

SHAPING THE FUTURE OF FOWL: A Planning Strategy for 2021- 2025



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Holly Windle

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All Photos Courtesy of Susan Atwood



INTRODUCTION

In the Fall and Winter of 2020-2021, the Board of the Friends of Wilson Lake (FOWL), together with FOWL community members, engaged in a Strategic Planning process to address two questions:

- 1) Where do we want FOWL to be in the next 3 to 5 years?
- 2) How do we get there from here?

FOWL enlisted the help of Ecological Instincts to facilitate the process, which resulted in a series of surveys and meetings from which emerged three top priorities:

- 1) Board & Membership Development
- 2) Public Relations/Outreach
- 3) Lake Science

Each category was divided into its component parts, responsibilities were assigned, along with a timeline for their accomplishment. This document will serve as a roadmap, frequently consulted, for FOWL's mid-term future.



MISSION

To preserve and protect the aesthetic qualities, the recreational value, and the purity of the water of Wilson Lake in Wilton and its watershed.

VISION STATEMENT

Water quality trends are stable or improving, and Wilson Lake is free of aquatic invasive plants; FOWL's board and members are committed, with strong leadership, diverse knowledge and skills, and active committees; and the local community and educational institutions are aware of the lake's vulnerability and its importance and are involved with FOWL's efforts to preserve the lake and its watershed.

TAGLINE

Working to keep your lake healthy since 1989!





The Planning Matrix on the following pages is divided into three primary planning areas. Within each planning area, tasks and subtasks have been identified, as well as a timeline for completing the tasks, and assignments for who will lead the task. The three primary planning areas include:

BOARD & MEMBERSHIP DEVELOPMENT

Led by FOWL's Executive Committee and Membership Committee, Board and Membership tasks focus on Board continuity and succession planning and strengthening leadership among board members and the general membership.

PUBLIC RELATIONS/OUTREACH

Led by FOWL's Communications Committee, Outreach tasks focus on strengthening and expanding existing outreach programs.

LAKE SCIENCE

Led by FOWL's Lake Science Committee, Lake Science tasks focus on long-term watershed and in-lake assessment and monitoring.

BOARD & MEMBERSHIP DEVELOPMENT

TASKS	SCHEDULE	WHO
#1 BOARD & MEMBERSHIP DEVELOPMENT		
1) Re-establish the Board & Membership Committee	4/1/2021	Exec. Committee; Board
a) Identify members, set up meetings, review planning schedule periodically	May 2021	Board
2) Recruit from the current membership those who are interested in a leadership position (for a limited-term project; a committee; the board)	May 2021	Exec. Committee; Membership Committee
a) Form a Membership Committee to create a list of organizational gaps, and knowledge and skills needed for open positions/subcommittees	April 2021	Exec. Committee; Membership Committee
b) Review the current membership list and prepare a list of prospects (see a above)	April/May 2021	Exec. Committee; Membership Committee
c) Extend a personal invitation to the person(s) to join the board/committee	May 2021	President; Exec. Committee; Membership Committee
3) Recruit new members who would bring special knowledge and skills that are needed in the organization/on the board (in coordination with general recruitment)	June 2021	Exec. Committee; Membership Committee
a) Request the Membership Committee create a list of organizational gaps, and the knowledge and skills needed, to fill the positions	May 2021	Membership Committee
b) Decide who in the community meets the requirements of a)	May/June 2021	Membership Committee
c) Extend a personal invitation to the person(s) to join FOWL/board/committee	June 2021	President; Exec. Committee; Membership Committee
4) Use Google Drive for archiving FOWL documents	By 4/1/21	Exec. Committee; Secretary
a) Recruit volunteer(s) to take on the responsibility and provide training	March 2021	Exec. Committee; Secretary
b) Create a folder structure	March 2021	Exec. Committee; Secretary
c) Decide which documents to archive and who has access	March 2021	Exec. Committee; Secretary
5) Conduct Monthly Board Meetings	By March 2021	Board
a) Determine optimum number of meetings/yr	March 2021	Board
b) May-September recommended, then as needed	March 2021	Board
c) Make necessary edits to By-Laws	July Annual Meeting	Board; Membership
6) Conduct Annual Membership Meeting	July (annually)	Ad-hoc Annual Meeting Committee; Exec. Committee

