

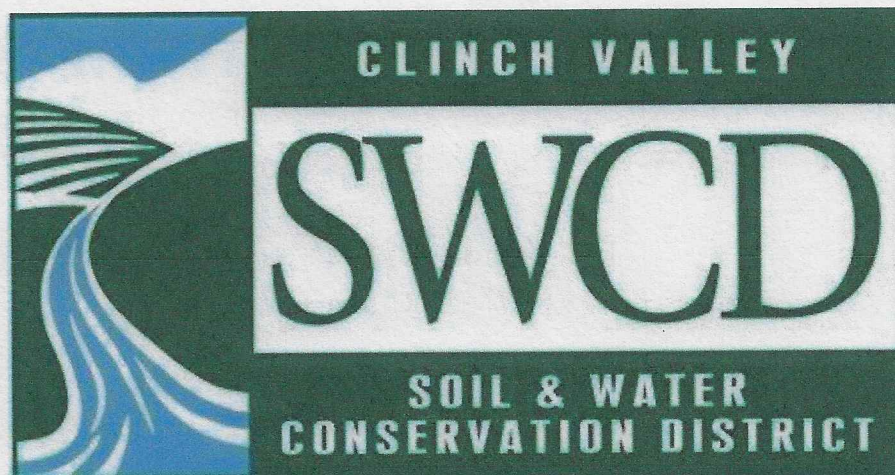
CLINCH VALLEY SOIL AND WATER CONSERVATION DISTRICT

131 Highland Drive, Suite B
Lebanon, VA 24266

Telephone Number: (276) 883-5997

LONG RANGE PLAN January 1st, 2025 – December 31st, 2028

Approved 10/10/2024



PREFACE

Strategic Plan Purpose: The purpose of the strategic planning process and this strategic plan is to design a course of action that will be taken over the next four years to accomplish the goals and objectives that have been established by the Clinch Valley Soil and Water Conservation District (SWCD) to carry out its' overall mission.

DEFINITIONS

The terms below are used extensively in the *Strategic Plan*; therefore, they have been defined below to ensure complete understanding by the audience.

Mission Statement: a statement describing a company's function, markets and competitive advantages; a short-written statement of your business goals and philosophies.

Goal: a statement of a desired outcome or condition; what you are attempting to bring about, to improve/eliminate a problem or condition.

Objective: goals that are "objectified", that is, stated in a measurable way; contain the details on the change you are planning to bring about and to what degree.

The Commonwealth of Virginia supports the Clinch Valley Soil and Water Conservation District through financial and administrative assistance provided by the Virginia Soil and Water Conservation Board and the Department of Conservation and Recreation.

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I. Introduction

History of Soil and Water Conservation Districts (SWCD)

The roots of SWCDs in the United States started to materialize in the mid-1930s. According to Heath (2004) the idea of SWCDs was a result of leadership from Dr. Hugh Hammond Bennett, who is credited as being the “Father of Soil Conservation”. Bennett’s concern for the land and the mammoth losses of soil due to soil erosion dated back to 1905. He and his soil survey partner, W. E. McLendon, developed the theory of sheet erosion, which is the insidious washing away of thin layers of topsoil that are unseen (Heath, 2004, p. 2).

As a result of Bennett’s passion for soil conservation he eventually acquired \$160,000 of federal funding in 1930 to be used specifically for “soil erosion investigations” (Heath, 2004). In 1933, the Soil Erosion Service (SES) was established within the Department of Interior, with Bennett serving as the first director.

The creation of SWCDs in the United States can be attributed to the on-going work of Bennett in combination with a national crisis that resulted in the collision of the economy and natural resources. On October 24, 1929, the stock market crashed, sending the country into an economic depression. This date would come to be known as “Black Thursday”. The depression would last over a decade. Then, in 1931, a severe drought hit the Midwest and Southern Plains. As the crops died, the “Black Blizzards” began. Dust from the over-plowed and over-grazed land began to blow. By 1932 the number of dust storms had increased significantly, with 14 reported storms. This continued with 38 reported storms in 1933. In May of 1934, the great dust storms were spreading across the country. The drought was the worst ever in U.S. history, covering more than 75 percent of the country and severely affecting 27 states.

