

# Siskiyou Land Trust Annual Meeting

2011



# Our Annual Business Meeting.....



But just hang on!



*Now....*

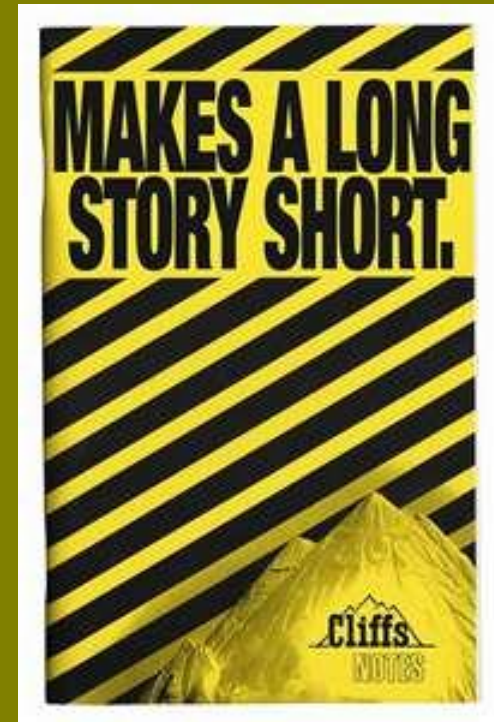
What is it  
that you  
do?



# Land Trust course # 101

## Cliff Notes....

1. What we do
2. How we do it



**Committees are  
our.....**



- **Executive/Finance**
- **Lands –  
Acquisition**
- **Lands –  
Stewardship**
- **Communication/  
Education**
- **Fund Development**

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# Executive/Finance

- Strengthen Organizational Leadership
- Develop stronger more effective systems, policies and procedures
- Increase financial sustainability





# Lands Committee

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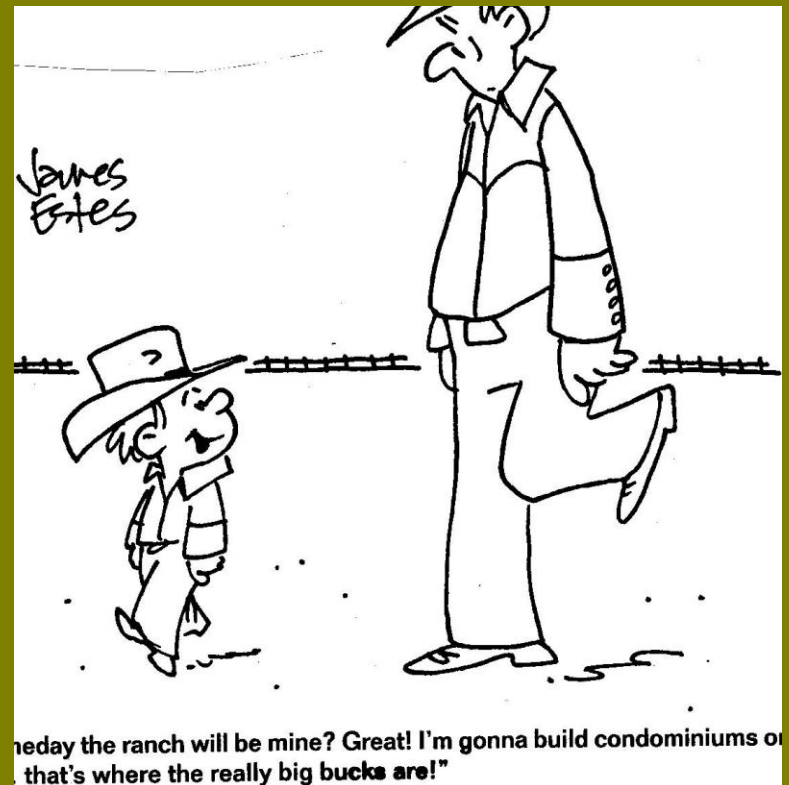


# Lands - Acquisition

We completed buying conservation easements on 5 parcels totaling 5,500 acres of prime AG land, rangelands, and upland wildlife habitat in Scott Valley.

We are developing policies and procedures for land acquisition and stewardship. Professional means to manage high landowner demand with limited staff resources

We created a committee annual work plan stipulating responsible committee members and project/task time lines for this year.



