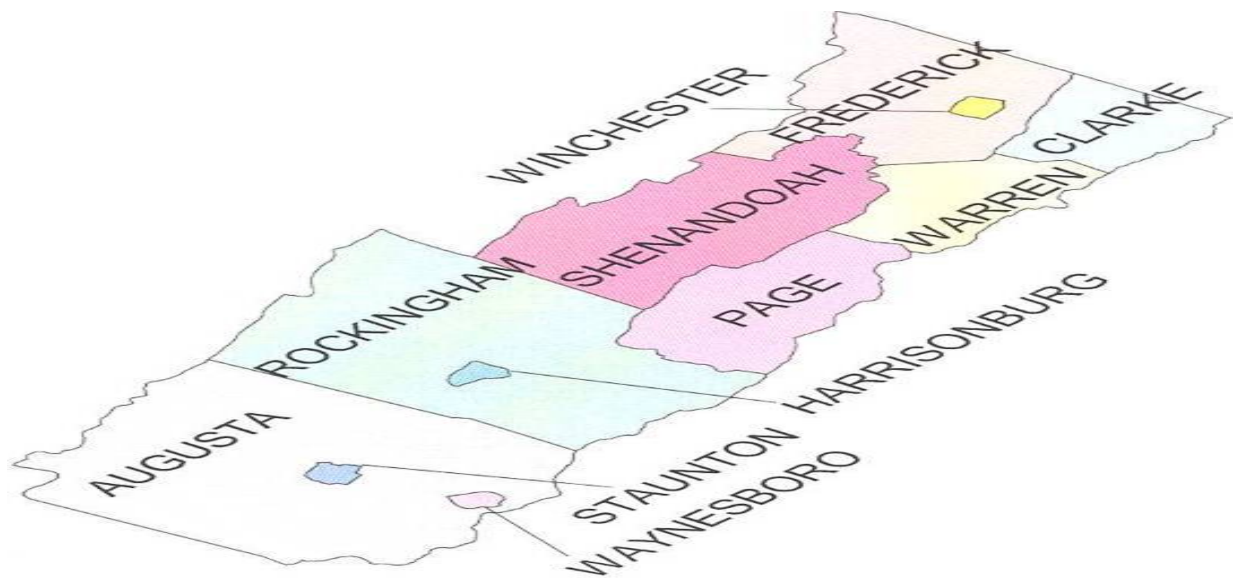


# Shenandoah Resource Conservation & Development Council

## Fiscal Year 2011 Annual Plan of Work

### July 1, 2010 – June 30, 2011



Administered by

**Shenandoah Resource Conservation & Development Council**

♦P.O. Box 60, Verona, VA 24482 ♦Phone: (540) 248-3321 ♦Fax: (540) 248-5502

A non-profit 501(c)(3) organization serving Virginia in Augusta, Clarke, Frederick, Page, Rockingham, Shenandoah, and Warren Counties; and the independent cities of Harrisonburg, Waynesboro, Staunton, and Winchester

## Forward

The US Secretary of Agriculture designated the Shenandoah Resource Conservation and Development Area under the Agriculture and Food Act of 1981, as amended. The purpose of the Area is to promote rural development in the Shenandoah River watershed of Virginia.

The Shenandoah RC&D Council, (a nonprofit organization), leads implementation of RC&D activities in the Area. **The Council's mission is to sponsor and promote projects and programs that improve the quality of life and sustainable use of natural resources, primarily in the Shenandoah River Watershed, by providing volunteer leadership, technical resources, and financial assistance.**

The Shenandoah RC&D Council focuses on:

- Promoting managed growth and development, with an emphasis on protection of farm and forestland and open space;
- Promoting a sustainable agricultural sector;
- Promoting the conservation of natural resources, with an emphasis on improvement and protection of water and air quality;
- Promoting community development and diverse rural economies;
- Strengthening Shenandoah RC&D Council operations.

To achieve this mission, the Shenandoah RC&D Council has adopted this Fiscal Year 2010 Annual Plan of Work. This document is designed to be a flexible management tool the Council uses to guide its activities throughout the fiscal year. Benefits of the Annual Plan of Work include:

- Allowing continuity of action from one year to the next;
- Keeping everyone working toward the same goal;
- Informing the sponsors about Shenandoah RC&D Council activities;
- Forming the basis for technical assistance from the USDA Natural Resources Conservation Service (NRCS) in accessing programs and services from USDA and others to achieve the Council's goals and objectives.

