

Strategic Plan

March 2007

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Purpose of the Strategic Plan

The Board Members of the Land Conservancy of Lake County Illinois (LCLC) undertook a Strategic Planning Process for the express purpose of improving the management of the LCLC. The objectives of the process are to:

- Further develop the professional capacity of the organization's leadership,
- Delineate pertinent goals and issues,
- Reevaluate past activities, and
- Better meet stakeholder expectations.

This strategic plan is a culmination of those efforts.

Background on LCLC

The Land Conservancy of Lake County (LCLC) was founded in 1989 by a group of environmental professionals and concerned citizens alarmed at the rapid loss and degradation of open lands and natural areas throughout Lake County. The founders felt an independent group was needed to serve as an advocate for open lands. The new group would provide alternatives to landowners, developers, and units of government to preserve and protect open lands, and offer stewardship and educational opportunities to the public.

The Land Conservancy of Lake County is a not-for-profit, apolitical, Illinois land trust corporation whose primary purpose is the protection and management of natural and open lands, particularly in Lake County. LCLC, as an independent corporation with its own charter, bylaws, and Board of Directors, also cooperates and coordinates with local, state, and national organizations for land acquisition, management, and educational purposes. As an example, LCLC is a member of the Land Trust Alliance, a national umbrella organization of local and regional land trusts headquartered in Washington, D.C.

The goals of the Land Conservancy of Lake County are similar in many respects to other groups, such as the Nature Conservancy, CorLands, or the Lake County Forest Preserve District. These organizations, however, are primarily interested in acquiring lands of exceptional ecological quality or those that comprise large tracts ranging from several hundred to several thousand acres in size. A landowner who wishes to preserve a small woodland with a conservation easement, or offer a land donation as a living legacy, or even a developer required to set aside a wetland, often has difficulty understanding available conservation options and finding an entity willing and able to assume long term management responsibilities. LCLC seeks to fill this void by accepting land, donations, and/or conservation easements of any size, while also providing public education and awareness of conservation issues throughout the county. LCLC also prides itself in its educational commitment to students in local schools by providing students with natural science experiences emphasizing hands on participation in LCLC projects.

Ownership by the Land Conservancy of Lake County can help ensure that the landscape of Lake County continues to offer unique and beautiful surroundings for generations to come. Once our open lands are gone, there can be no return to the beautiful natural areas that historically have set this county apart from others in Illinois.

The Internal Revenue Service has granted not-for-profit status to the Land Conservancy of Lake County under Sections 501(c)(3) and 170(c)(2) of the IRS Code of 1954. LCLC, as a land trust, can provide tax benefits to landowners who donate property, easements, or cash contributions. Such donations can reduce existing tax burdens on estates or help to offset income from the sale of land better suited to development. LCLC has no power of eminent domain.

Description of the Strategic Planning Process

Beginning in August 2005, the Land Conservancy of Lake County Board of Directors devoted portions of each monthly board meeting to working on our strategic plan. Strategic planning was seen as a way to better define goals and objectives that will guide the organization into the future. Dr. Kevin DuPont furnished assistance with strategic planning. Dr. DuPont is a past LCLC Director with experience in policy analysis and program evaluation.

Strategic planning helps focus LCLC's decision-making for the selection of appropriate future activities. LCLC has grown slowly over the past eighteen years. However, several grants have been received and an endowment exists. These funds, combined with rental income from the house at Pohickory Nature Preserve, mean that LCLC has a greater number of responsibilities.

The Board of Directors took an ad hoc approach loosely based upon the Ten-Step Strategic Planning Process outline by John M. Bryson (1995) in his work titled *Strategic Planning for Public and Nonprofit Organizations* because LCLC is a volunteer organization with professional and lay persons as members. LCLC's strategic planning initiative emphasized capacity-building exercises designed to develop new ways of thinking about conservation issues.

Mission Statement

The Land Conservancy of Lake County is a non-profit organization whose purpose is to conserve natural areas and open lands throughout Lake County, Illinois. We preserve, restore, manage diverse areas such as wetlands, woodlands, and prairies acquired through donations of property and easements. We provide educational programs and volunteer opportunities to property owners and the public to promote stewardship and awareness of the natural environment.