BOARD & MEMBERSHIP DEVELOPMENT (CONT'D)

TASKS	SCHEDULE	WHO
a) Create Handbook/SOP and place in Google Drive	June 2021	Exec. Committee; Secretary
b) Establish ad hoc planning committee each May; responsible for where, when, agenda, set up and clean up.	May (annually)	Ad-hoc Annual Meeting Committee; Exec. Committee
7) Provide New Board Member Orientation	Ongoing	Exec. Committee; Board Volunteers
a) Create Handbook/SOP and place in Google Drive	April 2021	Exec. Committee; Secretary
b) Prepare a handout folder with appropriate information (history; programs; responsibilities of board member) by May 2021	May 2021	Exec. Committee; Secretary
c) Create a mentoring/buddy system between new member and a current board member	July 2021	Exec. Committee; Secretary
8) Recruit new members at Loon Booth & Blueberry Festival	Ongoing	Exec Committee; Board Members; Member Volunteers
a) Create Handbook/SOP and place in Google Drive	July 2021	Exec Committee; Secretary
b) Work closely with Biodiversity Research Institute for loon display and BRI representative at the loon booth	Spring/Summer	Ad-hoc Loon Booth Committee
c) Ensure relevant materials/handouts are available	Spring/Summer	Ad-hoc Loon Booth Committee
d) Identify coordinator of boat rides; recruit boaters	Spring/Summer	Ad-hoc Blueberry Festival Boat Ride Committee
9) Distribute Brochures & Newsletters in the Community	Ongoing	Board Members; Exec. Committee
a) Identify locations (Town Office, Library, member businesses, etc.)	March 2021	Board Members; Exec. Committee
b) Provide current materials (brochure; Newsletter)	Ongoing	Board Members; Exec. Committee; Newsletter Editor
10) Maintain Member Mailing List	Ongoing	Secretary; Newsletter Editor; Treasurer
a) Maintain list in Google Drive	Ongoing	Secretary; Newsletter Editor; Treasurer
b) Ensure regular updates and by whom	Ongoing	Secretary; Newsletter Editor; Treasurer
c) Includes physical address and email address	Ongoing	Secretary; Newsletter Editor; Treasurer

BOARD & MEMBERSHIP DEVELOPMENT (CONT'D)

TASKS	SCHEDULE	WHO
d) Develop an efficient method for allowing members/donors to sign up online	By 2023	Exec Committee; Treasurer
11) Maintain FOWL website	Ongoing	Website Coordinator; Exec. Committee
a) Identify person to maintain it	Summer 2021	Exec Committee; Board
b) Explore funding for maintaining site/stipend for coordinator	Spring 2021	Exec. Committee; Board
c) Check current member list for those who have the appropriate knowledge and skills; approach	Spring 2021	Exec Committee; Board
d) Decide who has access to, and final say, on content	Spring/Summer 2021	Website Coordinator; Exec. Committee

