

Western Lake Erie Association Strategic Plan Adopted December 2006

Specific projects/tasks determined annually

Mission Statement:

“To preserve, protect, and improve the watershed, waters, and fish of Western Lake Erie ,the Great Lakes’ warmest, shallowest, most biologically productive area, and to increase public awareness through collaboration, education and advocacy.”

Goals of the Western Lake Erie Association

Support and protect the Western Lake Erie (WLE) watershed, the waters of WLE, and the fish population of these waters.

Direct action concerns:

A. Fish population --

1. Reduce or eliminate the fish kill problem at area power plants.
2. Reduce the impact of invasive species.
3. Diminish factors leading to disruption of walleye spawning.
4. Reduce or eliminate thermal plumes from power plants.
5. Promote the study of algal blooms, dead zones, and the effect of chemicals, such as pesticides and endocrine disrupters on fish populations.

B. Water quality -- maintain good quality water in WLE

1. Ensure that waste water (both sewage and storm run-off) is adequately treated prior to entering WLE.
 - a. check and/or review NPDES permits, reduce untreated wastewater discharge during storms, etc.
2. Reduce sediment accumulation and ensure proper handling of dredged material.
 - a. investigate and promote the techniques which can be used by everyone in the watershed to reduce the amount of sediment entering WLE.
 - b. develop a plan for the ecologically sound disposal and/or utilization of dredged material.

C. Watershed -- concerns

1. Ensure that waste from concentrated animal farm operations and other sources are reduced to the extent possible to protect the viability/vitality of the watershed and the quality of life of residents living within the watershed.
2. Develop a plan to reduce the amount of nitrogen, phosphorus, mercury, pesticides, herbicides and other harmful products from reaching the waters of WLE from residential, industrial and agricultural sources.

D. Education and Public Outreach

1. Benchmarking
2. Patrols
3. Stream Monitoring
4. Clean Your Streams
5. Power Point Presentations
6. Programs
7. Networking with schools and groups
8. Conference

E. Fundraising etc.

1. Membership Drive
2. Fundraisers
3. Physical Location
4. Internships – Law Clinic
5. Grants
6. Donations

Outreach to & for the communities/residents of the WLE watershed.

1. Education and Collaborative Efforts

- a. general population -- through presentations, sponsored events, newspaper articles, promotion of the uniqueness of the watershed area, etc.
- b. schools -- presentations, curriculum development, student involvement in projects, etc.
- c. research groups -- develop good working relationships with The UT Lake Erie Research Center and other research groups working in our area of interest.
- c. industry -- through presentations, cooperative ventures, and as an information resource, etc.
- d. government -- through presentations, cooperative ventures, and as an information resource
- e. local and/or national organizations -- through cooperative ventures and information resource. Initiation of the Lake Erie Watch.

2. Public Awareness

- a. secure the services of an attorney and/or develop connections with law clinics interested in environmental affairs so we have input where legal expertise is needed.
- b. sponsor workshops or and/or demonstrations of important problems in the area such as a "fish rescue demonstration" close to a power plant water intake.

3. Information Resource Website

- a. develop & maintain a website with all the latest information on issues relating to the goals of the organization.
- b. develop a database and/or series of links to all potentially useful information about WLE.