

Geneva Lake Conservancy Three Year Goals

October 2009

Land Protection

1. Increase protected lands by 50% through proactive efforts against identified and prioritized opportunities and going beyond using conservation easements only.

Considerations

- a. Broaden service area to southern half of Walworth County including Geneva, Delavan Lake and Lake Como in particular.
 - b. Define and identify what land is worthy of conserving as well as players involved in land protection in order to achieve the best results possible.
 - c. Prioritize in favor of “Primary Environmental Corridors” and critical watershed areas.
 - d. Pursue new ways to protect land including government (public) partners.
 - e. Define GLC role in larger public environmental projects in service area.
2. Achieve LTA Accreditation by 2012.

Considerations

- a. Maintain current properties properly by operating under all LTA standards.
- b. Pursue accreditation as soon as resources allow.
- c. Monitor legislation with respect to land protection. Leverage local communities who are more innovative, such as Walworth, as models.

Advocacy

3. Become a clearly recognized and understood community partner in environmental and land protection advocacy in the Geneva Lakes area.

Considerations

- a. Create an advocacy committee to help develop and manage GLC positions against prioritized initiatives. The key here is to have media connections personally or through the Board for all strong local media.
- b. Clarify the GLC’s role in Advocacy by routinely publishing the GLC’s policy on development as well as positions on specific issues.
- c. Publish GLC’s Policy on Development.
- d. Develop guidelines, standards and priorities for advocacy efforts.
- e. Keep a consistent communication of advocacy issues before the public leveraging GLC connections in media.

4. Improve advocacy effectiveness by being better organized and more proactive.

Considerations

- a. Identify tighter zoning standards consistent with GLC goals and lobby for implementation in advance of issues.
- b. Develop a volunteer base for monitoring and support of advocacy issues.
- c. Develop allies and coalitions in the community at large to help.

Board Development

5. Increase efficiency and effectiveness of Board.

Considerations

- a. Size to workload and maintain term limits to keep Board fresh and active.
- b. Broaden geographic representation consistent with new mission.
- c. Rebuild committee structure and review annually.
- d. Create profiles of people needed on the Board based on goals and activities and be proactive in filling vacancies against need areas.
- e. Create formal Board orientation/training. This training should include an Executive Committee Member.
- f. Tie governance and best practices to Board.
- g. Build a junior Board. To achieve this, a strong junior person is required as leader. The effort should not be started without this person.

Fund Raising

6. Achieve annual fund raising goals and build funds for land protection and endowment. The Board is responsible for this effort with the staff working in support of these efforts.

Considerations

- a. Refresh vehicles used for general fund raising.
- b. Evolve away from overreliance on parties to achieve annual fundraising needs.
- c. Pursue grants and foundations more aggressively, even consider deferred giving plan. These efforts should be for long term goals.
- d. Develop long term goal for fundraising to include building and endowment and greater funds for land protection.
- e. Explore specific fund raising or insurance to cover the financial needs with respect to funding needed to defend land protection issues.
- f. Fund raise independently in support of Mill House operations.

Membership & Outreach

7. Double membership by 2012.

Considerations

- a. Broaden membership efforts to larger geographic area consistent with mission.
 - b. Identify and classify members and donors and report annual progress against growth objective.
 - c. Cultivate and consistently thank core members including easement holders, large donors, consistent donors and political entities.
8. Increase effectiveness of our outreach activities.

Considerations

- a. Broaden use of internet and social networks to leverage our knowledge of conservation and conservation issues to a wider audience
- b. Innovate in outreach activities and hold one event per year to get closer to our membership and their interests.
- c. Partner and engage with other civic groups.
- d. Refresh printed materials and website against outreach objective and explore social networking to leverage our conservation message.
- e. Effectively use the Mill House to our advantage in outreach activities.

Education

9. Reevaluate the GLC's role in education and how to do it best given current priorities.

Considerations

- a. Evaluate current education initiatives and make recommendations.
- b. Leverage updated materials available – passive approach.

General & Administration

10. Annually review organizational business structure to ensure development and achievement of organizational objectives.

Considerations

- a. Annually review staffing to meet organizational objectives.
- b. Manage committee responsibilities to maximize effectiveness of staff.
- c. Ensure adequate technology.