

# Three Rivers Soil & Water Conservation District

## Strategic Plan 2004-2008



*Three Rivers Soil & Water Conservation District  
P.O. Box 815  
Tappahannock, VA 22560  
804-443-2327 ext. 101  
804-443-1707 fax*

# Table of Contents

**District Directors & Staff.....1**

**Introduction.....2**

**Planning Process.....3**

**Strategic Issues:**

**Conservation.....4**

**Education/Public Awareness.....5**

**Financial/Leadership.....6**

# Directors & Staff

## **Directors:**

W. Todd Henley, III Chairman, King & Queen County, Elected  
Eugene Longest, Vice Chairman, King & Queen County, Elected  
Keith Balderson, Secretary, Essex VA Cooperative Extension, Appointed  
Roland B. Geddes, Treasurer, Essex County, Appointed  
J. Franklin Townsend, Jr., King William County, Elected  
Lloyd B. Mundie, Essex County, Elected  
Raymond S. Thomas, Essex County, Elected  
Troy Johnson, King William County, Elected

## **Associate Directors:**

James Cox, Essex County  
Margaret Davis, Essex County  
Matthew Lewis, VA Cooperative Extension, King & Queen Co.  
Dawn Shank, King & Queen County

## **Staff:**

Michelle Carter, District Manager  
Anne Davis, Administrative Assistant  
J. Craig Brann, Conservation Specialist

# Introduction

This Strategic Plan is intended to guide the Three Rivers Soil and Water Conservation District through the next four years, from 2004-2008. Its purpose is to direct the District toward an effective program in soil and water conservation within its boundaries.

As stated in the Soil and Water Conservation District Law of Virginia:

“A soil and water conservation district...shall constitute a governmental subdivision of this State, a public body corporate and politic, exercising public powers...”

“They (a district and its’ directors) shall have power to develop comprehensive programs and plans for the conservation of soil resources and for the control and prevention of soil erosion and for flood prevention or agricultural and nonagricultural phases of the conservation development, utilization and disposal of water within the district...”

## District Description

The Three Rivers Soil and Water Conservation District encompasses the counties of Essex, King William and King & Queen and falls within both the York and Rappahannock River Watersheds.

The District is governed by a duly elected Board of Directors comprised of two representatives from each county, one appointed member and one County Extension Agent. Day to day operations is managed by an effective staff which consists of a District Manager, a full-time Conservation Specialist and an Administrative Assistant.

## Mission

It is our intent to safeguard soil and water within Three Rivers District by making significant strides within the next four years toward achieving the water quality goals of the State of Virginia and the Chesapeake Bay Act through putting conservation on the ground and working with the Tributary Strategies of the York and Rappahannock Watersheds.

## Vision

To achieve soil and water conservation within the District through leadership, education and technical assistance.

# Strategic Planning Process

The Three Rivers Soil and Water Conservation District strategic planning process involved partners, clients and stakeholders. The group identified resource needs, solutions and recommended strategic priorities the district should address if it is to achieve its' mission for locally led conservation and remain effective in the coming years.

This plan will be used by our Board of Directors and staff to develop and manage District programs. There are three major goals and listed objectives presented that will assist the District in meeting the challenging future of natural resource conservation.

The Three Rivers District Board of Directors and staff consider this input to be of paramount importance and will use it as a guide in developing their annual plan of work and in conducting their day-to-day operations.

The Board of Directors and staff would like to express appreciation to the following partners and stakeholders for their assistance in programs and also in developing our Strategic Plan.

Natural Resources Conservation Service  
Farm Service Agency  
VA Cooperative Extension  
Essex County Farm Bureau  
Colonial Farm Credit  
Resource Conservation & Recreation  
Department of Conservation & Recreation  
Department of Forestry  
VA Department of Agriculture & Consumer Services  
Department of Game & Inland Fisheries  
US Fish & Wildlife Service

## **1. Conservation**

**Goal:** To advocate education and implementation of Best Management Practices.

**Strategies:** Identify and target problem areas and aid in the promotion and installation of Best Management Practices within the District per the annually approved Secondary Considerations guidelines.

Seek ample funding for the VA Best Management Cost Share program.

Educate the public on the value and importance of effective conservation and natural resource management.

Work cooperatively with agri-business, partnering agencies and educational institutions for technological advancements to identify problems not being addressed and better solutions in current management techniques for the advancement of best management innovation.

Work in cooperation with stakeholders and councils of the York and Rappahannock Watershed towards achieving goals of the Tributary Strategies.

Identify counties' land use planning impact on the Districts natural resources.

Partner with Natural Resources Conservation Service in all phases of the implementation of Farm Bill programs.

Promote programs, services and technical assistance through presentations and event opportunities as requested.

Stress the identification of non-traditional participants through publicly visible media and increased one-on-one visits.

Encourage professional development to enhance deliverance and effectiveness of programs, services and assistance provided.

Conduct investigations based on District guidelines to resolve environmental complaints in accordance to the Agricultural Stewardship Act and Virginia Department of Agriculture and Consumer Services regulations.

## **2. Education/Public Awareness**

**Goal:** To effectively communicate with partners, local government, learning institutions and citizens of the community the goals and mission of the District and purpose of its existence.

**Strategies:** Work with the community and other agencies to promote awareness of District Services.

Compile and distribute goal oriented information on a quarterly basis.

Conduct seminars and workshops relating to District Programs.

Maintain a current brochure listing of all available programs, services and technical assistance.

Update local government and stakeholders on District activities and accomplishments through an annual report.

Utilize local media to publicize District activities by submitting articles or public service announcements.

Work with local schools, churches, and libraries to promote conservation awareness through educational contests, media, field days and celebrations.

Recognize citizen stewardship of natural resources through District awards program.

Provide environmental educational opportunities or activities for area students through district sponsored contests and camps.

Provide farm safety awareness to area children by conducting a day camp.

Develop middle school level natural resources based programs.

Attend professional development training to enhance deliverance and effectiveness of programs and services.

Promote John F. Townsend Sr., Larkin Hundley, Anna K. Longest, and VASWCD scholarship programs when funding allows.

### **3. Financial/Leadership**

Goal: To develop expanded and stable funding sources for current and future district programs.

Strategies: Encourage all Board members to participate in director leadership training.

Secondary considerations will be developed to effectively distribute a targeted 100% of the annual allocation in areas which will receive the greatest water quality benefit on an environmentally biased basis.

Work with other Districts throughout the State and with the Virginia Association of Soil and Water Conservation Districts to promote increased and more reliable funding by the State Legislature.

Educate State elected officials and encourage increased public funding of District staff and programs.

Work closely with County governments to increase funding support from the local level.

Provide annual reports to local governments which indicate the type and value of services provided to each county.

Identify and pursue additional sources of financial support for District services from public and private conservation groups.

Obtain grants for special District programs, seminars and workshops as innovative ideas and opportunities are presented.

Finance committee will meet as necessary to discuss District audit finding and recommendations.

Treasurer and Finance committee will provide guidance and leadership for the effective management of District finances to comply with regulations and directives.