In 1935, certain members of President Franklin Delano Roosevelt’s administration realized the average American’s fate was closely tied to the Dust Bowl farmers. Hugh Hammond Bennett gained the support of Congress with the help of a perfectly timed storm from the plains that hit Washington, D.C. in May 1934, just as Bennett was testifying before a congressional committee. Experiencing a debilitating dust storm for

the first time in the Capital, Congress was motivated to begin action on legislation to address national erosion problems through a focus on improving farming techniques. On April 27, 1935, the U. S. Congress pronounced that soil erosion was “a national menace”. Congress thereby declared soil and water conservation and wise land use a national policy and the *U. S. Public Law 46, Soil Conservation Act of 1935* was passed. This Act established the national policy, “To provide for the protection of land resources against soil erosion and other purposes” (Heath, 2004, p. 4). This Act further endorsed the Soil Erosion Service (SES) as a federal agency, resulting in a name change to Soil Conservation Service (SCS). Eventually, the SCS would become a part of the United States Department of Agriculture (USDA) and it would again be renamed in the 1990s as the Natural Resources Conservation Service (NRCS).

Under the direction of Bennett, the SCS developed extensive conservation programs that advocated the use of farming techniques such as strip cropping, terracing, crop rotation, contour plowing, and cover crops; all of which aided in the retention of topsoil and prevented irreparable damage to the land.

In 1936, a standard “District” law was developed by the USDA – Soil Conservation Service (SCS). This standard law was to be adopted by individual states. President Roosevelt wrote to each state governor, urging each to approve legislation that would create SWCDs. Bennett recognized the need for state and local involvement in the conservation movement and sought to make this happen (Heath, 2004). The Soil Conservation District Program recognized that new farming methods must be accepted and enforced by the farmers on the land, giving local citizens the opportunity to shape soil and water conservation and resource planning in their communities. Each state would eventually pass the “District Law.”

It should be noted that although all states passed similar legislation the terminology used to identify and describe soil and water conservation districts is not standard throughout the United States. For example, in Virginia elected officials that govern district operations are referred to as “directors,” while in North Carolina they are referred to as “supervisors” and in South Carolina as “commissioners.”

Although not the first state to adopt the District Law, North Carolina was the first state to organize a SWCD. Appropriately enough, the first SWCD was the Brown Creek Soil

Conservation District, organized on August 4, 1937. It encompassed the Brown Creek watershed, the site of Bennett's home in Anson County (Heath, 2004, p. 4). The Commonwealth of Virginia accepted the federal government's request to offer this program in 1938 with the passage of the *Soil Conservation District Law*. This law can be found within the *Code of Virginia - Title 10.1 Conservation, Chapter 5 Soil and Water Conservation*. The first district established in Virginia was the Tidewater SWCD, which served Essex County.

Virginia SWCDs

Currently, there are 47 SWCDs operating in Virginia. SWCDs are political subdivisions of state government. Virginia SWCDs provide a local voice to the conservation movement in the watersheds they serve. SWCDs function to use available technical, financial, and educational resources to meet the needs of the local citizens for conservation of soil, water, and related natural resources.

Each is governed by a local Board of Directors, with membership ranging from five to twelve directors. Most directors are elected in a general election held every four years while other directors are appointed. Typically, there is an "at-large appointment" and an "Extension Agent appointment". Most SWCDs also appoint "Associate Directors" for one-year terms. Directors and Associate Directors are public servants with a diverse range of knowledge and a keen interest in soil and water conservation. Members of the Board of Directors receive no compensation.

Clinch Valley SWCD

Clinch Valley SWCD was originally chartered in 1952 to serve Russell County, Virginia. Appendix A features a copy of the original charter certificate and Appendix B provides a brief history of Russell County, VA.

Clinch Valley SWCD is governed by an eight-member Board of Directors. Three directors are elected in the general election (each one to serve a four-year term), while two additional directors are appointed. Associate Directors are appointed for one-year terms. Associate Directors are typically area citizens who have an interest in the SWCD's mission as well as valuable expertise and experience to offer. Clinch Valley

SWCD currently has one Emeritus Director, who is a retired director but still serves in an honorary and advisory role. Appendix C lists the fiscal year 2024-2025 Board of Directors.

The SWCD office is located at the Russell County Government Center in Lebanon, VA. Clinch Valley SWCD employs both a full-time and part-time staff to oversee daily operations. Appendix D lists current staff.

The directors of the Clinch Valley SWCD believe that a community can have a strong local economy, while also protecting its natural resources. Any lasting solution to a natural resource challenge will protect not only the resource but also the livelihoods of people using that resource. Furthermore, directors believe that local people can work together to find mutually acceptable solutions to natural resource dilemmas.

MISSION STATEMENT: The mission of the Clinch Valley Soil and Water Conservation District is to develop and implement management practices that will improve the water quality and soil health of Russell County and the Commonwealth of Virginia, while assisting the agricultural community in the production of a quality product that maintains producer profitability and continues our farming heritage and quality of life.