# Lands - Stewardship

- **Stewards = care takers of land**
- **Protocol developed to guide us in carrying out responsibilities of stewardship**
- **Members/Volunteers join with SLT Board members to fulfill stewardship functions**



# Communication/Education/Outreach

- Meet our Marketing Plan Objectives
- Create and Distribute Public Outreach Documents
- Increase the visibility of the Siskiyou Land Trust throughout the county.



# Fund Development

- Strategically defining our need for support
- Established the “Conservator’s Circle”
- Launching our first joint major donor and membership campaign.



# Current Status and Next Steps



- **Performing a top to bottom  
External/Internal organizational  
assessment**



# What we found...

## External Issues

Public perception, education  
and outreach





Need for a conservation  
**“program”**



Discovered a need for  
regional visioning



What we  
found...

## *Internal Issues*

Need to develop  
volunteers – both  
governing and  
committee



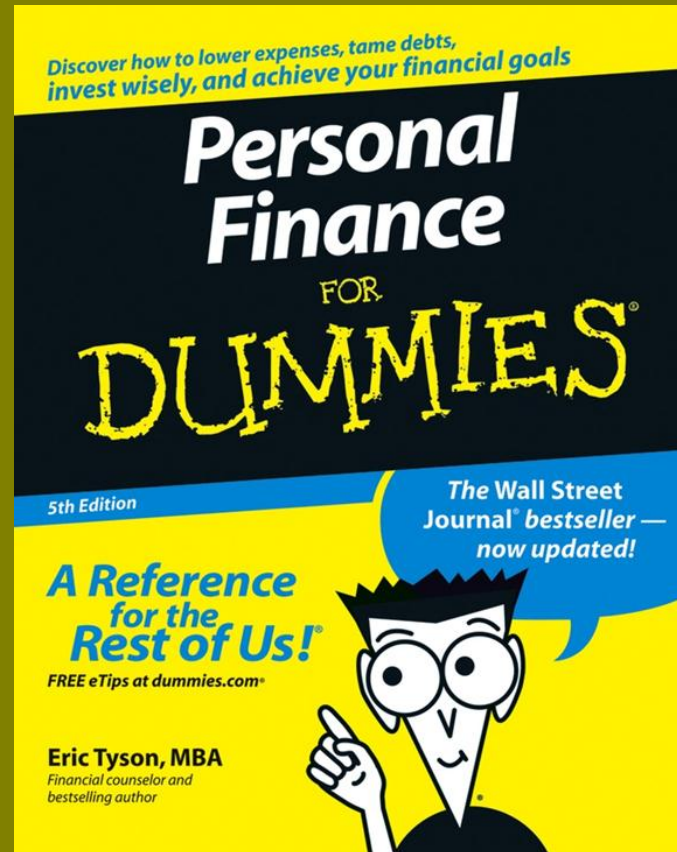
We need to  
do a better  
job of  
appreciating  
people who  
support us!