## Approval

The Shenandoah Resource Conservation & Development Council, Inc. hereby adopts the Annual Plan of Work for Fiscal Year 2011 and agrees to effectively use the assistance provided by the U.S. Department of Agriculture to realize the strategies and goals outlined herein. This action taken at the Council's regular meeting held on July 12, 2010.

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Shenandoah RC&D Council Chair

Date

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Shenandoah RC&D Secretary/Treasurer

Date

## U.S. Department of Agriculture - Natural Resources Conservation Service Concurrence

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NRCS State Conservationist

Date

**“All programs and assistance of the Shenandoah RC&D Council are available without regard to race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the USDA's TARGET Center at (202) 720-5964 (voice and TDD). USDA is an equal opportunity provider and employer.”**

# TABLE OF CONTENTS

<b><u>SERVICES</u></b>	p. 4
<b><u>ANNUAL PLAN OF WORK OVERVIEW</u></b>	p. 4
<b><u>NEW PROJECTS</u></b>	p. 4
<b><u>FISCAL YEAR 2011 LIST OF PROJECTS AND ACTIVITIES</u></b>	p. 6
<b><u>FISCAL YEAR 2011 WORK PLAN: PROJECTS AND ACTIVITIES SUMMARY</u></b>	p. 7
<b><u>COUNCIL MEETING DATES</u></b>	p. 17

## **SERVICES**

The Shenandoah RC&D Council provides diverse services in the areas of natural resources protection and enhancement and community development. The Council provides technical assistance to its sponsors and organizations consistent with the Shenandoah RC&D Council Annual and Area Plans. The Council places a high priority on projects and issues that affect or could serve as a model to large portions of the Area. The Council and its Committees undertake projects consistent with the Annual and Area Plans. Sponsors and other organizations desiring assistance may make a request in writing to the Council. All sources of technical and financial assistance are explored. RC&D does not address projects that can best be addressed by others or where collaboration is not needed or possible.

## **ANNUAL PLAN OF WORK OVERVIEW**

The Annual Plan of Work is an annual action plan focusing and directing the activities of the Shenandoah RC&D Council. Planning builds a framework leading to the achievement of organizational goals and objectives, while also allowing flexibility to respond to changing needs and opportunities.

Some benefits of an annual plan:

- Defines the actions needed to meet established goals and objectives in a defined time frame within the organization's capacity for implementation.
- Communicates those actions to the organization's constituents.
- Ensures the most effective use is made of the organization's resources by focusing the resources on important priorities.
- Provides a base from which progress can be measured and establish a mechanism for informed change when needed.

The annual plan will be reviewed at least mid-year and updated as projects are completed or otherwise modified in any major way. Progress documentation will be handled through Council meeting minutes, the NRCS POINTS database, and project updates provided as appropriate at Council meetings. The annual plan and POINTS database will be adjusted to reflect completed/cancelled/withdrawn projects and major project modification.

## **NEW PROJECTS**

The Annual Plan of Work is an adaptable document with modifications made throughout the year as opportunities arise or shift. New projects may be added to the Annual Plan of Work as needed. Project proposals may be submitted to the Council for its consideration throughout the year. They may be submitted by individuals, local governments, non-profits, and other organizations that are focused on the social, economic and environmental well-being of the Shenandoah Valley. The project proposal is assigned by the Council to the appropriate RC&D Committee for evaluation and recommendation to the Council. Proposed projects need to meet the following criteria: First, the project must be compatible with the Shenandoah RC&D Council's goals and objectives. Second, the project needs to have a project leader and other citizens ready to make the project happen. Without grassroots citizen participation and leadership, the project will not succeed.

**To ensure adequate review, it is recommended that project proposals be received at least two weeks before the scheduled Council meetings.**

## **BUDGET**

The budget associated with the Council's annual plan of work and administrative obligations is a separate document that is approved annually at the same meeting as the Annual Plan of Work. When separate project proposals are received and approved and grant funds are sought and received, then each project has a separate budget associated with it. We have included an estimated budget for projects expected in the upcoming FY at the end of this document.

## **COORDINATOR TIME OBLIGATIONS**

A rough estimate of coordinator time obligations to carry out all coordinator duties and responsibilities based on a workload analysis is as follows: 34% of time spent on projects; 34% of time spent on Council duties and administration; 6% of time spent on Virginia Association of RC&D Councils responsibilities; 26% of time spent on NRCS duties. These percentages may vary in any given year.

