

Hubbard County Coalition of Lake Associations Strategic Actions – version 10-30-2020

Vision: HC COLA is the Leader in Protecting Hubbard County Lakes & Rivers

Mission: HC COLA's mission is to protect and enhance the quality of our lakes and rivers, preserve the economic, recreational and natural environmental values of our shorelands and promote the responsible use of our waters and related habitats. HC COLA's mission enhances, promotes and protects the interests of lakeshore property owners, lake associations, local government, the general public and future generations.

Values:

- Collaboration among our members
- Open and honest communications
- Leadership, as an organization and as individuals toward increased citizen awareness and education
- Active, engaged volunteers

Hubbard County Coalition of Lake Associations (HC COLA) will employ the following Strategies to achieve our Vision:

1) Cultivate Leadership:

Continue to strengthen formal executive team. Grow leadership bench strength and insure succession planning.

2) Continuously Improve Organizational Effectiveness:

- a. Continue to enact changes and improvements to the way HC COLA operates organizationally to improve its effectiveness and the relationships with its members.
- b. Improve the organizational efficiency of committees and their roles, responsibilities, representation, and authority as well as our leadership succession.
- c. Review objectives and accomplishments annually.
- d. As needed, amend By-Laws.

3) Facilitate Education, Workshops and Programs:

- a. Provide information and education on water related topics in various formats.
- b. Assist HC COLA committees in achieving their goals through education and information.
- c. Promote the following to enable insights and collaboration to protect our lakes & rivers:
 - i. Capstone Studies
 - ii. Lake Assessment Reports
 - iii. Lake Management Plans
 - iv. Lake Water Quality Monitoring
 - v. Lake & River Monitoring of Vegetation and Animals
 - vi. Shielding Lakes & Rivers from Aquatic and Terrestrial Invasive Species, Early Detection, Containment of Invasive Species & Prevention of the Spread
 - vii. Groundwater Preservation and Protection
 - viii. Lake shed / Watershed Conservation to protect lake water quality
 - ix. Restore the Shore to protect water quality & preserve the natural environmental values

4) Manage Communications and Public Relations:

- a. Improve communication between HC COLA and its component lake associations and their individual members by:
 - i. Improving HC COLA's effectiveness in receiving and processing input from its members
 - ii. Improve HC COLA's outbound communication for members
 - iii. Increasing members understanding and appreciation of the services HC COLA provides
 - iv. Utilize HC COLA's website as the repository of key documentation to facilitate sharing
- b. Use various media, outlets, HC COLA's Facebook page and Website to augment HC COLA's presence to a wider audience and potential stakeholders
- c. Implement a variety of actions designed to showcase achievements of HC COLA and its history.

5) Develop Membership:

- a. Implement a comprehensive membership plan to strengthen and expand the total number of members, i.e. lake and river associations and sustaining members
 - i. Engage all members in order to create a stronger organization
 - ii. Recognize donations of time and talent to create an atmosphere of gratitude and cooperation that will benefit the organization
- b. Grow HC COLA's lake and river association membership through:
 - i. the development of new associations in Hubbard County
 - ii. Offering grants for newly formed Hubbard County lake, river, and watershed associations
 - iii. expansion of existing lake and river associations
- c. Collaborate with local, regional and statewide organizations as HC COLA including:
 - i. Park Rapids Lakes Area Chamber of Commerce*
 - ii. Park Rapids Downtown Business Association*
 - iii. ACTION Park Rapids Lakes Area
 - iv. Volunteer Heartland Lakes*
 - v. Minnesota Coalition of Lake Associations (MN COLA)*
 - vi. Minnesota Lakes and Rivers Advocates (MLR)*
 - vii. University of MN Aquatic Invasive Species Research Center (MAISRC)
 - viii. University of Minnesota Extension – Hubbard County
 - ix. Minnesota Invasive Species Advisory Council (MISAC)
 - x. Others
- d. Maintain memberships in water-related organizations as HC COLA including:
 - i. The organizations with asterisks in 5c) above
 - ii. Conservation Minnesota
 - iii. Others

6) Address Multiple Revenue Streams

- a. Seek outside grants to leverage dollars for HC COLA programs
- b. External donations to HC COLA 501c3
- c. External donations to Northwest Minnesota Foundation Hubbard County COLA Charitable Fund
- d. Other

7) Partner as Government Liaison:

- a. Within the 501(c)(3) Guidelines, HC COLA will partner in HC COLA's mission with:
 - i. The Hubbard County Board of Commissioners, Planning Commission, Board of Adjustment, Environmental Services Department, Environmental Specialist for AIS Program Management, and the Soil and Water Conservation District (HC SWCD)
 - ii. Minnesota Department of Natural Resources (MN DNR)
 - iii. MN DNR AIS Advisory Committee
 - iv. Minnesota Pollution Control Agency (MPCA)
 - v. University of Minnesota Extension
 - vi. Others

8) Shield Lakes & Rivers from Aquatic and Terrestrial Invasive Species:

- a. Continue the partnership with the Hubbard County Environmental Services Department, Environmental Specialist for the AIS Program Management and others
- b. Develop new and/or updated HC COLA terrestrial invasive species strategies
- c. Continue to implement and expand early detection on Hubbard County waters
- d. Continue to develop rapid response measures in partnership with others
- e. Participate in MN DNR appropriate programs
- f. Participate in Minnesota Aquatic Invasive Species Research Center programs
- g. Participate in University of MN Extension courses and programs
- h. Participate in Upper Midwest Invasive Species Conference programs
- i. Participate in North American Invasive Species Management Association (NAISMA) programs
- j. Other