PUBLIC RELATIONS/OUTREACH

TASKS	SCHEDULE	WHO
#2 PUBLIC RELATIONS/OUTREACH		
1) Create a Communications Committee		
a) Recruit members, set up meetings, review planning schedule periodically	by July 2021	Board
2) Report to Town on FOWL Activities	Two times/yr	President
a) Determine what we plan to do, how we can help the town and how the town can help FOWL	April/May (annually)	President
b) Prepare a summary of what we have done	Spring (for town meeting)	President
c) Set up a time to speak to Town, topics to cover and arrange schedule	Sept/Oct (annually)	President
d) Decide if more than two meetings will be needed each year	2022	Board
3) FOWL Newsletter		
a) Develop a newsletter committee	2021	Wynn Muller
b) Consider changes to distribution (increase/decrease, printed/electronic)	2021	Wynn Muller
c) Decide on printing options (color vs. b/w or combo)	2021	Wynn Muller
d) Keep mailing list and ad list current	2021	Wynn Muller
e) Add to current list (acquire emails for additional newsletter recipients)	2021	Wynn Muller
4) Blueberry Festival Boat Rides	Annually 2021 - 2025	Boat Ride Coordinator & Volunteers
a) Create a handbook for annual boat rides and save to Google Drive	January 2022	Mullers
b) Identify and instate a new boat ride coordinator	By 2023	Board
c) Expand FOWL's free boat rides to include FOWL sponsors, local businesses, Music in the Park, etc. Consider boat rides for scenic photo shoots, historical places, water quality, wildlife, etc.	2022	Board
d) Increase publicity and community relations and memberships through boat rides	2021 & Ongoing	Board
5) Review and Expand List of Current and Potential Liaisons and Outreach Strategy		
a) Prepare a list of current and potential liaisons	Spring 2021	Holly Windle

PUBLIC RELATIONS/OUTREACH (CONT'D)

TASKS	SCHEDULE	WHO
b) Identify members with connections to liaisons and develop an outreach strategy	Spring/Summer 2021	Board
c) Develop a plan for partnerships/joint involvement with each organization	Fall/Winter 2021	Board
6) Create a FOWL Summer Day	Late August 2022	Committee
a) Choose venue	Winter 2021-2022	Communications Committee
b) Develop attendance plan (members and guests?)	Winter 2021-2022	Communications Committee
c) Create budget	Winter 2021-2022	Communications Committee
d) Develop/brainstorm a potential activities list (age appropriate)	Winter 2021-2022	Communications Committee
7) Improve Social Media Presence		
a) Review FOWL website and create a list of updates needed	2021	Communications Committee
b) Review FOWL Facebook page and develop a strategy for future outreach	2021	Communications Committee
c) Discuss other means of social media and role for FOWL	2021	Communications Committee
d) Discuss possible webcam installation	2021	Communications Committee
e) Look at what other lake associations do for these types of events	Winter 2021-2022	Wynn Muller
8) Create List of Special Events for FOWL Members		
a) Schedule a committee meeting to brainstorm ideas about special events for FOWL members	Winter 2021-2022	Communications Committee
9) Wayne Smith Lakes & Loons Program		
a) Prepare handbook for program and save to Google Drive	Winter 2022	Communications Committee
b) Expand program to include other youth education	2022 - 2023	Communications Committee
c) Identify co-coordinator to assist with the program	2021	Communications Committee
d) Create connection with UMF for teaching the program	2021 - 2022	Communications Committee
10) David Prince Memorial Scholarship		
a) Consider new name for scholarship when current plaque is exhausted in 2025?; or develop another scholarship with different criteria.	by 2025	Board

LAKE SCIENCE

TASKS	SCHEDULE	WHO
#3 LAKE SCIENCE		
1) Rebrand Water Quality Committee as Lake Science Committee	2021	
a) Create a Lake Science Committee; identify interested members and a chairperson	Feb/March 2021	Lake Science Committee; Board
b) Present rationale to Board and vote on it	Spring 2021	Lake Science Committee; Board
2) Succession of Courtesy Boat Inspection Program (CBI)	2021-2025	
a) Create a CBI handbook and save to Google Drive	April 2021	Sandy Muller, Justy Nazar
b) Hire a CBI Coordinator to manage the program	March/April 2021	CBI Committee
c) Provide annual funding for the program by raising \$3,000 annually to run the program	Ongoing	Exec. Committee
d) Discuss process for hiring inspectors and possibility of Town taking a larger role with FOWL leading fundraising to cover 100% of costs	2022 - 2023	CBI Committee
e) Move from paper to all electronic documentation via Survey123; work with Maine DEP to update forms; field form and electronic form need be in alignment	2021	FOWL/DEP
3) Examine Current Water Quality Trends for Short/Long-Term Changes	Ongoing	
a) Find out when Wilson Lake was listed as threatened and last time trends were analyzed	2021	Lake Science Committee
b) Conduct an updated trends analysis with DEP data or request updated statistical analysis from DEP with data through 2020	2021	Lake Science Committee
c) Communicate results of trends to FOWL community through FOWL newsletter	2021	Lake Science Committee
4) LakeSmart- Increase Total # of LakeSmart Properties by 8% (50% of all shoreline properties)	By 2025	
a) Contact prospective LakeSmart candidates for evaluation	Annually	FOWL LS Coordinator
b) Educate volunteer evaluators on the use of electronic field app (Survey123)	Spring 2021 and ongoing	FOWL/Maine Lakes