Vision Statement

The Land Conservancy of Lake County is regionally recognized as non-profit organization comprised of both volunteers and a Board of Directors possessing technical competence and directly involved in the conservation and restoration of natural areas and open lands throughout Lake County, Illinois.

Description of Priorities

Issues confronting the Land Conservancy of Lake County were identified from brainstorming sessions with the LCLC Board of Directors. A total of 15 unique issues were identified and then prioritized. The top five priorities were selected as goals for the 2007 Strategic Plan. A full list of priorities identified during the strategic planning process and associated rankings are included in Appendix A.

The top five priorities in order of importance and corresponding description of the goals for these priorities are as listed below:

- LCLC Membership Campaign: Conduct a membership campaign that will increase membership, generate additional revenue, and increase participation in activities supporting both LCLC and its mission.
- LCLC Board of Directors: Undertake development activities to increase the managerial and technical capabilities of LCLC's Board of Directors.
- **Property Donors:** Raise awareness of LCLC as a viable recipient by donors or other individuals in a position to recommend LCLC to donors.
- Educators and Schools: Formalize and implement LCLC's educational programs.
- **Grant Programs:** Seek and obtain grant funding to initiate proactive restoration projects at LCLC properties.

Strategies, Activities, and Tasks

LCLC Membership Campaign

Description: Conduct a membership campaign that will increase membership, generate additional revenue, and increase participation in activities supporting both LCLC and its mission.

Strategy 1.1: Conduct a public relations campaign to establish name recognition for LCLC.

- 1) Develop a press release plan for promoting LCLC.
 - a) Prepare and/or update marketing materials to include: brochures, business cards, and newsletters.
 - b) Continue promotion of the book, *Barns of Lake County*.
 - c) Release press materials on the LCLC website and local newspapers.
 - d) Establish signage on LCLC properties.

Strategy 1.2: Provide opportunities for volunteers to work on regularly scheduled days.

- 1) Provide advance planning of volunteer activities.
 - a) Develop lists of activities to be undertaken at each of LCLC properties.
- 2) Identify possible scheduling conflicts with other organizations.
 - a) Identify other organizations (similar and functionally dissimilar).
- 3) Establish a mechanism for coordinating workdays for LCLC members and volunteers.
 - a) Deploy an outlook or similar calendaring system on the LCLC website.

Strategy 1.3: Increase the LCLC membership rosters.

- 1) Prepare targeted mailing lists.
 - a) Target residents near properties that LCLC owns or manages.
 - b) Target areas of interests to LCLC.
- 2) Generate an inventory of organizations whose members might also be interested in joining LCLC.
 - a) Analyze the interests and participation levels for those organizations.
 - b) Solicit organizations for members or partner with them as appropriate.

LCLC Board of Directors

Description: Undertake development activities to increase the managerial and technical capabilities of LCLC's Board of Directors.

Strategy 2.1: Seek training for the Board of Directors in the areas of non-profit management and conservation of natural areas.

- 1) Develop a list of training programs by other organizations for the Board of Directors.
- 2) Establish an LCLC Library of technical reference materials.
- 3) Identify free or reasonably priced workshops that Board Members may attend.

Strategy 2.2: Increase the professional and numerical diversity of the Board.

- 1) Refine committee structure, content, and recruit from volunteers and member participants as a means to ultimately recruit for directors.
 - a) Establish committees with a director as a chair.
- 2) Obtain and/or generate prospective membership lists.

Strategy 2.3: Improve the way LCLC does its business.

- 1) Establish an Internet collaboration features that provides access to board members by other board members, LCLC members, and the public.
- 2) Review by-laws and adopted Board policies.
- 3) Participate in the engagement and negotiation stage of the Chicago Region Land Conservation Coalition.

Property Donors

Description: Raise Awareness of LCLC as a viable recipient by individual donors or groups of donors.

