



James River Reach

The James River Advisory Council Newsletter

Volume 8 No. 1 Fall/Winter 2008



A sunrise on the James River enjoyed by American Indians, early settlers and JRAC members

James River Advisory Council

Vision Statement

A united community supporting and promoting the James River as a shared resource and enhancing its health, heritage, economic vitality and recreational value.

Mission Statement

To promote and protect the James River as one of Central Virginia's greatest assets and one of America's most unique rivers, the James River Advisory Council serves as a forum for the diverse interests along the River and communicates with public officials and the public regarding issues, challenges, opportunities, threats, and possibilities facing the river, its resources, and adjoining communities. The Council sponsors and facilitates activities and promotes public policy that focuses on the river, celebrates its beauty, and improves our use and appreciation of this extraordinary resource.

JRAC's Fall/Winter 2008-09 Calendar of Events

October 9, 2008 9:30 a.m.

James River Days Committee Meeting

October 14, 2008 10:00 a.m.

Parade of Lights Committee Meeting

October 29, 2008 9:30a.m.

James River Regional Cleanup 2009 Brainstorm Session

October 30, 2008 8:30 a.m.

JRAC Fall Quarterly Meeting

November 6, 2008 10:00 a.m.

Parade of Lights Committee Meeting

December 9, 2008 10:00 a.m.

Parade of Lights Committee Meeting

December 12, 2008 Deadline

James River Days 2009 Event Submission Deadline

December 13, 2008 Dusk

16th Annual

JRAC James River Parade of Lights

January 22, 2009 8:30 a.m.

JRAC Winter Quarterly Meeting



Phone: (804) 748-1567
www.jamesriveradvisorycouncil.com

Stewardship Virginia!

by

Bonnie Phillips, DCR & JRAC Member

Collecting acorns as part of Stewardship Virginia is a great way for scouts, 4-H clubs, daycare centers and schools to get involved in this year's fall campaign. The acorns collected are planted in nurseries and later used by volunteers to plant trees along streams and rivers. Forest buffers around streams and rivers help keep our waters clean. The forest's floor is spongy and absorbs excess water and pollutants before they enter the stream. Trees help cool the waters, hold soil in place, provide habitat and cover for wildlife and fish, and filter the air. Wetlands are extremely important as nature's water filtering system. Many species of trees have adapted to flood plains and thrive in wetlands. Pin Oaks, Willow Oaks and Water Oaks are a few of the oak trees that are good trees to plant around river and swamp borders.

Please take a look at the list of tree seeds below that the Virginia Department of Forestry is collecting this fall. You can leave bags of acorns or seeds at your local Virginia Department of Forestry county office (<http://www.dof.virginia.gov/info/my-county.shtml>). Please collect only one type of seed per bag, and label it with the name and county if possible.

You might find this Field Guide to Native Oak Species of Eastern North America to be helpful. <http://gov-docs.evergreen.edu/pdf/forests-service/guides/native-oaks2003.pdf>

Volunteers can register their event at www.dcr.virginia.gov/stewardship and receive certificates of appreciation signed by Governor Tim Kaine and Secretary L. Preston Bryant. The first 50 groups to register their Stewardship Virginia acorn collection will receive a free copy of a tree identification guide, *Common Native Trees of Virginia*.



James River Days 2009

Events held
April-October

James River Days 2009 is a calendar brochure of events and activities on and about the James River.

Event submissions due Friday, Dec. 12, 2008

For criteria and a submission form, visit www.jamesriveradvisorycouncil.com.

EDUCATION - ENVIRONMENT - HISTORY - RECREATION - SOCIAL

James River Parade of Lights A Holiday Tradition



The 16th Annual James River Parade of Lights, sponsored by the James River Advisory Council, will be held Saturday, Dec. 13, at dusk. Each year, boaters decorate their vessels and converge on the James River for a boat parade marking the festive holiday season. Spectators, many of whom have made attending the parade a cherished holiday tradition, gather along the shorelines at several viewing sites along the parade route, which runs from Richmond to Henricus Historical Park in Chesterfield County. Bring your family, friends and neighbors to one of the region's most exciting events. There are viewing sites in Chesterfield and Henrico counties, and in the city of Richmond. Many property owners along the James River enjoy the evening with family and friends, having made viewing the parade a tradition.

Boaters currently are being recruited to participate in this festive occasion. Boats will be judged in several categories, and awards and raffle prizes will be presented at an after-parade celebration, which all boaters are encouraged to attend.

**To register your boat, or for more information,
visit www.jamesriveradvisorycouncil.com or call (804) 717-6688**

Member Focus ...

