



Shenandoah Valley Pure Water Forum, Inc.  
James Madison University, MSC 4903  
800 South Main St.  
Harrisonburg, VA 22807

**Pure Water Forum Board Meeting  
December 4, 2015  
Merck-Cooley Farmhouse, Elkton VA**

**Attendees**

Joe Lehnen (DOF)	Mary Gessner (LFSWCD)	Eric Paulson (USDA)
Otis Bilkins (HWSWCD)	Erin Yancey (CSPDC)	Tammy Stone (Rock. Schools)
Charlie Newton (SVSWCD)	Ben Craig	Drew Miller (MMS)
Jeff Rinker (Miller Coors)	John McKloskey (Merck)	Chris Anderson (WHFF)
Genevieve Robertson (MMS)	Justin Barnes (DOF)	John Reeves (CBF vol.)
Laura Naftel (PATB)	Lisa Perry (Rockingham Co)	Nesha McRae (DEQ)
Araya Fitzwater (MMS)	Tom Benzing (Trout Unlimited)	

*Watershed Hero Award*

Ben Craig began the meeting with an announcement of the recipient of the 2015 Watershed Hero Award. This year the award went to Laura Naftel for her work with the Peak at the Bay Program. Laura was awarded a certificate along with a contribution to her program from the Pure Water Forum. Laura thanked the group for the recognition for her efforts to initiate and administer this program.

*Peak at the Bay Program (PATB) Update*

Laura Naftel provided an update on program activities in 2015. A new program logo was created by a college student this year. The PATB Program has three different components based on age levels. The program goes from the fifth grade all the way to high school. Laura noted that 33% of students reached this year were considered disadvantaged. The program received two DEQ grants this year and a Chesapeake Bay Trust Grant totaling \$7,500, these funds helped to support a number of program activities. Highlights for the year included a chair ride up Massanutten Mountain, a visit to the Threewitts Farm, a visit to a WWTP, canoeing on the Shenandoah River with Chesapeake Bay Foundation, and a trip to Port Isobel for eighth graders. Following Laura's presentation, two Montevideo Middle School students, Genevieve Robertson and Araya Fitzwater, shared their experiences during the trip to Port Isobel. Drew Miller, Montevideo Middle School Principle, also spoke about his positive experiences with the PATB program. Several board members noted that it would be wonderful to expand this program to other schools across the county and the Shenandoah Valley. Principle Miller commented that the success of the program is largely due to Laura's efforts in the area. Expanding the program to this extent would take a considerable amount of time and resources.

*Approval of meeting minutes*

Ben Craig requested approval of the board meeting minutes from August 2015. Charlie Newton made the motion to approve the minutes and Mary Gessner seconded it. The motion carried.

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### *Correspondence*

Nesha McRae stated that there was none to report

### *Treasurers Report*

Otis Bilkins distributed a financial report for January 1 through December 3, 2015 along with a current budget narrative for the DEQ watershed roundtable grant to PWF. Otis reviewed income, expenses and the existing account balance for the year to date. Otis also shared a financial report for the PATB Program, for which PWF serves as the fiscal sponsor. This report covered the period of June 17, 2014 through December 3, 2015. Otis was asked about the total expense of the annual meeting outside of sponsorships and funding received through the DEQ grant. Otis responded that PWF had to use approximately \$130 in unrestricted funds to cover outstanding costs for the event. Tom Benzing made a motion to approve the financial reports, Mary Gessner seconded and the motion carried.

### *Presidents Report*

Ben Craig noted that PWF received a \$2,000 contribution from MillerCoors through their Great Water Month Program. MillerCoors is giving PWF an additional \$5,000 in 2016, bringing their overall contribution to the organization up to \$7,000. Jeff Rinker noted that charitable contributions from the company were reduced by 42% this year. Cargill also made a \$500 contribution to PWF in support of the annual meeting. Ben noted that PWF is currently soliciting proposals from partners for projects to include in the PWF application for a DEQ Watershed Roundtable Grant (due December 15, 2015).

### *Small Grants Committee*

Nesha McRae stated that the Small Grants Program received two grant proposals in December. A proposal was submitted by the Headwaters SWCD to supply an additional Envirothon trunk to area schools. In addition, a proposal was submitted by the Town of Luray for their annual Youth Trout Fishing Derby. The Small Grants Committee is in the process of reviewing and scoring these proposals. Tammy Stone asked whether Small Grants Committee members can apply for grants. Nesha McRae responded that they could, provided they abstained from reviewing their own proposal.

