

FOREWARD

The Tidewater Soil and Water Conservation District is a governmental subdivision of the State of Virginia comprised of the counties of Gloucester, Mathews, and Middlesex (an area of approximately 600 square miles). The District is empowered to develop comprehensive programs and plans for the conservation of soil and water resources and for the prevention of soil erosion and the improvement of water quality. The leadership of the District is committed to two basic concepts; (i) local people can best identify and find solutions to local environmental and conservation related problems, (ii) the District through its staff or its cooperating agencies will assist individuals with their natural resource conservation planning and problem solving.

The District is governed by an eight-member board of directors who serve three year terms and may succeed themselves. Six members (two from each county) are elected by the public in a general election. Two members are appointed, at-large, by the Soil and Water Conservation Board. One of these appointees must be an agriculture extension agent. The directors may appoint non-voting associate directors.

The day to day activities of the District are conducted by a staff consisting of a District Manager, an Agriculture Water Quality Specialist, and an Administrative Assistant. Technical assistance is received from the Virginia Division of Soil and Water Conservation and the USDA, Natural Resource Conservation Service. The District maintains a close working relationship with the Virginia Cooperative Extension Service, the Virginia Department of Forestry, and other federal, state, and local agencies.

Operating funds for District programs and activities are provided by grants and appropriations from state and local governments and from donations from the private sector.

All programs, services, and employment opportunities of the Tidewater Soil and Water Conservation District are offered on a nondiscriminatory basis, without regard to race, color, national origin, religion, sex, age, marital status, handicap, or political affiliation.

DISTRICT DIRECTORY

District Directors

Cheryl Minnick ----- Middlesex
Cara Carmine ----- At Large
Jimmy Blake ----- Middlesex
Keith Horsley ----- Gloucester
Carl Thiel-Goin ----- Mathews
David Moore ----- VCE Agent
Robert Respass, Jr. -- Mathews
Rollin Woolley ----- Gloucester

District Staff

William Roberts
Conservation Specialist

LaVerne Calhoun
Office Manager

Associate Directors

Scott Rae

NRCS Staff

Alvin Phelps
District Conservationist

COOPERATING AGENCIES

Virginia Department of Conservation and Recreation (DCR)

Division of Soil and Water Conservation (DSWC)

Virginia Department of Forestry(VDF)

Virginia Cooperative Extension Service (VCES)

Farm Service Agency (USDA-FSA)

Natural Resources Conservation Service(USDA-NRCS)

The Counties of Gloucester, Mathews, and Middlesex

Middle Peninsula Planning District Commission

Hampton Roads Planning District Commission

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INTRODUCTION

Strategic planning is a method whereby an organization analyzes those factors that will influence its future performance. Stockholders (clients) are invited to participate in the planning process to bring a broad and diverse perspective into the decision making process.

The Board of Directors of the Tidewater Soil and Water Conservation District consider this strategic plan to be a vital tool that will help us to meet the natural resource management needs of our rapidly changing area. “Business as usual,” will result in a disservice to the citizens of the lower Middle Peninsula as it may create an atmosphere where our renewable natural resources are mismanaged. It will also lead to an inefficient use of our funding resources and will keep the District from adequately performing its mission.

In preparing this plan, your District Directors had three principal goals they wanted to address, (i) to engage in frank and open discussions with representatives from the District’s client base to better understand their expectations relating to conservation and environmental matters, (ii) to enable the District to better utilize its staff and financial resources, (iii) to promote the use of our natural resources in a manner that is consistent with good stewardship and economic reality.

To create this plan the District actively involved leaders in the fields of agriculture, business, education, and engineering as well as members of governmental agencies and non-government organizations. These leaders performed an in depth analysis of the District’s methods of operation and formulated the Strategic Plan that is here presented.

The Board of Directors of the Tidewater Soil and Water Conservation District is pleased to present its plan for serving you.

**TIDEWATER SOIL AND WATER CONSERVATION
DISTRICT**

STRATEGIC PLAN

Approved: Virginia Division of Soil and Water Conservation

Jack E. Frye, Director

Date

**Approved: Directors, Tidewater Soil and Water
Conservation District**

Rollin Woolley, Chairman

Keith Horsley, Treasurer

Cheryl Minnick, Ph.D.