Strategy 3.1: Review and revise the LCLC Donor Policy.

- 1) Determine an appropriate donor policy.
- 2) Identify strategic areas in Lake County to be targeted for involvement by LCLC.

Strategy 3.2: Develop a marketing plan for cultivating property donations and easements to LCLC.

- 1) Establish approach plans for differing classes of donors including municipalities, developers, consultants, and individuals.
 - a) Identify the distinguishing interests of larger property owners and property owners with high quality natural areas.
- 2) Contact prospective donors to inform them of LCLC's existence and that LCLC accepts donations of property, funding, and easements.
- 3) Contact the Land Trust Alliance to apply for a grant for LCLC to hire an intern to create a developer lists.

Strategy 3.3: Develop a comprehensive marketing package that stresses the benefits of donation to LCLC.

- 1) Prepare marketing materials that explicitly specify the benefits of various types of donations such as: tax benefits, preservation in perpetuity, and LCLC's commitment to restoration, etc.
- 2) Establish an endowment program.

Education

Description: Formalize and implement an educational outreach program for the general public and educators.

Strategy 4.1: Develop and fulfill LCLC's education mandate.

- 1) Develop an educational program.
 - a) Define the scope of an educational program with specification of the levels of involvement LCLC will need with educational systems and the general public.
 - b) Establish an advisory group of educators and students.
 - c) Identify appropriate groups to work with LCLC.
- 2) Identify LCLC resources and manpower to carry out the educational program.

Strategy 4.2: Establish a recurring scholarship to raise public interest in LCLC.

- 1) Secure funding for scholarships.
- 2) Specify scholarship projects/activities.
- 3) Market scholarships.
 - a) LCLC will contact Guidance Counselor Office at local colleges with an information sheet and application for the scholarship program.
 - b) LCLC will post information and a scholarship application on the LCLC website.
 - c) LCLC will create an agreement with the Beach Park Schools concerning the planting program and will distribute Student Membership Certification to those students involved.
 - d) LCLC will contact other local middle schools to determine if there is an interest in being involved in the planting or other projects.
 - e) Include content in newsletters to advertise the opportunity for members and the general public to contribute directly to a scholarship of their choice.

Grant Programs

Description: Seek and obtain grant funding to initiate proactive restoration and maintenance work at LCLC properties.

Strategy 5.1: Establish an inventory and needs assessment for LCLC properties.

- 1) Develop the framework for an LCLC inventory assessment as a stand-alone document.
- 2) Create the inventory.
- 3) Revisit and/or identify the needs of each property and include in a final document.

Strategy 5.2: Develop guidelines for pursuing grants.

- 1) Establish a grant project plan consistent with the kinds of grants that LCLC wants to pursue.
- 2) Identify lessons learned from past and current grants.
 - a) Develop a list of past and current projects.
 - b) Analyze the lists of projects to identify best practices.
- 3) Conduct preliminary work on existing grant commitments.
 - a) Determine existing grant commitments and required levels of effort.
- 4) Draft guidelines for pursuing grants to be reviewed by the Board of Directors for formal adoption.

Strategy 5.3: Develop a restoration demonstration program.

- 1) Identify LCLC Properties to serve as a demonstration project(s).
 - a) The Pons Property will receive priority consideration.
- 2) Draft and approve a project plan by the end of fiscal year 2007.

The Way Ahead

The Board of Directors considers the Land Conservancy of Lake County Strategic Plan a living document. The Board is committed to actively track the progress of the strategic plan on an annual basis and will report on the progress made in implementing the strategies each January. Amendments to the Strategic Plan may include new strategies to replace implemented strategies or revisions to strategies in response to changes in Lake County. This latter dynamism was observed during the final revisions to the Strategic Plan when on January 8, 2007, the Board of Directors passed a resolution to budget funding and participate in the Chicago Region Land Conservation Coalition (CRLCC). The CLRCC may provide LCLC with new opportunities to partner with other environmental and conservation oriented organizations.

