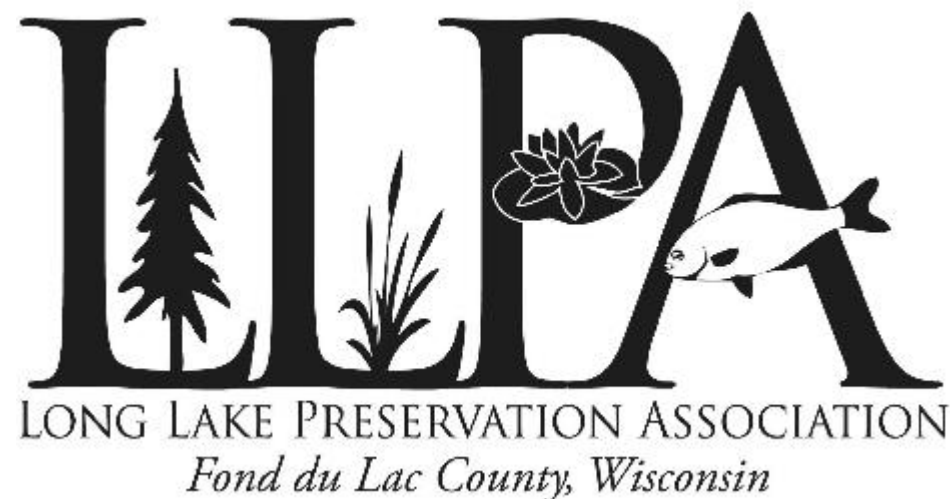


Welcome

Successfully Building a  
Citizen-led Lake Management  
Program





# Overview

- Defining the Problem
- Building a Team
- Motivating the Masses
- Building a Plan
- Long Term Funding
- Dealing with Resistance
- Ongoing Management

# Defining the Problem

- Seek out expert resources to help you validate what you suspect
  - WI DNR Website
  - WI DNR staff
  - Consultants
  - Vendors
- Reach out to others who have “been there”
  - Contact other lake groups
  - Network at conventions
- Do your homework and get educated



”

3

2017 Wisconsin Lakes  
Convention



# Building a



- Create a written statement that provides a compelling “call to action”
  - What is expert consensus on required actions
  - What is the price of inaction
- Identify a Local Team
  - Individuals with common interests
  - Who has a history of getting things done
  - Who are the people other local organizations depend upon
- Create a formal organizational structure
  - Define roles
  - Develop bi-laws and operational guidelines

# Motivating the Masses

- Key initial funding, filling out your team, getting the word out and moral support
- Identify key shareholders
  - Property owners
  - Businesses
  - Other organizations, clubs or associations
  - Local political entities
- Hold a stakeholder meeting
  - Intriguing invites
  - Formal agenda
  - Scripted presentation
  - Educate them on the problem and cost of inaction
  - Sign up members, get annual fee and donations
- Keep everybody informed



# Building a Plan



- Use team resources
- Hire a consultant on spec
  - Fees can often be covered in part by a state grant
- Critical to scientifically validating your requirements, actions and outcomes
- Planned deliverables make it much easier to get things done and hold people accountable
- A must have for securing help with funding

# Long Term Funding



- Fundraising
- Membership fees & donations
- Angel donors
- State and local grants

# Dealing With Resistance



- Make sure you have a formal plan
- Engage stakeholders in the process
- Make sure to engage with and leverage the expertise of your area DNR resource team
  - Key part of your team, vested in your success from planning through permitting, treatment/harvesting and outcomes measurement
- Constant communication and education
- OK...there's this guy!



# Ongoing Management



- Invasive species control efforts are typically not one time events. Strategy, planning and implementation have to be thought of more on a generational basis
- Based upon outcomes, update the plan with support of your DNR contacts and other expert resources
- Continually engage your membership
  - Report on successes
  - Don't ever stop recruiting



# Want more information or help?

## Happy to share

- Newsletters
- Lake Management Plan
- Contacts
- Other items upon request

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# Open Q&A