



2016 Strategic Planning Meeting Minutes January 16, 2016

The 2016 Strategic Planning Meeting of the Collegiate Peaks Chapter of Trout Unlimited was held at the Boathouse Cantina, Salida, CO on January 16, 2016.

Attendees: Keith Krebs (Chapter President), Jim Impara, (VP), Tom Arnot (Secretary), Jerry Wright (Treasurer) Bob Gray, Barbara Plake, Fred Rasmussen, Larry Payne, Bill Perrill, Eric Heltzel, Norm Lastovica, Larry Bussey, Michael Harrington, Reed Dils, Karen Dils and Steve Craig. The minimum number of board members was in attendance to constitute a quorum in the event a board vote was required.

Keith Krebs called the meeting to order at 9:15 am. He handed out copies of the planning worksheet to all attendees. Keith proceeded with a PowerPoint slide show outlining proposed goals for CPC in 2016. Discussion was held on most items as noted below.

I CONSERVATION

A. Goal: Increase member participation South Arkansas River Restoration

1. Performance Measures (action plan):

a. Establish implementation team for SARELC of at least 4 members

Discussion:

- Embrace-a-Stream grants have been submitted. No response received yet. Fred Rasmussen indicated that should happen sometime in February.
- Eric Heltzel: This project is a great idea, proximity to town a big plus.
- Reed Dils: The scope of the project and interrelation between the various organizations involved is confusing.
- Jim Impara: Can we develop a one-page description of the project so it might be more understandable to a broader audience?
- Fred Rasmussen: Education is the focus of SARELC, not conservation. It is really two projects; 1- Long Term Conservation and 2-Educational Center.

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- Bill Perrill: Would it be helpful to meet on site?
- Reed Dils: Need to see it in person to fully grasp the scope.
- Keith Krebs: A site visit would be most beneficial later in the project when there is more to see. Presentations have been made to BoD on this project previously. A donation of \$3,160 from CPC funds was approved at the Dec 2015 board meeting. Will work on developing a one-page description.

b. Establish volunteer base of at least 4 members

Discussion:

- Phase 2 of the project will require hands on site work for planting, etc.
- Karen Dils: it is difficult to commit to volunteering when the dates and time frame are not known.
- Keith Krebs: We want to have a core group of people to call on when the project needs volunteer labor.
- The following people volunteered to be on the list: Jim Impara, Larry Payne, Karen Dills, Fred Rasmussen, Eric Heltzel and Bill Perrill.

B. Goal: Identify/Implement new In-stream projects

1. Performance Measures (action plan):

a. Identify one "Bigger Project" for 2016-2017

Discussion:

Knight-Imler SWA?

- Jim Impara: CPC has worked on this in the past. This is not a small project. 3 sections of the project need work. New owner had closed the lease. Not sure if there is a newer owner now or not. Cheyenne Mountain Chapter (CMC) was involved. CPW has not been responsive to our requests to assist on Knight-Imler. They don't seem to want any help on these projects at this time.
- Steve Craig: This has been a long time project for CPC. Cattle in area tear down fences. Coordination between CPC and CMC has not been good in the past.
- Keith: working with CMC on some things – currently working on splitting the cost of some tanks to raise fish at the Mt. Shavano Hatchery. Feels that the relationship is improving.

Kerber Creek? – Jim Impara indicated that Jason Willis said there is nothing to do on this project at this time.

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- b. Identify 2 stream habitat restoration sites different from home waters
- c. Team with at least 3 Agencies
 - LTUA
 - Bob Gray noted a recent article from a local paper (Leadville Times?) about a project that LTUA has been involved with on the East Fork of the Arkansas River above Leadville. The project involves 3 miles of new public access, parking, trails, etc. They have spent about \$80 over 2 years and are looking for more money this year. Should CPC make a donation to this?
 - Jim Impara: We have a Memorandum of Understanding with LTUA. They have not been very responsive to the conditions in the MoU and have not been good at with coordinating with CPC.
 - Karen Dils: They had their fundraiser at the same time as the Caddis Festival last year.
 - Steve Craig: We worked with them on a “Little River” project.
 - Keith Krebs: There may be some hard feelings leftover from a past relationship between LTUA and CPC. Keith has been developing a good working relationship with Andrew Mackie, Executive Director, during the SARELC project and believes that the relationship between us is improving.
 - CPW
 - Fin-clipping – Greg Policky asks us for assistance on fin clipping projects when needed. Reed Dils suggested we move fin clipping to social events. After discussion, it was decided to leave it under Conservation
 - Fish stocking – none in 2016, every other year so 2017 next opportunity
 - Riparian improvements
 - BLM – mostly trail work
 - USFS
 - Other smaller projects needing volunteer labor come up:
 - Big Bend access needs regular weed wacking
 - Dill Lease: needs some work – rebuild stile across fence (Jim not available)
 - Barbara Plake: Is there any work that needs to be done on the Nestle property? Karen Dils: We have tried to work there, they

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have allowed Stream Explorers, but we are not allowed to fish there. Owners only somewhat receptive to having us there.

