



Geneva Lake Conservancy

2022 OPERATING PLAN

IMPACT LAND – Continue to protect open lands with high conservation value in Walworth County and restore them to ecological health.

STRATEGIC GOAL 1 – Identify a large project (preferably 100 acres or more) that has high conservation value as either a nature preserve or public park and develop a plan to permanently protect it.

- With board and staff involvement determine at least three projects that meet GLC criteria and identify appropriate people to meet with key contacts and/or landowners. (KY,KT)
- Develop a one to three-year fundraising plan for both the protection of the property and its restoration as a nature preserve or public park. (KY,JH)
- Identify and work with partners who can assist in both fundraising and gaining public support for the project. (KY)
- Evaluate results after one year and move forward on existing projects or identify new ones. (KY,LPC)

STRATEGIC GOAL 2 –Focus land protection efforts on GLC’s landscape scale projects by restoring their climate resilience and expanding their size.

- Complete the purchase of Bromley III using Knowles Nelson, Ducks Unlimited and private donations. (KY,LPC)
- Begin restoration efforts on the 83-acres of Bromley Woods by implementing management plan to remove invasive species through both NRCS grants and volunteers. (KT)
- Complete one of the following three conservation easements that create or add to potential landscape scale projects: Willard (Rochester-160 acres), Zinniker (Yggdrasil-160 acres) and/or Sharyn Smith (Rochester- 20 acres) and Meadowview Estates (Greater Hackmatack-70 acres) (KY, KT)
- Send letters to all landowners adjacent to GLC’s Landscape Scale Project areas as well as those that would connect individual properties within these areas to encourage them to work with GLC to protect their property. (KT)

STRATEGIC GOAL 3 – Continue to protect properties of high conservation value throughout the county that lead to reaching 3,000 acre goal.

- **Continue to complete land protection projects that meet the GLC’s conservation criteria with goal of surpassing 3,000 acres in 2022. (KY,KT, LPC)**
- **Host meeting with landowners in neighborhood of new Cimeley Woods project to encourage them to place conservation easements on their property. (KY,KT)**

STRATEGIC GOAL 4 -- Continue to restore protected lands with the management goals of ecological health and climate resiliency.

- **Send letters to all landowners suspected of having lesser celandine on or near their property and follow-up with those who want to seek treatment. (KT)**
- **Begin restoration on the 60 acres of Bromley Woods by implementing management plan to remove invasive species using both NRCS grant and volunteer Work Days. (KY,KT)**
- **Complete management plan for Piening property and complete due diligence if needed for estate donation. (KY)**
- **Monitor 35 conservation easements and 10 fee-owned properties. (KT)**
- **Complete property tax exemption on new Bromley and Cimeley Woods properties. (KT)**
- **Reenroll for LTA terrafirma insurance and review other insurance needs. (KY)**
- **Continue to work with Walworth County on restoration activities at White River County Park and host one educational event, two work days and Winter Solstice. (KT,MO)**
- **Complete required stewardship projects at GLC fee-owned preserves, including Zabler and Hansen. (KT)**
- **Complete management plan for new Cimeley Nature Preserve. (KT)**
- **Build and maintain trails and signage on GLC preserves, including new kettle trail at Bromley, better directional signs at Hansen and needed mowing at Piening and Hansen preserves. (KY,KT)**
- **Continue to work with Midwest Prairies on Walworth Equity Partner projects. (KY)**
- **Improve signage and add storyboards at Hermansen Woods. (KT)**
- **Meet with new owner of Constance Woods to determine their interest in working with us on a conservation easement to protect the woods and other conservation projects. (KY)**
- **Meet with the new owner or estate manager of the Driehaus property to explain the conservation easement and obtain his/her support. (KY, KT)**
- **Work with Village of Williams Bay to complete realignment of Southwick Creek and ensure that it enhances the park and park activities with goal of completion in 2023. (KY)**
- **Complete new signage for GLC Wildlife Preserves, including Cimeley Woods, Stevens Family Land Trust and Maple Hills. (KY, KT)**
- **Order and install traditional GLC nature preserve signs at Hermansen Woods and Mill House. (KY,KT)**
- **Complete installation of educational sign and bench at new savanna at White River County Park and work with County staff to create walking trail to savanna. (KT)**
- **Work with County to improve native plants in designated No Mow areas and add County B to protected areas. (KY, KT)**