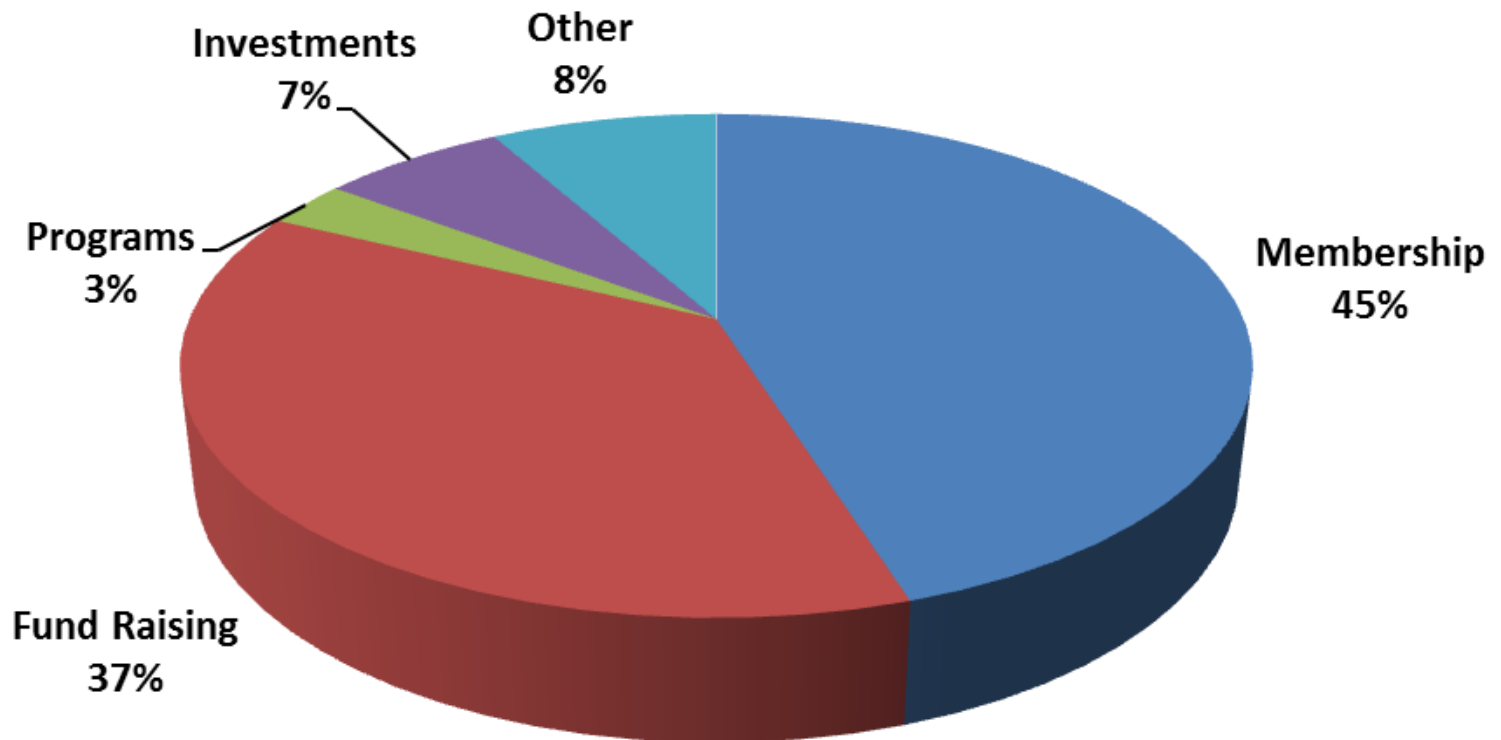
- Huge gaps in our alignment to national criteria of standards and practices



