



SDRA Strategic Plan 2013-2016



Message from the Board

The SDRA Board is pleased to present the 2013-2016 Strategic Plan. Our strategic plan will shape the focus of our work for the next 3 years. Good relationships with key partners such as Quinte Conservation, Ministry of Natural Resources, Mazinaw Lanark Forestry Inc., the Township of Lennox & Addington Highlands and especially our relationship with SDRA members will be key to our success in delivering some of the objectives that we have for the Association.



Ultimately this strategic plan is about strengthening our community in and around Skootamatta, Sheldrake and Pringle lakes. We hope that you will take an active role as a member in the Association to support and move this plan forward.

Included in this document are the key priorities for 2013-2014. I hope you will agree with these priorities and keep us posted on any new business items that you feel would be good candidates for the list in the upcoming year. As always we encourage your feedback so please send us a note at info@skootamatta.ca.

Best regards, Debbie Awde, SDRA President

SDRA MISSION

TO COLLECTIVELY ADVANCE THE INTERESTS OF THE PROPERTY OWNERS AND THEIR FAMILIES
RESIDENT ON, AND ADJACENT TO SHELDRAKE, SKOOTAMATTA AND PRINGLE LAKES

FOUR PILLARS FOR THE STRATEGIC PLAN:

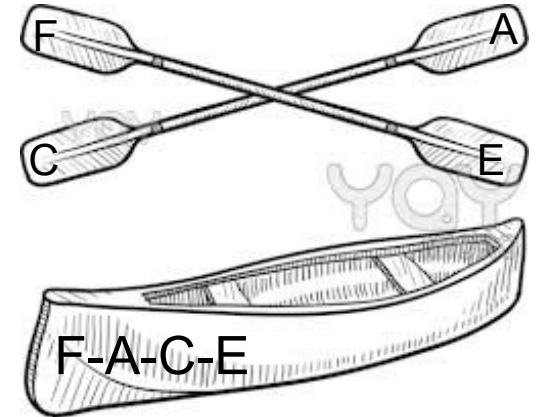
F-A-C-E – FUN, ADVOCACY, COMMUNICATION, EDUCATION

FUN – FOCUS ON BRINGING FUN EVENTS TO THE LAKE THAT WILL ENCOURAGE MEMBERS AND THEIR FAMILIES TO GET INVOLVED IN LAKE ACTIVITIES AND MEET NEW FRIENDS AND MAINTAIN EXISTING RELATIONSHIPS

ADVOCACY – THE SDRA WILL REPRESENT MEMBERS ON ISSUES OF COMMUNAL INTEREST WHERE IT IS NOT FEASIBLE FOR INDIVIDUAL MEMBERS TO REPRESENT THEMSELVES

COMMUNICATION – THE SDRA WILL DEVELOP, PROVIDE AND UTILIZE NEW AND EXISTING CHANNELS OF COMMUNICATION TO KEEP MEMBERS INFORMED OF ACTIVITIES AND ISSUES AROUND THE LAKE

EDUCATION – THE SDRA WILL PROVIDE RESOURCES AND EDUCATION TO MEMBERS ON TOPICS OF INTEREST IMPACTING RESIDENTS OF SKOOTAMATTA, PRINGLE AND SHELDRAKE LAKE



2013-2014 SDRA OBJECTIVES

1. Fill open board roles: VP, Newsletter Editor, Sheldrake & Pringle representatives
2. Deliver Lake Management Plan
3. Re-platform website, migrate content and launch to members
4. Update all SDRA documents based on new not for profit corporation act changes
5. Deliver 1st Art Studio Tour
6. Set up Geocaching on the lake

7. Re-position History project as “Tales of the Lake” to encourage folks to submit old and new stories/pictures
8. Continue to build relationships with Township, FOCA, Quinte, MLFI, MNR and other lake associations to ensure that we evolve and keep in touch with all of the things that will impact our lake today and in the future
9. Increase membership to 200
10. Maintain reserve
11. Install staff gauges in Upper and Lower lakes for water level tracking and measurement

F-A-C-E – FUN, ADVOCACY, COMMUNICATION, EDUCATION



FUN

Plan, organize and deliver events to the SDRA members that promote a sense of fun and interest at the lake
Build a network of volunteers for all events to ensure successful delivery
Deliver Annual Lake Festival, AGM, Photo Contest and Fireworks display



ADVOCACY

Represent the interests of SDRA members regarding issues impacting the lake
Attend Township meetings
Build a Lake Management Plan and integrate with the Town Official Plan
Provide a yearly donation of \$500 to a local business/charity/education facility etc.



COMMUNICATION

Provide multiple communication channels to SDRA members so they may keep informed about topics impacting the lake and activities going on at the lake

Communication Channels to include:

Annual Newsletter: to provide members with current and historical stories and reviews of events around the lake as well as advise of upcoming activities around the lake

Monthly e-mail updates: to members consenting to provide their e-mail address to receive these updates

Website: Evolve the website enabling access from any device (i.e. smartphone, tablet) and enable interactive forums that will be pro-actively monitored to safeguard against misuse

Social Media: Establish an SDRA presence on Facebook that will enable another method of communication that will also be pro-actively monitored to safeguard against misuse



EDUCATION

Gather information for members from resources such as FOCA, MLFI, MNR, Quinte Conservation, etc. to educate members on issues impacting the lake (e.g. Forestry operations, dam operations etc.)

Provide consistent, timely and relevant communication about topics involving the lake community to all members through an annual newsletter, SDRA website and e-mail. Inform members of healthy practices to maintain and improve the quality of the lake and its surroundings.