LAKE SCIENCE (CONT'D)

TASKS	SCHEDULE	WHO
c) Recertify LakeSmart properties older than 10 years; work with Maine Lakes to develop process	Annually, all properties re-evaluated by 2025	LS Volunteers/Maine Lakes
d) Identify properties with recent real estate transfers and contact owner within 13 months to review criteria	All transfers by 2025	LS Coordinator; UMF Intern
5) Water Quality Monitoring (SDT, DO, Temp, TP)	2021-2025	
a) Maintain current volunteer monitoring program (biweekly SDT, DO/Temp, bi-annually surface TP)	Ongoing	FOWL Certified LSM Volunteers
b) Identify additional volunteer monitors and help them get trained through LSM (preference on lake with boat)	2021-2023	Current FOWL Certified LSM Volunteers
6) UMF Buoy Project	By 2025	
a) Contact UMF to discuss monitoring equipment needs/volunteer resources needed for the year ahead	Spring 2021 and annually	Lake Science Committee
b) Request an annual report from UMF regarding annual and long-term trends in DO and temperature profiles	Winter 2021/2022 and annually	Lake Science Committee
7) Establish an Invasive Aquatic Plant Patrol Program with Training through Lake Stewards of Maine (including terrestrial shoreline invasive survey)	Summer 2022	
a) Contact Lake Stewards of Maine to get information about training opportunities	Spring 2021	Lake Science Committee
b) Identify potential FOWL volunteers to participate; including program lead- get trained	2021/2022	Lake Science Committee
c) Organize/coordinate plant surveys	2021/2022 and ongoing	Lake Science Committee
8) Evaluate Relative Contribution of Lakefront Properties vs. Rest of Watershed Upstream of Pond Rd. for Sediment/Phosphorus	2023	
a) Contact UMF to gauge interest in the project/contact consultant for modeling estimate	2021-2022	Lake Science Committee
9) Investigate Changes in the Delta at North End of Lake	2021-2025	
a) Define project – who, what, when?	2021	Lake Science Committee; UMF

LAKE SCIENCE (CONT'D)

TASKS	SCHEDULE	WHO
b) Conduct a review of aerial photographs for changes; identify funding needs	2021	Lake Science Committee; UMF
c) Conduct a drone survey of delta; identify funding needs	2021-2025	Lake Science Committee; UMF
10) Procure Grants for Watershed Projects, Phase II	2023-2024	
a) Revisit the NPS survey list for projects needing completion and determine if grants are needed	2021-2022	Watershed Plan Committee
b) Conduct a "windshield survey" for any new NPS sites since the 2016 survey	2022	Lake Science Committee; Consultant
c) Apply for Maine DEP 319 grant fund or other sources of funding	2023	Lake Science Committee; Town
11) Conduct an Ecological Survey of the Littoral and Shoreland Zones to Better Understand Potential Effects of Lake Level and Terrestrial Invasive Plant Species	2024	
a) Contact Lake Stewards of Maine to get information about training opportunities	2021-2022	Lake Science Committee
b) Conduct literature review, mapping terrestrial invasives (knotweed, purple loosestrife, etc.); create maps and report	2023-2024	UMF