### *Education Committee*

Otis shared draft guidelines developed by the Education Committee for a PWF Scholarship Program. The committee recommends \$2,000 in funding for the program in 2016. Charlie Newton suggested that examples of the types of camp programs that are eligible for funding could be provided on the application. Joe Lehnen asked if there is a target age group for the program. Committee members responded that there is not, and that adults and college students are eligible to apply. Tom Benzing asked whether the camp has to be located in the Shenandoah watershed. The board agreed that this would be too restrictive, especially considering that Youth Conservation Camp is held down near Blacksburg each summer. It was agreed that the applicant has to reside in the watershed though. Tom suggested adding the word “school” on the application in places where only “camp” is listed. In addition, rather than camp dates and camp description, the form could say course dates and course description. Mary Gessner asked if applications will be accepted and reviewed on a rolling basis. The group agreed that this would be best in order to give applicants some time and flexibility. The Education Committee will finalize the form and give a final recommendation to the executive committee regarding program guidelines and funding. Tammy Stone suggested specifying that everyone is eligible to apply by changing the first sentence in the application, which uses the term students. In addition, the statement about scholarship distribution should probably be changed from “the end of the

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month” to within 2-3 weeks of receipt. Otis Bilkins made a motion to approve the guidelines with the recommended edits as stated above with a total budget of \$2,000 for 2016. Joe Lehnen seconded the motion and the motion carried. There was further discussion about how payments will be issued. Board members agreed that the program should pay up front, and that we should consider making payments directly to the organizations hosting the courses/camps rather than to the individual attending.

#### *Website Committee*

The committee will convene before the end of the year to get project reports for deliverables for the DEQ grant up on the website.

#### *2015 PWF Work Plan Update*

Ben Craig distributed a copy of the PWF work plan for 2015 showing the status of each project. Charlie Newton asked Ben what happens to the unspent small grant funds. These funds go back to the unrestricted pot of money. Ben reviewed each project for the year, nearly all of which have been completed. Ben noted that we are still waiting on an invoice and final report from James Madison University. The float trip was cancelled this year due to low sign up. It is believed this was the result of low flows in the river and bad weather the week before the trip. Charlie Newton suggested that different project areas could be grouped together in the 2016 work plan based on their funding source (e.g. small grants, DEQ grant, unrestricted funds).

#### *Board Development Committee*

Tom Benzing provided an update on the slate of officers identified for 2016. Tom shared a list of existing board members and noted that those who have served over two years need to be elected again. This includes: Eric Paulson, Tammy Stone, Jeff Rinker, John McCloskey, Otis Bilkins, and Jean Andrews. Charlie Newton is stepping down as the representative from the Shenandoah Valley SWCD. Tom shared the slate of Executive Committee nominees for 2016: Ben Craig (Past President), John McCloskey (President), Chris Anderson (Vice President), Nesha McRae (Secretary), Otis Bilkins (Treasurer), Jim Herrick (President Elect). Ben opened the floor up to other nominations. Charlie nominated Bill Latham to serve as his replacement as the Shenandoah Valley SWCD representative. Mary Gessner moved to close the nominations and accept them. Joe Lehnen seconded the motion. The board agreed that there was no need to call for a vote since there was only one nominee for each open position.

Ben Craig discussed the future meeting schedule, which has been tentatively developed as follows: February 5, 2016, May 6, 2016, August 26, 2016, and December 2, 2016. The schedule will be distributed to board members and posted on the website.

#### *Partner Updates*

Charlie Newton made a motion to adjourn the meeting and Jeff Rinker seconded. Meeting adjourned.

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Board of Directors

Number	Category	Representing	Current representative (years served)	Nominee, 2016-2017 (2016 = term continues for another year)	Executive Committee (2016)
1	Agriculture	Virginia State Dairymen's Association	Eric Paulson (>4)	Eric Paulson	
2	Agriculture	Virginia Poultry Federation	Craig Miller (1)	2016	
3	Conservation Group	Trout Unlimited	Tom Benzing (3)	2016	
4	Conservation Group	Valley Conservation Council	Bruce Rinker (1)	2016	
5	Education	James Madison University	Jim Herrick (3)	2016	President-Elect
6	Education	Rockingham County Schools	Tammy Stone (2)	Tammy Stone	
7	Education	White House Farm Foundation	Chris Anderson (1)	2016	Vice President
8	Industry	Miller/Coors	Jeff Rinker (>4)	Jeff Rinker	
9	Industry	Merck	John McCloskey (4)	John McCloskey	President
10	Industry/Agriculture	Cargill	Dawn Moninger (1)	2016	
11	Local Government	Shenandoah Valley Soil & Water District	Charlie Newton (>4)	Bill Latham	
12	Local Government	Headwaters Soil & Water District	Otis Bilkins (4)	Otis Bilkins	Treasurer
13	Local Government	Lord Fairfax Soil & Water District	Mary Gessner (3)	2016	
14	Local Government	Augusta County Service Authority	Jean Andrews (>4)	Jean Andrews	
15			Ben Craig (2)	2016	Immediate Past President
Ex officio*		VA Dept of Conservation & Recreation	Jim Echols	2016	
Ex officio		VA Dept of Environmental Quality	Nesha McRae/Tara Sieber	2016	Secretary
Ex officio		VA Dept of Game & Inland Fisheries	Brad Fink (2)/Paul Bugas	2016	
Ex officio		VA Dept of Forestry	Joe Lehnen	2016	
Ex officio		US Forest Service	Stephanie Chapman (1)	2016	

\* Ex officio positions are appointed by their respective agencies