

# CITIZENS FOR A BETTER EASTERN SHORE **SHORELINE**

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

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## **Ecotour Experiences on Virginia's Eastern Shore**

By Timothy Krawczel

*In 2011, as a part of studying for a Doctor of Business Administration, Tim wrote a dissertation on ecotourism on the Eastern Shore. This article uses material from his research to explain why people participate in these activities, which have been steadily gaining in popularity and have been cited as increasingly important economic drivers for our community.*

### **Introduction**

Here on the Eastern Shore, we often talk about “ecotourism,” especially as a part of discussions about future business opportunities. Successful ecotour experiences, hopefully, can place tourists, natural areas and local peoples in a beneficial, symbiotic relationship.

Geographically the Eastern Shore is within four hours’ driving distance of several major metropolitan areas on the Eastern Seaboard. To the north are the famous ocean resorts of New Jersey and Delaware, and to the south, the equally popular Outer Banks of North Carolina.

Virginia’s barrier islands flank the seaside coastline for 70 miles and, in stark contrast with national trends, are almost completely uninhabited and are almost entirely in public and non-profit

ownership. The Commonwealth of Virginia recognizes thousands of acres as ungranted lands open to the public and also maintains two islands as Natural Area Preserves and one as a wildlife management area.

The federal government owns and manages two wildlife refuges, and also owns 3,000 acres on Wallops Island. A non-profit, The Nature Conservancy, has acquired ownership of all or part of 14 of the 18 islands and adjacent mainland sites on Virginia’s Eastern Shore, encompassing over 40,000 acres. Today, the barrier islands have been designated a United Nations Biosphere Reserve, a U.S. Department of the Interior National Natural Landmark, and a National Science Foundation Long Term Ecological Research Site.

According to The Nature Conservancy’s website, “The 14 undeveloped barrier islands of the Virginia Coast Reserve help buffer Eastern Shore communities from storms, as well as thousands of acres of pristine salt marshes, vast tidal mudflats, shallow bays, and productive forest uplands. It is the longest expanse of coastal wilderness remaining on the eastern seaboard of the United States.”

The Eastern Shore, then, appears to have great potential for ecotourism.

### **Survey Instrument**

Over the course of one summer, I surveyed guests who participated in a typical ecotour event – a small group kayak paddle through salt marshes near Fisherman Island. The tour included an orientation to paddling and safety; guide comments about unique features of the salt marshes, and a walk on a remote beach with a panoramic view. The tours require effort, coordination and balance, but are easily within the capability of an untrained, active adult. After each ecotour, willing participants completed a short questionnaire.

Overall, the 50 survey participants were typically middle-aged adults,

*See **Ecotourism**, cont’d on p. 2*



*Ecotourism activities such as kayaking trips bring “outside money” to the Eastern Shore economy.*

### **Contents**

Ecotour Experiences.....	1
Hospital Foundation Ads Elicit Our Response .....	3
Bike Tour 2016.....	4
ES Birding Festival Art Contest .	5
Accomack Representatives .....	6
Protecting Working Waterfronts..	7
Solar Panels on Tangier Island....	7
Community Calendar .....	8

**Ecotourism, cont'd from p. 1**

with some younger adults, school-age children and a few retirees. Many were part of a family or a group of close friends. Most participants were either employed full-time or were self-employed – 74% were full-time members of the workforce. Those not employed were homemakers, students, and retirees. Participants were well educated – 90% had at least some college. Gender was roughly equally split, with 44% males and 56% females. The majority of participants spend three days a week or less outdoors – for most participants, being outside was special.

**Results**

As a starting point for constructing questions about motivation, I studied ecotourism literature, interviewed many persons familiar with ecotourism, and read about ecotour experiences, including those of well known historical figures such as Theodore Roosevelt and Dian Fossey. The results of my studies were the following eight statements about why people visit a natural area:


- *Physical Challenge*: I visit natural areas to have the challenge of making a physical effort to achieve a goal.
- *Connect with Nature*: I visit to make a direct connection with the natural environment.
- *Experience Beauty of Nature*: I visit to have an enjoyable aesthetic experience.
- *Camaraderie*: I visit to share a

leaving aside the distractions of routine life, and to have an aesthetic experience. As noted in the demographic discussion, groups were often family or close friends. This characteristic helps explain the high ranking for *Camaraderie* – people go on an ecotour to have fun with their family or friends.