## **PARTNER ORGANIZATIONS**

Partners organizations to carry out RC&D work include, but are not limited to: AMS: Agricultural Marketing Service (USDA); DCR: (Virginia) Department of Conservation and Recreation; DEQ: (Virginia) Department of Environmental Quality; DMME: (Virginia) Department of Mines, Minerals and Energy; DOE: United States Department of Energy; DOF: (Virginia) Department of Forestry; EPA: Environmental Protection Agency; EFC: Environmental Finance Center (University of Maryland); FB: Farm Bureau; FSA: Farm Service Agency (USDA); JMU: James Madison University; NASS: National Agricultural Statistics Service (USDA); NRCS: Natural Resources Conservation Service (USDA); PC: Potomac Conservancy; PWF: Pure Water Forum; RD: Rural Development (USDA); RMA: Risk Management Agency (USDA); SWCDs: Soil and Water Conservation Districts; USFS: United States Forest Service; VA Tech: Virginia Tech; VCC: Valley Conservation Council; VCE: Virginia Cooperative Extension (Virginia Tech); NSVRC: Northern Shenandoah Valley Regional Commission; and CSPDC: Central Shenandoah Valley Planning District Commission

## FY 2011 PROJECTS AND ACTIVITIES

1. **PROJECT:** *Waynesboro Farmers Market III*
2. **PROJECT:** *On-Farm Rural Production of Biodiesel – Heatwole Farm*
3. **PROJECT:** *Pilot Research Project: Livestock Exclusion II*
4. **PROJECT:** *Muddy Bike Urban and Community Garden Project*
5. **PROJECT:** *Alternative Approach to Addressing Sustainable Ag*
6. **PROJECT:** *Enhancing Large Animal Mortality and Disposal*
7. **PROJECT:** *Green Infrastructure Workshop*
8. **PROJECT:** *Extension Community and Container Gardens*
9. **PROJECT:** *Shenandoah Sustainable Ag Impact Garden Coordinator*
10. **PROJECT:** *Poague Run Stream Restoration and Education Demonstration Site*
11. **PROJECT:** *Shenandoah Valley Economic Study by Ken Meter*
12. **PROJECT:** *Smith Creek Watershed Initiative*
13. **PROJECT:** *T&E Meats/Central Appalachian Network (CAN) Grant*
14. **PROJECT:** *Technical Assistance to the Pure Water Forum*
15. **PROJECT:** *Upper South River Funding Network*
16. **PROJECT:** *VARC&DC Energy Resource center*
17. **PROJECT:** *Shenandoah County Conservation Easement Education*
18. **PROJECT:** *Biological Control Invasive Species Land Reclamation and Management*
19. **PROJECT:** *Cooperative Conservation Partnership Initiative*

1. **ACTIVITY:** *Develop a plan to sponsor two information/awareness events related to community development and diverse rural economies. Sponsor 3 events by 2011.*
2. **ACTIVITY:** *Develop a plan to complete one RC&D event or project in each of the following RC&D counties by 2011: Warren, Frederick, Clarke and Page.*
3. **ACTIVITY:** *Strengthen the Community Development Committee.*
4. **ACTIVITY Description:** *Assess stormwater management efforts by counties and towns.*
5. **ACTIVITY Description:** *Promote Low Impact Development and compatible economic development.*
6. **ACTIVITY Description:** *Implement fundraising plan.*
7. **ACTIVITY Description:** *Apply for enhanced level of Circle of Diamonds.*
8. **ACTIVITY Description:** *Develop a succession plan for Council Treasurer and at-large members.*

# FISCAL YEAR 2010 WORK PLAN: PROJECTS AND ACTIVITIES SUMMARY

July 1, 2010-June 30, 2011

## ***1. PROJECT: Waynesboro Farmers Market III***

**Description:** A group of citizens restarted the Waynesboro Farmers' Market in 2008. This is the third year for the Market, which hopes to be self-sustaining after the 2010 summer season. This project supports the Market's efforts to pay a market manager. The market manager will also recruit more vendors and do some public relations work. In order to supplement the grant the WFM Committee will solicit donations from local businesses in the Waynesborog area. Technical support will also be provided at the Market by the RC&D Administrative Assistant.

