

**OREGON LAKES ASSOCIATION  
2013 WORK PLAN**

(January 31, 2013 Version)

**OREGON LAKES ASSOCIATION**  
POB 345, Portland, OR 97207-0345

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**INTRODUCTION:** This plan establishes a framework for operation of the Oregon Lakes Association over the next year. It sets forth some of the Mission, Goals and Priorities of the Association. It is intended to set a direction of the Association but not provide the details for its operation. It can be used as a yardstick to measure and evaluate the success of our organization.

*Major focuses of OLA activities in 2013 will be: continued Board development and operation; transitioning the newsletter to a new editor; enhancing the Web site and use of social media; growing the membership; holding an annual conference with WALPA; working with CLR to support the redevelopment of the Citizen Lake Watch Program and put on a 1-day Aquatic Weed School (possibly associated with the conference); refining and continuing the scholarship process; and tracking the State's legislative process.*

**OLA GOAL:** *To promote the understanding, protection and thoughtful management of lake and watershed ecosystems in Oregon.*

**OLA OBJECTIVES<sup>1</sup>:**

1. To **monitor and assess** the condition and use of Oregon Lakes;
2. To provide a means for **education** and for **dissemination of information** related to lake and watershed ecosystem management;
3. To foster **communications** and working relations among lake associations, local, state and national governmental agencies, organizations, universities, consultants and individuals concerned with lake and watershed protection, restoration and management;
4. To encourage, assist and support the **development of local, state, and national programs promoting lake and watershed protection, restoration and management;**
5. To encourage the development of **legislation and the enforcement of laws** designed to protect lakes and watersheds;
6. To promote and foster the **formation of local lake associations** and encourage all interested organizations, individuals, businesses and corporations to become actively involved in the Association. Such support directly links an organizations interests into an established network of professionals with similar backgrounds and interests; and makes product and service information available to a niche market

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<sup>1</sup> Objectives 1-5 and a portion of 6 are directly from OLA By-Laws.

**To work toward meeting these goals and objectives, OLA will strive to do the following in its 23rd year (1990 – 2013):**

The Board will work toward OLA's goal and objectives and provide leadership in the following manner:

**Board<sup>2</sup>:**

President – Stephen Wille (2014); Vice President – Paul Robertson (2014); Treasurer – Kit Rouhe (2014); Secretary – Karen Williams (2013); Past President – Andy Schaedel (2014); Directors – Dr Wayne Carmichael (2014), Trish Carroll (2014), Michelle DaRosa (2014), Theo Dreher (2014), Roger Edwards (2013), Al Johnson (2013), Ben Johnson (2013), Rich Miller (2014), Vanessa Morgan (2014)

- Review and update the annual work plan (by January 2013).
- Have meetings at least on a bi-monthly basis (conference call on the third Thursday of the month from 12 noon – 1 PM on **January 24, 2013; March 21, 2013; May 16, 2013; July 18, 2013; September 19, 2013, November 21, 2013 as well as at the annual meeting**) as a means for conducting business of the association. In the interim, committees will be working on tasks identified in this plan and reporting on progress at the bi-monthly meeting.
- Review potential need for Board insurance (we currently do not have it but the need for it should be reviewed annually after updating the plan).
- Biannual fiscal review (see by-laws) – conduct review in 2013 (Rouhe, Williams, Edwards)
- Serve as nominating and bylaws committee in order to maintain leadership (officers) and update by-laws:
  - Nominations (2 months prior to annual meeting);
  - Ballot mailing (one month prior to annual meeting);
  - Results (at annual meeting).
  - Review and update Bylaws [Biennially – last revision in 2011].
- Continue liaison with NALMS (BiJay Adams, NALMS Regional Representative):
  - Have representatives attend semi-annual conferences.
  - Improve coordination with other NALMS state chapters within Region X (Region X includes the states of OR, WA, ID, AK) – joint conference with WALPA planned in 2013.
  - *Provide the following to NALMS (need to verify this with BiJay):*
    - *A list of new officers [President by February each year];*
    - *A status report for 2012 [President/Secretary by February each year];*
    - *A financial status report for 2012 [Treasurer by February each year].*
    - *Sending “Affiliate News” to LakeLine at NALMS quarterly.*

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<sup>2</sup> The President, Vice President, Treasurer, Secretary and Past President comprise the Executive Committee, which can conduct the affairs of OLA between Board Meetings.