The bulleted list below summarizes core programs and/or services offered by Clinch Valley SWCD:

- Provide conservation planning and technical assistance to Russell County landowners.
- Administer Virginia Agricultural Best Management Practices Cost-Share (VACS) Program, as well as grants received through DEQ, NASDA, NFWF, NACD, and VDOF.
- Participate in conservation partnership with USDA-Natural Resources Conservation Service (NRCS) and USDA-Farm Service Agency (FSA).
- Coordinate an Environmental Education Program for youth and adults.
- Facilitate an Equipment Rental Program that promotes natural resource conservation.
- Oversee SWCD operations.

References

Heath, M. S., Jr. (2004). *Guidebook on the law and practice of soil and water conservation in North Carolina*. Chapel Hill, NC: University of North Carolina, School of Government.

Virginia Department of Conservation and Recreation (2007). *Topics in leadership management for conservation district employees*. [On-line course curriculum]. Richmond, VA: Author.

White, A. P., (2008, May). *An examination of Virginia soil and water conservation district employee job satisfaction*. Published doctoral dissertation, Virginia Polytechnic Institute and State University, Blacksburg.

II. Long Range Planning Process

Clinch Valley SWCD completed the strategic planning process as a grant deliverable specified in an operational grant agreement between the SWCD and the Virginia Department of Conservation and Recreation (DCR). The purpose of the strategic planning process is to identify and deliver appropriate services to Russell County in an efficient and cost-effective manner. The strategic plan also ensures that the SWCD has in place the proper organizational structure to carry out programs and services.

The strategic planning process initially started in Fall of 2023. Clinch Valley SWCD staff reviewed and prepared a survey that would be administered at local meetings, be provided to program participants, and be available for others to partake. The Board of Directors reviewed the surveys in the Fall of 2023. The paper survey was distributed at the Fall 2023 Russell County Cattlemen’s Association Meeting, the 2024 Russell County Fair, and through a link provided on social media. The survey may be reviewed in Appendix E.

A total of 27 responses were recorded. Chart 1a shows the distribution of survey responses pertaining to the roll the participant felt like best represented them. Over 70% of those surveyed identified themselves as Agricultural Producers.

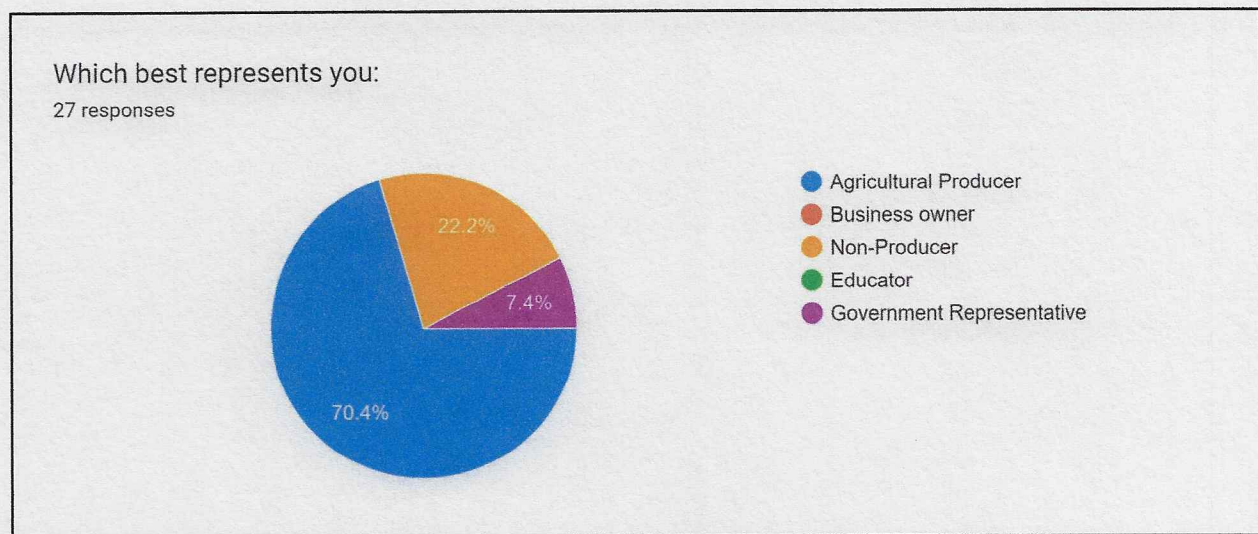


Chart 1a

The survey provided the District with information about the opinions and beliefs of the public about what the District. The participants were asked what type of incentive would most influence them to participate in a Cost-share program? As shown in Chart 1b, only 3.7% of the responses were to improve water quality, and 18.5% of the responses were to decrease soil loss and improve soil health. 40.7% of the responses we related to improving farm infrastructure, 18.5% for improved crop yields and animal health, and 18.5% of the response related to financial incentives such as stream buffer payments and competitive cost share rates. This information supports the promotion of cost share programs in a way that primarily benefits the farmer, and the secondary benefits are the protection of soil and water.

