

Lake Michigan Shorelands Alliance

Strategic Plan

January 2009 – December 2011

MISSION: The Lake Michigan Shorelands Alliance is a collaboration of non-profit Wisconsin land trusts focused on building organizational capacity to accelerate the protection of significant land and water resources in the Lake Michigan basin through private land conservation.

VISION:

1. Increased strategic protection and restoration of the critical land and water resources throughout the Basin.
2. New and stronger partnerships formed with non-traditional partners (e.g. economic development agencies, businesses, outdoor recreation organizations)
3. Each member organization has the appropriate level of staff support needed to achieve and sustain significant conservation success.
4. Increased sustainable funding available to support operational costs of member organizations.

GOALS:

1. Focus conservation efforts on critical and/or protected land and water resources, building on ongoing conservation efforts;
2. Coordinate resources among groups, and identify and pursue a variety of funding opportunities;
3. Promote capacity building through communication and cooperation between LMSA members and others;
4. Promote creative solutions for land and water protection; and,
5. Build local and regional public support for protection of critical natural resources.

ACTION STEPS:

Conservation Plan

Action Steps

Gathering Waters Conservancy (GWC) will work with the Trust for Public Land (TPL) and potential funders to begin a Greenprint for Wisconsin's Lake Michigan Basin.

- Phase I – Conduct an assessment of current conditions through collecting existing documents (conservation plans, maps and GIS layers); stakeholder interviews; conduct public opinion survey; analyze state and local finance mechanisms; and design an outreach and fundraising brochure to fund Phase II and III of the Greenprint. Begin fundraising for Phase II and III of the Greenprint.

Timeline: Start Phase I in the first quarter of 2009 and complete within 6 months.

- Phase II – GWC is still working with TPL to define the steps for this phase of the Greenprint.

Timeline: Would be started within 6 months after completion of Phase I.

- Phase III – Web-based delivery and implementation of the Greenprint plan.

Timeline: Would start 9 months after the start of the Greenprint.

Capacity Building

Action Steps

Convene *effective* and *meaningful* quarterly LMSA meetings (e.g. specific agendas with deliverables and guest speakers on topics of common concern).

Apply for grant funding to support LMSA activities and also address capacity needs of members.

Cultivate relationships with regional economic development agencies, policy makers, elected officials, business owners, and community leaders.

Conduct assessments of member land trusts combining LTA tool with a capacity needs assessment.

Develop communication tools including an AV piece that brings LMSA members' conservation success stories and the *Landscapes of Opportunity* to life.

Convene a philanthropy conference for community foundations, private foundations, corporations, and major individual donors to heighten awareness of land conservation in the basin.

Host a technology summit to share knowledge and resources among LMSA members.

Policy Engagement

Action Steps

Establish an annual LMSA policy agenda with priority rankings.

2009 Agenda will potentially include the following issues and action steps identified at Wingspread:

Issue: Great Lakes Compact Implementation

- Get a seat at the table for rulemaking
- Work with local communities on Water Supply Plans

Issue: Great Lakes Regional Collaboration Strategy

- Communicate with key legislators (e.g., Obey, Kohl, etc.)
- Work with the Healing Our Waters Coalition
- Communicate successes to date

Issue: State Policy (e.g., Stewardship, Working Land, Governor's Global Warming Task Force, wetland mitigation, transfer of charitable tax credits)

- LMSA Lobby Day
- Build new coalitions/partnerships (e.g., agriculture, hunting, fishing groups)
- Focus on policies that could have specific benefit to LMSA

Issue: Local Government

- Fund a "circuit rider" to work on Smart Growth and land use planning
- Learn lessons from other states and around Wisconsin

Issue: Funding

- Pursue bonding initiatives
- Foreclosure analysis