



DRAFT:
LCRS STRATEGIC PLAN
2019-20

Lake Cane Restoration Society



Vision

Make the 50-year swim possible

Mission

(Keep Lake Cane) Swimmable, Fishable, Lovable

Values

“We are non-political. Everybody is welcome. We take a live and let live approach. We are self-sustaining. We have financial viability. We are goal driven. We trust. We have respect for neighbors. We are clean water advocates. We will be a role model for other lakes.”

Our vision before us, we complete our mission by meeting the following goals while respecting our values:



Goal 1.0 **Water Quality**: restore Lake Cane’s water quality to the point where the bottom of the lake is visible from the entire surface of the lake



Goal 2.0 – **Fellowship**: strengthen current and find new experiences which unite people to care about Lake Cane



Goal 3.0 – **Schooling**: learn about, train on and teach skills essential to completing our mission



Goal 4.0 – **Financial**: fund activities essential to our mission through diverse sources

We reach our goals through the following actions taken by responsible people on an adaptable schedule:

Goal 1.0 – Water Quality: restore the water quality of Lake Cane to the point where the bottom of the lake is visible from the entire surface of the lake



Strategic Initiative: 1.1 – Measure elements of lake water quality

Task 1.1.1 - Conduct monthly water quality testing according to LAKEWATCH protocol

Responsible: LAKEWATCH Water Testing Team

Measures of Success: Monthly test results collected

Task 1.1.2 - Conduct storm incident testing (including e-choli)

Responsible: TBD

Measures of Success: Storm impact data

Task 1.1.3 – Consolidate water quality data into report and publish/present results

Responsible: Anderson

Measures of Success: Water Quality Report and publication

Task 1.1.4 – Crowd Source water clarity rating through the Lucky's Lake Swim APP

Responsible: TBD

Measure of Success: Significant volume of entries

Strategic Initiative: 1.2 – Mitigate nutrient and chemical inflow from surrounding private properties and public roads

Task 1.2.1 – Write Lake (Cane) Management Plan

Responsible: TBD

Measures of Success: Draft Plan

Task 1.2.2 - Solicit involvement of stakeholders (private and public representatives) to enhance LCRS's diversity of expertise and experience

Responsible: TBD

Measures of Success: conduct minimum of three public meetings designed for home-owners other stakeholders in lake-basin; twice-yearly briefings with elected officials; provide tours to subject-matter experts

Task 1.2.3 – Conduct planting project as designated by attached letter

Responsible: TBD

Measures of Success: plant 4,000 aquatic plants before the end of 2019

Strategic Initiative: 1.3 – Maintain success of hydrilla removal through Carp and other natural means

Task 1.3.1 – Report on State of the Carp

Responsible: Anderson and Madigan

Measures of Success: Draft Plan for submission to Board for review

Task 1.3

Strategic Initiative: 1.4 – Outreach

Task 1.4.1 – Remain active members of the Florida Section of the American Water Works Association and establish projects with this organizations and its members sharing our vision, mission and values

Responsible: **Meisenheimer, Anderson, Myers and Madigan**

Measures of Success: shared credit for achievement of water quality goals

Strategic Initiative: 1.5 – Hire a Lake Cleaning Service

Task 1.5.1 – Investigate

Responsible: TBD

Measures of Success: achievement of water quality goals

Strategic Initiative: 1.6 – Introduce beneficial bacteria

Task 1.6.1 – Investigate

Responsible: TBD

Measures of Success: shared credit for achievement of water quality goals

Strategic Initiative: 1.7 – Clean up Trash

Task 1.7.1 – Establish “lake clean-up days”

Responsible: TBD

Measures of Success: shared credit for achievement of water quality goals

Strategic Initiative: 1.8 – Suck up Muck

Task 1.8.1 – Investigate

Responsible: TBD

Measures of Success: shared credit for achievement of water quality goals

Strategic Initiative: 1.9 – Introduce ALUM

Task 1.4.1 – Investigate

Responsible: TBD

Measures of Success: shared credit for achievement of water quality goals

Strategic Initiative: 1.10 – Get a giant Brita Filter

Task 1.4.1 – Investigate

Responsible: TBD

Measures of Success: shared credit for achievement of water quality goals

Strategic Initiative: 1.11 – Stop run-off from streets

Task 1.4.1 – Investigate

Responsible: TBD

Measures of Success: shared credit for achievement of water quality goals

Strategic Initiative: 1.12 – Filter run-off from streets

Task 1.4.1 – Investigate

Responsible: TBD

Measures of Success: shared credit for achievement of water quality goals



Goal 2.0 – **Fellowship**: strengthen current and find new experiences which unite people to care about Lake Cane

Strategic Initiative: 2.1 – Support safe swimming

Task 2.1.1 – Contribute to welcoming first-time swimmers; provide kind, informative and celebratory support through the Dock Concierge services, helping especially on Saturdays during the times with high attendance

Responsible: TBD

Measures of Success: Lucky's Lake Swim Facebook posts featuring new swimmers

Task 2.1.2 - Coordinating regular on-site training with Orange County Fire Rescue/Rollins College/other professional training resources for various potential on-property emergencies which may occur; include training which helps fellow swimmers stay out of harm's way requiring medical attention or otherwise

Measures of Success: Multiple Lucky's Lake Swim experience training

Task 2.1.3 -

Strategic Initiative: 2.2 – Organize special events

Task 2.2.1 – Facilitate scheduled LCRS events

Responsible: TBD

Measures of Success: (1) Safe, injury-free completion (2) Fundraising goals met (where applicable) (3) coordination with Special Event Hosts (i.e. the LCRS Poet Laurette)