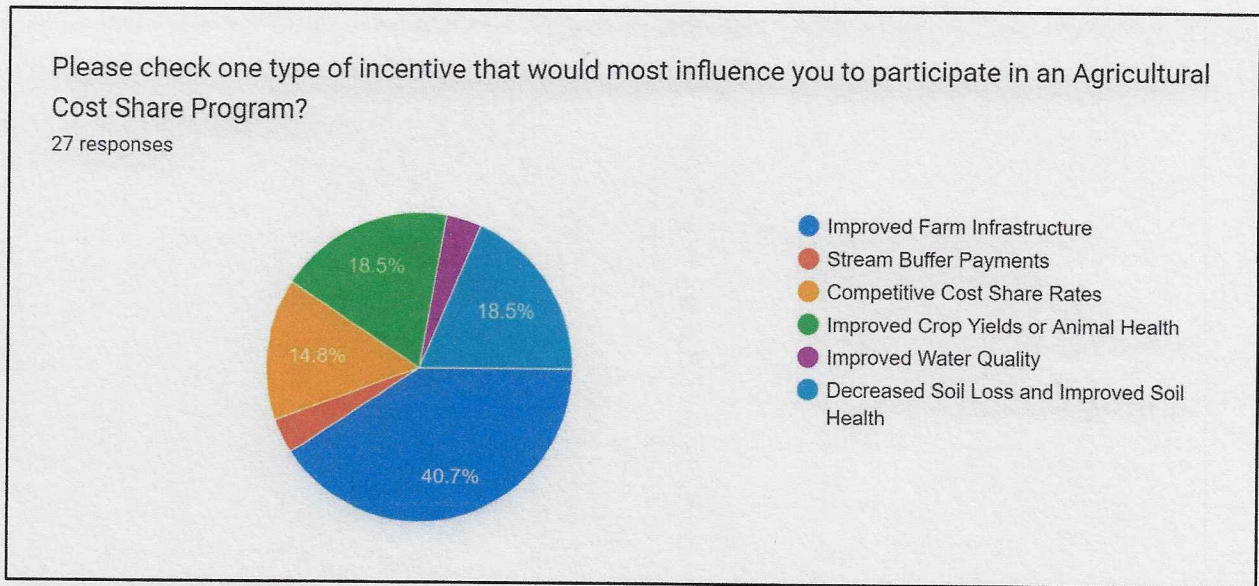


Chart 1b

To understand the public opinion on how conservation staff employee time and funding should be spent, participants were asked to mark the top three actions where resources should be focused. Chart 1c shows the distribution based on the responses of the paper survey. Pasture management and Illegal Dump Site clean ups made up 60% of the total responses, while River/Stream Clean ups received 40%. Soil Erosion and Management captured 35% of the total responses, while answers directly mentioning water quality, or protection only received 20-25% of the total responses. 15% of the responses were for

environmental education, residential storm water issues, and Sinkhole / Cave Clean ups. The issue with the lowest vote was for Animal Waste Control at 5%.

