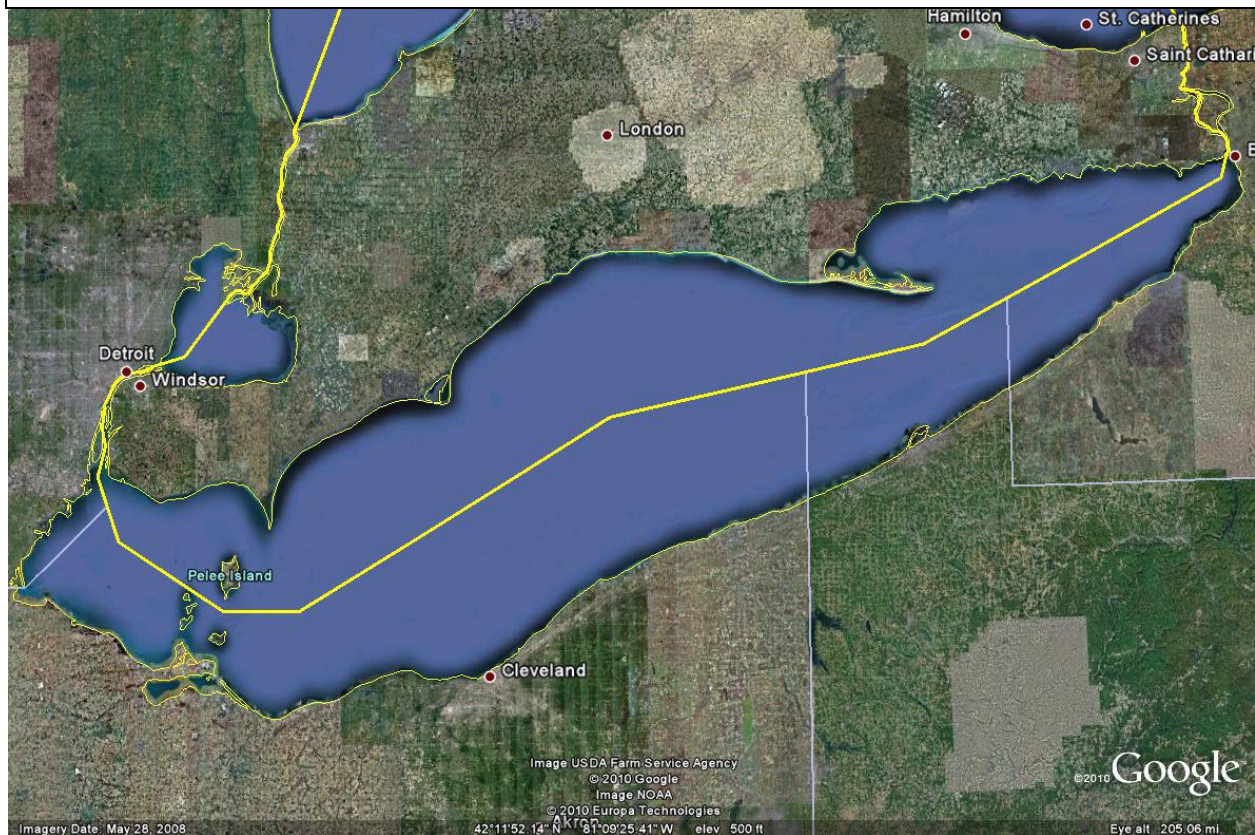


LAKE ERIE WATERKEEPER® ASSOCIATION STRATEGIC PLAN January 2011



Mission Statement:

“To preserve, protect, and improve Lake Erie’s watersheds, waters, and fish, and to increase public awareness through collaboration, education and advocacy. Lake Erie is the Great Lakes’ warmest, shallowest, most biologically productive lake”

Lake Erie WATERKEEPER® Association Strategic Plan

The goal of the Lake Erie WATERKEEPER® Association is to support and protect the Lake Erie watershed, the waters of Lake Erie, and the fish/aquatic population of these waters through the following criteria:

