

Hubbard County Coalition of Lake Associations Strategic Actions – version: Jan 9, 2017

Vision: HC COLA is the Leader in Protecting Hubbard County Lakes & Rivers

Mission: HC COLA's mission is to protect and enhance the quality of our lakes and rivers, preserve the economic, recreational and natural environmental values of our shorelands and promote the responsible use of our waters and related habitats. HC COLA's mission enhances, promotes and protects the interests of lakeshore property owners, lake associations, local government, the general public and future generations.

Values:

- Collaboration among our members
- Open and honest communications
- Leadership, as an organization and as individuals toward increased citizen awareness and education
- Active, engaged volunteers

Hubbard County Coalition of Lake Associations (HC COLA) will employ the following Strategies to achieve our Vision:

- 1) Cultivate Leadership:
Continue to strengthen formal executive team. Grow leadership bench strength and insure succession planning.
- 2) Continuously Improve Organizational Effectiveness:
 - a. Continue to enact changes and improvements to the way HC COLA operates organizationally to improve its effectiveness and the relationships with its members.
 - b. Improve the organizational efficiency of committees and their roles, responsibilities, representation, and authority as well as our leadership succession.
 - c. Review objectives and accomplishments annually.
 - d. As needed, amend By-Laws.
- 3) Facilitate Education, Workshops and Programs:
 - a. Provide information and education on water related topics in various formats.
 - b. Assist HC COLA committees in achieving their goals through education and information.
 - c. Promote the following to enable insights and collaboration to protect our lakes & rivers:
 - i. Capstone Studies
 - ii. Lake Assessment Reports
 - iii. Lake Management Plans
 - iv. Water Quality Monitoring
 - v. Lake & River Monitoring of Vegetation and Animals
 - vi. Shielding Lakes & Rivers from Aquatic Invasive Species
 - vii. Groundwater Preservation and Protection
 - viii. Restore the Shore
- 4) Manage Communications and Public Relations:
 - a. Improve communication between HC COLA and its component lake associations and their individual members by:
 - i. Improving HC COLA's effectiveness in receiving and processing input from its members
 - ii. Increasing members understanding and appreciation of the services HC COLA provides
 - iii. Utilize HC COLA's website as the repository of key documentation to facilitate sharing
 - b. Use various media, outlets, HC COLA's Facebook page and Website to augment HC COLA's presence to a wider audience and potential stakeholders
 - c. Implement a variety of actions designed to showcase achievements of HC COLA

5) Develop Membership:

- a. Implement a comprehensive membership plan to strengthen and expand the total number of members, i.e. lake and river associations and sustaining members
 - i. Engage all members in order to create a stronger organization
 - ii. Recognize donations of time and talent to create an atmosphere of gratitude and cooperation that will benefit the organization
- b. Grow HC COLA's lake and river association membership through the development of new associations in Hubbard County or existing lake and river associations
- c. Collaborate with local and statewide organizations as HC COLA including:
 - i. Park Rapids Chamber of Commerce
 - ii. Downtown Business Association
 - iii. Progress Park Rapids
 - iv. Minnesota Coalition of Lake Associations (MN COLA)
 - v. Minnesota Lakes and Rivers Advocates (MLR)
 - vi. Others
- d. Explore membership benefits of other organizations as HC COLA including:
 - i. Freshwater Society
 - ii. Conservation Minnesota
 - iii. Others

6) Address Multiple Revenue Streams

Develop multiple revenue streams capable of meeting HC COLA's challenges and opportunities. The plan could include:

- a. How to raise and diversify revenues generated, for example:
 - i. HC COLA sports sale in the Conservation Building at Fairgrounds
 - ii. Seeking outside grants for HC COLA programs
 - iii. External donations to HC COLA
 - iv. Other
- b. New or expanded programs HC COLA may want to spend revenue on, for example:
 - i. Grants for forming new Hubbard County lake, river, and watershed associations, etc.
 - ii. Grants for new water quality monitoring of Hubbard County lakes and rivers after completing their first year of sampling
 - iii. Establish HC COLA Fund for Rapid Response
 1. Explore Charitable Trust fund / Project Fund established with Northwest Minnesota Foundation
 2. Develop Fund Criteria
 3. Develop marketing plan and materials

7) Partner as Government Liaison:

- a. Within the 501(c)(3) Guidelines, HC COLA will partner in HC COLA's mission with:
 - i. The Hubbard County Board of Commissioners, Planning Commission, Board of Adjustment, Environmental Services Office, and Soil and Water Conservation District (HC SWCD)
 - ii. Minnesota Department of Natural Resources (MNDNR)
 - iii. Minnesota Pollution Control Agency (MPCA)
 - iv. University of Minnesota Extension
 - v. Others
- b. Some potential areas of opportunity may include:
 - i. Short Term Vacation Rentals (STVR) / Vacation Rental By Owners (VRBO)
 - ii. State level actions that impact Hubbard County lakes, rivers and watersheds
 - iii. Score Your Shore as a useful tool for variance considerations in Hubbard County
 - iv. Buffers
 - v. Septic Systems
 - vi. Sources of Pollution

8) Shield Lakes & Rivers from Aquatic Invasive Species:

- a. For this key HC COLA program, continue the partnership with Hubbard County Environmental Services Department, the ESD Officer, and the AIS Program Coordinator and others
- b. Develop new and/or updated HC COLA AIS strategies and responsibilities after the successful transition of the AIS program to Hubbard County
- c. Continue to implement early detection on Hubbard County lakes
- d. Continue to develop rapid response measures in partnership with others
- e. Develop HC COLA Lake Protection Emergency Fund (LPEF)
- f. Participate in Minnesota Aquatic Invasive Species Research Center programs, as appropriate
- g. Partner with the MN Advisory Board on AIS