Personal motivations for ecotourism can be conceptualized on a continuum from individual accomplishment to social interaction. For this survey population – older ecotourists with generally beginner or intermediate experience with kayaking and a moderate level of physical activity – being in good company was more important than physical challenge or getting someplace few others had been.

Scholars such as Harvard’s Edmond Wilson and Yale’s Stephen Kellert make a case that we humans have an innate love for nature that needs to be actualized and nurtured to maintain our individual well-being and balance as a species.

Several years ago, the Eastern Shore Tourism Commission developed new branding and a slogan for the Eastern Shore, “You’ll Love Our Nature.” The results of my survey supported the validity of both of these ideas. For any particular ecotour activity and any particular guest, there may be a different mix of specific motivations. However, the basic ingredients of motivation, although varying in strength, are probably present in any ecotour activity.

The challenge for a good ecotour operator is to put together activities that address the motivations of guests. This discussion of motivations should be of some value to others seeking to develop, market, or advocate an ecotour business. 

Personal Motivations for Visiting Natural Areas	
	Mean
<i>Connect with Nature</i>	4.64
<i>Camaraderie</i>	4.64
<i>Experience Beauty</i>	4.58
<i>Pursue/Observe Wildlife</i>	4.30
<i>Support Interest of Another</i>	4.04
<i>Solitude</i>	3.84
<i>Feel Unique</i>	3.64
<i>Physical Challenge</i>	3.30

unique outdoor experience with companions.

- *Solitude*: I visit to experience isolation surrounded by nature... similar to a spiritual experience.
- *Support Interests of Another*: I visit to support the interests of a family member or other close relation who likes such trips.
- *Feel Unique*: I visit to experience being where no one else or only a few others have been.
- *Pursue/Observe Wildlife*: I visit to experience the thrill of pursuing or observing wildlife in a natural setting.

After tabulating all the surveys, I calculated the average score for each motivation. In the table above, the motivations are ranked from strongest to weakest. Overall, the survey indicates that two of the strongest motivations are *Connecting with Nature* and *Experiencing the Beauty of Nature*. People go on a kayak paddle to get close to nature, perhaps

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# Hospital Foundation Ads Elicit Response

By Arthur Upshur, CBES President

Our readers may have seen recent print ads in the local press signed by the Shore Health Foundation's Chairman, R. Peter Lalor. The ads reference an article in the August *ShoreLine* that summarized the town hall meeting held by Northampton Supervisors Spencer Murray and Robert Duer in late June. In the summary of the meeting, we repeated a quote from Spencer Murray that "Riverside has also acquired the \$7 million endowment fund created for the old Shore Memorial Hospital." In the ad, Lalor asserts that this statement in the article is "untrue and mischaracterizes the Foundation." He further states, "It is regrettable that CBES has misinformed its readers about our Foundation."

After confirming that the reporting of the comments was accurate based on the audiotape of the town hall meeting, we checked with Supervisor Murray to see if his position had changed. While we might all agree that the word "acquire" may not be the best description, Supervisor Murray continues to believe that Riverside exercises significant control over the activities of the Foundation.

It is clear that Lalor, representing his Board, feels strongly that because two-thirds of the Board members are not affiliated with the hospital – a structure that, according to Lalor, was created at the time of the affiliation specifically to ensure that the Foundation's endowment was not included in the asset transfer to Riverside – the Board is able to, and does, make independent determinations of where distribution of their resources will best contribute to improved healthcare on the Eastern Shore. In his ad, Lalor references several gifts the Foundation has made recently that demonstrate that effort.

We understand the widely held perception that the Foundation is controlled by the hospital. For example, the by-laws of the Foundation state, "The Foundation shall be organized, and at all times operated, exclusively for the benefit of, to perform the functions of, or to carry out the purposes of Shore Health Services, Inc." (the legal name for Riverside Memorial Hospital). The by-laws further state that at least three of the nine Board members will be Riverside Memorial Hospital board members. (According to Lalor, six of the nine members are not affiliated with Riverside, and he cites this same statistic as evidence that the Foundation is *not* controlled by Riverside.)

