virginia Department of Conservation and Recreation undertake a study to determine if those portions of the James River east from Orleans Street to the borders with Chesterfield and Henrico Counties and west from the 1970 corporate limits of the city to the junction with Henrico and Chesterfield Counties, qualify for inclusion in the Virginia Scenic Rivers Program.

BE IT FURTHER RESOLVED:

That, upon adoption of this resolution, the City Clerk is hereby requested to send a copy of this resolution to the governing bodies of the Counties of Henrico and Chesterfield.



Richmond City Council

The Voice of the People

Richmond, Virginia

Office of the Council Chief of Staff

Ordinance/Resolution Request

TO Allen Jackson, Richmond City Attorney
Richmond Office of the City Attorney

THROUGH Lou Brown Ali *MLB*
Council Chief of Staff *cr. Benoff*

FROM William E. Echelberger, Jr, Council Budget Analyst *[Signature]*

COPY Parker C. Agelasto, 5th District Representative
Haskell Brown, Deputy City Attorney
Meghan K. Brown, Deputy Council Chief of Staff *MLB*
Amy E. Robins, 5th District Liaison

DATE January 2, 2019

PAGE/s 1 of 2

TITLE Extend the Historic Falls of the James Scenic River Designation

RECEIVED

JAN 04 2019

OFFICE OF CITY ATTORNEY

This is a request for the drafting of an Ordinance Resolution

REQUESTING COUNCILMEMBER/PATRON

Parker C. Agelasto, 5th District Representative

SUGGESTED STANDING COMMITTEE

Finance and Economic Development

ORDINANCE/RESOLUTION SUMMARY

The Patron requests a resolution to request that the Virginia Department of Conservation and Recreation undertake the study required as a first step to extending the existing Historic Falls of the James Scenic River Designation to include:

- East from Orleans Street to the borders with Chesterfield and Henrico Counties, and
- West from the Western boundary of the City to the junction with Chesterfield and Henrico Counties.

The Chief Administrative Officer is to provide a copy of the resolution to the Director of the Virginia Department of Conservation and Recreation, and the County Managers for Henrico and Chesterfield.

BACKGROUND

Summary:

- The portion of the James River that falls entirely within the boundaries of the City is already in the Scenic Rivers program as the Historic Falls of the James.
- The Virginia Scenic Rivers Program's intent is to identify, designate and help protect rivers and streams that possess outstanding scenic, recreational, historic and natural characteristics of statewide significance.

BACKGROUND

Summary:

- The portion of the Janes River that falls entirely within the boundaries of the City is already in the Scenic Rivers program as the Historic Falls of the James.
- The Virginia Scenic Rivers Program's intent is to identify, designate and help protect rivers and streams that possess outstanding scenic, recreational, historic and natural characteristics of statewide significance.
- The Virginia Department of Conservation and Recreation administers the Virginia Scenic Rivers Program.
- Several Steps are required before a river or river segment can be designated:
 - The locality requests a study by Virginia Department of Conservation and Recreation staff.
 - The DCR conducts the study includes a map survey, literature review, on site evaluation of its scenic characteristics. Evaluation criteria include:
 1. Stream corridor vegetation
 2. Streambed and stream flow modifications
 3. Human development of visual corridor
 4. Historic features
 5. Landscape
 6. Quality of fishery
 7. Rare, threatened or endangered species
 8. Water quality
 9. Parallel roads
 10. Crossings
 11. Special features affecting aesthetics
 12. Recreational access
 13. Land conservation
 14. Overall aesthetic appeal
 - After completion of the study by DCR, the local governing body may approve a resolution in support of designation as a Scenic River.
 - The final step is for the General Assembly to pass a bill designating the waterway a state scenic river.
- The Virginia Scenic Rivers Program's is not the same as the federal Department of the Interior's Wild and Scenic Rivers Program.

FISCAL IMPACT STATEMENT

Fiscal Impact Yes No

Budget Amendment Required Yes No

Estimated Cost or Revenue Impact

The proposed resolution has no fiscal impact.

Attachment/s Yes No

50th Anniversary Celebration of the Virginia Scenic River Program - 2020 PROJECT STRATEGIC PLAN – Annotated up to date.

VISION:

The 50th Anniversary Celebration will increase understanding and continued support for the Virginia Scenic River Program and Virginia's outstanding scenic rivers and their environs beyond the celebration.

MISSION:

Scenic River Advisory Committees working with the Board of Conservation & Recreation (BCR) will provide leadership to create and support a 50th Anniversary Celebration for the Virginia Scenic Rivers Program through strengthening partnerships, recognizing new river segments, educating our citizens and engaging the public and ensuring long term support for the program.

CORE VALUES:

- 1) Identification of Support
- 2) Brand the celebration
- 3) Educate the citizens of the benefits of the program
- 4) Recognize accomplishments of the celebration and the history of the program

GOALS & OBJECTIVES OF CORE VALUES:

Core Value #1: Identification of Support, current and long standing

Core Value #2: Brand and promote the 50th celebration

Core Value #3: Educate the citizens of the benefits of the program

Core Value #4: Recognize accomplishments of the Virginia Scenic River program

Core Value #1: Identification of Support

Goal 1.0: Establish mutually beneficial relationships with Commonwealth stakeholders as partners to implement the vision and mission of the celebration.

