



SHORELINE

A News Journal of Natural Resources, Public Affairs and Community on the Eastern Shore of Virginia

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Jack Ordeman: Suzanne Wescoat Award Recipient

By Sarah Morgan

John T. "Jack" Ordeman and his wife, Mary, moved to the Shore in 1990. Soon after beginning his tenure as headmaster of Broadwater Academy, Jack began what was to become a prodigious volunteer effort in many different community organizations.

Ordeman joined CBES and was subsequently asked to serve on its Board of Directors. He was especially active on the CBES Education Committee, where he joined with other members in an effort to collect reading books for local pre-school children and worked extensively to publicize opportunities for community involvement in local education.

The Eastern Shore Chamber of Commerce named Ordeman "Citizen of the Year" in the mid-90s. By this time, he had become active in his church and Exmore Rotary Club, and had begun a nine-year tenure as president of the Eastern Shore's Own Arts Center (ESO) in Belle Haven.

When asked about the extent of his volunteer activities, Ordeman said with a chuckle, "After being named Citizen of the Year, I felt I had to live up to the title from then on."

And live up to it he has. He has been Senior Warden of Hungars Episcopal Church and Chair of the United Way of the Eastern Shore. Ordeman was also instrumental in the formation of the Virginia Eastern Shorekeeper organization and served as president there as well.

After working closely with

then-president of CBES, Norm Nasson, Ordeman was named president and remained in that position for seven years. He has been active in supporting the annual Community Unity Day celebrations, which CBES co-sponsors with the NAACP, and has worked tirelessly to promote diversity in participants as well as speakers.

He also developed the "Meet the Candidates" Forums, where citizens are afforded opportunities to question candidates on their stands on various local issues, and has spearheaded CBES efforts to persuade county supervisors to hold regular Town Hall meetings with their constituents.

Ordeman's large network of acquaintances on the Shore and elsewhere proved invaluable in fundraising for CBES. He promoted a more personal approach: "People don't give to organizations; people give to people." To that end, he reached out to his contacts and sent personalized letters to potential donors, which dramatically increased annual giving to CBES.

Perhaps his most publicly recognized contribution to CBES lies in his work with *ShoreLine*. Ordeman has been writing articles for this journal for the past two decades and has spent countless hours in planning and edit meetings. With forty years of experience as an English teacher, he has long been the last word in matters of



grammar and punctuation.

Ordeman is also an avid collector of sporting art, notably 20th century etchings and drypoints. He has researched and written extensively on the subject and his books have become important sources of information for other collectors.

Jack and Mary Ordeman plan to return to the Baltimore area in the near future, where they lived prior to coming to the Shore. Their contributions to the community have been numerous and meaningful, and have surely resulted in its being a better Eastern Shore for all its citizens.

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Ready, Set, Go...to your local Farmers' Market

By Sarah Morgan

The Shore now has three regular farmers' markets offering local products during the summer season, as well as other times during the fall and the holidays. The markets in Onancock and Chincoteague have been open prior to this year, while the Cape Charles market is brand new.

The Onancock Market (Market Street and Ames Street) is 100% vendor-produced, and features fresh produce, poultry, meat, and seafood, as well as prepared foods and local artisans. They will be open Saturdays from 9:00 AM to 12:00 noon May 7 to May 21 and September 10 to October 29, and from 8:00 AM to 12:00 noon May 28 to September 3. The Holiday Market will be held on November 19 from 9:00 AM to 1:00 PM. Vendors will also be set up on the lot on Saturday mornings in November and December, weather permitting. More information can be found at http://onancockmarket.com.

The Chincoteague Island Farmer's Market (6309 Church Street) showcases local produce, seafood, eggs and meat, prepared foods, and local artisans, all produced within 100 miles. They will be open Saturdays

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Hali Plourde-Rogers Dr. Mike Peirson

Production Editor and Design Sarah Morgan, Savoy Studio

How to reach CBES
P.O. Box 882, Eastville, VA 23347
(757) 678-7157
info@cbes.org • www.cbes.org

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from 9:00 AM to 1:00 PM April 9 to October 15, and Wednesdays from 9:00 AM to 1:00 PM May 25 to September 7. On Second Saturdays from May to October, the Second Saturday Artful Flea is open from 9:00 AM to 2:00 PM, providing an expanded array of local artisans, antiques, and attic treasures, plus food, music, and fun. For more information, check out their website at www.chincoteagueculturalalliance.org/markets.html.

