

Little Traverse Lake Strategic Plan

August 3, 2024



Little
Traverse
Lake
Association

Promoting the protection
and preservation of the lake
and its watershed

Who participated in the Strategic Planning Committee?

Beth Stephens, Chair

Michael Grover

Neil Hanna

Roger Newton

MaryAnn Sarosi

Dave Willis



Overview

Purpose

- Set priorities for small organization with limited resources
- Be proactive versus reactive

Objective

- Guide organization through its most important issues
- Support directors in exercising their fiduciary duties

Scope

- Guided by summary suggestions from Board
- Informed by 2023 member survey for most important issues

How the strategic plan was created

- Strategic Planning Committee formed with 5 volunteers
- Meetings every two weeks November 2023-June 2024
- Process with generous timeline to be thoughtful and thorough
- Included writing mission and values statements
- Outline to the board in June for editing and approval
- Presentation at annual meeting



What you will see today

- A summary presentation of a detailed strategic plan developed by the Strategic Planning committee and board members
- A plan that incorporates the strategic plans already developed by the Water Quality and Invasive Species committees



Strategic Plan Summary

Focus: Environmental integrity of the lake and watershed

Our Goal	What We Will Do	Action Steps
<p>Use evidence based science to preserve and enhance the environmental integrity of the lake and its watershed</p>	<ul style="list-style-type: none">● Water quality program● Invasive species program● Water level program	<ul style="list-style-type: none">● Expand water level committee and develop a strategic plan for monitoring● Annual review, update and board approval of the water quality, invasive species and water level committee plans● Communicate to members the committees' plans and other matters of interest on these topics

Focus: Communication, engagement and collaboration

Our Goal	What We Will Do	Action Steps
<p>LTLA is recognized as a trusted source of information about the lake and its environment. The association provides opportunities for members to engage and build community.</p>	<ul style="list-style-type: none">● Communicate regularly about the activities of the Board, association and other matters of public interest● Create a shared awareness of issues and opportunities for the stewardship of LTL● Increase communication and collaboration with local partners and stakeholders	<ul style="list-style-type: none">● Post information and educational pieces to the blog and emails regularly● Host events such as Koffee Klatch and Winter Dinner● Provide volunteer opportunities to members● Develop plan to increase membership in the organization and engagement by members and non-members

Focus: Governance and organizational development

Our goal	What We Will Do	Action Steps
<p>Enhance the current and future capabilities of the organization with the necessary structure, policies, and resources to accomplish the mission</p>	<ul style="list-style-type: none">● Establish good governance through practices and procedures to assist the board with its fiduciary duties● Maintain and review organizational documents every 5 years to ensure tax-exempt status and operational efficiencies● Create a long-term plan for financial and organizational sustainability	<ul style="list-style-type: none">● Review best practices for nonprofits and small tax-exempt orgs● Expand bylaws and perform regular legal reviews● Review tax filings and public testing every 3-5 years● Establish a development committee that creates an annual and long-term strategy

Thank you

Thoughts?

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