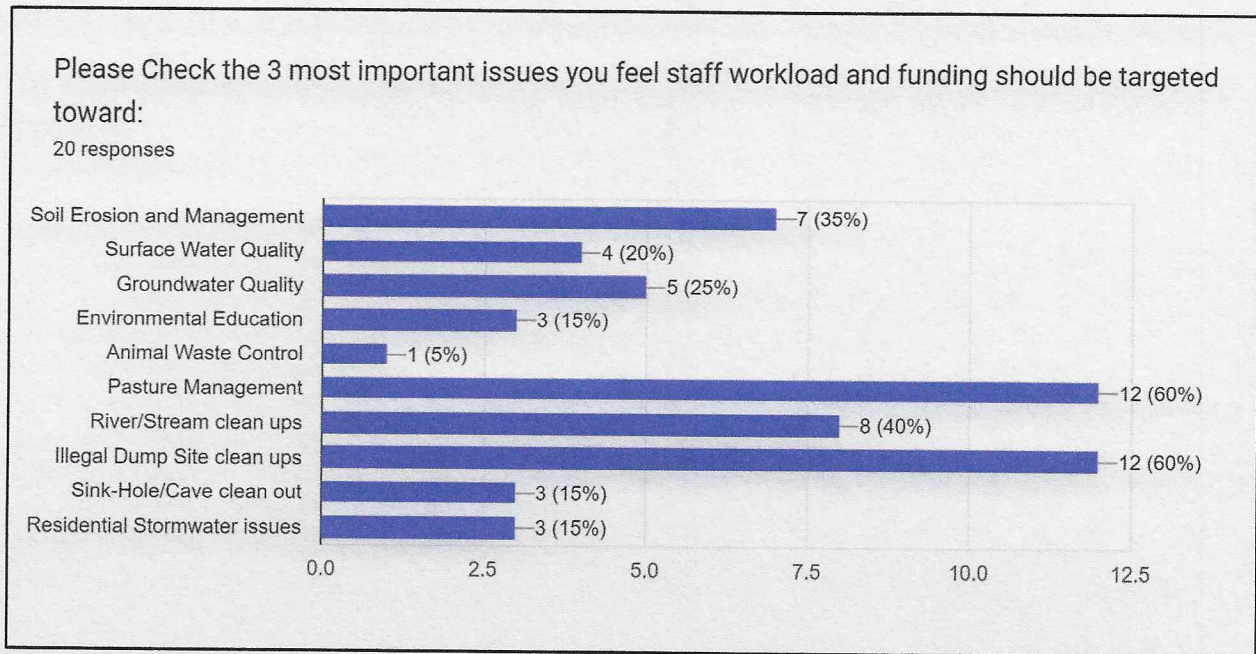


Chart 1c

The survey also asked for short answer responses regarding current issues affecting the Agricultural Community and Environmental Education Community. Of those responses, the most common answers received included more awareness for younger farmers, more educational resources regarding landfills and stream pollution, and more assistance pertaining to nutrient distribution (such as companies drones that can spread lime or fertilizer), soil erosion prevention, and reducing higher costs of agricultural production.

CVSWCD Staff interpreted the data, creating the first draft of the Strategic Plan. The Board of Directors reviewed the draft in October of 2024 and provided input, which was incorporated into the final plan. The 2025-2028 Clinch Valley SWCD Strategic Plan was approved by the Board of Directors on October 10, 2024.

III. Categories, Goals, and Objectives

Six categories were established for the focus of the *Clinch Valley SWCD 2025-2028 Strategic Plan*. Categories include:

- 1) Internal/Organizational Operations
- 2) Agriculture
- 3) Equipment Rental Program
- 4) Education
- 5) Soil Health / Pasture Management Program
- 6) Community Outreach

Goals, objectives, and resources were determined for each category.



Category #1: Internal/Organizational Operations

Goal: Clinch Valley SWCD will efficiently administer all SWCD operations.

Objective: Clinch Valley SWCD will hold monthly Board of Directors' meetings in which minutes will be recorded and approved.

Objective: Clinch Valley SWCD will contract financial services to a local accounting firm who will prepare and reconcile monthly, quarterly, and end-of-year financial reports.

Objective: Clinch Valley SWCD will review and approve monthly, quarterly, and end-of-year financial reports.

Objective: No later than July 1st of each fiscal year, Clinch Valley SWCD will prepare and approve a fiscal year budget.

Objective: On an annual basis, Clinch Valley SWCD will assess various means of funding SWCD programs.

Objective: No later than July 1st of each year, Clinch Valley SWCD will conduct a thorough review of the operational and cost-share grant agreements and approve those agreements, if feasible.

Objective: No later than July 1st of each fiscal year, Clinch Valley SWCD will prepare and approve an *Annual Plan of Work* for the upcoming fiscal year. The *Annual Plan of Work* will be reviewed on a quarterly basis.

Objective: On an annual basis, Clinch Valley SWCD will review and update the office inventory list and if required the SWCD will report changes to the insurance agency.

Objective: On an annual basis, Clinch Valley SWCD will maintain the existing file system. At least bi-annually Clinch Valley SWCD will purge all necessary files, create new files, and archive files in accordance with SWCD guidelines.

Objective: On an annual basis, Clinch Valley SWCD will maintain and upgrade computer hardware and software.

Objective: On an annual basis, Clinch Valley SWCD will evaluate office space needs and lease rates.

Objective: On an Annual basis, Clinch Valley SWCD will maintain office space and organization of materials.

Objective: At the end of each FY, Clinch Valley SWCD will complete an evaluation of this strategic plan.

Objective: By December 31, 2028, Clinch Valley SWCD will complete implementation of this strategic plan.

Goal: Clinch Valley SWCD will maintain effectiveness of Board of Directors.

Objective: Recruit and maintain a dedicated Board of Directors.

Objective: Clinch Valley SWCD Directors and Associate Directors will attend 75% of board meetings.

Objective: Clinch Valley SWCD will have board member representation at local, area, regional, and state meetings.

Objective: Each January, at the monthly board meeting, Clinch Valley SWCD will elect officers for the Board of Directors.

Objective: No later than February of each year, at the monthly board meeting, Clinch Valley SWCD will approve committees and related committee appointments.