Objectives:

- 1.1 Identify elected officials, public agencies, and advocacy organization partners that have similar missions, especially those focused on rivers and clean water.

Action Items:

- Collect names and contacts of key individuals at each organization. **On going**
- Establish a core 50th Anniversary working group. **Done**
- Determine a legislator who is willing to work with the effort. **Have Del. Edmunds, via Carl Espy, need more**

- 1.2 Collaborate with core group and other interested groups

Action Item:

- Convene and/or communicate the intention of this process to garner support of the initial Advisory Committee by **next Meeting March 2019.**

- 1.3 Establish regular communication with all involved

Action Items:

- Present the proposed effort to the Board of Conservation and Recreation (BCR). **Done and unanimously supported, October 19, 2018.**
- Establish a Scenic Resource Subcommittee of the BCR. **Done and initial meeting, October 10, 2018.**
- Initiate regular project communications schedule and meeting dates.
- Create a web presence. **anticipated Spring 2019**

- 1.4 Define roles and responsibilities for leading and coordinating the celebration.

Goal 2.0: Inasmuch as the Virginia Scenic River Program is important in the Virginia Outdoors Plan and in the Code of Virginia, develop specific recommendations for expanding the number of designated rivers.

Objectives:

2.1 Determine the number of rivers to focus on for designation in 2020

Action Item:

- Identify specific rivers to target by the **end of 2018**. **8 communities have reached out interested in the program; 2 have sent letters requesting a study.**

2.2 Establish a process for reaching out to communities to get support for designation.

Goal 3.0: Lead the advocacy effort for the Scenic River program to educate and influence elected officials, program planners, the public, and other non-profits on its benefits.

Objectives:

3.1 Get statewide recognition

- Work with legislator to get a Resolution of Support for the 50th from the General Assembly, similar to 2010 one - <http://lis.virginia.gov/cgi-bin/legp604.exe?091+ful+HJ819ER> Scenic Va began effort for 2019 General Assembly.
- Work with legislator to get Proclamation from the Governor on the 50th.

3.2 Engage partners to provide feedback on an education program that can be shared easily by interested parties.

Action Item:

- Convene a meeting of supporting organizations to establish an outline for the education program and get volunteers to develop. **Spring 2019**
- Use other education programs as a template for the educational program.
- Package the educational program and provide easy access to it – web based.

3.3 Strengthen other supporting programs, e.g., Virginia Byways and Scenic Rivers.

Action Item:

- Include the BCR sub-committee in the planning and implementing of this celebration. **On-going**
- Identify and nurture legislative champions at all levels. [Note: This must be completed before we request the Virginia Code change re-establishing the Scenic Rivers Advisory Board.]
- Establish a Scenic Advisory Board through the General Assembly to address Scenic Rivers and Scenic viewsheds, including Virginia Byways. **To be completed in 2020.**

Core Value #2: Brand and promote the 50th celebration

Goal 1.0: Develop a branding strategy for the 50th celebration.

Objectives:

1.1 Create a logo for the year-long celebration. **Completed, now boat stickers available**

1.2 Create a branding campaign.

Goal 2.0: Implement promotion of the 50th Anniversary Celebration.

Objectives:

2.1 Establish a message and program for promoting the 50th Anniversary Celebration online and through social media effort.

Action Item:

- Use the 50th Anniversary Committee to determine the message prior to **May 2018**.
- Establish a message for promoting the celebration. **By Summer 2019.**
- Establish a plan for delivering the message that includes the timeline, contacts for reaching prospective audiences, and the delivery method. **By Summer 2019.**
- Launch 50th Anniversary web presence **By Summer 2019.**

- Identify national, state, regional, and local organizations – both public and private – to assist in championing this program. [Initiated and on-going](#)
 - Consider development of a calendar for sales that showcases our Scenic Rivers. [We already have someone who is willing to provide photos, if we acknowledge him.](#)
- 2.2 Itemize and target organizations and media with the most impact for promoting the 50th Anniversary Celebration. [On-going; initial contact with Virginia Magazine and Chesapeake Bay Journal.](#)

Goal 3.0: Identify organizations that could provide funding or sponsorships and apply for grants to support the implementation and sustainability of the Viewshed Register.

Action Items:

- Use key partners to identify potential funding sources. [By Summer 2019.](#)
- Apply for funding, and use partners to assist with applications. [Initiate Summer 2019](#)
- Reach out to sponsors to see what services rendered they can provide.

Core Value #3: Educate citizens of the benefits of the program

Goal 1.0: Develop a communications plan for educating the public on the VA Scenic Rivers Program. [By Summer 2018.](#)

Objectives:

1.1 Establish a communication program for education about Scenic River values.

Action Items:

- Establish targeted communication message. [By Summer 2019.](#)
- Identify target audiences. [By Summer 2019.](#)

1.2 Create a ‘State of Virginia Rivers’ report to educate citizens on the program. [Start early 2019](#)

Goal 2.0: Offer education opportunities for communities on the value of Scenic River designation for communities and conservation.