**Partners:** Waynesboro Downtown Development Initiative

**Area Plan Goal 2; Objective 4; Strategy 1.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. completion: December 2010	Evaluate market feasibility in third year, more vendors, continue with Market Manager	\$3,000	Jim Nichols	Kathy Holm, Lorraine Cormier	80 hours

## ***2. PROJECT: On-Farm Rural Production of Biodiesel – Heatwole Farm***

**Description:** The goal of this project is to design and build a pilot farm scale integrated oilseed crushing and biodiesel production facility that will serve both as a model for new, similarly small scale production facilities, and as a testbed for a larger, community scale production facility. Once up and running this will be a local model for other farmers in the area to consider on-farm production.

**Partners:** Ian Heatwole, Fox Run Farms; James Madison University

**Area Plan Goal 2; Objective 3; Strategy 1.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. completion: July 2011	Provide grant once operation gets the go-ahead/special use permit	\$10,000	Jim Nichols	Kathy Holm	8 hours

## ***3. PROJECT: Pilot Research Project: Livestock Exclusion II***

**Description:** This project will expand an innovative, flexible and successful pilot program beyond the original two counties and link to new Virginia Department of Conservation and Recreation and Virginia USDA-NRCS fencing cost-share programs in order to maximize all tools and capacity for outreach in the Shenandoah RC&D Service region. This will help delist impaired streams and improve whole watersheds, achieving the ultimate project goal of improving water quality by enabling more Shenandoah Valley farmers to exclude livestock from streams. The pilot will also include a simple water quality monitoring component for fecal coliform and turbidity testing that will, hopefully, demonstrate to individual farmers that water quality is being improved on their lands by excluding livestock from streams. The project will expand to include all seven counties and four independent cities in the Shenandoah RC&D area and will include simple water quality monitoring.

**Partners:** Headwaters, Shenandoah Valley and Lord Fairfax Soil and Water Conservation Districts and Chesapeake Bay

**Area Plan Goal 3; Objective 4; Strategy 1; Goal 2; Objective 1, Strategy 2.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
General training held April 6, 2010; WQ monitoring training held at JMU June 9, 2010; Est. Completion: March 2013	Expand to all RC&D counties, train technicians, water quality monitoring training	\$273,000	Joan Comanor, John Eckman	Kathy Holm	120 hours

**4. PROJECT: Muddy Bike Urban Garden Project III**

**Description:** The Muddy Bike Urban Garden Project will employ low-income and homeless people to produce organic, zero-emissions produce in Harrisonburg to sell at local restaurants and the Harrisonburg Farmers Market and provide skills to assist these individuals with employment. The project will expand by including a new site on North Main St. and expand the community gardens to include more households that will grow their own food to reduce grocery bills and add school sites.

**Partners:** New Community Project, Shenandoah Valley Local Foods Steering Committee, VCE

**Area Plan Goal 4; Objective 4; Strategy 1.**

PROGRESS:	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. Completion: June 31, 2011	2 new school gardens, new Kelly St. gardens, new sustainable living site on North Liberty St.	\$8,000	Esteban Nieto	Kathy Holm	12 hours

**5. PROJECT: Alternative Approach to Addressing Sustainable Ag**

**Description:** Continue to follow up with interested counties and area Farm Bureaus to examine replication of the regional ag director model in the Shenandoah Valley.

**Partners:** Farm Bureau, VCE, Shenandoah Valley Partnership, counties, Augusta Ag Industry Board

**Area Plan Goal 2, Objective 1, Strategy 1**

**Area Plan Goal 4, Objective 3, Strategy 1**

**Area Plan Goal 5, Objective 1, Strategies 1&2.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. Completion: June 2012	Continue to meet and examine position viability once fundraising phase by partners is complete; this will depend on economy.	\$100,000/yr needed for position, \$5,000 contribution from Shenandoah RC&D if enough funding raised by partners	Joan Comanor	Kathy Holm	40 hours

**6. PROJECT: *Enhancing Large Animal Mortality Disposal in the Shenandoah Valley***

Description: On-farm disposal and composting of large animals. RC&D will fund some initial research and a portion of outreach/education portion, through Virginia Cooperative Extension. Livestock producers and horse owners will have additional practical, environmentally sound and biosecure mortality disposal options once project concludes. One workshop held. Disseminate results.

