

# Great Bay Trout Unlimited Strategic Plan 2011-2013

## Our Mission

To conserve, protect and restore southeastern New Hampshire's coldwater fisheries and their watersheds.

## Our Vision

By the next generation, Great Bay Trout Unlimited will ensure that robust populations of native and wild coldwater fish once again thrive within their southeastern New Hampshire range, so that our children can enjoy healthy fisheries in their home waters.

## PROTECT

**Objective 1:** Ensure good collaborative working relationships with the regions land trusts and land conservation organizations.

Strategy 1a: Continue to develop our relationship with Strafford Rivers Conservancy by holding an annual event with them and having GBTU representatives attend their annual dinner, as well as inviting SRC members to GBTU events throughout the year.

Timeframe: Ongoing

Champion: Kevin McEneaney, Nancy Lambert, GBTU BOD

Strategy 1b: Develop relationship with Greenland and Brentwood Conservation Commissions through the conservation projects in those watersheds.

Timeframe: now and ongoing

Champion: Rob Wofchuck & Joe Conklin

Strategy 1c: Develop relationship with Exeter watershed land conservation organizations through development of Exeter River Cleanup.

Timeframe: February 22, 2011 through 2012

Champion: Mitch Kalter & Rob Wofchuck

**Objective 2:** Actively participate in land protection projects.

Strategy 2a: Budget at least \$1000 per annum for land protection projects.

Timeframe: Beginning current FY

Champion: GBTU BOD

**Objective 3:** Ensure completion of protective easement on both banks of this section of the Cocheco River. (incomplete from 2008-2010 Strategic Plan)

Strategy 3a: Working closely with Dover Open Lands Committee, identify and negotiate with landowners to show them the importance of completing the protective easement.

Timeframe: 2011-2012 FY

Champion: Mark Seymour (through Dover Community Trail Committee)

Strategy 3b: Maintain active participation in the CRLAC

Timeframe: ongoing

Champion: Jonathan Mitchell (CRLAC Rep.)

**Objective 4:** Maintain awareness of land protection projects and initiatives in GBTU region.

Strategy 4a: Maintain close relationship with Piscataqua Region Estuaries Partnership to gain perspective on regional land conservation projects and initiatives.

Timeframe: ongoing

Champion: Mitch Kalter (PREP MC Rep.)

Strategy 4b: Maintain contact with Paul Doscher of SPNHF through state council.

Timeframe: Ongoing

Champion: GBTU State Council delegates

## **RECONNECT**

**Objective 5:** Actively pursue a high profile role in the region for restoring fish passage in the region.

Strategy 5a: Aggressively pursue Thompson Brook (Winnicut watershed) culvert restoration through grants and local regional support.

Timeframe: now through 2012 FY

Champions: Joe Conklin (working with NH F&G biologist Ben Nugent and TU National New England Culvert Director, Colin Lawson)

**Objective 6:** Maintain awareness of potential additional fish passage or dam removal projects in the GBTU region, and provide advocacy, support and active participation where indicated.

Strategy 6a: Encourage active reporting to BOD by membership and those serving on regional boards and organizations including CRWC, PREP, TU State Council, ERLAC, LRWA, ORWA, CRLAC, etc.

Timeframe: Ongoing

Champions: GBTU membership

Strategy 6b: Establish liaison with NH F&G to remain aware of regional dam and fish passage issues.

Timeframe: Ongoing

Champion: Jeff Barnum, Mitch Kalter

## **RESTORE**

**Objective 7:** Raise GBTU's regional profile in river restoration.

Strategy 7a: Encourage active chapter participation in the Exeter River restoration project that GBTU is partnered in. Utilize publicity of this project to enhance GBTU's regional profile.

Timeframe: Summer 2011

Champions: GBTU BOD, Rob Wofchuck

**Objective 8:** Encourage membership and community awareness and participation in river restoration through increased river cleanup programs.

Strategy 8a: Continue Lamprey and Cocheco River cleanup programs, encouraging youth groups and community support.

Timeframe: Ongoing

Champion: GBTU BOD

Strategy 8b: Actively pursue organizing annual river cleanups on the Exeter River. Try to time new river cleanups so that they are not closely grouped in the spring. Spreading cleanup scheduling throughout the year will help maintain higher public consciousness.

Timeframe: February 22, 2011 ERLAC meeting through 2012

Champions: ERLAC, GBTU BOD, Chameleon Club, UNH Sigma Nu Fraternity, Boy & Girl Scouts, other volunteers from membership and non-membership.

## **SUSTAIN**

**Objective 9**: Maintain and grow active youth and adult education and outreach programs including Kid's River Days, TIC, Amy's Treat Day and suitable after school programs.

Strategy 9a: Increase the number of Kid's River Days to three to four annually for the Outdoor Pursuits program.

Timeframe: 2011 FY

Champions: John McKernan, LGF Program, Dover HS

Strategy 9b: Incorporate Kid's River Days concept into BSA merit badge initiative.

Timeframe: 2011 & 2012 FY

Champions: Mark Seymour, John McKernan, Dover BSA Troop, GBTU BOD and membership

Strategy 9c: Maintain current numbers of TIC projects and try to grow program by 1 classroom per year.

Timeframe: Ongoing

Champions: Mark Seymour, Judy Tumosa, Dover Schools, Rochester Schools, membership in TIC classroom communities

Strategy 9d: Explore meaningful afterschool education programs with regional school districts. Actively pursue local membership in those school areas to participate. Develop and provide "prepackaged" programming that members and volunteer participants can utilize to minimize preparation time and stress.

Timeframe: Spring 2011 to Fall 2011

Champions: Mark Seymour, Mark Favorite, John McKernan, NH F&G Aquatics Education, regional school districts

Strategy 9e: Support Healing Waters Program, now that TU National has approved MOA.

Timeframe: Beginning now

Champion: Jerry DiGrezio (GBTU), Marcus Cohn (Healing Waters)

**Objective 10:** Expand fundraising efforts to generate adequate revenues to support expanding initiatives.

Strategy 10a: Maintain and expand the annual fly auction and fundraiser event to increase attendance, quality of donations for that event and advertise to the general public.

Timeframe: Now

Champions: Jeff Barnum, Mark Favorite, GBTU BOD

Strategy 10b: Develop merchandise sales so that items are available at all chapter meetings and appropriate GBTU events.

Timeframe: Ongoing

Champions: Jonathan Mitchell, John McKernan

Strategy 10c: Progressively increase sponsorship for all GBTU events from local businesses to offset direct GBTU expenses.

Timeframe: Ongoing

Champions: Wendy Nixon, Jeff Barnum

Strategy 10d: Whenever possible explore collaboration on events with other 501c3 organizations to pool resources and expand limits on the size and scope of events to maximize public exposure and outreach potential.

Timeframe: 2011 & 2012 FY

Champions: Mitch Kalter, Jeff Barnum, Mark Seymour

**Objective 11:** Monitor and take appropriate positions on state and national legislation which affect cold water resources.

Strategy11a: Actively stay informed on proposed legislation annually. The board of directors will assign this responsibility on an ongoing basis.

Timeframe: ongoing

Champion: Jeff Barnum

**Objective 12:** Engage the public.

Strategy 12a: Develop a relationship with print, radio, TV media for purposes of event coverage, exposure and advertising.

Timeframe: Ongoing

Champions: GBTU BOD

Strategy 12b: Choose regional outreach event opportunities in order to sell the vision and mission to the public.

Timeframe: Ongoing

Champion: GBTU BOD

Strategy 12c: Maintain GBTU Brochure in appropriate regional locations.

Timeframe: Ongoing

Champion: GBTU BOD