- Organize work days as time and budget allow. (KT)

IMPACT COMMUNITY -- Change the mindset of target communities by educating and engaging them in land and water conservation and encouraging them to make slowing climate change a top priority.

STRATEGIC GOAL 1-- Become the “go to” organization for information on climate change and improving ecological health by continuing to involve members and potential members as well as younger generations in outreach activities.

- Educate board and staff on climate change initiatives so they can begin dialogues and provide facts on climate change. (KY)
- Weave information on climate change into all Conservancy written communications, including its Website , newsletter, newspaper columns, email blasts, social media and community presentations. (KY, MO)
- Adopt a Conservationist’s Creed for the 21 Century giving specific information on how individuals can help slow climate change. (KY)
- Communicate to board and members that all potential land protection projects will be evaluated on their ability to help slow climate change and target landscape-scale projects that have the most potential to sequester carbon. (KY)
- Write a letter to all conservation easement landowners urging them to incorporate and implement climate resiliency tactics into their land management plans and determine how their property can be best managed to sequester carbon. (KY,KT)
- Develop information on actions property owners can take to make their land more climate resilient and include it in both written materials and conversations during Conservation@Home visits. (MO)
- “Make Noise” about the national 30 x 30 plan and encourage members to write their legislators and media about their climate change concerns and policies that support it. (MO)
- Provide funds and time for staff and board members to participate in Land Trust Alliance and Gathering Waters seminars on climate change. (KY)

STRATEGIC GOAL 2- Continue and expand programs that educate and engage our target audiences, including native plant and oak sales, Conservation@Home, preserve hikes and activities at Helen Rohner Children’s Fishing Park.

- Obtain new grant from Otzen Family Foundation to continue and possible expan Conservation@Home visits in 2022. (MO)
- Organize and conduct 50 Conservation@Home visits in 2022, establish system to track acreage impacted. (MO),
- Organize and implement native plant sale to coordinate with Mother’s Day. (JH)

- Organize and implement fall oak tree sale and stress climate benefits. (KT)
- Organize and conduct at least 4 guided hikes on Conservancy preserves. (MO)
- Install new features at Helen Rohner Children’s Fishing Park. (MO)
- Hire intern and have him/her organize nature and fishing classes at Rohner Park with assistance of Community Outreach Manager. (MO)
- Organize and publicize special 4th of July and Corn roast events at Rohner Park featuring bird expert. (MO)
- Organize 2 to 4 field trips for schools at GLC preserves. (MO)
- Organize and publicize Small Nature Photo Contest in conjunction with Rohner Park. Add youth category. (MO)

STRATEGIC GOAL 3 – Develop and implement a more sustainable fundraising and membership base by increasing members in all membership categories and engaging board and staff in more tactical funding initiatives.

- Have fundraising and outreach staff take professional seminar to develop 2022 fundraising and membership plan. (JH,MO)
- Develop fundraising plan to meet \$550,000 goal and present at April board meeting. (JH,MO)
- Write, design, print and mail a new brochure on GLC public preserves, including trail maps to all GLC members as well as select locations in the County that are not usually served by conservation organizations. (KY,KT, MO)
- Update and print new Membership “Share the Vision” brochure. (MO)
- Redesign Web site to focus on new strategic and outreach goals and include a Climate Change tab. (KY, JH, MO)
- Organize and implement three educational and fundraising special events for members with additional efforts at events to draw new members. (JH)
- Write, print and mail annual membership and leadership letters to meet goals developed under new fundraising/membership plan. Apply for Donnelley, Driehaus, Griffith, We Energy, Lake Geneva Garden Club, Geneva Lake Women’s Club United Way and at least one new grant to meet fundraising goals. (JH)
- Write and send Leadership and Membership renewal letters. (JH)
- Continue to build event sponsorship from \$75,000 to \$80,000 by engaging more business owners in GLC activities. (JH)
- Continue to build long-term stewardship funds through targeted asks. (JH,KY)
- Send special mailing to encourage new Legacy Circle members. (JH)
- Determine plan to highlight 45th Anniversary and 3,000 acre land protection goal. (JH,KY)