Objective: Newly elected and appointed directors will be required to take an approved director orientation course.

Goal: Clinch Valley SWCD will manage and train staff for maximum effectiveness and efficiency.

Objective: On an annual basis, evaluate staffing positions and maintain those positions necessary to achieve all goals and objectives.

Objective: Update and maintain an official Salary Table that is in the current Personnel Policy, as needed, to provide equitable pay to all staff.

Objective: On an annual basis, consider staff cost-of-living increases and base salary grade and step increases on the official Salary Table that is in the current Personnel Policy.

Objective: On an annual basis, maintain current permanent, full-time employee fringe benefits (Virginia Retirement System (VRS), Health Insurance, Delta Dental Insurance, VRS Life Insurance) and explore other employee benefit options.

Objective: On an annual basis, support staff participation in various training sessions, as appropriate. Training and certifications will be maintained in employee personnel files.

Objective: Clinch Valley SWCD staff members, who are actively involved in conservation planning and technical assistance, will be required to acquire and maintain at least a Conservation Planning Certification as defined by DCR.

Objective: On an annual basis, Clinch Valley SWCD will appoint the Executive Committee to complete *Job Performance Evaluations* for all SWCD staff at least bi-annually.

Objective: Update and maintain Continuity of Operations Planning.

Objective: On an annual basis, review and maintain the following documents: *Employee Position Descriptions, Job Performance Personnel Evaluations, and Personnel Policy.*

Goal: Clinch Valley SWCD will utilize volunteers.

Objective: Clinch Valley SWCD will support the NRCS EarthTeam program.

Objective: Clinch Valley SWCD will utilize volunteers, as available and as appropriate.

Category #2: Agriculture

Goal: Improve Water Quality and Reduce Soil Erosion on Russell County Farms.

Objective: Assist Russell County landowners with conservation planning and provide technical assistance for the implementation of agricultural best management practices (BMPs).

Objective: Administer the Virginia Agricultural Best Management Practices Cost-Share (VACS) Program.

Objective: Promote conservation practices that specifically target groundwater and surface water quality (i.e., livestock exclusion, riparian buffers, sinkhole clean-outs, and stream bank restoration).

Objective: Cooperate with USDA-FSA and USDA-NRCS to promote federal programs to Russell County landowners that improve water quality, reduce soil erosion and promote wildlife habitat.

Objective: Explore opportunities that address conservation goals for various forms of agricultural commodity production.

Objective: Maintain an active TMDL 319 program to supplement the VACS program and focus on the improvement of water quality in Russell County watersheds.

Objective: Explore opportunities to address stream bank stabilization.

Category #3: Equipment Rental Program

Goal: Offer an Equipment Rental Program for Russell County landowners that promotes best management practices that reduce soil erosion.

Objective: On a bi-annual basis, assess the Equipment Rental Program; Improve, expand, or down-size as necessary and consider policy and rental rate changes.

Objective: Encourage pasture renovation by promoting use of the no-till drill.

Objective: Promote objectives of pasture improvement and soil health programs by promoting the use of the Lime Spreader.

Category #4: Education

Goal: Clinch Valley SWCD will provide an Environmental Education Program for Russell County Youth.

Objective: Efforts will be made to create unique learning experiences to share with the public and a focus on outdoor classrooms.

Objective: On an annual basis, offer environmental education programs for Pre-K through 12th grade that meet Virginia Standards of Learning.

Objective: Sponsor special field days and workshops for students and teachers that are environmentally based.

Objective: On an annual basis, sponsor an Envirothon team.

Objective: On an annual basis, sponsor at least one \$2000 scholarship for a Russell County High School senior.

Objective: On an annual basis, publicize the Virginia Association of Soil and Water Conservation Districts' scholarship program.

Objective: On an annual basis, sponsor at least one Russell County student to attend Youth Conservation Camp.

Objective: On an annual basis, consider sponsorship of the "Russell County Environmental Education Teacher of the Year" award.

Goal: Clinch Valley SWCD will provide an Environmental Education Program for Russell County Adults.

Objective: Continue partnership with the Russell County Cattlemen's Association, Southern States Cooperative, and Russell County Farm Bureau.

Objective: Coordinate a farm field day in cooperation with other entities with agricultural interests.

Objective: Continue to host an annual Rain Barrell Workshop in coordination with Upper Tennessee Roundtable.

Category #5: Pasture Management and Soil Health

Goal: Improve soil health and pasture quality in Russell County.

Objective: Maintain the lime assistance program for Russell County producers who seek to improve soil health and productivity.

Objective: Provide technical assistance in the collection of soil samples and coordinate the necessary responses to obtain a nutrient management plan if necessary.