**Membership Committee (Standing Committee):**

(Lead: Schaedel, Wille, Carroll, Williams; Members: Board)

Increase awareness about OLA, maintain membership and increase membership of OLA to over 100 members in 2013. Currently membership is approximately 65 members (as of 12/2012):

- Actively work to get membership renewal notices for 2013 out by the end of 2012 and in early 2013 (to help in building a budget for 2013) by:
  - Working with the Web Master to develop a series of short statements that can be sent out to current members.
    - Currently the system holds a member as valid until after 60 days of failure to pay. Electronic reminders are sent out 30, 15 and 0 days in advance with grace period reminders sent out 30 and 60 days afterwards.
    - A strategy will be developed for past members to encourage them to “come back.” (by 3/2013)
- Contact corporate members to encourage them to consider becoming a Corporate Sponsors (bronze, silver and gold levels) (by 6/2013).
- Investigate developing an OLA “brand” (logo, decals, brochure, cards, etc) to increase OLA’s visibility and provide membership incentives.
- Work with Communications Committee to expand membership services on the web site including:
  - Review website to see if it is meeting member needs and see what could be added (by 6/2013);
  - Develop a plan to implement improvements with Web Master.

**Communications Committee (Standing Committee):**

(Members: see below)

Maintain and improve OLA’s on-going communication tools (*expand objectives*):

- \* Newsletter (Roger Edwards, Vanessa Morgan):
  - \* Develop quarterly newsletter – Winter, Spring, Summer and Fall timed around the Annual Conferences.
  - \* Develop a plan to transition the production of the newsletter from Roger (who will have put in 10 great years of service!) (by Oct 2013)
- \* OLA Web Site and social media (Paul Robertson, Ben Johnson):
  - \* Explore options for improving the website and enhancing use of facebook and twitter:
    - \* Get input and develop a list of potential enhancements for Board review and approval (March 2013);
    - \* Develop needed tasks and time line.

**Conference Committee (Standing Committee)<sup>3</sup>:**

(Chair: Robertson; Members: Dreher, Morgan, Miller, Wille, Williams)

Continue annual conference and explore opportunities for involvement in Spring Workshops:

Spring Workshops:

- Explore possibility of sponsoring a Spring HABs workshop with OSU, OHA, USFS and others (by Feb 2013). Develop additional tasks pending interest...
- Support CLR efforts to develop and conduct a one-day aquatic weed school, likely associated with the annual conference (*add more steps here*).

Fall Conference:

- Explore the feasibility of having a joint Fall Conference with WALPA (by March 2013). If feasible, develop a joint work plan (the following are some suggested guidelines from previous years):
  - Set date and reserve conference location (by March);
  - Develop draft agenda and program outline (by May);
  - Work out logistics, assign duties, get speakers (May – July);
  - Build interest through a series of newsletter articles, website announcements, social media (March – Sept);
  - Solicit Corporate Sponsors (March – July) and develop fund raising activity for scholarship;
  - Develop registration materials for website and newsletter (May);
  - Develop a binder with conference planning guidelines (Oct);

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<sup>3</sup> A spread sheet is being developed to provide more detail for setting up the annual Conference

**Outreach and Scholarship Committee (Ad Hoc Committee):**

(Chair: Carmichael; Members: Dreher, Johnson, Morgan, Miller, Rouhe)

This group will explore ways to enhance the OLA scholarship process (started in 2012) that includes seeking fund donations and improving the process/timing to better fit within the academic year. In addition, the group will look for other ways to improve OLA outreach to various groups that have interest in Oregon Lakes, with a focus on Center for Lakes and Reservoirs (CLR) actions to redevelop the Citizen Lake Watch Program and put on an aquatic weed school:

- Determine if scholarship should stay at \$750 or be increased to \$1000 (March 2013)
- Revise guidelines, announcements, forms, etc (based on 2012 experience) and announce scholarship availability (by April 2013?)
- Coordination with Center for Lakes and Reservoirs (CLR) (Vanessa Morgan, Rich Miller):
  - Explore opportunities for promoting and enhancing several CLR activities including:
    - redevelopment of the Citizen Lake Watch Program;
    - on-line version of the Atlas of Oregon Lakes (<http://aol.research.pdx.edu>); Lake List server

**Legislative and Governmental Affairs Committee (Ad Hoc Committee):**

(Members: DaRosa, Schaedel, Williams)

Explore opportunity for supporting and/or developing of legislation that can benefit lake management.