STRATEGIC GOAL 4 -Develop and use the Mill House Native Plant Preserve as the centerpiece for environmental education and engagement.

- Work with landscape designers, staff and volunteers to create a Native Plant Preserve at the Mill House to educate the public about the importance of native plants and how they can be used to achieve conservation goals. (All staff)
- Work with Fontana village officials to obtain permission to link the Mill House trail with trail at Hildebrand Conservancy and ask village to donate land behind Mill House to the Conservancy to incorporate into landscape plan. (KY, KT)
- Host major donor lunches at the Mill House this summer to educate them on Mill House plan and other Conservancy objectives and seek donations. (JH, KY)
- Install new sign to announce educational preserve and public access. (KY, Kt)

STRATEGIC GOAL 5 – Update and use multiple communications vehicles including the newsletter, social media, public presentations and print and broadcast media to inform target audiences of Conservancy initiatives and accomplishments.

- Publish three newsletters and weave into articles or create special section on climate change and annual report. (MO)
- Issue Email blasts at least once a month and coordinate with fundraising goals. (MO)
- Continue to promote GLC activities on social media and drive users to GLC Website. (MO)
- Hold Community Conversation in Sharon and possibly Elkhorn/Delavan to involve community leaders In GLC conservation efforts. (MO)

IMPACT WATER – Continue to protect the lakes and waterways of Walworth County and restore their ecological health.

STRATEGIC GOAL 1 --Lead the Water Alliance for Preserving Geneva Lake to solve ecological problems threatening Geneva Lake’s health and continue to stress the GLC’s leading role while also working with community leaders to develop a better long-term structure for funding and preserving the lake’s health.

- Schedule and organize agendas for at least three Water Alliance meetings in 2022 as well as at least two meetings of each subcommittee. (JH)
- Take minutes of each meeting and distribute to members. (JH,JK)
- Send out spring phosphorus letter to Geneva Lake property owners. (JH)
- Hire consultant to administer DNR Surface Water grant working with SEWRPC and other partners. (KY,JH)
- Announce receipt of DNR grants to media. (KY, MO)
- Edit and place at least five “Keeping It Blue” columns in Lake Geneva Regional News. (KY)
- Work with Dale Splinter and University of Whitewater students on continued testing of Geneva Lake tributaries. (KT)

- Work with homeowners to plant up to 5 Buffer Strips and 18 rain gardens on lakefront property in 2022. (KT)
- Arrange to turn administration of CD3 equipment over to GLA. (JH)
- Meet with Alliance leaders as requested to work with municipalities on structures for future lake management. (KY)

STRATEGIC GOAL 2 – Use knowledge gained from the Alliance to assist in protecting other lakes and waterways in Walworth County.

- Install rain gardens on Lauderdale Lake homeowners property. (KT)
- Testify at municipal meetings on water pollution issues as requested. (KY, MO)

STRENGTH THE TEAM – As the Conservancy continues to grow, develop and implement programs and policies to support its growth.

STRATEGIC GOAL 1 – Continue to develop financial reports, policies and programs that support the Conservancy’s growth.

- Continue to refine financial reporting, particularly of restricted and long-term stewardship funds. (JK)
- Determine if current legal defense and stewardship funds will meet reaccreditation requirements. (KY, JK, JH)
- Invest long-term stewardship funding for Rohner and Haubrich by first quarter 2022. (KY, JK)
- Continue to raise funds for Long-Term Stewardship Fund for fee-owned properties. (KY, JH)

STRATEGIC GOAL 2 – Expand the size, diversity and teamwork of the board to obtain additional skills needed and geographical and ethnic diversity.