Lalor is both the current Chair of the Foundation and a hospital board member, and indeed will become the Chair of the hospital board in January. Furthermore, the by-laws state that if the Foundation is dissolved, all assets will be distributed to Riverside Memorial Hospital so long as it remains a charitable, non-profit organization. (If not, the assets must be distributed to one or more organizations that are organized and operated exclusively for charitable purposes.)

That said, CBES will always support the improvement of health services on the Eastern Shore of Virginia. We know we share that goal with the Shore Health Foundation. CBES hopes to work with them in the future as we both try to inform the public regarding improvements in health services on the Shore. We regret that the Foundation expended precious resources on these ads to rebut what they assert was a mischaracterization of the Foundation's status.

In our follow-up conversation with Lalor, he told us that he thought there was a widely held perception that CBES *ShoreLine* always has an "agenda" and frequently misled our readership. It was deeply disappointing to hear this perception on his part. The *ShoreLine* edit board works hard to ensure that our publication is as factual as it can be and to clearly articulate when we are offering editorial comments, or where we are simply reporting information from reputable sources.

We never intend to mislead our readership. We appreciate anyone's offering corrections of any mistakes found. Every *ShoreLine* lists our edit staff and CBES contact information. We gladly print corrections and clarifications and invite opposing points of view. CBES believes in the power of respectful conversation rather than dueling one-way communications. We believe that finding common ground helps all of us work towards building a better Eastern Shore.



## CORRECTION

An alert *ShoreLine* reader has informed us that a sentence in an article in the October issue may have given incorrect information. The article, "Anchorage Off Cape Charles Opens a Can of ...?," stated, "Graywater is that waste water generated by shower facilities, galley operations, and laundry, and may have the same levels of coliform and other contaminates as raw sewage."

After sniffing out various technical publications, *SL* has determined that the sentence should have read: "Graywater is that waste water generated by shower facilities, galley operations, and laundry, and may contain the same *types* of coliform and other contaminates as raw sewage."

According to the U.S. Environmental Protection Agency, "Graywater discharges can contain bacteria, pathogens, oil and grease, detergent and soap residue, metals (e.g., cadmium, chromium, lead, copper, zinc, silver, nickel, and mercury), solids, and nutrients (USEPA, 2008b; USEPA 2010)."

We stand corrected.





# Bike Tour 2016 Breaks Record for Registrations

By Donna Bozza

Even with “Auntie Em! Auntie Em!” gale force winds, attendance at the 24<sup>th</sup> Between the Waters Bike Tour was strong. Though many cut back on their mileage routes, spirited bikers cruised the scenic byways of the Eastern Shore starting at the host town of Wachapreague.

A thousand registered riders broke all previous bike tour records. CBES marketing not only made for a successful fundraiser, but provided positive exposure for local businesses and towns, as well as showcasing the Eastern Shore as a biking and travel destination.

Sally Richardson debuted as the 2016 Bike Tour coordinator, delivering what many participants called a ride that ran like a “well-oiled machine.” Her tireless efforts and organizational skills were much appreciated by all. Presenting Sponsors Sunset Beach Resort and *Coastal Virginia Magazine* allowed the tour to reach new levels. CBES also appreciates our awesome Anchor Sponsors: the Town of Wachapreague, New Ravenna, and Dominion.

The ever-popular Oyster Roast, held the evening after the tour, was sold out months before the event. Lucky diners enjoyed mounds of crab dip, cups of ES clam chowder, she-crab soup, fried chicken, oysters and more. Local band, Pound Net, provided the entertainment.

We recognize that this year’s and all previous years’ successes depend heavily on a dedicated volunteer base that never lets CBES or our riders down. Thank you ALL.

Since November’s *ShoreLine* deadline was so close to the Bike Tour, the December issue will include a list of all the businesses and friends that supported “Pedal to Protect Virginia’s Eastern Shore.”