- d. Collaboration with other Chapters on at least 2 projects
 - o Badger Basin (South Platte middle fork) restoration with Cheyenne Mountain Chapter (see item 1b above)
 - o CPC and three other chapters have been invited to work on a project on the Middle Fork of the South Platte near Hartsel.
 - o Keith Krebs requested that contacts for collaboration activities be sent to him so he can act as a clearinghouse for these activities.

II ENGAGEMENT & ADVOCACY

A. Goal: Increase attendance at Membership Meetings

1. Performance Measures (action plan):

- a. Increase Membership meetings from 6 to 8 per year (dates?)

Discussion:

- o Keith Krebs: Only 3 regular membership meetings now (Jan, March, June), plus May Caddis Festival, September movie night and December Potluck. Should we try to add another regular meeting, maybe July. We could try it for a year or two and see how it goes.
 - o Summer meetings have not been well-attended on the past – that's why they were dropped.
 - o Others noted that visiting TU members from other areas of the state and country are often looking for a local chapter meeting to attend.
 - o Steve Craig: Need to come up with a good program first, before notice goes out.
 - o Suggestion to solicit Stuart Andrews, guide with Ark Anglers for a presentation.
 - o Notification is important – PSA in local papers, posters
- b. Increase attendance at each of 3 (to 5) meetings to 40 members minimum
 - c. Secure permanent Salida and BV Venues. Minimum Criteria: 50 person capacity, food and drink available for purchase, private room for nominal fee.

Discussion:

- o Keith Krebs has visited Shallots – it has good potential for the Salida venue. Additional research is required to verify room capacity, cost and menu options.
- o Several venues proposed for both Salida and BV

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- Eric Heltzel: Acoustics important – Boathouse front room poor, very hard to hear. Barbara Plake suggested a small sound system for the speaker. Eric Heltzel will do some research into small sound systems for the chapter to purchase.
 - d. Schedule 3 (to 5) member meeting programs 6 months in advance
 - e. Re-establish Program Committee of at least 3 members
 - f. Programs should attract 40 members (item b above)
- B. Goal: Improve tools for leadership succession beyond Bylaws requirements
1. Performance Measures (action plan):
 - a. Build community culture within the Chapter?
 - b. Develop structure for recruiting 2 new leaders per year
 - c. Create a Nominating Committee

Discussion:

 - Eric Heltzel: What are the job expectations? There was no job description provided for board member position.
 - Keith Krebs: We do have these written up, but they have not been distributed.
 - Tom A: These should be posted on the website.
 - Barbara Plake: There are some transfer members from other chapters that have previous leadership experience – obvious choices for leadership positions at CPC. Some have even indicated an interest in getting more involved.
- C. Goal: Improve Membership and Outreach
1. Performance Measures (action plan):
 - a. Limit membership “Churn” to no more than 3% of roster
 - Membership committee to track changes
 - Monthly contact of 6 inactive members by active members (telephone or 2+ for personal visit)
 - Bill Perrill: We could assign a chapter member to be a “TU Friend” to each new member to introduce them to other members, take them to meetings, etc.
 - Eric Heltzel: He has sent letters to new members with an invitation to call or email him – no responses.