Appendix A: Priorities and Associated Rankings from the Strategic Planning Process

The table below was generated during the Stakeholder Analysis Phase of the Strategic Planning Process. The Board of Directors identified relevant stakeholders and then, individually ranked the stakeholders in order of highest to lowest importance with a value of 1 indicating the stakeholder with the highest priority and 15 as the lowest priority. Naturally, a lower priority does not mean that a stakeholder is unimportant. The rankings were then averaged to set the priorities for the Land Conservancy of Lake County. Goals for each of the priorities were then crafted based upon issues identified during a Strength, Weakness, Opportunity, and Threat (SWOT) Analysis.

Score	Stakeholder
1.6	LCLC Members
2.2	LCLC Board Of Directors
3.0	Property Donors
6.2	Grant Programs - Current
6.2	Educators/Schools
7.2	Environmentalists
7.6	Other/Like Conservation Organizations
8.6	Federal and State Agencies
9.6	Media (Local)
10.0	Lake County Residents/Taxpayers
10.0	Local Governments
11.0	Interest Groups
11.2	Developers
12.8	Lake County Forest Preserve District
12.8	Political Office Holders

Appendix B: Property Inventory and Preliminary Needs Assessment

Walnut Creek - Harriet B. Weber Nature Preserve - Ela Township

A developer donated the Preserve to LCLC in 1991. The Preserve was dedicated on October 17, 1999 in memory of Harriet B. Weber, a longtime member of LCLC who helped encourage the developer to donate the property to LCLC. Single-family residential housing surrounds the parcel.

This 29-acre site consists primarily of a willow dominated wetland, a cattail marsh, a sedge meadow, and mesic prairie. A small open water pond is also present. The vast majority of the property is mapped as floodplain. A good diversity of plant life, mammals, amphibians, and birds was documented by LCLC in a Floristic Quality assessment done in 1995. Invasive plant species such as cattails, reed canary grass, and willow can be found.

Identified management techniques for this site are wetland and habitat improvement through practices such as burning, invasive plant control, woodland management, and vegetative plantings. The site is also suitable for educational uses.

Pohickory Nature Preserve – Newport Township

The Yntema family donated the 31-½ acre property to LCLC in 1996. An existing house and garage built by the family is located on the parcel. The property is rich in biological diversity with several natural ecosystems present, including a fen, marsh, an open water pond, oak-hickory forest, and successional forest. The topography is rolling in the south and western sections of the parcel and relatively flat in the northern areas. Upland vegetation mainly consists of white oaks and hickories with lower landscapes of ash, grasses, and shrub/scrub vegetation. There are large amounts of invasive plants found in the woodlands, shrub/scrub areas, and wetlands areas on the property. A residential subdivision (1 acre lots) is located along the southern property line.

LCLC has applied for and obtained three separate grants for wetland and habitat restoration on various portions of the preserve. Management activities started in July of 2003 and will be completed by the end of 2007. The most common grant activities undertaken by LCLC include removal of invasive plant species, woodland thinning, wetland enhancement, controlled burning, prairie establishment, and vegetative plantings. Education is also a focus of this project. Volunteer labor is being utilized for the majority of activities. Although broad in scope, the current grants will not bring Pohickory back to the level desired by LCLC. Additional management will be needed on areas of the property not under current restoration and for ongoing maintenance for improvements already in place. Similar management techniques already in use apply to the majority of the remainder of the property. Other site problems will likely present greater management challenges. Two such challenges are addressing the pond outlet and deer population problems.

Maplewood Properties (30 parcels) – Beach Park- Benton Township

The 31 lots in the Maplewood Properties comprise approximately 3 acres. Four of the lots are found adjacent to Greenway Road. These lots are classified as wetland. Vegetation consists of water loving trees (ash and willow) and standing water is present much of the year. The lots are littered with debris. Scattered single-family residences are present.

The remaining 26 lots are contiguous to each other located between Maplewood and Clarendon Roads. Twenty-three of the lots are classified as wetland but not floodplain. The lots are level to slightly depressional with low quality wetland vegetation present. Standing water is present during different times of the year. Yard debris dumping has been evident for a number of years. Single family residential surrounds this area on three sides.