The grand opening of the Cape Charles Farmers' Market will be May 3 at the site of the town's museum. The market will be open every Tuesday from 4:00 – 7:00 PM, and will offer various locally-grown produce as well as products made by local bakers, cooks, artisans, and others. If you buy it at the Cape Charles Farmers' Market, you can be assured it was grown, harvested, or made within 50 miles!

The process of developing the market was similar to that of many efforts on the Shore, the result of a group of like-minded residents coming together and volunteering time and expertise to create a workable non-profit business model. Kimb Denny, executive director of the Cape Charles Historical Society who is also the market manager, said that the group's genesis was two-fold. A group had formed with Barbara O'Hare, Karen Gay, and others exploring the options with the community and township. Simultaneously, the Cape Charles Historical Society board was considering ways to increase and encourage local and regional use of the Cape Charles Museum site. Without knowing of the other group's effort, Denny had also introduced to the Historical Society board the idea of achieving this goal by holding a weekly farmers' market at the museum, and coordinating various community and educational activities, including keeping the museum open late. When the

local committee and the Cape Charles Historical Society found out about each other's ideas, they were able to join forces.

The community group had been working with location issues, finances, insurance, and organizing their Market structure. Setting up a new enterprise, let alone a not-for-profit, was challenging. Working with the Historical Society at the Museum site allowed the Farmers' Market to form as an activity under the existing 501(c)(3) status, already in place for the Museum, much more rapidly than would have been possible otherwise. This has dramatically simplified financial concerns, site liability insurance, fund-raising and many other details inherent in any non-profit start-up.

Denny recently said the group "stands on the shoulders of many, and have been fortunate that those involved in previous farmers' market efforts have been so supportive of the effort and so free with their resources and information." Denny mentioned specifically the contributions made by Onancock Farmers' Market director Janet Fosque, who provided support in several crucial areas. "She has been beyond generous with her time, resources, experience, and encyclopedic personal knowledge. The Cape Charles Farmers' Market hasn't even opened yet but already owes an incredible debt to her." For example, the Vendors' Agreement for the Cape Charles market shares many of the Onancock market's policies.

Denny also said that Bill Pfeiffer of the Northampton Health Department was very patient in answering all their related questions. The types of permits, licensing, and approvals required vary considerably with vendor and product. According to Denny, all vendors have been vetted to ensure that they are in compliance with those

See Farmers' Market, cont'd on p. 3

Farmers' Markets, cont'd from p. 2

pertinent to their business, and they continue working with the Town to ensure local ordinance compliance. Vendors are also expected to collect appropriate sales taxes.

Items sold in the Market must meet requirements of all applicable health and sanitation codes, as well as local, state, and federal agricultural requirements. Vendors whose products fall under Health Department regulation (for example, prepared baked goods, iced tea, take-away sandwiches and soups) already have the necessary permits and are subject to occasional on-site inspections from the Health Department to ensure compliance and food safety. Certain small-scale vendors selling prepared value-added foods (like jams or pickles) must use an approved recipe and canning methodology, and must adhere to the labeling requirements.

Food safety is of the utmost importance to the management and the vendors at the Cape Charles Farmers' Market, who believe this compliance to be absolutely necessary to maintain the welfare and trust of our community and consumers. Toward that end, they have established an approval process for the vendors that includes farm or business visits to verify the products' local provenance.

Denny mentioned several people who provided considerable help. "Robin S. Pruitt, the Cape Charles Historical Society's representative at the Farm Bureau Insurance Agency, was a great help as I worked to arrange our insurance and develop our liability and legal guidelines. The *probono* work local attorney Tucker Watson undertook to vet the vendors' policies and legal agreements was so important to ensure the safety and reputation of our market and vendors," added Denny.