# Gap in our long term needs for financial sustainability and current fund development practices

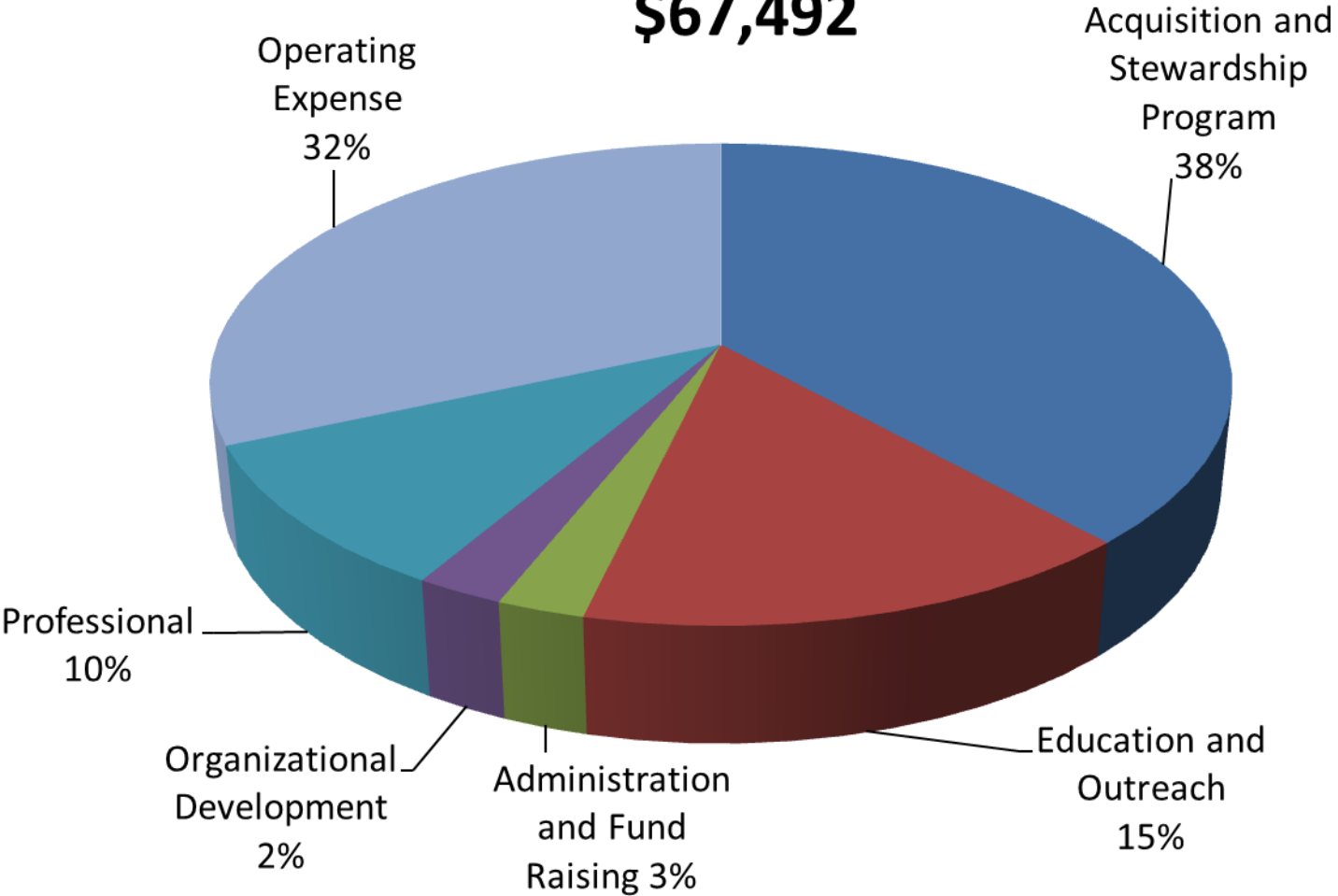


# Annual Budget \$67,492

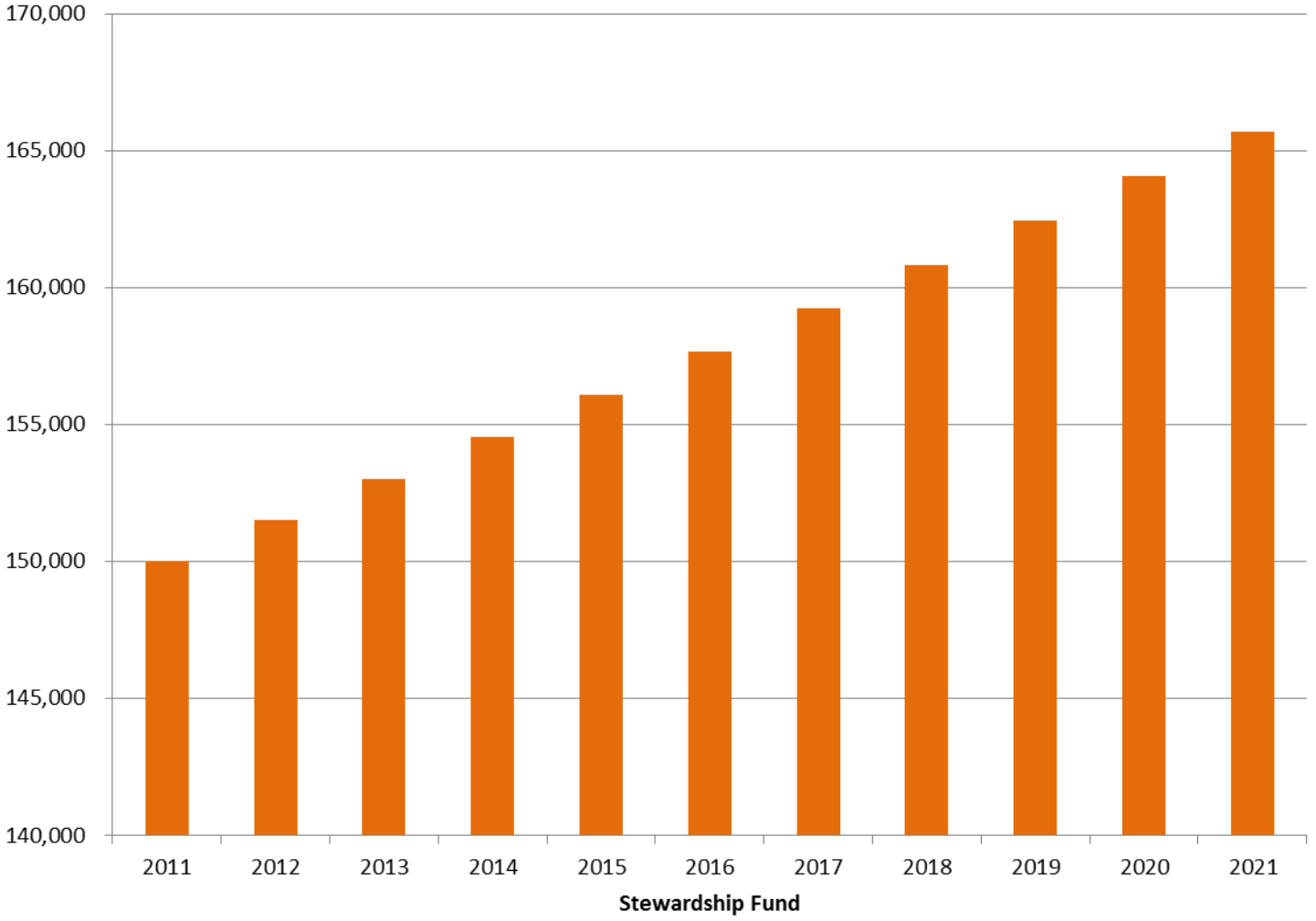


# Expenses

**\$67,492**



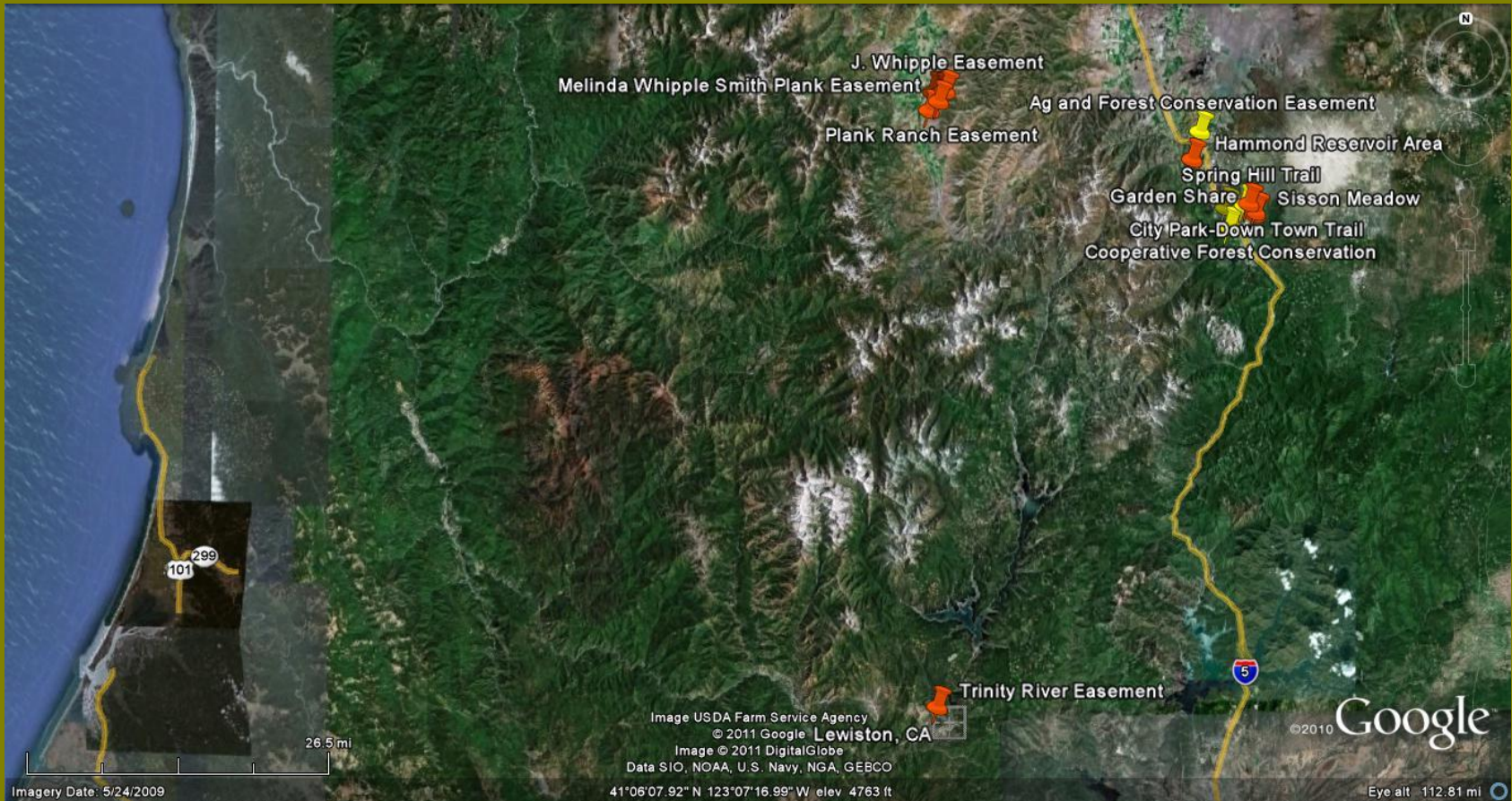




# Acquisition Fund



# Current Projects



# Not **OUR** Business Strategy!





- Continue to provide landowners conservation alternatives
  - Commit to a balanced budget!
    - Restructure organization – more volunteer based
  - Develop a strong board!
- 
- Double membership this year!
  - Build on our ability to respond to community and landowner conservation interests!
  - Continue education/outreach opportunities!
  - Grow the Stewardship Fund!
  - Increase strategic alliances with likeminded organizations!
  - Continue to provide landowners conservation alternatives

# We Can Do It!



WAR PRODUCTION CO-ORDINATING COMMITTEE