Task 2.2.1 – Set schedule for annual events

Responsible: TBD

Measures of Success: creation of an LCRS calendar

Strategic Initiative: 2.3 – Outreach

Task 2.3.1 – Establish projects with organizations with similar and complimentary goals to LCRS, including but not limited to those with educational, swimming, athletic, scientific and cultural pursuits

Responsible: TBD

Measures of Success: multiple-hosted events

Strategic Initiative: 2.4 – Continue to develop www.lakecane.com fliers, banners, and our snail mail projects as collaborative tools and a twice-a-year news letter

Task 2.4.1 – Strengthen www.lakecane.com , undertaking changes and website development as needed

Responsible: TBD

Measures of Success:

More videos, interactive calendar

LCRS-designated emails

Customized training offering for Board Members

Strategic Initiative: 2.5 –Reward/Recognize lake area residents (and others as is opportune) for beneficial plant fertilization, gardening and other beneficial practices

Task 2.4.1 – Strengthen www.lakecane.com , undertaking changes and website development as needed

Responsible: TBD

Measures of Success:

More videos, interactive calendar

LCRS-designated emails

Customized training offering for Board Members

Strategic Initiative: 2.6 – Support safe swimming

Task 2.1.1 – Contribute to welcoming first-time swimmers; provide kind, informative and celebratory support through the Dock Concierge services, helping especially on Saturdays during the times with high attendance

Responsible: TBD

Measures of Success: Lucky's Lake Swim Facebook posts featuring new swimmers



Goal 3.0 – **Schooling**: learn about, train on and teach skills essential to completing our mission

Strategic Initiative: 3.1 – Strengthen www.lakecane.com as a learning management tool

Task 3.1.1 – Administration of www.lakecane.com , undertaking changes and website development as needed

Responsible: TBD

Measures of Success: More videos, interactive calendar LCRS-designated emails, Customized training offering for Board Members

Task 3.1.2 - Research and advance branding of LCRS

Responsible: TBD

Measures of Success: Link swimming's support of clean water through nationally recognized events

Strategic Initiative: 3.2 – Sponsor LCRS Board members as they learn, train and develop skills relevant to completing our mission

Task 3.2.1 – Promote opportunities to complete courses and/or field trips

Responsible: **Villanueva**

Measures of Success: Full Board training in non-profit requirements by Rollins College and other learning resources

Strategic Initiative: 3.3 – Outreach

Task 3.3.1 – Establish projects with organizations sharing our vision, mission and values.

Responsible: Open

Measures of Success: Rollins College classes taken by Board Members

Strategic Initiative: 3.4 – Teach Lake Management best practices including Eco-friendly practices

Task 3.3.1 – Establish curriculum

Responsible: Open

Measures of Success: Rollins College classes taken by Board Members

Strategic Initiative: 3.5 – Share

Task 3.3.1 – Establish curriculum

Responsible: Open

Measures of Success: Rollins College classes taken by Board Members



Goal 4.0 – **Financial**: fund activities essential to our mission through diverse sources

Strategic Initiative: 4.1 – Maintain clear, accessible and accurate accounts of money in and money out

Task 4.1.1 – Record all transactions

Responsible: **Stogsdill**

Measures of Success: Bank account audited by another Board Member and ED

Task 4.1.2 – Report Financial Statement at each Board meeting

Responsible: **Stogsdill**

Measures of Success: Report at every Board meeting

Strategic Initiative: 4.2 – Facilitate LCRS fundraising events and establish fiduciary routines

Task 4.2.1 – Collaborating with Fellowship-led events, provide financial oversight including Friends of Lake Cane due collection

Responsible: **Madigan + Stogsdill**

Measures of Success: Reported transactions specific to each event

Task 4.2.2 – Assist with goals setting, align events and projects to realistic budgets resulting in positive cash flow

Responsible: **Stogsdill**

Measures of Success: healthy reserve in the bank

Strategic Initiative: 4.3 – Manage risk to all stakeholders

Task 4.3.1 – Administer existing, bid for or seek insurance coverage for thee property owners, LCRS Board members, and others

Responsible: **Madigan + Stogsdill**

Measure of Success: coverage for the four major events, Board meetings and other circumstances

Strategic Initiative: 4.4 – Outreach to organizations and individuals sharing our vision, mission and values

Task 4.4.1 – Establish consistent relations with financial organizations beneficial to LCRS, including but not limited to the LCRS bank, the IRS, the State of Florida www.sunbiz.org , and others related to financial practices

Responsible: **Stogsdill**

Measures of Success: annual submission of 990 and other requirements of SoFL and IRS

Strategic Initiative: 4.5 – Apply to mission-supportive organizations for grants

Task 4.5.1 – Identify opportunities

Responsible: **Compton Abney**

Measures of Success: annual submission of 990 and other requirements of SoFL and IRS

Strategic Initiative: 4.6 – Asset Management

Task 4.5.1 – organize the routine cleaning and swap out of the (4) 27" buoys during the months of April and October of each year

Responsible: **Mattern**

Measures of Success: twice-annual swap out of buoys

Task 4.5.2 – organize the routine alignment of the (10-12) ten-twelve buoys the day before the two events of each year requiring the long course

Responsible: **Tracy**

Measures of Success: twice-annual accurate buoy placement