"Amanda Hurley, former Cape Charles Recording Secretary, shared all sorts of information and resources, and Jennifer Lewis, the Town Community Events and Recreation Coordinator, met with the Market committee on multiple occasions, passed on connections, and even suggested free advertising resources. State employees have been supportive as well, especially Christina Ruszczyk-Murray and Ellen Pudney from the Virginia Cooperative Extension, who helped in the process of obtaining USDA approval for accepting Supplemental Nutritional Assistance Program (SNAP) and Senior Nutritional Program benefits on-site."

Denny added, "Once we have USDA approval, I will coordinate a dedicated community fundraiser to create an account we can use to match some of the SNAP money spent on-site. This will increase our low-income neighbors' market purchasing power and local food security. We plan to run "Double Your Dollars Days" once a month, where a participant's SNAP benefits spent at the market will be matched out of our fund up to \$10, to help make the market's healthy food more accessible and affordable. If



a business, organization or individual reading this article is interested in donating or is willing to assist us in raising these funds, please contact me directly!" (Denny can be reached by phone or text at (757) 607-6483, or through email at capecharlesfarmersmarket@gmail.com.)

She adds, "We also intend to get our volunteers trained so we can have USDA market cooking demonstrations, educational programming, and recipes available at the Market for everyone to enjoy. We are looking forward to providing a nurturing, low-overhead incubator for local start-ups that eventually become so successful they need a bigger storefront than a market stall can provide. We know we will assist with the launch of more than one successful new small business from our Farmers' Market."

So far, the market has eight confirmed full-season vendors, including Copper Cricket Farm, Perennial Roots Farm, Mattawoman Creek Farms, The Bakery at Riverside Farm, Cape Charles Confectionery, Cape Charles Coffee House, The Eastern Shore Beekeeping Guild, and Lavender Skies Natural Body Products. Occasional vendors include Island View Farms, Eden Ertle Arts, Stevon Sample Portrait Artist, and a variety of local musicians and entertainers. Our market committee is working to gather a resource list for local seafood and will make the information available at our Manager's Table.

The Cape Charles Farmers' Market will be held weekly at the Cape Charles Museum site, 814 Randolph Street. Join them every Tuesday from May 3 to October 25, 4:00 - 7:00 PM.

The Comprehensive Plan — the People's Roadmap for the Future

By Mary Miller

Virginia Code requires that a locality's Planning Commission "prepare and recommend a comprehensive plan" to guide the development of the county. That was done decades ago in Northampton County and a plan was adopted by the Board of Supervisors. The Code also requires this: "At least once every five years, the Comprehensive Plan shall be reviewed by the local planning commission to determine whether it is advisable to amend the plan."

The requirement is for a review—not a revision, not a rewrite, but only a review. And this was also done several years ago, with extensive public input both sought and incorporated into the review and Plan amendments.

There is now a draft Comprehensive Plan about to be circulated by the Planning Commission which appears to not be merely a five-year review and possible revision of the county's current Plan – but a whole new document. Its appearance, full blown, begs the question – where did a brand new Comprehensive Plan come from?

History Repeats Itself

Two years ago, a brand new county Zoning Ordinance, also full-blown, burst out of the county Planning Department. There had been no public meetings, no opportunity for community input – just bureaucrats busy making up the new zoning regulations. And just when we thought history couldn't possibly repeat itself, now that we are all paying attention, a completely rewritten Comprehensive Plan draft has appeared, this time from the Planning Commission. And once again, there was no community participation, no requests or announcements from the Commission seeking public input – just appointed county commissioners busy writing up a new scenario for the county's future.

Again, the Question - Where Did It Come From?