WAR PRODUCTION CO-ORDINATING COMMITTEE

# SLT Member Survey

## Executive Summary

130 members polled with a 20% response

These were the key actionable findings:

- Expand e-mail use with an opt-in type system to reduce paper and provide info quicker.
- Continue Fall Harvest and Annual Spring meetings.
- Informational Slide Shows are popular and should be more frequent.
- Members have energy for volunteer projects
  - Post SLT organization needs on website, emails and newsletter.
  - Set up a dedicated volunteer contact email so people with special skills can communicate that to SLT staff and directors.

# SLT Member Survey Executive Summary

- Continue member communication methodology: meetings, newsletter, slide shows, educational events.
- Better communicate current strategies and educate members about land conservation projects and methods.
- Stream and river habitat is the number 1 priority for land conservation.
- Improve communication with the general public and potential land donors.













SLT needs YOU



# For.....

Regional Visioning  
Speakers Bureau  
Financial – Investments  
Business Strategy  
Grant Research and Writing  
Accountant – better a CPA  
Attorney w/real estate and tax  
expertise  
Marketing/Promotions  
Fund Raising  
Special Event Coordination  
Volunteer Coordination  
Contacts to the agricultural  
community



# SKILLS

Can't beat them

**Money/Membership =  
Mission**





# June Member Drive



# Super Star Volunteers

Alphabetical Order....

All Board and Committee Members!

*And a special thanks to...*

Sam Baxter

Tristan Behm

John Brennan

Jackie Derwingson

Jan Schrag

Mike Sojka

Kim Solga

Claire Tenscher

Tom Wearing



# Adventure Slide Show

## Presenters

Janet Zalewski

Chantal McDermott

Rebeca Franco

John Brennan

Kevin Andras

Michael Zanger



# Important Dates to Remember



Thank you  
for your attention !

