

## MDTU Strategy Guidelines

Meeting: January 27, 2015

In Attendance: Clark Amadon, Kurt Budliger, Colin Cascadden, Ray Daigle, Bob Hynes, Jared Carpenter

### **1. Mission and Vision:**

Mission: To conserve, protect, and restore north-central Vermont and Northeast Kingdom coldwater fisheries and watersheds through education, advocacy, and boots-on-the-ground conservation.

Vision: The MadDog Chapter of Vermont Trout Unlimited will ensure that robust populations of native and wild coldwater fisheries once again thrive, so that future generations can enjoy healthy fisheries in their home waters.

### **2. Chapter Membership – Goals and Strategies**

Goal: By 2016, the MDTU Chapter grows to 250 members by focusing on youth, women, conservationists and all anglers.

#### Membership Growth Strategies:

- ! Post MDTU Events on conservation and sporting groups Facebook pages (4 votes)
- ! Have a booth at area community events. (4 votes)
- ! Early season and late season events (4 votes)
- ! Connect with spouses / partners of members to join (3 votes)
- ! Invite Jackie Jordan to present at chapter meeting (2 votes)
- ! Attend a community-based fishing event (2 votes)
- ! “Fishing film” / conservation film at Norwich (2 votes)

### **3. Chapter Management – Annual Chapter Goals and Leadership Succession**

#### Education:

- ! *Trout in the Classroom:*
  - o Chapters find schools, but essentially run by Joe at Council level; MDTU has two running programs,
  - o Goal of adding one per year with maximum of five or six at a cost of about \$1000 per program.

- ! *Trout Camp:*
  - o Ongoing goal of successful camp; 12 new campers every year, full staff;
  - o Goal to involve other chapters, recruit new volunteers, development of sustainable, consistent funding;
  - o Question: what does Council involvement look like?

#### Conservation Projects:

- ! Conduct outreach to members about other possible conservation project locations, does not have to be only on the Dog River.
  - o Possible projects for immediate outreach include Stoney Brook dam, Crossett Brook culvert replacement, Thatcher Brook.
  - o Coordinate riparian plantings and timing with Rogers.
- ! Consider budget and funding beyond our current general fund, such as grants or specific fundraising.

#### Communication:

- ! Through Facebook, emails, postcards.
- ! Ads for events, meetings and to attract new members.
- ! Update website: Proposed content from January 2015 Minutes includes:
  - o Meeting updates; events with photos and project reports; links to fishing reports; how to get involved (incl calls to action); current events.
  - o Website to be used to get people involved, but eventually turn it into a resource.
  - o Facebook instead would be used more for member interaction.
- ! Will post to Facebook looking for members to volunteer to design in Word Press.

#### Leadership Succession:

- ! Current officer terms are up in November 2016.
- ! Each officer must find a replacement for his position for the next term.
- ! By November 2015, each officer approach a member for his position.

#### **4. Budget and Fundraising**

- ! Each officer develops a budget annually for his position.
  - o This year, each officer develops a budget to be voted on at the September meeting (for the fiscal year that run from November to October).
- ! After overall budget is established, develop fundraising to support it, including both general and specific funding.
- ! Possible funding sources include banquet, large raffle items, meeting raffles, gear (consignment) sale, one-fly fishing derby (photo, catch-release), pot luck, Calcutta (look into feasibility)