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- Group: Follow up with a phone call, assign another member to contact new members and encourage them to become active
 - b. Increase member Volunteer involvement to 8% of membership
 - Bill Perrill: Projects might attract more volunteers if the project consisted of a couple hours of work followed by lunch and some fishing rather than just several hours of work.
 - Eric Heltzel: Need to get buy-in before people will volunteer. Need to personalize TU for each person.
 - Reed Dils: The Banquet gets lots of volunteers – maybe we need more activities like that.
 - c. Increase fishing opportunities / activities for veterans by 15%
 - Since volunteer projects are limited and hard to increase increasing engagement of veterans should be pursued.
 - Increase Project Healing Waters Fly Fishing
 - Jim Impara: Plenty of volunteers for this activity – had to turn people away last year.
 - d. Increase participation of under-represented demographics:
 - Youth
 - Karen Dils: We could take former Stream Explorers fishing.
 - Jim Impara: Need to do it right after school is out – they get busy.
 - Group: High water can be a problem at that time, but could go to local lakes (Hayden Reservoir, Crystal Lake, Chalk Lake, Wright Lake, O’Haver Lake, etc.)
 - Improve attendance of Women to 50% of FlyGals members
 - Barbara Plake: FlyGals are mostly non-members. There is some hesitation on their part to attend meetings. They are somewhat uncomfortable and don’t feel like they fit in.
 - Bill Perrill: Could we have a FlyGals program?
 - Karen Dils: There is a woman fly fisher / guide from Grand Junction that gives good presentations. Maybe we could get her to come and give a presentation. Will follow up
 - Michael Harrington and Barbara Plake will collaborate to write an article about FlyGals for local media
 - People of color
- D. Goal: Re-establish active Committees with Chair

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1. Performance Measures (action plan):

Committee (chairperson)

- a. Projects (Jim Impara) Jim will be stepping down from this position after 2016 – need a replacement.
- b. Membership (Bill Perrill, Eric Heltzel)
- c. Programs (Keith Krebs) Keith is willing to continue as program chairman, but would like 2 more helpers and also needs program ideas.
- d. Finance (Jerry Wright) Keith Krebs, Bill Perrill
- e. Communications (Tom Palka) Tom is only one – what if he leaves? Michael Harrington and Steve Craig volunteered to assist with this committee.
- f. Youth Education (Eric Heltzel) Tom Palka is currently involved with Stream Explorers. Dominique Naccarato from GARNA may be able to assist.
- g. Adult Activities (none) Bob Gray: We used to do a flyfishing 101 class. It dwindled to 4-6 people so we stopped doing it.
- h. Social Activities (Larry Payne) Mainly coordinates annual camping trips.
- i. Community Engagement (none)
- j. Advocacy Coordinator (need a replacement for Reed Dils) Steve Craig volunteered to take this over.
- k. Banquet (Barbara Plake) Barbara is stepping down from this position after 2016. Need a replacement for 2017 and beyond.
- l. Fly Gals (Barbara Plake)
- m. Historian (none)
- n. Scholarship (Barbara Plake) Dick Isenberger, Fred Rasmussen

III EDUCATION

A. Goal: Implement SARELC for citizen science

1. Performance Measures (action plan):

- a. This will happen as the project develops

B. Goal: Increase participation and effectiveness of Stream Explorers

1. Performance Measures (action plan):

- a. Implement Adopt-a-Trout program in 2016
- b. Add 2 new members for involvement in Stream Explorers, Salida + BV
- c. Increase participation by 2 members in BV Conservation Camp

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- d. Increase participation by 2 members High School Stream Science Classes, Salida
 - e. New programs in local schools
 - Fishing mentors
 - f. Five Rivers Club at Western State Colorado University
 - Scholarship recipient was here (Adam Beede)
- C. Goal: Establish Adult River Related Activities
- 1. Performance Measures (action plan):
 - a. Fly casting instruction 2 times per year
 - Barbara Plake: this is done at the fishing derby.
 - Karen Dils: Coordinate with Recreation Organizations.
 - b. Arkansas River Tours 1 spring, 1 fall
 - c. Fly tying class 1 time per year in winter
 - Fred Rasmussen: This is a good idea. We used to do this. Jim Impara and Fred Rasmussen volunteered to organize.
 - Bill Perrill: He attended a class where there was a video of the fly tyer – very helpful.
 - d. Stream science class based on SE, 1 multi-session in spring

IV COMMUNICATIONS & MARKETING

- A. Goal: More effective communication to general membership
- 1. Performance Measures (action plan):
 - a. Improve/expand Newsletter readership by 10% over previous year
 - Establish feedback loop within newsletter
 - Keith Krebs: How do we know whether or not people read the newsletter? Is there a way to track it?
 - Larry Payne: He asked specific questions of members in the newsletter regarding the camping trip. Only got one response.
 - Steve Craig: Tom Palka can track how many people open the newsletter and it is about 40% - this is a really good result.
 - Add 1 conservation article with photos to each newsletter
 - Put conservation articles on website.