Erika Gay

by Sue Cecil, JRAC Member

A MERMAID IN THE JAMES

Does Richmond have a mermaid conducting River district Canal Cruises? Even though she does not have a tail, she does much more than entertain and educate tourists on the wonders of the James River Canal. Erika Gay is about as close as we can get to our own Mermaid in the James.

Erika Gay began her river career as Executive Director of the River District Alliance. In this position, her main task was to draw more people to the historic downtown riverfront as a place to visit as well as to make them aware of the historic River District as a vibrant, connected and economically thriving urban center. And draw them she did. In large part, thanks to Erika, Canal Street is becoming a thriving area for small businesses, restaurants and condominiums. Canal cruises are now the thing to do when you have house guests from out of town or just want a few away hours from the weekly grind.

In 2006, Erica accepted the job as Program Manager for the newly-formed Venture Richmond. In this position, she manages multiple ongoing, inter-dependent parts of the River District Canal Cruises' historic cruises and charter programs. So far this year, 7,493 people have bought cruise tickets and this figure does not include the number of people who have been on special charter tours.

Erika is a Richmond native who grew up in the West End, graduated from Douglas Freeman High School and then attended the College of Charleston, where she earned a degree in Art History, Historic Preservation and Community Planning. She thought she wanted to be an architect, but changed her mind after working with a local architectural



Erika Gay, Venture Richmond

firm in a job that kept her glued to a computer rather than in the outdoors that she loved so much. In 2002, she started working at the City of Richmond's Department of Economic Development, and from there it was an easy transfer to the hands-on job with The River District Alliance.

To satisfy her interest in architecture, in her spare time she is restoring an 1824 farm house and garden on Church Hill overlooking the James. In the rest of her spare time, she serves on the Board of Directors of the Greater Richmond Tourism Association, Falls of the James Scenic River Advisory Committee, Virginia Downtown Development Association, The Urban Land Institute, Church Hill Association and is an active member of the Historic Richmond's Quilts Club. For exercise she does a bit of rock climbing on the shores of the James.

So now, if you see a mermaid lounging on a rock in the James, just call "Hi, Erika, when is the next canal cruise?"

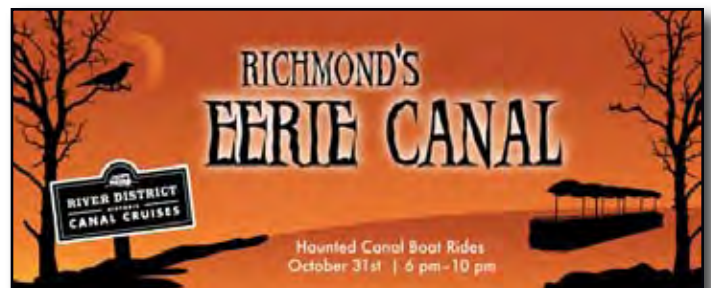
River District Canal Cruises

(Fall Season: October 3-November 16)

40-minute historically narrated tours

For more information call (804) 649-2800
or visit venturerichmond.com.

Canal Turning Basin - Dock and 14th Streets,
Friday & Saturday Noon-7 p.m.. Sunday Noon-5 p.m.



Ways to E-Cycle this Fall

*Enter to Win \$100 Ukrop's Giftcard**

Do you have old computers and outdated televisions taking up space in your attic?

The CVWMA electronics recycling program helps area citizens properly dispose of unwanted electronics.

Several collection day events will be held in November. The dates are:

November 1

9 a.m. - 2 p.m.

Rockwood Park, Chesterfield
Cavalier Square Shopping Center,
Hopewell

November 8

9 a.m. - 2 p.m.

Ukrop's Crossridge, Henrico
Ukrop's White Oak Mall,
Henrico County

November 15

9 a.m. - 2 p.m.

Ukrop's John Rolfe Parkway
Henrico County

*Through a CVWMA partnership with Ukrop's Super Markets, participants who bring items to recycle at any of the event locations may register to win a \$100 Ukrop's gift card.

Recycle anything with a plug! For more information and fees, visit www.cvwma.com or call the Recycling Hotline at (804) 340-0900.

