

Lake Owen Association

Strategic Plan

Vision for Lake Owen

A pristine refuge sustained by an engaged community

Mission of the Lake Owen Association

Preserve and Protect Lake Owen

Critical Objectives

- 1) Preserve water quality and enhance natural habitat.
- 2) Prevent the introduction and establishment of invasive species.
- 3) Inspire active stakeholder involvement.
- 4) Retain best in class lake management.
- 5) Establish sustainable financial resources.

Tactics

Preserve water quality and enhance natural habitat.

Complete water quality study and review recommendations.

Establish three shoreland native planting restoration sites in 2020.

Target seven additional restoration sites in 2021.

Promote restorations with photos and descriptions on website and social media
Offer tours of restoration sites

Identify important habitat on Lake Owen and explore ways to protect it.

Work with WDNR and other experts to better understand the Lake Owen fishery.

Prevent the introduction and establishment of invasive species.

Clean Boats, Clean Waters inspectors remind boaters to clean, drain, and dry boats and equipment at two main landings.

Boats are inspected and decontaminated if necessary prior to entering Lake Owen.

Complete 200 decontaminations at the washing station in 2020.

Include description of AIS threat and prevention methods on the website and social media

Move the decontamination station to the North Outlet Landing

Effectively direct boaters to the North Outlet landing for inspection and decontamination

Review and improve promotion of the decon station

Encourage restrictions on south end access

Work with Bayfield County to amend the do-not-transport AIS ordinance to require inspection and decontamination

Otter Bay guests use the sanitization station at the south end or travel to the North Outlet for decon.

Investigate methods to increase use of the sanitization station (inspectors, financial incentives with accountability, automated systems, improved education)

No new invasive species become established and spread in Lake Owen (current AIS include yellow iris, aquatic forget-me-not, Chinese mystery snail).

Develop a rapid response plan

Yellow iris is removed from Lake Owen

Continue monitoring and control

Inspire active stakeholder involvement.

Increase membership by 5% per year over the next 2 years.

Define membership and establish baseline number

Add personal phone calls as follow-up after 1) initial mailing with annual report and 2) member appeal and follow up letter for non-responders

Direct members to website for electronic payment

Publish list of members on website

Increase attendance at annual meetings (from 50 in 2019, to 60 in 2020, 70 in 2021).

Identify, invite, and promote speakers of interest (water quality study report in 2020)

Increase effectiveness of the web site and social media as communication tools.

Record baseline number of website and social media hits, track on a monthly and annual basis

List LOA website address on all LOA publications and communications

Increase quality and amount of content

- Develop list of topics/issues to cover

- Provide web version of lake manager report content

- Add stories from the Lake Owen book

- Hire someone to write content

Provide annual reports and hold meetings with key stakeholders.

- Key stakeholders include Towns of Drummond and Cable, WDNR, US Forest Service

- Bayfield County, Tribes (list), Bayfield County Lakes Forum

- Steering Committee meetings for Lake Protection Grant will serve this purpose

Evaluate and provide input to local and state land use, zoning, and AIS policies.

- Host/attend meetings on special issues

Increase attendance at social events.

- Host events aimed at a younger audience and/or multi-generational attendance

- Identify most effective events and continue those with good attendance such as the annual picnic

Retain best in class lake management.

- Complete annual review/self-evaluation for lake managers.

- Identify model programs and organizations to learn from their activities.

 - Establish relationships with lakes outside of the region

 - Attend state and national conferences (lake managers and board)

- Seek outside expertise when needs are identified.

Establish sustainable financial resources.

Carry out endowment fund campaign to raise \$3 million (beginning early 2020).

Gain support for LOA activities.

Communicate need for LOA funding

Increase efficiency and effectiveness of operations

Explain rationale for programming

Connect with people on an emotional level – share love of the lake

Tell stories

Communicate accomplishments, lessons learned, and future plans (with timeline)

Demonstrate success, share results

Complete a survey of lake owners to identify their concerns and priorities

Maintain eligibility and apply for grant dollars.

Integrate this strategic plan into the Lake Management Plan

Seek WNDR grant support where eligible