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b. Improve/expand Internet and Social Media

- Update Website quarterly
 - Currently being done by Tom Palka
 - Karen Dills: Is the BoD info up to date? Tom Arnot indicated that he just had Tom Palka correct a typo, so yes, it is up to date.
- Create You Tube video and change every 6 months
 - Barbara Plake: Use the fish stocking video Tom Palka put together this year
 - Jerry Wright: Shoot videos of some of our legacy members tying flies and put those on the website.
 - Jim Impara: There is a list of Top Ten flies for the Arkansas on the web site. Include a link to a video of someone tying that pattern.

B. Goal: Increase visibility/engagement with local community beyond CPC

1. Performance Measures (action plan):

- a. Increase exposure in local media by 15%
 - Continue monthly newspaper articles in MM and CCT adding 6 more authors
 - “Public Service Announcements” for all meetings and events
 - Regular and periodic radio spots or interviews
 - Steve Craig: Local radio has a good deal on announcements for non-profits.
 - Reed Dils: Questioned how many people listen to the local radio regularly. A very small show of hands.
 - Discussed that this may not be a very good use of resources.
- b. 1 personal visit by 2+ members to 6 business sponsors each year
 - Keith Krebs, Steve Craig and Bill Perrill are going to visit Ark Anglers in the next month. Will discuss “what we can do for each other”. Ark Anglers is a new business member based on recent donation level. In the past, they may have been put off by CPC’s decision to not take a position on the Over the River project.
 - Will also discuss whether a potential CPC Flyfishing 101 class would conflict with their business. Could we pick up the overflow?
 - Karen Dills: Send sponsors and donors a thank you card at Thanksgiving.

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- c. Steve Craig: Where are the brochures? Who is pushing them? Where are stickers?
- Eric Heltzel has some of the brochures. They go out at meetings and other events – Caddis Festival, Movie Night, etc.
 - We could put them in card racks at local restaurants, chamber of commerce, etc.
 - New logo stickers recently ordered – will give away at member meetings.

V FUNDING

A. Overview

1. Events, Costs, meeting venues all costing more.
2. Contributions/Donations by CPC are all increasing (a good thing)
3. Bank balance is about \$60K and has been fairly steady year to year

B. Goal: Increase yearly net income

1. Performance Measures (action plan):

- a. Increase net income from Caddis Festival Banquet by 10% over previous year
 - Increase ticket price
 - Barbara Plake: Banquet committee already decided to keep ticket prices the same this year. Ticket prices just cover the cost of the meal. Last year was a record year and if we equal that, we will be doing well. Existing venue is maxed out.
 - More widespread solicitation - agreed
 - Expand event advertising - agreed
 - Better acknowledgement and patronage of contributors
 - Barbara Plake: Yes, complete donor information will be posted on CPC website.
- b. Make “Movie Night” a fundraising event and change net loss of \$750 to net profit of \$750
 - Jim Impara: The Caddis Festival is billed as our only fundraiser. We should not make this a fundraiser, but should take steps to break even.
 - Increase ticket price

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- Consensus was to increase ticket price (actually a suggested donation) from \$8 to about \$12.
- Tom Arnot: If we increase the price we need to make sure we have a good movie.
- More pre-event advertising

- Establish a Grant writing team for one \$2,500 grant every other year
 - ?
- Establish “One Fly fish-off” or other Fishing Competition event for net income of \$1000 (not supported by 2014 member survey)
 - Jim Impara: This is a lot of work. Members do the guiding and have no time to fish themselves. Gunnison Chapter has their “Superfly” competition in September every year and we would be competing with this.
 - Keith Krebs: We should put our expertise elsewhere.

- CPC business cards are available for board members

VI SOCIAL EVENTS

As the events get nearer, volunteer needs will be announced. (Fishing Derbies, camping trips, etc.)

VII OTHER DISCUSSION ITEMS

A. Arkansas Headwaters Recreation Area Management Plan Involvement

1. Steve Craig brought up the upcoming public meetings (January 25 in BV) regarding the revisions to the AHRA Management Plan. He asked what CPCs position is (not yet established). He will compose an email blast to go out to members to alert them about the meeting.
2. Fred Rasmussen: The Plan is almost unchangeable at the moment. Major comments have already been made.
3. Bob Gray: What is the comment format? Should be included in the email blast. Some people will not want to provide comments in front of a group.
4. Reed Dils: Those that have not been around the area a long time need to be aware that the river was divided into 3 sections based on usage; whitewater

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boating, whitewater kayaking and fishing. These different sections have been managed for different uses. CPC's focus should be on conservation.

MEETING ADJOURNED AT 1:20