

# STRATEGIC PLAN 2022-2026

[www.greenlakeassociation.org](http://www.greenlakeassociation.org)

GREEN LAKE ASSOCIATION



# OVERVIEW

The GLA Board of Directors recently approved a strategic plan, which will allow the GLA team to aggressively pursue our number one priority to reduce phosphorus on behalf of Green Lake's future. The accompanying revised mission and vision will guide our focus on science, technology, and innovation.

## ABOUT THE GLA

The Green Lake Association is an environmental non-profit safeguarding Big Green Lake, Wisconsin's deepest natural inland lake. This small, committed organization is tackling the greatest water quality challenge of our time to protect the lake that is existential to our community.

## OUR MISSION

To safeguard Green Lake by improving its water quality, protecting it from critical threats, and accelerating its return to a clean lake.

## OUR VISION

A healthy, resilient watershed that sustains a clean, restored Green Lake.



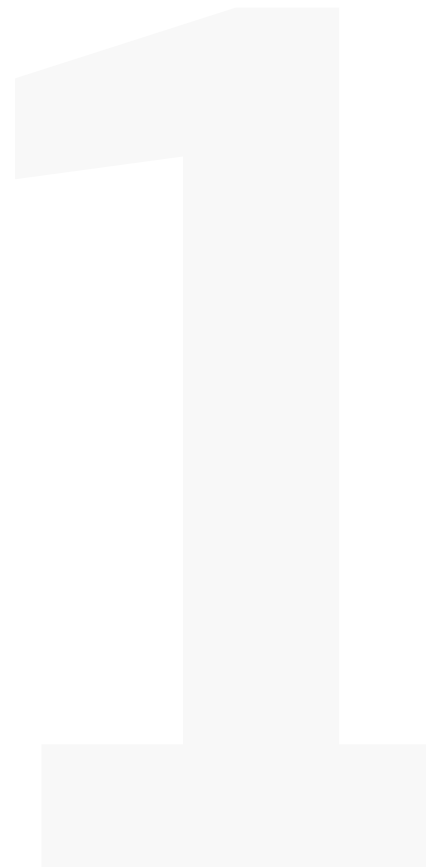
# STRATEGIC PLAN GOAL #1

In collaboration with our partners, the GLA implements solutions to reduce the lake's incoming phosphorus pollution—which impairs Green Lake's water quality, fueling plant growth and degrading conditions for both our community and aquatic animals.

We know our biggest problem—phosphorus—and that we must achieve a 57% reduction in phosphorus loading to remove the lake from the Wisconsin Department of Natural Resource's impaired waters list.

The primary locations of the problem are the inlets at County Highway A and County Highway K. The Silver Creek inlet is the source of 48% of the phosphorus entering the lake annually, and the Southwest inlet is the origin of 29% of the lake's annual phosphorus. Together, these two locations account for nearly 80% of the lake's annual phosphorus loading.

**In collaboration with our partners, reduce the lake's incoming phosphorus pollution by 20% (to 13,350 pounds/year) by 2027.**



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## OBJECTIVES:

- 1 Use new techniques to intercept phosphorus from the inlets at County Highways A and K, as 80% of controllable phosphorus loading flows from these two primary sources.
- 2 Reduce internal sources of nutrient pollution from the lake and its inlets by 25% since existing sedimentary phosphorus (legacy phosphorus) can delay expected water quality progress by decades.
- 3 Restore 50% of Green Lake's streams and shorelines identified in need of repair, since near-shore areas serve as direct conduits of phosphorus loading.
- 4 In a supporting role to our Lake Management Planning Team partners, engage 20% of Green Lake's farmers in conservation practices, as 2/3 of Green Lake's watershed is agricultural and therefore represents the primary cause of phosphorus loading.



# STRATEGIC PLAN GOAL #2

## Prevent the spread of new and existing aquatic invasive species in Big Green Lake.

Aquatic invasive species (AIS) are plants, animals, or pathogens that are introduced to an area where they do not naturally occur. With no natural predators and competitors, AIS spread rapidly in new environments where they can harm water quality, stress food chains, and impact fish populations.

It took just one contaminated boat to transport zebra mussels from one infected lake to Green Lake, permanently altering the ecosystem of Big Green Lake. Since 2005, zebra mussels have cut feet, ruined piers, exacerbated weed growth, and caused the development of smelly filamentous algae on shore. With thousands of boats visiting Green Lake every summer, there is an urgent need to be proactive against AIS.

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### OBJECTIVES:

- 1 Work to identify and prevent the introduction of new aquatic invasive species (AIS) in Green Lake.
  - 3 Reduce the proliferation of existing aquatic invasive species in Big Green Lake.
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# STRATEGIC PLAN GOAL #3

Green Lake's characteristics and challenges are unique, and our solutions must be equally unique. In most instances, it is not possible to simply adopt strategies that may have been tried on other lakes. The GLA works with federal agencies, academic institutions, local governments, and many others to continue designing studies to better research the lake's problems and to develop implementable actions to monitor and moderate them.