**Area Plan Goal 3; Objective 2; Strategy 1.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. Completion: June 30, 2011	Develop and distribute fact sheet discussing results	\$2,000	Carl Luebben	Kathy Holm	10 hours

**7. PROJECT: *Green Infrastructure Workshop***

Description: develop and present a series of comprehensive workshops addressing land protection and the Green Infrastructure (GI) approach to strategic natural resource conservation. The workshops will serve as a pilot to establish a consistent statewide network for GI outreach implemented on the regional and local level by the individual RC&Ds and the DOF.

Partners: VARCDC, under the leadership of Shenandoah RC&D, in partnership with the Virginia Department of Forestry (DOF) and the National Park Service Rivers, Trails & Community Assistance Program (NPS-RTCA),

**Area Plan Goal 1, Objective 6, Strategy 1.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. Completion: June 30, 2011	Finish out grant and complete all GI workshops	\$3,676	Jim Lawrence John Eckman	Kathy Holm	8 hours

**8. PROJECT: *Extension Community and Container Gardens***

Description: Work with Extension in Winchester to distribute vegetable plants to low income individuals for them to grow food at their homes. Also grow food in community plots in Winchester, VA, that will be distributed through the local food bank.

**Area Plan Goal 4; Objective 4; Strategy 1.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. Completion: June 30, 2011	Garden plots planted and maintained by VCE in Winchester, food distributed; plants distributed locally to low income	\$400	Jim Lawrence	Kathy Holm	8 hours

**9. PROJECT: Shenandoah Sustainable Ag Impact Garden Coordinator**

Description: Partially fund a garden coordinator to work on education, outreach, garden planning in Luray, on sustainable gardening principles.

**Area Plan Goal 2; Objective 1; Strategy 2.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. Completion: June 30, 2011	Assist with funding garden coordinator in Luray.	\$2,500	Carl Luebben	Kathy Holm	10 hrs.

**10. PROJECT: Poague Run Stream Restoration and Education Demonstration Site**

Description: Poague Run is a tributary of Lewis Creek which is on the Virginia Department of Environmental Quality's Impaired Waters 303(d) TMDL Priority List for excessive bacteria and an inability to support aquatic life. Project partners will take a two-pronged approach concentrating on both the urban and agricultural portions of the watershed. Partners will demonstrate that agriculture, riparian buffers, clean streams and trout, bird and pollinator habitat go together, while encouraging the urban residents of this watershed to do their part in keeping this watershed clean. We will use this project to encourage watershed rehabilitation and restoration in agricultural, residential, and commercial sites throughout the entire Poague Run watershed.

**Area Plan Goal 1; Objective 1; Strategy 1. Area Plan Goal 3, Objective 4, Strategy 1.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. Completion: June 30, 2011	Successful hardwood tree establishment and demonstration area in highly visible location; 2. Demonstrate multiple silvicultural principles and clearly exhibit the values of a well-functioning riparian forested buffer; 3. Establish and maintain a Poague Run Landowners Committee for long term watershed restoration and maintenance; 4. Enhance riparian buffer survival	\$40,000	John Eckman	Kathy Holm	60 hours

**11. PROJECT: Shenandoah Valley Economic Study by Ken Meter**

Description: In conjunction with Virginia Cooperative Extension, contract with Ken Meter to conduct a study of the Shenandoah Valley Region to examine economic opportunities related to food and agriculture for the region. Follow up with a series of meetings to get the word out related to economic development and agriculture.

**Area Plan Goal 2; Objective 1; Strategy 1. Area Plan Goal 1, Objective 4, Strategy 1.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. Completion: March 2011	Contract with Ken Meter to do local study; plan meetings/events for the area for fall.	\$5,000	John Eckman	Kathy Holm	20 hours

**12. PROJECT: Smith Creek Watershed Initiative**

Description: Provide support to the state office of NRCS and multiple project partners by putting up, updating and maintaining a website related to the Smith Creek Watershed in Rockingham County. This will help bring attention to this watershed and multiple partners at work to clean it up.

**Area Plan Goal 3; Objective 2; Strategy 1.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. Completion: June 30, 2012	Design and load website on Smith Creek Watershed; update as needed. Work with project partners to restore water quality and garner resources to do it.	Technical Assistance	John Eckman	Kathy Holm and Lorraine Cormier	40 hours

**13. PROJECT: T&E Meats/Central Appalachian Network (CAN) Grant**

Description: Manage CAN grant for T&E Meats as their fiscal agent as they seek to expand their capacity to process local meats.

