



Butte des Morts Conservation Club
 Strategic Plan - DRAFT
 January 27, 2015

Vision

By 2025, the Butte des Morts Conservation Club will restore Terrell’s Island Area to its native emergent marsh, creating a destination for community education and recreation.

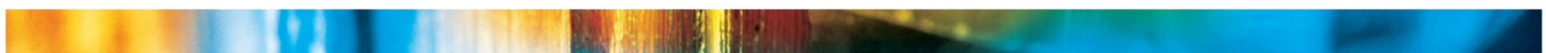
Mission

Build partnerships and lasting support for Terrell’s Island with the Department of Natural Resources, local businesses and interested community members.

Goals

Goal 1: Develop the educational use for the property, along with public use and maintenance policies.

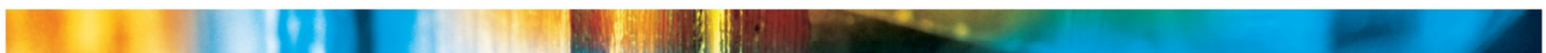
Action Steps	Who is responsible?	By when?
Develop written policies on use of the property to balance competing interests, e.g.: event requests, motor vehicles, motor boat access, conservation	Pete to prepare draft for board approval	May 2015
Explore educational programming through partnerships with UW Oshkosh, Fox Valley Technical College and	Joe	December 2015
Create a long-term property maintenance plan	Pete	December 2015
Establish an educational nature center (in the clubhouse) through a partnership with UW Oshkosh, FVTC, Wisconsin DNR, area nature centers or UW-Extension		December 2018
Enhance recreational use of the property through signage		December 2018





Goal 2: Maintain the financial sustainability of the organization now and for future generations.

Action Steps	Who is responsible?	By when?
Increase income to sustain annual budget by developing a memorials program that shows how memorials (< \$500) can be used.	Don	December 2015
Increase income to support projects by developing project budgets (> \$500) to share with prospective donors. <ul style="list-style-type: none"> • Ramp to educational center • Boat lift • Invasive fish barrier • Educational Center equipment • Informational kiosks • Additional parking 	Don	December 2015
Pursue a name change to better describe who we are today for our ability to pursue financial support and membership.	Pat	
Improve accounting practices to track and report back to foundations.		December 2018
Pursue additional income streams, including memberships, relationships with individual or corporate donors, foundation grants and on-going fund-raising.		December 2018





Goal 3: Manage the landscape to restore native plant communities, water quality and diversity and abundance of desirable fish and wildlife at Terrell’s Island.

Action Steps	Who is responsible?	By when?
Repair invasive fish barrier	Contracted	
Remove carp from within the break wall	DNR/Art	Fall 2015
Control non-native plants such as cattails and phragmites on islands #1, #6, #7	BDMCC volunteers	Grant proposal 2015
Install tern nesting signage and maintain fencing and control vegetation.	DNR/Art conducts research	2015
Document legal structure of real estate to understand implications for future planning	Board/Pete E.	ASAP
Reduce and disperse the nuisance bird population		
Fence and replant island #1, #6 and #7 with prairie plants and shrubs. Fence and replant islands #2-#6. Plant with emergent aquatic plants.		
Investigate improving water exchange between enclosure and Lake Butte des Morts.		
Remove non-native plants from the adjacent cane beds.		
Continue planning for on-going maintenance, including development of a comprehensive management plan for Terrell’s Island.		
Engage new DNR staff.		
Develop an ‘agreement’ with the DNR relative to each organization’s on-going commitment to the Terrell’s Island project.		