The Code requires that "the (Planning) commission shall make careful and comprehensive surveys and studies of the existing conditions and trends of growth, and of the probable future requirements of its territory and inhabitants." The commission's draft Plan cites the following resources as input, in order:

- Community data
- Comprehensive Plan Advisory Committee (CPAC) (appointed by a previous Board; submitted a report which included the results of a 2012 survey funded by the National Association of Realtors phone survey included 350 unidentified county households Committee has since been disbanded)
- Stakeholders (group assembled nearly a decade ago to review Plan drafts as they were being created no

- group input since 2012 several original members no longer active in the county)
- "Expert advice" (no details provided)
- County Staff

The draft also states:

- that a Visioning Workshop document was provided to Chamber of Commerce members
- that monthly Commission meetings afforded the opportunity for comment and that there had been four Comprehensive Plan comments concerning the lack of studies undertaken, and two comments noting the lack of public input
- That an online opportunity for input was available, but there had been no response

Since there were no recent public meetings or community workshops held, and since no timely effort was made by the current Commission to promote community participation, these limited "input" resources effectively excluded about 90% of county residents and landowners.

A First Look at What the Draft Plan Contains

The first several pages of the Plan could be entitled "The Decline and Fall of Northampton County." There are long introductory editorial essays on the ills and woes of Northampton County with many, many verbatim paragraphs from the CPAC Report.

With little to no actual public input, either from citizens, or business or industry groups, or health care or environmental groups, the following information and comments appear to be solely the Planning Commission's thoughts and conclusions on what the county's future should be. (Background editorial comments are in italics.)

- ✓ Much of the data and comparative charts are old, 2012 and before, and the CPAC Report and Stakeholders' input are both from 2012.
- ✓ Planned Unit Developments (PUDs) are recommended several times, as a solution for workforce housing, tourism, second homes but no conditions or mechanisms to ensure the inclusion of "affordable" or workforce housing in those PUDs. (These high-density developments were recently removed from a proposed zoning amendment since no PUD Ordinance had been developed, and the county has an excess of undeveloped parcels.)
- ✓ Wastewater/sewage remains on the list of Goals (County residents have repeatedly voiced opposition to

Comprehensive Plan, cont'd from p. 5 building central sewage projects outside the Towns.)

- ✓ Waterfront housing is the only type likely to have increased demand. The Plan contains several pages of real estate information, and emphasizes the importance of the real estate industry to the county's economy.
- ✓ Hamlets, as traditional crossroads communities, are eliminated from the Land Use Plan. (There are currently 26 mapped Hamlets and 3 Waterfront Hamlets in the county.)
- ✓ Management of and provisions for Commercial Development along Rt 13 are recommended and are to be located both where businesses currently exist and in "nodal growth" at "existing improved intersections."
- ✓ Ground water: the draft Plan states that no one at workshops mentioned "that there was a desire for access to clean water."
- ✓ Natural resource/water protections appear to be the bare minimum of State standards and regulations. (Since 2013, VA Code requires localities in Tidewater Virginia, including Northampton and Accomack Counties, to "incorporate the guidance developed by the Virginia Institute of Marine Science...into the next scheduled review of its comprehensive plan.")
- Reconsideration of retaining the Bay Act on the seaside is recommended.

- ✓ Business promotion and marketing of the county by Economic Development Department was stated four times as a Goal to support economic development. (In spite of repeated recommendations by economic development and competitiveness experts, there was no mention of creating a robust internet presence and website as a Strategy to implement the Goal.)
- ✓ Way finding signs: the need for them as a way to locate small rural businesses off the highway is mentioned three times. (The Planning Commissioned removed both way-finding signs and off-site business listing signs for the Towns from the proposed 2015 Zoning Ordinance. They are included in the 2016 Ordinance.)
- ✓ Many goals appear, if not unrealistic, then often with no discernible path for attainment: e.g., build healthy communities so residents will walk more and get healthier, attract year-round "livable wage" jobs, build a community health center, reduce poverty, etc.

Moving Forward?

Although there is currently a draft Comprehensive Plan in the Planning Commission's working papers, it remains to be seen whether the Commission will present it as a finished product for the Board of Supervisor's consideration. Or will the draft be the starting point for inviting public participation in the long range Plan for the county's future?

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Help us INFORM, ENGAGE, & EMPOWER our Shore Community

INFORM:

- ShoreLine News Journal: Monthly in-depth reporting on issues that impact your family
- CBES Info Forums: From Zoning to Community Impacts of Industrial Poultry and much more
- Meet the Candidates Forums: Opportunities to ask questions, get to know the candidates

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- CBES shares the "why and how" to get involved in your community
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EMPOWER:

- With facts in hand, you can make informed decisions
- You can speak to officials on issues that concern you
- You can cast a more informed vote
- You can help your neighbors participate

The Eastern Shore Needs CBES, and CBES Needs YOU!

