



Eastern Shore RC&D 2020/21 Annual Report

Council Members

Accomack County

Barney Selph, Secretary*
Vacant Positions (3)

Northampton County

James Crunk*
Stanley Plowden
Butch Nottingham
Joseph Mysko, Treasurer*

Accomack-Northampton Planning District Commission

E. Wayne Haycox
Lynn Custis Thornton
Richard Jenkins
Vacant Position

Eastern Shore Soil and Water Conservation District

Cora Johnston Baird
Edwin Long, Chair*
Keith Privett, Vice Chair*
Sally Williams

Projects Director

Caroline Bott

director@esrcd.org

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*Executive Board Member

From the Council Leadership...

The past year has been one of reflection and rebuilding for Eastern Shore RC&D. We welcomed a new Projects Director who brought a needed organizational development skill set to the position. For the first time in several years, focus was given to developing an annual budget and work plan which was followed by a long overdue strategic planning process to determine the sustainability and future goals of the organization.

As part of the planning process, the Council acknowledged the evolution of the organization and revised the mission and vision to reflect the organization and its role in the community today. We are pleased to share with you the new mission and vision of ESRC&D:

Mission Statement: *To assist the Eastern Shore community in the beneficial stewardship of our natural and community development resources.*

Vision Statement: *An Eastern Shore that cultivates and nurtures the thoughtful use of resources to support a durable and thriving community.*

We hope you will continue to learn more about our future plans and goals in the following report, and we encourage you to reach out with any project ideas or opportunities for partnership!



*Pictured Left to Right the
RC&D Executive Board:
Jim Crunk, Barney Selph,
Edwin Long, Joe Mysko,
and Keith Privett.*

Eastern Shore Resource Conservation and Development Council is a 501(C)3 non-profit organization serving Accomack and Northampton Counties. The work of the Council is locally defined and directed by a board that represents a diverse cross section of community interests.

2021 Annual Work Plan

The Council develops an Annual Work Plan to identify priority projects for the coming year and the resources required to accomplish them. Projects are identified through public input and from direct requests for assistance from sponsors, partner organizations and individuals. Potential partners are invited to make a presentation on their proposed project to RC&D Council members at a regular meeting. Before projects are adopted by the Council, they are evaluated to determine if they are consistent with the mission and vision of the organization. The Council welcomes input from anyone interested in improving the Eastern Shore and seeks partnerships with other organizations with similar goals.

The 2021 Annual Work Plan outlined two projects: ESRC&D Strategic Planning and the Coordination of the Eastern Shore Watersheds Roundtable.

ESRC&D Strategic Planning

Strategic planning is an important process for all nonprofit organizations to undertake. It is a sanctioned time for analyzing your current environment, identifying opportunities, and envisioning the future. The purpose of strategic planning is to develop a three to five year blueprint for the future of your organization and to help guide the allocation of resources in order to achieve your goals. The development of a strategic plan should be guided by the organization's vision.

ESRC&D's last Strategic Plan (2010 - 2014) was completed when the organization was still receiving direct federal support from the USDA – National Resource Conservation Service. In 2011 the direct federal funding ended and since that time the ESRC&D has operated as an autonomous, self-sustaining organization.

During the first half of 2021, ESRC&D engaged in strategic planning to determine the organizational and programmatic priorities and direction of the organization. Plan implementation is occurring in the second half of 2021.

A summary of the strategic plan process and goals can be found on page 3.

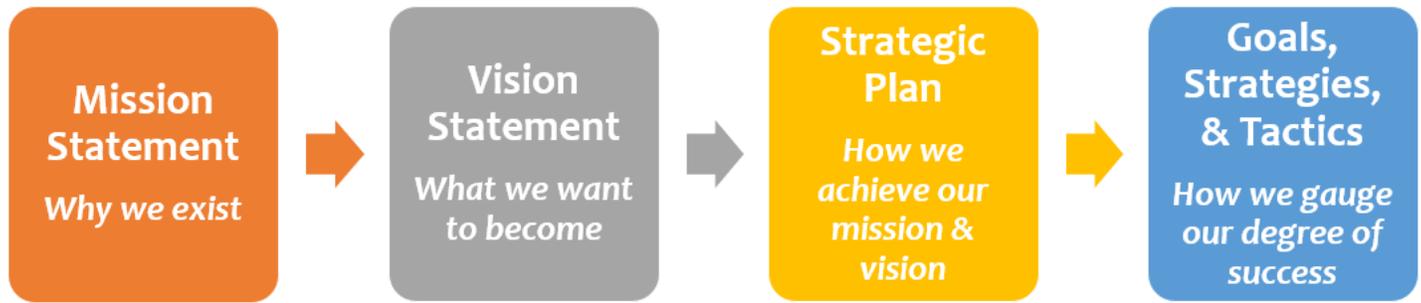
Did you know that the ESRC&D has been serving the Eastern Shore Community for half a century?

