

Sauk Prairie Conservation Alliance

STRATEGIC PLAN 2016

Adopted 1-31-2016

CORE VALUES

- Following the values and tenets of the Badger Reuse Plan, we believe the entire Badger property should be managed as a whole through collaboration among and between landowners.
- We believe that the best overall use of the former Badger Army Ammunition Plant is for prairie and oak savanna restoration, providing habitat for wildlife and opportunities for quiet recreation and enjoyment while simultaneously healing the land. The painting, “Sauk Prairie Remembered... A Vision for the Future” is our guiding visual depiction of this value.
- Conservation on the Badger lands serves as a model for holistic landscape-scale region-wide conservation, demonstrating how land protection, ecological restoration, research, conservation agriculture and community participation can be integrated and mutually supportive.
- The Badger lands have a unique geological, natural and cultural history and they provide a wonderful opportunity for community engagement, public education and research.

MISSION STATEMENT

The Sauk Prairie Conservation Alliance promotes cooperative conservation on the Badger lands and in the surrounding Sauk Prairie landscape.

GOALS, OBJECTIVES & ACTIONS

Goal 1: Promote and support fulfillment of the Badger Reuse Plan’s collaborative vision.

Objective 1: Promote and help build cooperative working relationships among all Badger landowners and stakeholders.

- contact and meet with all the Badger landowners; work toward a statement of agreement between them and the Alliance.

- promote reconstitution of the BOMC (or an equivalent entity) to facilitate collaborative conversation; and develop a strategy to do so:
 - reinforce support of DFRC and HCN as essential partners in this effort;
 - meet with Sauk County officials to consider positive steps to reconstitute the BOMC;
 - meet with federal representatives to gain their input and support; and with state officials to the degree we are able.
- engage with non-landowning Badger stakeholders to define key priorities and outline new strategies for promoting the BRP;
- create a list of cooperative opportunities, including projects that involve the Badger property as a whole;
- define and discuss specific, tangible projects that would engage all the landowners and provide models for collaboration:
 - catalyze discussion of a shared visitor/interpretive center;
 - organize a joint workshop on ecological restoration where all the landowners could provide updates;
 - identify restoration sites and projects with each landowner;
 - continue research on goats, grazing, and restoration;
 - continue “Badger Apple Corps” work on the historic apple trees of Badger;
- work with landowners to identify joint funding opportunities (for restoration, education, research, etc.).

Objective 2: Advocate for realization of the Badger Reuse Plan’s values and criteria within (and beyond) the Wisconsin DNR’s planning process for the Sauk Prairie Recreation Area.

- continue the advocacy activities of the Badger Forward committee (monitor DNR’s planning process; try to determine whether DNR is trying to modify its original application to NPS, and if so, can the Alliance influence NPS alone or with elected officials’ help?; identify possible Alliance & stakeholder actions based on different plan scenarios; alert Alliance members and citizens of unseemly actions by DNR; interact with the NR Board prior to and during its approval process for the Plan)
- meet with state and federal representatives to promote adherence to the BRP agreements, and to explore potential funding and capacity-building opportunities.

Objective 3. Promote public awareness: (a) of the conservation value of the Badger lands; (b) of the vision for the future of the Badger lands that the Badger Reuse Plan provides; and (c) of ways to participate actively in creating that future.

- organize public events around restoration sites;
- use the 15th anniversary of the BRP (March 28, 2016) to prepare a “State of Badger Reuse” report and event, providing an update on successes, failures, concerns, and needs;

- develop informational materials that we can send to appropriate venues;
- organize public events focused on telling the stories of Badger history, landscape, and culture.

Goal 2: Invite and develop broad community involvement in the conservation future of Badger and the surrounding landscape.

Objective 1: Develop a public education program.

- March 28, 2016 will be the 15th anniversary of the BRP. For this occasion, prepare a succinct “State of Badger Reuse” report, aimed at the general public and interested parties, that provides an update on successes, failures, concerns, and needs. Have a “release” event in Sauk Prairie. (See Goal 1, Objective 3)
- Organize a story-sharing event that allows elders in the Sauk area to share Badger stories. This could be done in collaboration with the River Arts on Water Gallery and Sauk Prairie Historical Society.
- Follow on success of the 2015 Sauk Prairie Day by organizing one or more special day(s) with a related theme (e.g., integrating ecological restoration and agriculture).
- Sponsor a grassland bird discussion & tour to highlight the importance of Badger for this group of birds.
- Develop an on-site tour program
 - Train tour guides on history, ecology of Badger
 - Obtain permission from landowners to establish a regular tour schedule
 - Schedule and advertise tours
- Host one or more tours of large grasslands elsewhere (e.g., Nygren, Nachusa & Midewin) to introduce our local community to landscape-scale restoration projects

Objective 2: Continue to recruit and engage volunteers in restoration.

- Develop an annual restoration schedule for volunteer work days
- Prepare (in collaboration with the landowners) basic management plans for the main restoration sites where we have already worked: Hillside Prairie, Kindschi Prairie, Fordham Prairie. (Alison)
- Hold volunteer information and recruitment events at UW-Madison, UW-Baraboo/Sauk County, and Sauk Prairie schools
- Adopt the “prairie nursery” started by the Army but long-since abandoned, and help manage it
- Offer incentives to volunteers to join us and to stay with us

Objective 3: Re-constitute the Alliance by forming partnerships with local and regional conservation entities (non-profits, agencies) to provide assistance to landowners for large-scale restoration

- Begin a “Sauk Prairie Restoration Council revival” by taking initial steps to reconstitute the original “alliance.” Hold informal conversations with key organizations and individuals to discuss a specific proposal or idea (to be defined) that can give purpose to the restored alliance. For example, groups could come together around a restoration funding proposal that they could support.

Objective 4: Determine public understanding of Badger at present and what its future potential could be.

- Undertake a survey of area residents to identify what they value about Badger.

Goal 3: *Build a viable, effective and financially sound organization.*

Objective 1: Strengthen Board membership

- Determine what skills are needed for the Board
- Enlist new Board members with those skills
- Recruit members from diverse groups

Objective 2: Hire appropriate staff

- Hire part time Executive Director (at least half-time)
- Hire or contract with membership secretary/ admin staff
- Utilize contract employees as needed

Objective 3: Grow donor base

A. Expand membership

- Collect donor records that are available
- Contact current and prior donors with appropriate messages
- Improve our member contact methods
- Seek larger gifts from long-time loyal supporters
- Utilize other conservation organizations for partnerships and encourage memberships in both organizations by exchanging membership lists

B. Develop grant support

- Assign Executive Director to do significant grant request work
- Develop case statement and narratives that can be utilized for various proposals
- Utilize members and colleagues to help connect us with private foundations

C. Develop Business Sponsorships

- Reach out to businesses for support
- Offer incentives for business sponsorship
- Coordinate events with business sponsorships

Objective 4: Improve communications by and marketing of the Alliance

- Increase regularity of newsletter to quarterly, write/attract newspaper articles, improve and update website, offer regular Facebook updates, embrace other social media
- Plan special event for 20th Anniversary in 2017
- Share our history and vision for the future (organize and catalogue archive, then write the Alliance's story using those archived documents and interviews with founders, leaders and other advocates
- Develop speakers bureau