Objectives:

2.1 Create and maintain an online ‘packaged’ presentation about Scenic Rivers. [By Summer 2019](#)

2.2 Maintain a list of “ambassadors” who will advocate for the program, share the education presentation, and respond to questions and information on the Scenic Rivers Program. [Summer 2018](#)

2.3 Identify possible funding sources for implementation of educational programs. [Summer 2018](#)

2.4 Produce a Scenic River conference, including water trails in 2020, in conjunction with other gatherings.

Action Items:

- Communicate with representatives regarding holding the 2020 River Management Society conference in Virginia. [Confirmed the 2020 national RMA conference to be held May 112-15, 2019 at VCU, Richmond](#)
- Consider incorporating an art festival with the effort, like the [2018 Festival of the River- completed. Other events and targeted groups have seen the tabletop exhibit and/or presentation of the anniversary effort. Over 2000 reached so far.](#)
- Identify target audiences.

2.5 Recommend code changes to allow for signage on bridges identifying designated rivers. [Summer 2019, to include meetings with VDOT, DEQ and several river representatives.](#)

Core Value #4: Recognize accomplishments of the Virginia Scenic River program

Goal 1.0: Identify accomplishments and venues for recognition.

Goal 2.0: Identify and designate five (5) new river segments. Focusing on the watersheds that do not have a designated river segment. [Potential Rivers – extensions on the James near Richmond and Scottsville, Pound in Dickenson Co., SF Holston, Scott Co., Clinch, Appomattox, Maury, New – Grayson & Giles.](#)

Goal 3.0: Document accomplishments over the next two years. Include: Number of outreach and resource protection events and number of participants, number of supporters, number of volunteer hours, etc. [Begin Summer 2018](#)

Potential Partners/ collaborators (in alphabetical order)

❖ GOVERNMENT ORGANIZATIONS

- Secretary of Natural Resources
- Department of Conservation & Recreation (DCR)
- VCU River Program
- Coalition for Smarter Growth
- Department of Environmental Quality (DEQ)
- Department of Forestry (DOF)
- Department of Game & Inland fisheries (DGIF)
- National Park Service (NPS)
- Planning District Commissions (PDCs)
- Virginia Association of Counties (VACo)
- Virginia Department of Transportation (VDOT)
- Virginia Municipal League (VML)
- Virginia Tourism Corporation (VTC)
- Soil & Conservation Districts

❖ NON-PROFITS – GENERAL

- Outdoor Recreation Caucus
- Garden Club of Virginia/Federated Garden Clubs
- Richmond Symphony¹
- Scenic VA
- League of Conservation Voters

❖ NON-PROFITS - RIVERS

- American Canoe Assoc.
- American Rivers
- American Whitewater Assoc.
- Appalachian Voices
- Catoctin Creek SR advisory Committee
- Friends of the Cowpasture River
- CRVI
- DRBA

➤ FOLAR

- Friends of Indian River
- Friends of James River Park
- Friends of the Elizabeth River
- Friends of the Rappahannock
- Friends of the Rivers of Virginia
- Friends of the Russel Fork
- Friends of the North Fork of the Shenandoah River
- Friends of the Shenandoah River
- Goose Creek Association
- Goose Creek SR Advisory Committee
- James River Association [JRA]
- New River Conservancy
- River Management Society
- Scenic River Advisory Board members

❖ NON-PROFITS – Conservation

- Alliance for the Chesapeake Bay
- Chesapeake Conservancy
- Float Fishermen of Virginia
- Local preservation organizations
- Master naturalists
- National Trust
- New River Land Trust
- Piedmont Environmental Council (PEC)
- Native Plant Society
- The Nature Conservancy
- Virginia Canals
- Virginia Bateau
- VA Water Monitoring Council
- Virginia United Land Trust (VaULT)
- Virginia Environmental Endowment (VEE)

❖ INDIVIDUALS

- Rob Blackmore
- Rob Coulter
- Bobby Connor
- James Council

¹ See list of those planning the *2018 Festival of the River* for other possible partners and collaborators

- Joshua Carroll
- Ruth Dickerson
- Carl Espy
- Dick Gibbons
- Bob Harrison
- Governor Linwood Holton
- Patti Jackson
- Kathleen Kilpatrick
- Ralph Moore
- Andrew McCauley
- Mary Lily Nuckolls
- Rita Surratt
- Porcher Taylor
- UOU - Stoney
- Rick Van Noy
- Wayne Walton

❖ POTENTIAL FUNDERS/SPONSORS:

- Blue Ridge Outdoors
- Breweries
- Cabela's
- Elmwood Fund
- NRS
- Robins Foundation
- Virginia Environmental Endowment (VEE)
- VOF

❖ PROMOTERS:

- Vasen Brewery
- Va Brewery Council ?
- Virginia Living Magazine