**Area Plan Goal 2; Objective 4; Strategy 1.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. Completion: Aug. 2010	Work with owner Joe Cloud to expand freezer capacity and increase local processing capacity.	\$15,700	John Eckman	Kathy Holm	8 hours

**14. PROJECT: Technical Assistance to the Pure Water Forum**

Description: Act as fiscal agent for the Pure Water Forum as they seek to restructure their organization and support the roundtable process/water quality education.

**Area Plan Goal 3; Objective 4; Strategy 1.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. Completion; June 30, 2011	Provide administrative support and fiscal management for DCR grant given to the PWF.	\$8,400	John Eckman	Kathy Holm	20 hours

**15. PROJECT: Upper South River Funding Network**

Description: Provide technical assistance to the South River team as they look at ways to mitigate water quality issues related to excess mercury arising from long time industrial use in the South River.

**Area Plan Goal 3; Objective 2; Strategy 1.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. Completion; June 30, 2011	Meet with the South River team periodically to explore grant possibilities to improve water quality along the South River.	Technical assistance	John Eckman	Kathy Holm	15 hours

**16. PROJECT: Virginia Farm Energy Resource center**

Description: The Virginia Association of RC&D Councils provided a grant to the Shenandoah RC&D to start a website that will focus on alternative energy and energy efficiency issues for farmers. It also will provide two fact sheets related to on-farm wind energy and solar.

**Area Plan Goal 3; Objective 1; Strategy 2.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Grant received, two fact sheets in draft form; Est. Completion: July 2011	Website hosted by JMU on On-Farm energy savings, renewable energy such as wind and solar	\$4,000	Maria Papadakis	Kathy Holm	15 hours

**17. PROJECT: Shenandoah County Conservation Easement Education**

Description: Develop and distribute two educational newsletters to all landowners in Shenandoah County who own parcels 20 acres in size or larger. This effort will provide basic information about conservation easements to Shenandoah County landowners who own parcels 20 acres or larger. The information will be generalizable enough to be able to be modified for other counties, but this will specifically target Shenandoah County landowners.

**Area Plan Goal 1; Objective 1; Strategy 1. Area Plan Goal 1, Objective 6, Strategy 1.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. Completion: June 30, 2011	2 newsletters to all 20 acre plus landowners in Shenandoah County to educate on conservation easements.	\$2,000	John Eckman	Kathy Holm	8 hours

**18. PROJECT: Biological Control Invasive Species Land Reclamation and Management**

Description: This pilot project will look at utilizing South African Boer Bok goats to control and eliminate invasive species that plague the Shenandoah Valley. It aims to reduce or eliminate herbicide use for controlling invasives. A secondary product of this project is meat goat production.

**Area Plan Goal 4; Objective 3; Strategy 1.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
One demonstration site eaten by goats fall 2009; coming back to same sites in spring/summer/fall; field day held in May; Est. Completion: June 30, 2011	Demonstration site at Frontier Culture Museum; field day also at museum;	\$5,000	Jim Nichols	Kathy Holm	20 hours

**19. PROJECT: Cooperative Conservation Partnership Initiative**

Description: This project will provide funding for farmers in the Shenandoah Valley of Virginia, with a special emphasis on Smith Creek, to implement more conservation practices including agronomic practices and pasture management. It will also provide education and outreach related to grazing systems, herd health and lay the groundwork for farmer-to-farmer mentoring programs.

**Area Plan Goal 3; Objective 2; Strategy 1.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Funding secured for year one;	Program rollout and sign up; education and outreach activities	\$720,000	John Eckman	Kathy Holm	80 hours

**1. ACTIVITY: Develop a plan to sponsor two information/awareness events related to community development and diverse rural economies. Sponsor 3 events by 2011.**

**Activity Description:** Plan two events and associated timeline for the events related to community development.

**Partners:** Valley Conservation Council, Virginia Cooperative Extension

**Area Plan Goal 4, Objective 1, Strategy 1.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. Completion: Dec. 31, 2011	Committee meets to discuss by Dec. 31, 2010; By June 30, 2011, committee has plan in place for three events.	Technical Assistance	John Eckman, Esteban Nieto	Kathy Holm	15 hours

**2. ACTIVITY: Develop a plan to complete one RC&D event or project in each of the following RC&D counties by 2011: Warren, Frederick, Clarke and Page**