Currently all the parcels serve as passive open space providing flood control, wetland protection, and habitat. Restoration/enhancement of the wetland is feasible. Management techniques utilizing controlled burns, selected invasive plant eradication, and vegetative plantings could be effective. The site also offers a potential for education to surrounding landowners due to close proximity.

Center and Suddard Street Properties - Beach Park - Benton Township

This is an approximately ½ acre parcel comprised of two unconnected lots. Both lots are in the 100-year floodplain and mapped as wetland. Vegetation is mainly grasses, forbs, and shrubs. Standing water is present during periods of the year.

Being small parts of much larger floodplain/wetland areas, these areas offer little in terms of active management LCLC. Both lots are best utilized as passive open space for flood storage and wetland. The greatest present potential is serving as a catalyst for LCLC to obtain surrounding parcels, thereby acquiring additional area for management/restoration.

MAR-Glenn Oaks - Beach Park - Benton Township

This 1.7-acre parcel found in the Dead River watershed was obtained in 1996 from the Reinier Family. Two ecosystems are present on the property – Oak-hickory forest and ravine. The under story contains a fair amount of native woodland vegetation, although invasive plants are abundant. A tributary of Bull Creek crosses the middle of the property, flowing in an easterly direction. The upland comprising the southern boundary of the stream ends in a very steep slope, almost vertical in nature, due to soil erosion. The northern boundary is more moderately sloping. The creek is intermittent, not flowing in most seasons and subject to extreme flows during wet periods.

This unique property with the presence of a stream, ravine, and woodlands offers great restoration potential for LCLC. The interesting factor of this property is its size. On the one hand, being small in size the property offers only limited habitat and water quality benefits for the surrounding area, but then the small size would allow for a complete manageable restoration project highlighting several practices appropriate throughout the immediate area. Management for wildlife habitat and water quality appears most appropriate. Controlling soil erosion, stabilizing the streambed and ravine slopes, and removing invasive plant species are management techniques suited to this site. Woodland burning may also be periodically effective.

North Shore Avenue Properties - Beach Park - Benton Township

These four vacant lots total a little over 1/3 acre located in the Dead River Watershed. The lots back up to the North Shore Bike Path to the west and are bordered by two adjacent single-family homes on the north and south. The site is wooded with dense underbrush and is traversed by a tributary of Bull Creek, although it does not appear water flows all year.

Being so small, the parcel has limitations for management. At present, use as passive open space appears a good option. It is in need of debris cleanup. Other possible activities are a potential for stream bank stabilization, vegetative control, and wetland restoration. The property may also serve as a small storm water control area as the surrounding area continues to urbanize, provided the size is not a limiting factor.

Dover Pond - Deer Park - Ela Township

Obtained in 1991, this 6.2-acre parcel consists of a portion of Dover Pond with a shoreline buffer. LCLC owns the eastern portion of the approximately 25-acre pond, which was man made during the late 1980's. The entire area is classified an ADID Wetland site by US EPA for high functional values for water quality and hydrology. The dominant vegetation is cattails along the shoreline extending out into the shallow pond and reed canary grass and phragmites dominating the emergent/shoreline marshy area along with willows. Single-family residences border three sides of the site.

This LCLC site offers a good opportunity for wildlife management. The combination of open water and cover is well suited for small mammal, amphibian, and bird habitat. Aggressive burning, control of invasive plants, and vegetative plantings are good management tools to use on the property.

Henrietta Skala Bartizal Nature Preserve – Grant Township

The Bartizal Family donated this 20-acre parcel to LCLC in September of 2002. Fox Lake comprises the northern boundary of this property and Squaw Creek forms the western property line. A large cattail marsh occupies the majority of the parcel. A few scattered trees and shrubs can be found growing in the marsh and along the shoreline. The soil is very high in organic content therefore very susceptible to erosion. Several acres of the total property acreage are open water, the result of years of shoreline erosion by waves, fluctuating water tables, and occasional flooding. This fact is readily apparent when reviewing aerial photographs dating back to the 1930's. Roughly 30-40% of the landmass on the property has been lost to erosion. The entire parcel falls within a 100-year floodplain. A 1978 vegetative study done by the US Army Corps of Engineers for an adjacent area indicates a wider variety of plant species were previously present in the large marshy area than are found today.

