



FRIENDS OF WELLERS BAY

FIVE YEAR STRATEGIC PLAN

PRESENTATION 2019 AGM

AUGUST 10, 2019



HOW WE GOT HERE

- FOWB formed in 1987
- First dredging in 1989 to open up the channel
- Annual fundraising to maintain the channel and the breakwall
- Constitution in 1998
- City of Quinte West took over responsibility of dredging in 201
- Ambassador Program and Community Outreach
- State of the Bay Report
- Strategic Plan Process

WHY A STRATEGIC PLAN?

- Examines where your organization is now, where you want it to be, and how you are going to get there.
- Responds to the current environment.
- Gathers data to make decisions;
- Sets priorities;
- Builds commitment among stakeholders and
- Guides the acquisition and allocation of resources.



VALUE STATEMENT

We believe that good governance and an engaged membership will inspire sound stewardship of Wellers Bay.



VISION STATEMENT

- Endeavour to be the trusted and respected voice of all members for the enhancement, enjoyment and preservation of the natural environment of Wellers Bay.



MISSION STATEMENT

- Pertinent to the health and welfare of Wellers Bay, we will:
- Provide resources and education on topics that are timely and relevant;
- Participate in research and activities consistent with our values and our vision;
- Provide stewardship for the dredging of the channel and maintenance of the breakwall;
- Develop and maintain relationships with internal and external stakeholders;
- Promote pride and responsibility in the care and protection of Wellers Bay by engaging with and involving the community.

TOP FOUR PRIORITY GOALS

AND PROPOSED
ACTIONS

ENVIRONMENTAL PROTECTION AND STEWARDSHIP

- Testing/Water Quality
- Shoreline Conservation
- Regular input to the State of Bay Report
- Workshops/Information Sessions on relevant topics
- Information Repository of relevant information and resources.

SHORELINE AND PROPERTY PROTECTION AND DEVELOPMENT

- Provide general guidance in disseminating the laws and regulations for Members as they pertain to shoreline, property protection and other property development.
- Engage with Conservation Authorities, Municipalities and other Associations to understand and participate in policy development on matters relating to property protection and development.

COMMUNITY BUILDING AND COMMUNICATION

- Build relationships and work closely with municipalities, Conservation Authorities, provincial and federal government agencies, local businesses
- Liaise with relevant government agencies (as above) regarding the dredging of the channel and maintenance of the breakwall.
- Support safe channel navigation through the installment of buoys, signage, notification to DFO, and updating of the Log Book.
- Member Outreach/Volunteer Recruitment
- Activities & Events to encourage enjoyment of Wellers Bay
- Engage Youth
- Website/Social Media
- Newsletter and Email communication



BOARD GOVERNANCE/MEMBERSHIP DEVELOPMENT

- Constitution Review
- Policies and Procedures
 - Board
 - Members
- Budgeting and financial management
- Social media/website policies
- Board training
- Strategic Plan Implementation and Review
- AGM/Board recruitment
- Member Benefits

WHERE DO WE GO FROM HERE?

- Identification of board champions
- Volunteer recruitment and creation of sub-committees (sign up sheets at FOWB display table)
- Finalize actions
- Implement

QUESTIONS?