Other local E-Cycling resources include:

Goodwill Industries

www.goodwillcva.org/index.asp
Call (804) 521-4989 for more details

Affinity Energy Group

Free Recycling Collection Services for
Richmond area Nonprofits
www.affinityenergygroup.com

Costco's Electronics and Trade-In and Recycle Program

Costco's program is in coordination with GreenSight. For details go Costco's website, click on "Electronics," then "Trade-In and Recycle."
www.costco.com

JRAC Newsletter Announcement

The Fall/Winter 2008 Newsletter will be the last JRAC Newsletter distributed in hard copy form without notification. If you wish to receive the newsletter in hard copy form, contact Nancy Drumheller with your request:

Nancy Drumheller: (804) 359-8413 ext. 557 ndrumheller@cvwma.com

Affinity Energy Group

Announces Free Recycling Collection Services for Richmond Area Non-Profits

“This is a great opportunity for nonprofit organization to start recycling”, remarked Damon Harris, President of AEG. “With so many agencies in the area without access to regular recycling services, this will enable many groups to start going green without the added expense.”

Affinity Energy Group will provide monthly collection services free of charge.

The primary items that will be collected are paper and plastic products.

Contact Affinity Energy Group at (888) 799-3070 for a complete list of acceptable material.

For Information:

Mike McIntyre, (888) 799-3070 or Customercare@affinityenergygroup.com

People, Parking, Pets and other Problems

By **Ralph White**, James River Park Manager & JRAC Member

Parking at the Pony Pasture Rapids Park has always been a problem on summer weekend afternoons. Cars on the lawn, cars triple deep, cars blocking police access, so on and so forth. And the classic management approach didn't work. The police would place parking tickets on windshields like advertising flyers to Busch Gardens and the only response was: “Oh well, its just sort of a lottery. Sometimes you get caught now and then, but its really averages out to nothing more than a parking fee.” No one paid much attention ... and in the mean time the lawn and trees were being damaged and the public safety impaired.

The answer was really a cop out. Don't rely on the police at all! Instead, a group of volunteers took management into their own hands. Leaders and members of the Friends of the James River Park System, set up a controlled access program ... and that solved everything. They closed the lot when it was full. Cars cued up at the access gate. They scoured the 110 unit lot for openings, and when one arose, called it in

with walkie-talkies. Cars were let in with directions to the parking site. Most cars didn't wait more than 5 minutes.

There were several unexpected benefits. By the end of the day, there was hardly any trash in the parking lot! (Not circling around looking for a site apparently meant there was nothing to throw out of the window.) There was less dust in the air (its a dirt lot) and fewer ruts --- perhaps less racing to an opening and slamming on the brakes to avoid a fender bender. And no one hung out in the parking lot. People immediately left their cars and went straight to the river.

Another very big finding: Litter along the river seemed to go down too! While cars waited, volunteers decided to begin handing out small trash bags ... along with a simple flyer (written in both English and Spanish) about what kind of park this was and what the rules were. Visitors got it. The park became a much calmer place. And for the first time in 30 years, visitors (and police) made compliments about parking at the Pony Pasture!

Proposed Barge Mooring at Turkey Island and Shoaling on the Western Side

By **George Bruner**, Richmond Sail and Power Squadron & JRAC Member

An application has been made to the Virginia Marine Resources Commission and the U.S. Army Corps of Engineers to set mooring buoys for barges in the James River near the southeastern tip of Turkey Island near Shirley and Upper Shirley plantations. Various Associations as well as the County of Charles City, the Virginia Department of Game and Inland Fisheries, recreational boaters and sports fishermen have expressed concern over the proposal. The western loop around Turkey Island has shoaled in, creating a navigation hazard on that side of the Island. Barges moored on the eastern side would create a hazard for boats attempting to traverse the Island. Interested groups and individuals may want to monitor this situation.

In November 2007, JRAC appealed to NOAA to survey the western channel around Turkey Island and act on the shoaling issue. They agreed to have a survey team chart the area by September 2008. George Bruner, JRAC's representative on this issue, recently contacted

NOAA Chart Division and was told that due to budget cuts the survey had been delayed until spring of 2009. In the meanwhile, boats following the area chart continue to run hard aground creating damage and requiring assistance.



The Virginia Conservation Network (VCN)

Devoted to advancing a common, environmentally sound vision for Virginia.

The Network's membership is comprised of more than 100 groups committed to protecting Virginia's natural resources.

VCN is a 501(c)(3) charitable organization supported by membership dues and grants.

www.vcnva.org

Project Learning Tree Workshop

**Airfield 4-H Educational Center
Wakefield, VA**

November 11, 2008

9:00AM - 3:30PM

Fee: \$12

Project Learning Tree (PLT) is an interdisciplinary, award-winning environmental education program designed by educators, for educators. Workshop participants will receive a copy of the PLT PreK-8 Environmental Education Activity Guide, which contains 96 hands-on, interactive activities.

**Directions to Airfield 4-H Education Center in
Wakefield, Virginia are available at**

www.ext.vt.edu/resources/4h/airfield/drivingdirections.html

Questions?