David Moore, Vice Chairman

Robert Respass, Jr., Secretary

Jimmy Blake

Cara Carmine

Carl Thiel-Goin

Date: _____

MISSION STATEMENT

The mission of the Tidewater Soil and Water Conservation District is to promote the conservation of natural resources through stewardship, outreach and education.

VISION STATEMENT

To be the leader in conservation education
and in evaluating and providing
creative solutions to natural resource
related issues.

GOALS for 2004-2008

Goal #1: Provide Agricultural BMP assistance and information to producers

Objective #1 Educate producers about Agricultural BMPs.

Objective #2 Increase Ag-BMP program participation by 20%.

Action #1 Newsletter articles about AgBMP.

Action #2 Ag Field Days, demonstrations, workshops.

Objective #3 Improve understanding and cooperation between all parties and partners; agricultural, government and citizens.

Action #1 Seminars/workshops with all partners.

Action #2 Develop programs for loggers & silvaculture.

Objective #4 Advocate for higher State Cost-Share funds.

Action #1 Work within existing Agricultural & DCR committees to increase funding.

Goal #2: Provide Conservation Education for Community

Objective #1 Educate homeowners.

- Action #1 Septic tank management and pollution issues.
- Action #2 Lawn care and species selection.
- Action #3 Erosion control-shoreline and upland runoff.
- Action #4 Lawn fertilizer use, application and selection.
- Action #5 Soil testing for nutrient application.
- Action #6 Pollution issues.
- Action #7 Reforestation and habitat enhancement.

Objective #2 Educate students in local schools.

- Action #1 Develop SOL based conservation units for use by teachers in elementary grades 3-4.
- Action #2 Present SOL-based conservation program tools to schools on a regular schedule.

Objective #3 Educate special citizen groups about conservation.

- Action #1 Develop programs for homeowner associations.
- Action #2 Develop programs for realtors.
- Action #3 Develop programs for developers & contractors.
- Action #4 Develop programs for loggers & silvaculture.

Objective #4 Distribution of information to homeowners.

- Action #1 Partner with other conservation groups.
- Action #2 Develop/offer workshops on specific topics.
- Action #3 Utilize local business for specialized handouts.
- Action #4 Utilize local government offices for handouts.

Objective #5 Educate the non-farm sector on Agricultural BMPs.

Objective #6 Develop homeowner/buyer education programs.

- Action #1 Low Impact Development (LID).
- Action #2 Stormwater runoff and rain barrels.
- Action #3 Bayscaping for conservation.
- Action #4 Fertilizer/pesticide pollution.
- Action #5 Septic tank issues.

Objective #7 Expand participation and education in designing Low Impact Developments (LID).

- Action #1 Educate developers and architects.

Goal #3: Become a Political Advocate for Conservation Practices in Natural Resource Management and Agricultural production

Objective #1 Increase TSWCD input and influence in planning and decision making process.

- Action #1 Attend local Planning Commission meetings.
- Action #2 Attend local Board of Supervisor meetings.
- Action #3 Offer public comments on local planning or land use issues through local media/meetings.
- Action #4 Training for District Board on important issues.

Objective #2 Advocate for citizens, agriculture and natural Resources.

Action #1 Educate citizens to become advocates by presentations to local organizations or civic groups.

Objective #3 Educate public officials on conservation issues.

Action #1 Presentations to local officials/workshops.

Objective #4 Advocate for higher State Cost-Share funds.

Action #1 Work within existing Agricultural & DCR committees to increase funding.

Objective #5 Responsive to conservation needs of citizens.

Action #1 Maintain a list of local conservation partners.

Action #2 Maintain a list of potential conservation projects.

Action #3 Increase visibility of District by 'networking.'

Action #4 Participate in regional watershed conservation programs and projects.

Objective #6 Work with local government agencies to remove growth impediments by 2006.

Goal #4: Seek Outside Funding Sources

Objective #1 Investigate Available Grant Opportunities

Action #1 Seek Partners for Grant Funded Projects