Eastern Shore Watersheds Roundtable Coordination

Since 2006, ESRC&D has managed the Eastern Shore of Virginia Watersheds Roundtable (ES Roundtable). Through information sharing, education, and on the ground projects, the ES Roundtable seeks to engage key stakeholders and the greater local community in the protection of water quality and the conservation of natural resources on the Eastern Shore. Recent staffing changes at ESRC&D combined with the impacts of the COVID pandemic resulted in a loss of momentum for the ES Roundtable in 2019-20. This hiatus provides an ideal opportunity to reengage the ES Roundtable partners through a strategic planning process to identify relevant goals and objectives in support of DEQ's water quality priorities. Past Roundtable Partners we hope to reengage include:

- **A-N Planning District Commission**
- **Chesapeake Bay Foundation**
- **Chincoteague Bay Field Station**
- **Citizens for a Better Eastern Shore**
- **DEQ Virginia Coastal Zone Management Program**
- **VDH Eastern Shore Health District**
- **Eastern Shore Soil & Water Conservation District**
- **Resource Management Associates**
- **The Nature Conservancy**
- **USDA Natural Resources Conservation Service**
- **Virginia Dept. of Conservation and Recreation**
- **Virginia Eastern Shore Land Trust**

2021-24 Strategic Plan



In the spring and summer of 2021, ESRC&D conducted a strategic planning process that engaged the Council members, sponsoring agencies, and community stakeholders in determining the future direction of the organization. Lack of project and funding opportunities in recent years, along with staffing turnover necessitated an honest discussion regarding the sustainability of the organization as a 501(c)3 nonprofit.

The planning process involved a situational analysis and environmental scan done through surveys of the Council members, sponsoring agencies and the community. The purpose was to address the question of sustainability and identify current issues and opportunities to help guide the development of the ESRC&D Strategic Plan. All four sponsoring agencies responded to the survey and 62 individuals responded to the community stakeholder survey.

The strategic planning retreat began with a review of and revision to the mission and vision of the organization. The new mission and vision (shared on page 1) guided the rest of the work of the retreat. The Council reviewed and discussed the analysis data, identified critical issues and opportunities, developed strategic goals, and discussed plan implementation. The goals were divided into either organizational (things ESRC&D needs to focus on internally to strengthen the organization) and programmatic (community needs to be addressed through projects). Each goal has several strategies and tactics which will be reviewed and revised annually.

Organizational Goal Areas

Communications Governance

Sustainability & Resource Development

- Goal 1: Increase public awareness of ESRC&D to highlight impact, current goals, and partnership opportunities
- Goal 2: Strengthen the Council through governance best management practices
- Goal 3: Continuously gauge the sustainability of ESRC&D based on community need and available resources

Programmatic Goals Areas

Eastern Shore Watersheds Roundtable Project Partnerships Niche Project Area

- Goal 1: Re-establish the Eastern Shore Watersheds Roundtable
- Goal 2: Partner with sponsoring agencies to identify opportunities for collaboration and potential value-added projects
- Goal 3: Establish a niche in the community through targeted activities and projects

Statement of Activities FY 2020/21

	Without Donor Restrictions	With Donor Restrictions	Total
Support and Revenue			
Government Grants & Contributions	\$ 22,823		\$ 22,823
Program Revenue	\$ 277		\$ 277
Total Support and Revenue	\$ 23,100		\$ 23,100
Expenses			
Program Services	—		—
Management & General	\$24,125		\$24,125
Total Expenses	\$24,125		\$24,125
Change in Net Assets	(\$1,831)		(\$1,831)
Net Assets, Beginning of Year	\$35,454		\$35,454
Net Assets, End of Year	\$33,623		\$33,623

These number represent amounts that will be reported on the organization's 2020 IRS 990 form.



Clean the Bay Day

Eastern Shore RC&D was pleased to join forces with the Chesapeake Bay Foundation, Waste Watchers and A-NPDC GreenWorks Committee for the 2021 Clean the Bay Day and ESVA Great American Clean Up on June 5th.

Throughout the region, participants collected more than 52,000 lbs. of trash, planted hundreds of trees, and installed rain barrels.

Pictured here are Council Members Keith Privett (left) and Dick Jenkins (right) with former Projects Director Caroline Bott (middle).