A.. Lake Erie Water Quality

1. Support Establishing water quality standards including limits for nitrogen, phosphorus, mercury, pesticides, herbicides
2. Support wetland preservation and reestablishment
3. Support and promote programs, regulations and laws that reduce (and eliminate where prudent), and prevent reestablishment of Lake Erie pollution sources including harmful algal blooms
4. Encourage assessment and accountability for programs funded to reduce pollutants.
5. Support programs that promote sustainability, green infrastructure, and renewable energy that will improve water quality
6. Reduce sediment accumulation in Lake Erie and Lake Erie watersheds.
 - a. Advocate for best management practices for dredged sediment placement including reuse of sediments, proper handling of dredged material, and establishment of spawning made of dredged sediments
 - b. Investigate and promote sediment reduction techniques in Lake Erie watersheds and on the Lake Erie shoreline that assist in sediment load reductions
 - c. End open lake dumping
7. Insure that wastewater (both sewage and storm run-off) discharges meet water quality standards prior to entering Lake Erie.
8. Review and comment on NPDES, 401, 404 and Stormwater permits advocating for reduced untreated wastewater discharge during storms, reduced nutrients, and chemicals that adversely impact water quality and aquatic habitat
9. Identify public health issues and concerns related to water quality
10. Identify Lake Erie and Lake Erie watershed public drinking water intakes - determine if there are drinking water restrictions – list pollutants triggering restrictions in Lake Erie. Review water intake monitoring data where available
11. Establish Monitoring Programs in Lake Erie and Lake Erie's watersheds, especially area with Concentrated Animal Feeding Operations (CAFO's)
12. Assess fracking/natural gas in the Lake Erie watershed
13. Participate and comment on the Great Lakes Water Quality Agreement
14. Support programs for ongoing monitoring of water quality in Lake Erie and its watersheds including Heidelberg College
15. Support the establishment of Total Maximum Daily Loads (TMDL's) or equivalent standards for Lake Erie watersheds and Lake Erie.
16. Emulate Lake Erie WATERKEEPER® Swim, Drink, Fish Program

B. Water Quantity

1. Engage in discussions on water levels in the Great Lakes including but not limited to IJC forums to place controls in the St. Clair River
2. Review Great Lakes Compact implementation requirements that address water withdrawals
3. Monitor Lake Erie water level trends and other Great Lakes water levels

C. Fish/Aquatic Life

1. Promote and protect established native species habitat and spawning areas and support creation of additional native species habitat and spawning areas
2. Reduce/ eliminate fish kills caused by water intakes using best available technology. Power plants without cooling towers kill the most fish..
3. Prevent new invasive species and reduce the impact of existing invasive species.
4. Reduce/ eliminate thermal discharges that can extend for miles beyond the mixing zone adversely impacting the ecosystem and economic opportunities from ice fishing, ice boating, etc..
5. Advocate for the study of algal blooms, dead zones, and the effect of chemicals, such as fertilizers, pesticides including endocrine disrupters on fish populations.

D. Education, Public Outreach, Marketing and Publications

1. Outfall Patrols
2. Stream Cleanup
3. Power Point Presentations
4. Programs/Speakers Bureau
5. Annual Conference
6. Web Site
7. Eco Tours/Boat
8. Canoe/Kayak Paddle
9. Newsletters/Publications – brochures
10. Establish parallel education, outreach and marketing program in Cleveland area
11. Create Annual Swim Drink Fish Report Card

E. Fundraising etc. – Develop funding program for administration and two offices

1. Support Great Lakes Restoration Initiative(GLRI), Great Lakes Legacy and other Great Lakes funding from federal, state and local governments, foundations, and other funding sources to help Lake Erie and the Great Lakes
2. Increase Memberships
3. Web Site donations and fundraising
4. Fundraising events
5. Grants
6. Donations

F. Develop organizational model for administration of the Lake Erie WATERKEEPER® Association(LEWA) organization with offices in Toledo and Cleveland - one board

1. One 'umbrella' administrative and policy organization led by the Lake Erie WATERKEEPER® who will also serve as Executive Director for Lake Erie WATERKEEPER® Association with two advocacy offices: one in the Toledo area and one in the Cleveland area. Toledo has an established program and would initially provide the Waterkeeper and administrative functions.
2. Articles and Bylaws allow for up to 25 members. As of the end of 2010, the Western Lake Erie Association had 11 board members. In 2011, one board member would be added to the LEWA from the Cleveland area. As the Cleveland area develops there would be an equal number of board members representing the Toledo and Cleveland area (no less than five nor more than 8 from each of the two groups, and 5 to 8 at large members. Board members would be voted for by all members.
3. Funds would be accounted for under the Financial Accounting Standards Board (FASB) The organization would use the AICPA publishes the primary guide to GAAP for nonprofit organizations, the "Not-for-Profit Organizations Audit & Accounting Guide."
4. Membership would be to the Lake Erie Waterkeeper Association . Allocations of funds collected will be 75% in operations to support Toledo and Cleveland groups with the balance for web site/IT development, marketing, insurance, grant writing, etc, except for donor specific requirements.
5. Grants and donations for the Lake Erie Waterkeeper Association housed in Toledo and Cleveland will be managed according to donor requirements.
6. Board meetings will be semiannually, or more, on an as needed basis.