*Wachapreague Volunteer Firehouse and the wonderful town provided a warm welcome for Bike Tour participants.*



*Mother Nature provided drama but spirited bikers kept cruising.*



*The Accomack County town of Wachapreague and its mayor, Fred Janci, were enthusiastic about hosting the 2016 CBES “Between the Waters” Bike Tour on October 22.*



*A picture-perfect couple with a “between the waters” backdrop. Photo Credit Jody Humphreys*





*CBES Board member LeeAnn Fick presents a tasty oyster to her granddaughter, who is enjoying the CBES Oyster Roast for the first time.*



*Always a favorite at the Bike Tour Oyster Roast, entertainment provided by Pound Net livened up the evening for weary riders.*

## **ES Birding and Wildlife Festival**

### **Sarah Cashwell Makes It a Hat Trick**

Sarah Cashwell of Eastville won the ESVA Birding Festival Art Contest for the third time; her painting of a sharp-shinned hawk was featured on this year's posters and other materials. Cashwell credited much of her success to her father, Rudy, who helped her to understand basic bird physiology. She told her art teacher, Sarah Morgan, that her dad, who spends a lot of time outdoors but does not consider himself a "birder," would point out various areas of concern to her as the painting evolved. Cashwell, a 2016 graduate of Broadwater Academy, is currently pursuing pre-veterinary studies at Virginia Tech.



*This year's tour provided locals with some unusual sightings, like this pair of Velo bicycles. Photo credit: Jody Humphries.*



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[www.cbcs.org](http://www.cbcs.org) for details and registration form.

# Accomack County Representatives

As a grassroots organization, CBES encourages citizens to get involved and let their elected and appointed representatives know how they feel. Although the current wave of poultry houses will probably be built under the current zoning ordinance, zoning ordinances and other county regulations can be changed at any time – but only if our representatives hear from us.

Below is the contact information for members of the Board of Supervisors. The BoS forms the governing body for the county; as that body, they represent all county residents and stakeholders – so let them know how you feel.

<b>Election District</b>	<b>Name and Address</b>	<b>Phone Number</b>	<b>Email Address</b>
1	William J. "Billy" Tarr 7079 Wayne Road Chincoteague, VA 23336	Home: (757) 336-2940	btarr@co.accomack.va.us
2	Ron S. Wolff, <i>Chair</i> P.O. Box 41 Atlantic, VA 23303	Work: (757) 824-6466 Home: (757) 824-0383	rwoff@co.accomack.va.us
3	Grayson C. Chesser P.O. Box 12 Sanford, VA 23426	Home: (757) 824-3566 Office: (757) 824-9666	
4	Paul E. J. Muhly 18174 Hopeton Road Parksley, VA 23421	Home: (757) 665-7310	pmuhly@co.accomack.va.us
5	Harrison W. Phillips, III 17028 Kegotank Road Bloxom, VA 23308	Home: (757) 665-5049	hphillips@co.accomack.va.us
6	Robert Crockett, <i>Vice Chair</i> 19130 Greenway Circle Onancock, VA 23417	Home: (757) 787-1881	rcrockett@co.accomack.va.us
7	Laura Belle Gordy P.O. Box 253 Onley, VA 23418	Home: (757) 787-2908	lb Gordy@co.accomack.va.us
8	Donald L. Hart Jr. P.O. Box 100 Keller, VA 23401	Home: (757) 787-7166	dhart@co.accomack.va.us
9	C. Reneta Major P.O. Box 509 Painter, VA 23420	Home: (443) 735-7049	crmajor@co.accomack.va.us

Accomack citizens also need to keep in mind that the Board of Supervisors is only one part of the process; changes in zoning – and changes to the Comprehensive Plan – start with the Planning Commission, whose members are appointed by the Board of Supervisors. There are nine Commissioners:

- Stephen D. Corazza
- Roy S. Custis
- Lynn P. Gayle
- C. Robert Hickman
- David Lumgair, Jr., *Chairman*
- Brantley T. Onley
- Spyridon Papadopoulos, *Vice Chairman*
- Leander Roberts, Jr.
- Angela Thomas Wingfield

All comments for the Planning Commission can be addressed to Rich Morrison, Director of Planning and Community Development for Accomack County, P.O. Box 686, Accomac, VA 23301 (office 757-787-5726; [planning@co.accomack.va.us](mailto:planning@co.accomack.va.us)).