Join at www.cbes.org

Time to Face the Facts: Part 2

By Mary Miller

Northampton County has always been good at listing its problems: an untrained workforce, school issues, isolation, lack of commercial development, an ageing population, generational poverty, etc. For decades, from the Northampton Economic Forum, the retired businessmen's mentoring project, the Sustainable Development Task Force, the Virginia Chamber of Commerce Workshop, right up to the county's recent Competitiveness Assessment, the list has looked nearly the same. At the Board of Supervisor's April meeting, the Director of Development, whose name and official title are still not listed on the county website, presented the same twenty five-year old list of challenges, now with a major new addition – the loss of the hospital.

Building on what we have

The PowerPoint presentation offered some good solid concepts: existing business retention and expansion is a better strategy than competing to attract a big outside industry; although the core industries of agriculture, aquaculture and tourism are the "bedrock" of the county economy, business diversity would be desirable, and more support for entrepreneurial businesses is needed; the county would do well to make itself known and available for business investment in the Hampton Roads community; and without Broadband the county cannot be competitive.

The Director offered some solid suggestions for immediate actions: compile a comprehensive list of all Federal, State, regional, and local business incentives, tax credits, grants, workforce training credits, and make that list available to both existing and potential businesses; and create a complete list of all available commercial and industrial sites, structures, infrastructure, etc, and market that list. County taxpayers may well wonder why, after almost half a million dollars allocated for an economic development director's position over the past three years, such inventories do not already exist.

Goals and strategies need to match

Some goals and strategies in the presentation seemed contradictory, or perhaps just lacking in background context:

- "improve relations with the towns," but increase highway commercial development right outside the towns
- "grow the economy faster than the population," and increase commercial development, but overlooking the demographic of a half century decline in year 'round county residential population, a critical mass which businesses say they need before they invest
- repeated emphasis on regional cooperation, in spite of the poor record of regional benefits to the county

(e.g., 1990's cleanup of Wallops resulted in the regional "solution "of transferring contaminated soil to Northampton for incineration; 2000's building of a Regional Jail, with Northampton funding the project and Accomack refusing to use it; 2010's move of the regional hospital to Accomack, with no emergency or acute care services left in Northampton)

- spend current tax dollars on sewer/water infrastructure for speculative commercial and industrial sites, with no buyers in sight, in spite of recent community opposition to such a project
- pointing out that marketing and an internet presence are essential for economic competition, but no proposal to address either – when asked by a Supervisor about plans for a much needed new county website, the Director responded. "That's not my job."
- "attract younger families," without noting that current school and health care issues might not be great attractions –

Where to go from here?

Identifying the problems again – workforce development, education shortcomings, lack of commercial enterprises, limited broadband – then stating, "they need to be fixed," isn't really a strategy. "Zone it and they will come," has not been a viable strategy either, noting the current number of undeveloped or non-operating highway commercial properties. Telling each other what a unique and special place the county is to live and work and vacation and enjoy time on the water is preaching to the choir, unless our song is heard off the Shore.

Unless there are realistic, step-by-step strategies set up in the near term as priorities:

- a county-asset marketing program,
- a robust online presence as outlined in the Competitiveness Assessment,
- a viable workforce development project,
- a push for county-wide Broadband, etc,

and those programs are funded by reallocation of current budget dollars,

and there is both the expertise and an unquestioned commitment at the county administration level to make those projects work,

the 25-year old county strategy of "those problems need to be fixed" will continue to be the default response to addressing the old and new challenges.

The entire presentation is available on the county website: Meeting/Minutes tab, April 12, 5 PM Meeting Audio.

Be a Bike Tour Sponsor:Support "Pedal to Protect the Eastern Shore"

BES is getting ready for its major fundraiser, the 24th Annual Between the Waters Bike Tour. This amazing eco-tourism event brings direct dollars into our Shore economy, an average of \$100,000 for the one-day event that spans our peninsula. Make this a Win! Win! for the Shore and CBES by becoming a sponsor for the October 22 event.