This site presents significant management challenges. There are numerous environmental and political factors, which must be addressed to halt the persistent erosion occurring on the shoreline. Boating, permitting, drawdown, organic soil, and cost are a few issues needing to be addressed. The remainder of the property offers equally impressive challenges due to existing vegetation and ownership issues. This property is ideal for fish and wildlife habitat management. Practices may include shoreline erosion control, controlled burning, vegetative plantings, and invasive species control. The site would also lend itself for public education due to the location and visibility.

Appendix C: Participant Biographies

Jeffrey Koziel, CPESC

B.S., Northern Illinois University, Geography (emphasis on natural resources)

Mr. Koziel is a founding member of LCLC and has been involved with the group since 1989. Jeff is a natural resources consultant who works in the environmental field. He has experience in design/build services for bio-engineered stream banks, shorelines, slope stabilization, prairie, woodland, and wetland restoration activities. Additional background includes natural resource protection, soil erosion and sediment control, land use, storm water management, and public education.

Frances M. Metzger, CPESC

M.A., Northeastern Illinois University, Physical Geography B.A., Northeastern Illinois University, Geography/Anthropology

A.A., College of Lake County, Social Sciences

Ms. Metzger has been an LCLC member since 1991 and Director since 1993. She has spent the last 18 years working for the County of Lake, and currently is an Environmental Inspector. Certified as a Professional in Erosion and Sediment Control, she is also a member of the Soil & Water Conservation Society and the International Erosion Control Association.

Tim Phelan

B.S., Eastern Illinois University, Geology

Mr. Phelan has been an LCLC Director since 1997. He has been employed as an Environmental Inspector with the County of Lake, Illinois since 1988.

Betty Ann Ralston

B.A., University of Illinois-Urbana, Anthropology/Urban Planning

Ms. Ralston has been a member of the LCLC since 1991, and currently serves as Secretary. She worked for many years at the Northeastern Illinois Planning Commission in a financial and administrative capacity and is currently retired.

Steve Rauch

B.A., Northeastern Illinois University, Environmental Studies

Mr. Rauch has been a member of the LCLC since 2000, and Vice President since 2001. He currently works as an Environmental Scientist with Hey and Associates, Inc. and his duties include wetland delineations, tree surveys, threatened and endangered species surveys, stream inventories, and farm drain tile investigations. Steve is a Certified Wetland Specialist in Lake County, as well as a Lake County Forest Preserve Steward.

Sean Wiedel, AICP, CFM

M.S., University of Wisconsin - Madison, Water Resources Management B.S., University of Illinois at Urbana-Champaign, Finance

Mr. Wiedel has been a member of the LCLC Board since 1997 and has been President for the last two years. Sean works as a Watershed Planner with the Lake County Stormwater Management Commission (SMC).

Peter Winkler

M.S., Eastern Illinois University, Environmental Biology B.S., Northeastern Illinois University, Biology

Mr. Winkler has been a member of the LCLC since 1994. He has worked in a regulatory career with the County of Lake, Department of Building and Zoning, Environmental Control Division, as a consultant with his own consulting business and as a project manager for Integrated Lakes Management, a regional consulting and environmental management firm. Following his retirement from Abbott Labs, where he worked as a Validation Scientist, he holds Adjunct Instructor positions with Oakton Community College, College of Lake County, and Triton College.

Kevin T. DuPont, Ph.D.

Ph.D., University of Louisville, Urban and Public Affairs M.P.A., University of Louisville B.A., University of Wisconsin-Parkside, Political Science

Dr. DuPont is an Operations Research Analyst with the Department of Defense, Headquarters, United States Military Entrance Processing Command. He served on the LCLC Board of Directors between 1997-98 and continues to support LCLC as a volunteer.