- \* Be responsive to legislative and governmental needs and opportunity to comment on lake-related issues, as needed.
- \* Continue to work with NALMS to seek federal funding of the Clean Lakes Program or other lake-related programs (on-going, as needed).
- \* Contact agencies (principally ODEQ, OHA, OSMB, PSU) to determine if there are any lake-related budget packages in the 2013-2014 session that OLA should be tracking and possibly support. Track and comment on bills as needed (session starts 1/2013 and ends by 6/30/2013).
- \* Explore feasibility of introducing/supporting a legislative bill to restrict use of phosphorus in lawn maintenance fertilizer (similar to Washington and a number of other states) and statewide time-of-transfer septic inspections, if introduced this session or for a future session (2015-2016). Report back to board in May/June and detail further steps in needed.
- \* Consider initiating discussions with CLR and others for defining and funding a statewide lake monitoring program (end of year, could be a topic for annual meeting)

### **Officer Duties:**

#### President duties:

- General supervision of the affairs of OLA;
- Preside at board meetings and meetings of the members;
- Serve on conference committee and serve as ex-officio member of any and all committees;
- Appoint chairs and committee members;
- Enforce By-laws, rules, policies of association;
- Execute contracts.

#### Vice President duties:

- Serve as the Board Parliamentarian;
- Provide leadership to By-law and Nominating Committees.
- Take on Presidential duties in the absence or under the direction of the President.
- Assist in planning the Annual Meeting

#### Treasurer duties:

- Receive all funds paid to OLA and pay all bills incurred;
- Maintain treasury balance spreadsheet – this is weekly task;
- Make deposits and write checks for OLA operations (this duty is mainly done around the time of the conference);
- Create monthly treasury reports to present to the board;
- Check PO box. This is usually a once-a-month task, but during conference time it's more like a weekly task;
- Create a yearly budget (February?);
- Create an end-of-year treasury report to compare to the yearly budget (February);
- Keep current on yearly fees/dues: PO Box, Easystreet (web services) and NALMS affiliation;
- File with the following state agencies by the appropriate dates: IRS (April 15), Department of Justice (May 15), and the Secretary of State (July 1).

#### Secretary duties:

- Prepare minutes of all meetings of the Association and the Board;
- Maintain all permanent records of the Association;
- Maintain an accurate listing of members of the Association (requires familiarity with website);
- Develop an annual chapter report to NALMs;
- Serve as a member of the Communications Committee;
- Preside at meetings of the Association and the Board in the absence or vacancy of the President and Vice President

Director duties:

- Strive to achieve the goal and objectives of OLA;
- Actively participate in a thoughtful and conscientious manner in OLA activities including Board meetings, conferences and areas of interest;
- Read emails (at least weekly) and respond as needed.

OLA 2013 Work Plan - DRAFT

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Board:</b>												
• Meetings	X		X		X		X		X		X	
• Work Plan	----X											
• Nominations						-- seek	Candidates -	Ballot		Elections		
• NALMS Report		----										
<b>Membership:</b>												
• Renewals	----	----	----									
• Past Members		----	----	----								
• Corp Sponsors		----	----	----	-----	-----						
<b>Communications:</b>												
• Newsletter			X			X			X			X
• Review News	----	----	----	----	----	----						
• Website/Social media enhance.		----	proposal									
<b>Conference:</b>												
• HAB Workshop	----	----?					Workshop at OSU					
• Aq Weed Worksp	support											
• Annual Conf	Coord with	WALPA	Locate		Agenda		Logistics		---X-	or X		
										Oct 16-18		
<b>Outreach/Scholarship:</b>												
• Scholarship	----	----	2013 Budget	Guidelines; Solicit App	Announce Award	Award promotion			Announce at Meeting			
• CLR Coord CLW	----	----	----	----	----	----	----	----	----	----	----	----
<b>Legislative:</b>												
• Track Legis.	Agency Contact	----	----	----	----	----X						
• Future Leg Concept	----	----	----	----	-----	----	Concepts	----	Actions	----	----	----