Objective: In partnership with Virginia Cooperative Extension, provide field knowledge for the identification and management of invasive species in Russell county pastures.

Category #6: Community

Goal: Improve water quality in Russell County.

Objective: Assist the Virginia Department of Environmental Quality (DEQ) as requested with Total Maximum Daily Load (TMDL) Implementation Plans and the Implementation Process.

Objective: Seek funding opportunities that address pollutants attributed to agricultural, urban, and/or residential sources listed in watershed implementation plans. (VCAP)

Objective: Work with Russell County ESC Program Administrators to improve the current program.

Objective: Establish and organize a stream cleanup program in Russell county with a volunteer network that can monitor and remove debris from Clinch River and its tributaries when necessary.

Objective: Partner with Russell County to coordinate a hazardous waste (tire collection) day for Russell county citizens.

Objective: Partner with the Town of Lebanon to restore and improve urban forest on town-owned property through Virginia Department of Forestry "Urban and Community Forestry Grant".

Goal: Increase public/community awareness of the role of Clinch Valley SWCD.

Objective: As appropriate, inform the public through various media outlets about Clinch Valley SWCD.

Objective: Coordinate an annual tree give away for Russell county residents.

Objective: Increase food security and sovereignty within Russell County by supporting local grassroots conservation initiatives as a part of the Urban and Community Conservation Outreach Programming Capacity Development project, funded by NACD's UAC Planning Grant.

Objective: Celebrate the 75th year of Clinch Valley SWCD on 6/27/2027 including a mobile classroom trailer to help teach the importance of geology and underground ecology in SWVA.

➤ Financial Resources

- Commonwealth of Virginia via VA Department of Conservation and Recreation (DCR)
- Virginia Department of Environmental Quality (DEQ)
- National Association of State Departments of Agriculture (NASDA)
- Virginia Department of Forestry (VDOF)
- National Association of Conservation Districts (NACD)
- National Fish & Wildlife Foundation (NFWF)
- Russell County Board of Supervisors
- Clinch Valley SWCD Equipment Rental Program

IV. Conclusion

In the *2025-2028 4Year Long Term Plan* many changes were made to better achieve the wants and needs of Russell county producers based on the survey provided to producers in the Fall of 2023.

Changes to the four-year long-range plan include the addition of the multiple grant opportunities that the district has become interested in allowing staff to address added objectives in water quality improvement, community awareness, and education. Areas of concern due to the Pandemic were eliminated.

Other minor changes to the long-range plan have been made to make sure it represents the ongoing goals of the district. Changes included the additions of objectives on TMDL implementation, the additions to on-going grants and opportunities, and changes in the structure and grammar of the document.

Clinch Valley SWCD will be focusing its services to Russell County around the following categories:

- Internal/Organizational Operations
- Agriculture
- Equipment Rental Program
- Education
- Pasture Management and Soil Health
- Community Outreach

Appendix A: Clinch Valley SWCD Charter

COMMONWEALTH OF VIRGINIA
OFFICE OF THE
SECRETARY OF THE COMMONWEALTH

I, **CARTER O. LOWANCE**, Acting Secretary of the Commonwealth, do hereby certify that pursuant to the provisions of Chapter 1 of Title 21 of the Code of Virginia, known, designated and cited as THE SOIL CONSERVATION DISTRICTS LAW, that proper papers have this day been filed in the office of the Secretary of the Commonwealth showing the creation of the

CLINCH VALLEY SOIL CONSERVATION DISTRICT

the boundaries of which are defined as follows: **Lands lying within the boundaries of Russell County excluding all of the incorporated towns.**

I FURTHER CERTIFY that the said

CLINCH VALLEY SOIL CONSERVATION DISTRICT

has been duly organized in accordance with the above cited Chapter.

Given under my hand and under the Lesser Seal of the Commonwealth, at Richmond, this 27th day of June, in the year of our Lord one thousand nine hundred and fifty-two and in the 176th year of the Commonwealth.



Assistant Secretary of the Commonwealth

Appendix B: Russell County, VA – Brief History

The following brief history was provided by the Russell County Chamber of Commerce:

On January 2, 1786, Russell County was established from a section of Washington County. L.P. Summers, a Washington County historian later wrote, "Washington County lost a great extent of country and many valuable citizens when Russell County was formed." The county was named for Colonel William Russell, who assisted in the drafting of the Declaration of Independence. The first court met in May of 1786 in the Castle's Woods settlement (present-day Castlewood) in the house of William Robinson. Later, a new place was built to house the County Seat. The structure used as a courthouse still stands and is referred to as "The Old Courthouse." The present Courthouse, located in Lebanon, has been in use since 1874.