## Protecting Working Waterfronts

The State Department of Environmental Quality (DEQ) has long recognized the importance of the state's coastal working waterfronts. Like most US coastal areas, Virginia's working waterfronts are under increasing development pressure. From the DEQ website:

*"Increasing demand for waterfront properties along Virginia's coast has resulted in an increase in property values and higher costs for traditional waterfront businesses. Because of these and other factors, Virginia is slowly losing its working waterfronts – an issue that may have long-term consequences for local economies, the environment, coastal culture and quality of life."*

Source: [http://www.deq.virginia.gov/Portals/0/DEQ/CoastalZoneManagement/Virginia\\_Working\\_Waterfront\\_Overview\\_Fact\\_Sheet.pdf](http://www.deq.virginia.gov/Portals/0/DEQ/CoastalZoneManagement/Virginia_Working_Waterfront_Overview_Fact_Sheet.pdf)

In an ongoing initiative to support the county's aquaculture and recreational tourism industries, the Northampton Board of Supervisors has begun the process aimed at protecting additional waterfront for use by water-dependent businesses by adding parcels to the Working Waterfront Districts. Businesses in these working districts will be protected from nuisance complaints from neighbors in the same way the county's Existing Industrial Districts are protected – and neither district permits residential uses. 

### Preserve Our Shore (POS) and Socially Responsible Agricultural Project (SRAP)

present

## CAFOs, Economics and Public Health

### Town Hall Meeting

November 10 • 6 - 8:30 PM  
Eastern Shore Community College  
29300 Lankford Hwy • Melfa, Virginia

#### Speakers:

**Lisa Inzerillo**

Impacted 4th generation farm owner, Somerset County, MD

**Craig Watts**

Farmer and former contract grower for Perdue Chicken

**Michele Merkel**

Co-Director of Food & Water Justice at Food & Water Watch

**Dr. John Ikerd**

Professor Emeritus of Agricultural Economics  
at the University of Missouri.




The Tangier police station with its solar array. (Photo by SED)

## Solar Panels on Tangier Island

If you've had the opportunity lately to visit Tangier Island, you may have seen solar panels on several of the municipal buildings, including the town office next to the airport, the police station, and the water treatment plant. The town's installation of six arrays of solar panels, totaling 72 kilowatts, was completed in July 2012, by Sustainable Energy Development (SED), thanks to a grant from the federal stimulus package to promote the use of sustainable energy.

Professor Johnathan Miles of James Madison University, a founder of SED, had originally targeted Tangier for wind turbines, with the aim to make Tangier "a completely green island." When the airport raised concerns about the turbines, the plan was switched to solar.

Most power on the island is supplied with a cable from the mainland, with backup diesel generators. With a higher cost of electricity for the island, having the free energy generated from the solar panels means that much more. "They work great," said Town Manager Renee Tyler. And, as the islanders see the effects of climate change every day, at least they won't be adding to the fossil fuel use that may one day render the island uninhabitable. 

### CBES Membership 2017

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\_\_\_\_\_ Optional add'l tax-deductible contribution of \_\_\_\_\_

\_\_\_\_\_ *ShoreLine* subscription w/o CBES membership \$25

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# SHORELINE

## Community Calendar - November 2016

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

[www.cbes.org](http://www.cbes.org)

CBES and Other Activities		Accomack County		Northampton County	
Nov	<b>VIMS Public Seminar</b> No seminar this month	Nov 2	<b>Board of Zoning Appeals</b> 10 AM, Sup. Chambers	Nov 1	<b>Board of Zoning Appeals</b> Time TBA, Conference Room
Nov 9	<b>CBES Exec. Committee</b> 5 PM, CBES Office	Nov 9	<b>Planning Commission</b> 7 PM, BOS Chambers	Nov 1	<b>Planning Commission</b> 7 PM, Sup. Chambers
Nov 10	<b>Shorekeeper Meeting*</b> 3 PM, Barrier Islands Center	Nov 15	<b>School Board</b> 7 PM, BOS Chambers	Nov 8	<b>Board of Supervisors</b> 7 PM, Sup. Chambers
Nov 10	<b>Town Hall on CAFOs</b> 6 - 8:30 PM, ESCC, Melfa	Nov 16	<b>Board of Supervisors</b> 5 PM, BOS Chambers	Nov 16	<b>Wetlands Board</b> TBA, Conference Room
Nov 15	<b>CBES Board Meeting</b> 7:00 PM, Eastville	Nov 17	<b>Wetlands Board</b> 10 AM, Sup. Chambers	Nov 22	<b>School Board</b> 5:30 PM, Sup. Chambers
Nov 15	<b>ES Groundwater Committee</b> 10 AM, Accomac			Nov 28	<b>BOS Work Session</b> 5 PM, Sup. Chambers

*\* Alternating between the ES Chamber of Commerce and the Barrier Islands Center*