Call Sherry Channell, Dinwiddie County 4-H Agent
at (804) 469-4514, or email channell@vt.edu.

MAYMONT'S FULL MOON HIKE

**Friday October 17 6pm
Maymont Grounds Gardens**

Explore the joy of the night garden on this magical hike through Maymont with Peggy Singlemann, Maymont's Director of Horticulture. Your senses will come alive as you experience Maymont lit by the moon and full of nighttime sounds.

**Dress warmly &
wear good walking shoes.**

**Registration required
by October 16
call 804-358-7166, ext 310**

World Class Fishing on the James River

By Capt. Mike Ostrander
James River Fishing School

By now, most people know the James River is famous for its blue catfish fishery. What they may not know is how famous. Many leading national fishing magazines rank the James River as the best blue catfish fishery in the U.S.

This kind of publicity brings fishermen from around the country to our James River, from October - April, to fish tournaments and fish with guides to catch that "once in a lifetime" catfish. They fly into Richmond or drive hours. They stay at our hotels and eat at our restaurants. All for fishing.

What they leave with includes memories of world class fishing and a beautiful river full of wildlife and history. There is something special about the James River and it's our part to



understand it and share it. The magic that happens when a bald eagle is spotted or a six foot sturgeon breaches or a story is shared takes a fishing trip and turns it into a memorable day of discovery on the James River.

**For information contact Capt. Mike at
(804) 938-2350 or mike@jamesriverfishing.com**

James River Association's Extreme Stream Makeover FAQ's

- 1) What is the Extreme Stream Makeover?** The Extreme Stream Makeover is a week long restoration project designed to improve the health, sustainability and aesthetic appeal of a selected stream within the James River watershed.
- 2) Who is involved?** The James River Association, a nonprofit organization, has been serving as the "Voice of the James" for 30 years.
- 3) What is the goal of the makeover?** The visible goal is the restoration of a neglected tributary of the James River. More broadly, the event is designed to increase awareness about the importance of stream health as part of the overall water quality of the James River.
- 4) How can I register or volunteer?** To register to volunteer, please visit our Website at www.extremestreammakeover.org. For additional information or to register a group of people to volunteer, please contact Michelle Kokolis at 788-8811 ext. 204 or e-mail volunteer@jrava.org

Special Family Night Event

Friday, October 24 3:30-7:00 p.m.

This is a chance for families, scouts and school groups who could not participate during the day to come out and help the watershed. Family night will be held at Crestview Elementary School and will include a cookout.

The Alliance for the Chesapeake Bay's Richmond BayScapes Workshop and Tour

October 25, 2008 8 a.m. – 4 p.m.

St. James Episcopal Church, Richmond, VA Registration fee: \$15 (includes lunch)

BayScapes are environmentally friendly landscapes that create wildlife habitat, utilize native plants, conserve water and prevent pollution, all for the benefit and restoration of the James River and the rest of the Chesapeake Bay watershed. The Richmond BayScapes Workshop and Tour will feature speakers who will talk about various aspects of BayScaping – from wildlife habitat to native plants to rain barrels. Space is limited to 50 participants. Registration is on a first-come, first-served basis.



Contact Anna Mathis, program coordinator for the Alliance for the Chesapeake Bay, at (804) 775-0951 or amathis@acb-online.org for more information or to register.

JRAC Committee Contacts

Co-chairman

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Co-chairman

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Carson Tucker

Membership Committee Co-Chairman

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Preserving the James River

The James River Advisory Council (formerly the James River Task Force) serves as a forum for the diverse interests along the James River in Central Virginia and communicates with public officials regarding issues and challenges facing the river and its resources. The advisory council's vision is to unite the community by supporting and promoting the James River as a common resource and preserving its health.

In March 1993, a resolution was adopted at the first Regional Summit by area localities, to create the James River Task Force to study the development of the James River as a regional tourist attraction. In May 1999, the Task Force transitioned to the James River Advisory Council.

The Advisory Council's vision is to unite the community by supporting and promoting the James River as a common resource and preserving its health, beauty, heritage, economic vitality and recreational value.

JRAC has a membership of more than sixty members, with representatives from eight local jurisdictions, including the counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent and Powhatan, and the city of Richmond, local businesses and industries, civic organizations and citizens. JRAC leads regional river groups and sets the tone for positive and interactive relationships among various organizations.

JRAC sponsors the James River Parade of Lights in December, James River Days during the summer, and the James River Regional Cleanup in June. The co-chairs of the council are Jim Donati of the Henrico County Board of Supervisors, Varina District, and Ralph Hambrick of Falls of the James Scenic River Advisory Council, and the Southampton Citizens Association.