The County has been home for many well-known persons such as Daniel Boone, Governor H.C. Stuart, and State Senator M.M. Long. Russell County was also the birthplace of other counties. The counties of Lee, Tazewell, and Scott were formed from parts of Russell County.

[\(http://www.russellcountyva.org/\)](http://www.russellcountyva.org/)

Appendix C: Clinch Valley SWCD Board of Directors

CLINCH VALLEY SWCD BOARD OF DIRECTORS: 2025

Zac Ketron, Chair

(Elected; Term of Service to Expire January 1, 2028)

Kelly Gilmer, Vice-Chair

(Elected; Term of Service to Expire January 1, 2028)

Jason Bush, Treasurer

(Appointed; Term of Service to Expire December 31, 2026)

D. Scott Jessee, Director

(Extension Agent Appointment; Appointment to Expire January 1, 2029)

Andy Smith, Director

(Elected; Term of Service to Expire January 1, 2028)

Mike Altizer, Emeritus Director

(Appointed, Lifetime Appointment)

Gary Breeding, Associate Director

(Appointed; Term of Service to Expire January 1, 2026)

Bill Worrell, Associate Director

(Appointed; Term of Service to Expire January 1, 2026)

Appendix D: Clinch Valley SWCD Staff Directory

Fiscal Year 2020-2021 Staff Directory

<u>Position Title</u>	<u>Employee</u>	<u>Status</u>
District Manager	Siobhan Nishida	Permanent, Full-Time
Conservation Specialist	Brandon Blevins	Permanent, Full-Time
Conservation Specialist	Jeff Mutter	Permanent, Full-Time
Education Specialist	Ali Reilly	Part-Time

Appendix E: Clinch Valley SWCD 2023 Strategic Planning Survey

Clinch Valley Soil & Water Conservation District 4-Year Long Range Plan Questionnaire

1. What is your home zip code? _____ In which part of Russell County do you live? _____

Which best represents you: Agricultural Producer _____, Business owner _____, Non-Producer _____, Educator _____, Government Representative _____

2. Have you heard about Clinch Valley Soil and Water Conservation District? How did you hear about the District?

3. Please **circle ONE** type of incentive that would **most** influence you to participate in an Agricultural Cost Share Program?

- A. Improved Farm Infrastructure
- B. Stream Buffer Payments
- C. Competitive Cost Share Rates
- D. Improved Crop Yields or Animal Health
- E. Improved Water Quality
- F. Decreased Soil Loss and Improved Soil Health

4. For the following **4 questions**, **circle the bolded option** that is most applicable to you in regards to Clinch Valley SWCD:

I **(have applied)**, **(have never applied)**, or **(was not aware of)** agricultural cost share funds.

I **(have participated in)**, **(have never participated in)**, or **(was not aware of)** the equipment rental program.

I **(have applied)**, **(have never applied)**, or **(was not aware of)** Residential Stormwater cost share funds for rain gardens, rain barrels, permeable pavement, etc.

I **(have participated in)**, **(have never participated in)**, or **(was not aware of)** any Educational Outreach Events.

5. Beyond the current programs being offered in Russell County, what would you like to see be offered?

6. Would you be interested in attending a pasture walk to discuss rotational grazing and pasture management in the next year? **(Yes / No)**

7. What current issues facing the Russell County **Agricultural Community** do you believe the District should work to resolve?

If you are interested in applying for Agricultural Cost Share this year leave your contact info at the Clinch Valley SWCD booth, we will get in touch!

Clinch Valley Soil & Water Conservation District 4-Year Long Range Plan Questionnaire

8. What current issues facing the Russell County **Environmental Education Community** do you believe the District should work to resolve?


9. Please **circle the 3 most important issues** you feel staff workload and funding should be targeted toward:

- A. Soil Erosion and Management
- B. Surface Water Quality
- C. Groundwater Quality
- D. Environmental Education
- E. Animal Waste Control
- F. Pasture Management
- G. River/Stream clean ups
- H. Illegal Dump Site clean ups
- I. Sink-Hole/Cave clean out
- J. Residential Stormwater issues

If you are interested in applying for Agricultural Cost Share this year leave your contact info at the Clinch Valley SWCD booth, we will get in touch!

Clinch Valley Soil & Water Conservation
2025-2028 STRATEGIC PLAN
APPROVAL DOCUMENTATION SHEET

The Clinch Valley Soil and Water Conservation District's *2025-2028 Strategic Plan* was reviewed and approved at the October 10th, 2024 board meeting.



Zac Ketron
Clinch Valley SWCD Chairman

10-10-24

Date

Discrimination in our programs on the basis of race, color, national origin, sex, religion, age, disability, political beliefs and marital or familial status is strictly prohibited.

Clinch Valley SWCD is an equal opportunity provider and employer.