

TVTU Strategic Planning Session 5 (DEC 2015) – (draft)

Goal: IMPLEMENT WATERSHED CONSERVATION PROJECTS AND RECREATIONAL ACCESS

- Assist CT DEEP with conservation projects and surveys to identify cold water game fish populations such as:
 - Redd survey for Merrick Brook or other streams
 - Stream improvement efforts (tree planting/Xmas tree pinning/woody structures/etc.)
 - Create a “before & after” map.
 - Repair the braid in the Moosup River
- Expand on TU’s Home Rivers Initiative Program
 - Identify bodies of water to focus on for the next 3 to 5 years
 - Preserve existing and increase fishing access with the cooperation of private landowners and state support.
 - Improve fishing access to Little River from RT14 to State property by Little River Rd
 - Continue focus on the Shetucket River until issues with dam are resolved
 - Handicap deck on the Shetucket
- Schedule more stream clean-up efforts and try to include youth groups (whenever possible)

Goal: BROADEN THE APPEAL OF THE CHAPTER THROUGH EDUCATION OUTREACH

- Continue and improve our outreach programs for youth and adults
 - See if schools, Boy/Girl Scouts and other youth groups would like to get involved
 - Have schools/scouts/youth groups to help stock or conservation effort
 - Start a veterans and/or active duty outreach program
 - Promote and Expand our TIC program
 - Train & enlist more members to mentor/advise TIC schools
 - Conduct fly casting and fly tying classes (youth & adult)
 - Have a “Teach-a- Kid” to Fish Day.
 - Limit it to a certain amount and require parents to attend. Advertise event! We will have an opportunity to enroll new members.

Goal: DEVELOP FUND RAISING STRATEGIES

- Create a standing Fund Raising committee
 - Need to identify members willing to participate in fund raising activities.
- Develop fund raising strategies. Such as or to include:
 - Have an annual banquet
 - Have a banquet committee very soon
 - Have an annual auction, flea market event or other fund raising event
 - Consult Leaders “Tackle Box” for fund raising information/options
 - Look for a “Sugar Daddy” (sponsors) to contribute and support chapter
 - Create solicitation letter template and mail to our network of businesses

- Contact and learn from other chapters fund raising experiences
 - Explore having a Pay Pal/Credit card account for website(i.e., Mianus Chapter)
 - “Send Check” for raffle tickets
- Use EBay (or similar) to raise funds from donated items that have high value
 - Duke is willing to manage EBay selling/auctions for the chapter

Goal: PURSUE MEMBERSHIP DEVELOPMENT, INVOLVEMENT AND RENEWAL

- Board of Directors will be responsible for this goal
- The chapter needs to attract, involve and engage more members in chapter events
 - Try to get (more) younger members involved
 - Reach out to military, high schools and colleges for interest in our projects (they are mostly local people and there are many in the area)
 - Have events that appeal to the younger members. Such as:
 - Bring fly fishing film tour to chapter meetings/event in a “cool” location/environment
 - Start a Facebook account
 - Need to reach members on chapter roster without email addresses
 - Increase personal contact with members
 - Designate “Greeters” for our meetings/events
 - Especially, target new members attending events
 - Notes to new members and lapsed members
 - Develop a strategy for attracting/engaging women into membership
 - Develop a process for recruiting members to ascend to leadership positions within the chapter
 - Create desk guides for each program chair

Goal: BUILD RELATIONSHIPS WITH LANDOWNERS, CONSERVATION GROUPS, AND LOCAL/STATE AGENCIES

- Build connections with landowners in area for conservation and river access purposes.
 - “In my back yard” initiative
- Develop relationships with legislators to protect conservation/recreational areas
 - Invite legislators to board meetings and events so they can witness what we do and what our goals are
- Partner with other like-minded organizations
 - Invite other like-minded organization to our meetings – use actual invitations.
 - Attend some of their meetings
 - Hold TU open house with local organizations
 - Have Joint events with other organizations
 - Create a Public relations Committee that highlights accomplishments via the media and works the plans of the chapter