**Activity Description:** Plan four events and associated timeline for the events to ensure Area coverage.

**Partners:** All RC&D member and associate member organizations

**Area Plan Goal 5, Objective 1, Strategy 2.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. Completion: Dec. 31, 2011	Executive Committee meets to discuss by Dec. 30, 2010; By June 30, 2011, committee has plan in place for four events.	Technical Assistance	John Eckman, Jim Lawrence, Joan Comanor, Roy Stephenson	Kathy Holm	20 hours

**3. ACTIVITY: Strengthen the Community Development Committee.**

**Activity Description:** Evaluate committee membership and roles to strengthen committee. Invite additional members.

**Partners:** All RC&D member and associate member organizations

**Area Plan Goal 5, Objective 2, Strategy 2.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. Completion: June 30, 2011	Continue to recruit new, diverse members; By June 30, 2011, committee has recruited at least two new members	Technical Assistance	John Eckman, Jim Lawrence, Joan Comanor, Roy Stephenson, Esteban Nieto	Kathy Holm	8 hours

**4. ACTIVITY Description: Assess stormwater management efforts by counties and towns**

**Partners:** All RC&D member and associate member organizations

**Area Plan Goal 3:** Promote the conservation of natural resources, with an emphasis on improvement and protection of water and air quality.

**Area Plan Goal 3, Objective 3, Strategies 1 & 2**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. Completion: June 30, 2011	Executive Committee meets to discuss by Dec. 30, 2010; By June 30, 2011, committee has plan in place for pursuing any actions deemed appropriate.	Technical Assistance	John Eckman, Jim Lawrence, Joan Comanor, Roy Stephenson	Kathy Holm	20 hours

**5. ACTIVITY Description: Promote low impact development and compatible economic development**

**Partners:** All RC&D member and associate member organizations

**Area Plan Goal 1, Objective 5, Strategies 1 & 2**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	STAFF TIME:
Est. Completion: June 30, 2011	Executive Committee meets to discuss by Dec. 30, 2010; By June 30, 2011, committee has plan in place for pursuing any actions deemed appropriate.	Technical Assistance	John Eckman, Jim Lawrence, Joan Comanor, Roy Stephenson	Kathy Holm	10 hours

**6. ACTIVITY Description: Implement fundraising plan**

**Partners:** RC&D Council members, associate members

**Area Plan Goal 5, Objective 1.**

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	TECH ASSIST STAFF TIME:
Est. Completion: June 30, 2011	Set up fundraising committee; plan tours, special events, direct marketing	\$1,500	John Eckman, Jim Lawrence, Joan Comanor, Roy Stephenson	Technical assistance Kathy Holm Lorraine Cormier	40 hours

**7. ACTIVITY Description: Apply for enhanced level of Circle of Diamonds.**

Partners: RC&D Council members, associate members  
Area Plan Goal 5, Objective 1.

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	TECH ASSIST STAFF TIME:
Est. Completion: Jan. 31, 2011	Review what is needed for enhanced Circle of Diamonds level; implement missing policies, etc.	Technical assistance	John Eckman, Jim Lawrence, Joan Comanor, Roy Stephenson	Technical assistance Kathy Holm Lorraine Cormier	10 hours

**8. ACTIVITY Description: Develop a succession plan for Council Treasurer and at-large members.**

Partners: RC&D Council members, associate members  
Area Plan Goal 5, Objective 1.

PROGRESS	ACTION PLANNED 2011:	COST ESTIMATE:	COUNCIL REPRESENTATIVE:	STAFF REPRESENTATIVE:	TECH ASSIST STAFF TIME:
Est. Completion: June 30, 2011	Executive Committee meets and discusses; brings proposal to full Council for approval	Technical assistance	John Eckman, Jim Lawrence, Joan Comanor, Roy Stephenson	Technical assistance Kathy Holm Lorraine Cormier	5 hours

**Fiscal Year 2011 Council Meeting Date and Locations**

Monday, September 13, 2010: Shenandoah County Government Center, Extension Conference Room, Woodstock

Monday, November 8, 2010: Augusta County Government Center, Verona

Monday, January 10, 2011: Harrisonburg, location TBA

Monday, March 14, 2011: Shenandoah County Government Center, Extension Conference Room, Woodstock

Monday, May 9, 2011: Augusta County Government Center, Verona

Monday, July 11, 2011: Harrisonburg, location TBA