1. Identify new board candidates to increase the size of the board and present them at the April board meeting. (KY, JH and Governance Committee).
2. Use planned educational meetings in Delavan and Elkhorn to identify potential Hispanic leaders as board candidates. (MO)
3. Increase board size to 16 by year end addressing areas of need. (KY and Governance Committee)
4. Organize annual board lunch or dinner to thank board members and build collaboration. (KY,KB)
5. Determine whether Advocacy Committee should be merged with Community Outreach Committee (Board)
6. Consider changing board meeting day and time to be more convenient for board and staff. (KY, Board)
7. Continue to explore merger with Kettle Moraine Land Trust. (KY, Board)

STRATEGIC GOAL 3 – Seek and obtain National Land Trust Alliance reaccreditation

8. Complete application for reaccreditation by fall deadline. (JH)
9. Identify board committee to oversee reaccreditation. (Jh)

10. Develop timeline. (JH)
11. Review new and pre-2017 application land project folders. (JH, KY,KT)
12. Have five years of monitoring reports for all projects. (KT)
13. Complete Legal and Stewardship calculations to ensure they are enough for all new projects. (KY)
14. Complete risk assessment and tax shelter advisory new requirements. (JH)
15. Ensure we have original signed copies for all Land protection project deeds, baselines, etc. (KY,KT)
16. Update Records policy. (JH)

STRATEGIC GOAL 4 –Continue staff professional development and compensation packages that are competitive and reflect performance.

- Participate in Gathering Waters seminars on climate change and attend state meeting in June or July. (all staff)
- Arrange for Development Director and Outreach Manager to complete seminar on sustainable fundraising. (JH,MO)
- Have staff attend and receive Master Naturalist certification. (KY, KT, MO)
- Work through Governance committee to make recommendations on staff salary increases based on local and LTA salary survey and other measurements. (KY)
- Complete Annual Reviews for all employees. (KY, Board)

STRATEGIC GOAL 5 - Continue to strengthen partnerships with government and private organization that support the Conservancy’s mission.

17. Work with Gathering Waters and other state groups to support state and federal policies that meet conservation goals. (KY)
- Coordinate efforts with Yerkes Futures Foundation to highlight Olmstead contributions and protect and restore native landscapes on property. (JH, MO)
 - Continue to meet with Hackmatack Partnership to expand boundaries of ecosystem. (KY, KT)

FINANCE GOALS

- **Appoint and have board of director's approve new firm to do GLC annual audit.**
- **Work with accountant and Dana Chabot to finetune new financial reports.**
- **By February 1, invest all Long-term endowment funds in investment firm that has local office for better service for GLC needs.**
- **Determine if an Annual Report should be completed in late 2022, early 2023 to highlight GLC's 45 anniversary and achievements.**
- **Determine if legal defense and stewardship funds meet requirements for reaccreditation and if not develop plan to reach desired amount by 2023.**
- **Continue to raise or allocate funds for Long-Term Stewardship Fund to meet reaccreditation requirements.**

GOVERNANCE

- **Determine feasibility of merging or sharing mor resources with Kettle Moraine Land Trust or Seno KRLT Conservancy as requested by one of GLC funders.**
- **Increase board size from 12 to 16 members either through merger or by recruiting four new board members using board matrix**
- **Organize annual board lunch or dinner to thank board members and build collaboration**
- **Consider comments from board about changing board meetings time.**
- **Determine whether Advocacy committee should be merged with Community Outreach Committee.**
- **Continue to build a positive team culture between board and staff.**

REACCREDITATION

- **Prepare and submit reaccreditation application and fee in third quarter**
- **Determine if consultant will be needed in 2023 to submit application and if fee can be paid through LTA grant.**
- **Appoint board committee to assist with application in 2023.**