Align your company with our 28-year-old grassroots organization, whose mission is dedicated to balanced growth, enhancing the quality of life for all our citizens, and preserving our cultural and natural resources. Various sponsorship levels are available and all are welcome. This is a great opportunity to share in the promotional power of our presenting sponsors. For more information, visit www.cbes.org Or contact CBES at biketour@cbes.org, 757-678-7157.

Welcome our Bike Tour Presenting Sponsors



From the Eastern Shore's cape, kudos to our newest community partner and an exciting addition to our tourism offerings. Here is the enticing invitation

Sunset Beach Resort is providing potential visitors to our shores, from its website:

"Escape to the Eastern Shore of Virginia and relax on the shore of the Chesapeake Bay at the newly renovated Sunset Beach Resort. Located just outside the heart of Cape Charles, Virginia and one eighth of a mile north of the Chesapeake Bay Bridge Tunnel, Sunset Beach Resort boasts southern hospitality and the best sunsets around.

BECOME A MEMBER- SIGN UP A MEMBER

Get a Chance to WIN a Barrier Island Adventure

Now through June 1, 2016

Annual Memberships only \$25 – Life Memberships \$500

See flyer or <u>www.cbes.org</u> for details and registration form.

"The resort is surrounded by 1,700 acres of ecologically protected lands, which features endless opportunities for the outdoor enthusiast. The revamped resort offers amenities such as a coffee and ice cream shop, advanced wi-fi, two pools, on-site restaurant, fitness center, water sport marketplace, golf cart, and bike rentals.

"For the RV lovers we offer 307 RV Sites-all with full hook-ups. If RVing isn't your passion, there is an on-site 72 room hotel with six suites where you and your family can partake in all our resort amenities." Opening July 4th Weekend; www.sunsetbeachya.com



CBES is grateful for our partnership with *Coastal Virginia Magazine*. It allows us to promote the bike tour to our number one targeted

audience with the help of a first class magazine. We also love how COVA features our Shore's towns and businesses.

Since it debuted in November 2000, *Coastal Virginia Magazine* has cemented its status as a leading resource for arts and entertainment, fine dining, local issues and interests. As the area's premier lifestyle and city magazine, *Coastal Virginia Magazine* is the authority on living well in the Coastal Virginia region.

www.coastalvirginiamag.com



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Tuesday, June 14
VIMS Eastern Shore Lab, Wachapreague
New Gardener Seminar: 6–7 p.m.
Oyster Round-up: 6–8 p.m.
In Partnership with Lynnhaven River NOW

For more information and to sign up: cbf.org/vaoystergardening 757/632-3804

OysterGardener@cbf.org

A \$30 donation helps offset the cost of the program and entitles you to a CBF membership.

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SHORELINE

Community Calendar - May 2016

Note: Please verify times and places prior to attending meetings.

CBES and Other Activities		Accomack County		Northampton County	
May 4	VIMS Public Seminar 7:30 PM, Wachapreague	May 4	Board of Zoning Appeals 10 AM, Sup. Chambers	May 2	Board of Zoning Appeals 1 PM, Conference Room
	CBES Exec. Committee	May 11	Planning Commission	May 3	Planning Commission
	5 PM, CBES Office		7 PM, BOS Chambers		7 PM, Sup. Chambers
May 12	Shorekeeper Meeting* 3 PM, Barrier Islands Center	May 17	School Board 7 PM, BOS Chambers	May 10	Board of Supervisors 7 PM, Sup. Chambers
May 17	CBES Board Meeting 7:00 p.m., Eastville	May 18	Board of Supervisors 5 PM, BOS Chambers	May 18	Wetlands Board TBA, Conference Room
May 17	ES Groundwater Committee 10 AM, Accomac	May 19	Wetlands Board 10 AM, Sup. Chambers	May 23	BOS Work Session 5 PM, Sup. Chambers
				May 24	School Board 5:30 PM, Sup. Chambers

^{*} Alternating between the ES Chamber of Commerce and the Barrier Islands Center

www.cbes.org