

# Mason-Griffith Founders Chapter of Trout Unlimited

## Strategic Plan

(Version 2 - updated January 2014)

### Chapter Mission

To conserve, protect, and restore the coldwater fisheries of the Au Sable and Upper Manistee watersheds.

### Chapter Vision

Work to ensure that the home waters of the founders of Trout Unlimited remain clean and healthy with thriving populations of wild trout for future generations of anglers.

**Goal I:** Protect high quality habitat for wild coldwater fish on the Au Sable and Upper Manistee Rivers.

1. Chapter members will assume leadership roles on the Au Sable River Watershed Committee and Upper Manistee Restoration Committee and work to develop and implement watershed management plans. The Chapter will participate in the watershed committees' project review and planning sessions.
2. The Chapter will conduct and/or assist other groups in river surveys and monitoring. Those surveys include but are not limited to:
  - a. Stream-bank Erosion Inventories
  - b. Fish Population Surveys
  - c. Water Temperature Monitoring
  - d. Macro Invertebrate Monitoring
  - e. Road-Stream Crossing Surveys
  - f. Dams Surveys
  - g. River Mapping
  - h. Invasive Species Surveys
  - i. Redd Count Surveys
  - j. Land Use Surveys
  - k. Sand Trap Surveys
  - l. Oil and Gas Development Monitoring
3. Chapter members will serve on or attend zoning, planning, advisory boards, and other committees that influence the future management and development of area rivers to advocate for the mission of Trout Unlimited.
4. When unable to attend meetings, the Chapter will provide written comment to zoning, planning, and advisory boards, and other committees to advocate for the mission of Trout Unlimited and encourage its membership to do the same.

**Goal II:** Maintain high quality water and restore impaired reaches of Au Sable and Upper Manistee Rivers to support thriving fish populations.

1. The Chapter will organize, assist and/or support volunteer work projects for the purpose of restoring and enhancing cold water habitat as called for in watershed management plans. Those projects include but are not limited to:
  - a. Stream-bank Erosion Remediation
  - b. Large Woody Debris Placement
  - c. Construction of Spawning Riffles

- d. Cedar and Native Species Stream-bank Plantings
  - e. Lunker-structure Placement
  - f. Invasive Species Removal
  - g. Trash Removal
  - h. In-Stream Structure Maintenance
  - i. Beaver Dam Removal
2. The Chapter will develop and maintain an email list of volunteers for work projects.

**Goal III:** Develop community awareness of conservation issues relating to the Au Sable and Upper Manistee Watersheds.

1. The Chapter will invite members of the community to participate in volunteer work projects.
2. The Chapter will submit timely news articles to local newspapers concerning Chapter activities and cold-water resource issues affecting the Au Sable and Manistee Watersheds.
3. The Chapter will maintain a regularly up-dated website highlighting the Chapter's activities and volunteer work projects.
4. The Chapter will conduct and/or support community education, enrichment and outreach activities including but not limited to:
  - a. Fly Tying Classes
  - b. Trout in the Classroom
  - c. High School Fly Fishing Clubs
  - d. Orvis – Mason-Griffith Founders Free Fly Fishing Classes
  - e. Kalamazoo Valley TU Fly Fishing School
  - f. Griffith-Wright Fly Fishing Section of Devereaux Memorial Library
  - g. Midwest Fly Fishing Expo
  - h. The Bamboo Bend Project

**Goal IV:** Improve membership awareness of chapter activities and projects through effective communication.

1. The Chapter will maintain a regularly updated Chapter Website showcasing chapter activities, projects, and conservation alerts.
2. The Chapter will hold additional Chapter membership social activities and events. Those activities may include:
  - a. Social outing
  - b. Guest speakers
  - c. Member fly tying gatherings

**Goal V:** Develop new funding sources to ensure our chapters increased effectiveness in efforts to protect and restore the Au Sable and Upper Manistee River systems.

1. The Chapter will develop a non-profit Chapter 501(c)(3) conservation trust fund to receive and encourage donations.
2. The Chapter will develop a plan for the investment of trust fund assets, and guidelines for the expenditure of income and gains.
3. The Chapter will develop a grant-writing program to assist with funding projects.