**Become the primary source of data and information that drives the Lake Management Planning Team in identifying water quality problems, informing solutions, and tracking our collective progress.**

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## OBJECTIVES:

- 1 On behalf of the Lake Management Planning Team (LMPT), develop the necessary planning documents to address water quality pressures, prioritize required actions, and specify key partners and costs.
  - 2 Working with the LMPT, become primary organizers and administrators of critical planning documents like the EPA and DNR-approved Nine Key Elements watershed plan and the Lake Management Plan.
  - 3 Conduct and fund outcome-based studies that broaden our understanding of the forces at work degrading water quality and map the findings to actionable solutions.
  - 4 Collect and interpret water quality data for Green Lake and the water resources within its watershed.
  - 5 Identify, study, and develop action plans for new potential threats to the health of Green Lake and its watershed.
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## STRATEGIC PLAN GOAL #4

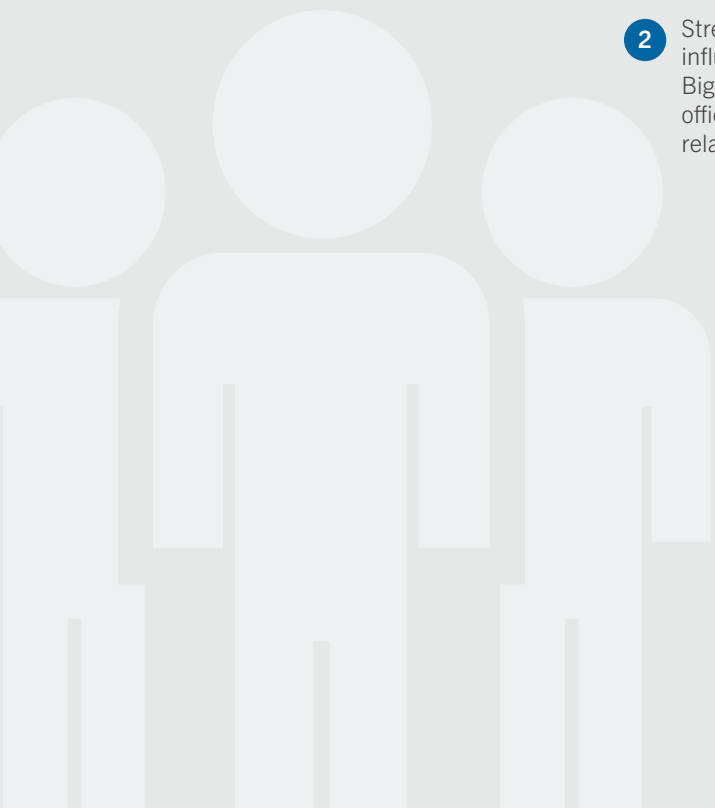
**Cultivate community engagement in the health of the lake, and mobilize our members, volunteers, and partners to act on behalf of Green Lake.**

It took more than one hundred volunteers to restore the water quality of Dakin Creek, one of Green Lake's tributaries, so that brook trout—an indicator of clean water—could thrive again for the first time in more than 70 years. It will take the effort of the entire community to restore our lake, and we can't do it without the dedication of our volunteers and the mobilization of our watershed.

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### OBJECTIVES:

- 1 Collaborate with local partners to enhance the effectiveness of our collective water quality progress.
- 2 Strengthen the GLA's ability to influence action on behalf of Big Green Lake by engaging officials through government relations and advocacy.
- 3 Engage and foster conscientious, knowledgeable citizens who act to reduce negative impacts on Green Lake and its watershed and help us achieve our mission.
- 4 Grow our volunteer base by 150% to support the needs of the organization, generate engagement, and contribute to the improvement of the health of Green Lake.





# STRATEGIC PLAN GOAL #5

We're seeking innovative phosphorus solutions that are an order of magnitude above and beyond anything we've done before in our organization's more than 70-year history. We're scaling up on behalf of a clean, restored, resilient Green Lake. The stakes couldn't be higher and the need couldn't be more urgent.

This Strategic Plan goal supports the previous four goals, which focus on our watershed initiatives. By continuing to strengthen the organization, we continue to expand our capacity to restore Green Lake's water quality to what it once was.

**Build the organizational resources and infrastructure necessary to achieve the goals of our strategic plan.**

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## OBJECTIVES:

- 1 Develop and maintain a diverse Board that represents the communities we serve and that provides the skills and expertise to successfully govern the GLA.
- 2 Recruit and retain a highly qualified and diverse staff consistent with the needs of the organization to ensure sustainability and effectiveness.
- 3 Develop an annual implementation review of the strategic plan.
- 4 Create a long-term financial plan to ensure the GLA is a healthy financial organization.
- 5 Complete a Board-approved comprehensive campaign to fund the objectives of the strategic plan.
- 6 Develop a robust communication strategy to inform the Green Lake community and to build the GLA's credibility, effectiveness, trust, and awareness within the community and with key stakeholders.
- 7 Provide the necessary physical and technical infrastructure to remain efficient and effective.

# PROGRAM PILLARS

Formerly known as our Pillar Projects or IMPACT, we've restructured our programming to align with our new Strategic Plan goals. With multiple projects in progress for the sake of our lake, this structure better reflects our priorities and efforts in the Green Lake watershed. It takes all of us to make a difference for this lake, including all our partners and every member of the community.



## PHOSPHORUS REDUCTION

In collaboration with our partners, the GLA implements solutions to reduce the lake's incoming phosphorus pollution—which impairs Green Lake's water quality, fueling plant growth and degrading conditions for both our community and aquatic animals.



## DATA EVALUATION

The GLA gathers data and information that drives the Lake Management Planning Team to identify water quality problems, inform solutions, and track our collective progress.



## AQUATIC INVASIVE SPECIES PREVENTION

To protect Big Green Lake's water quality, the GLA minimizes the spread of new and existing aquatic invasive species through preventative measures and community education.



## COMMUNITY ACTIVATION

The GLA cultivates community engagement in the health of the lake by mobilizing our members, volunteers, and partners to act on Green Lake's behalf.



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## CONTACT US

info@greenlakeassociation.org | (920) 294-6480  
492 Hill Street, Suite 205 | PO Box 364 | Green Lake, WI 54941