

# SISKIYOU LAND TRUST



## Strategic Plan Update 2018 - 2023

*Issued by the Board of Directors of Siskiyou Land Trust,  
May 2018*

## ***Our Mission:***

*The Siskiyou Land Trust is dedicated to long-term stewardship of agricultural, forest and wildlands in Siskiyou County by working with willing landowners, agencies and organizations.*

The Siskiyou Land Trust (SLT), a non-profit 501(c)(3) organization, incorporated in 1992, pursues this mission by working in partnership to acquire and steward resource lands and conservation easements in Siskiyou County and the surrounding region through a variety of approaches. The Siskiyou Land Trust also promotes environmental education and resource conservation through management and interpretation of its lands and interests.

This update to our Strategic Plan incorporates the 2009 regional description and Conservation Goals detailed in our last Plan. In the ten years since that plan, we have completed several large conservation easements across portions of the Plank, Whipple and Spencer ranches in Scott Valley and a forest conservation easement over Thamar Wheritt's land on Rainbow Ridge near Mt. Shasta, which provide a variety of resource and economic benefits. We have also completed acquisition of smaller projects, including the Kingston meadow portion of the City Park to Downtown trail with our local partners. Together, these projects and community efforts permanently conserved 7,325 acres.



***Conservation and habitat restoration on the Scott River undertaken by landowners, organizations and agencies working in partnership.***

Perhaps the most exciting change in the decade since our last plan is our Garden Greenway project in downtown Mt. Shasta. This wonderfully situated 3 acre parcel includes our Land Trust office space, garden space, fabulous mountain views, connection to Sisson Meadow, and a world of possibilities for community engagement and outdoor learning.

These projects have been the seed for new conversations in these regions and, with those conversations, opportunities for additional land conservation and stewardship. Looking forward, we have updated our Goals and Strategic Objectives for the next five years to describe those tasks that will allow us to continue to grow.

We hope you will join us.

### ***Board of Directors***

Rod Merys – President  
Stacy Smith – Vice President  
Christine Jordan – Secretary  
David Tucker – Treasurer  
Sam Baxter  
Steve Bollock  
Anne McTavish  
Dorinda Thompson

### ***Staff:***

Renee Casterline – Executive Director  
Kathleen Hitt – Conservation Director  
Laura Bradley – Administrative Assistant

***Cover photo of Scott River Ranch.  
Photo by Audra Beylik***

## ***Long-Term Goals:***

- Protect our rural character and natural resources while promoting compatible, sustainable and thriving local economies and communities;
- Support conservation and sustainability of: healthy working agricultural lands; forests for wildlife, fisheries and timber; water quality and quantity in rivers and wetlands; and recreation values;
- Cooperate locally to protect and support key scenic view-sheds and open space, recreational access and adjacent greenway protection;



***Visiting Hammond Pond, where SLT's steward monitors wildlife and their habitat and engages neighbors in stewardship activities.***

- Compliment federal, state, regional and local efforts to support landscape-scale conservation benefits;
- Provide input to City, County and Regional planning efforts to support land management that reflects our mission goals;
- Support and develop educational opportunities that connect people with their local landscape;
- Foster effective long-term working relationships with private land-owners, partner agencies, community and educational organizations;
- Maintain an engaged, informed and conservation-minded Board of Directors and Staff;
- Sustain and grow a broad-based community of volunteers, staff, donors, partners and supporters that can help us achieve our mission.

# FIVE-YEAR STRATEGIC OBJECTIVES

## *Lands and Interests*

- Increase acquisition and stewardship capacity by adding one additional staff member, increasing Board membership and streamlining project management where possible to accommodate up to five projects concurrently.
- Use current mapping tools and technology to display existing SLT easements and lands. Create a visual display of ownership type (government, private, tribal, etc.) and resource patterns (forested, agricultural, residential, waterways, etc.).



***Looking out over the Scott Valley, a focal point of SLT's Conservation Strategy, where SLT holds a cluster of conservation easements.***

- Use mapping products to develop a Conservation Strategy that identifies key resources across the County and highlights places where we can connect existing and potential projects to create larger conserved regions and resources. Work to balance these larger private projects with smaller community public access projects.
- Complete a standard written protocol for inquiry, review and ranking of potential projects, including documentation of follow up with previous contacts. Include a means to weigh and consider emerging threats and opportunities as conditions change over time.
- When prioritizing projects, seek suitable grant opportunities that pool resources and funds with State and Federal agencies or private organizations and/or acquisitions that achieve several objectives and maximize SLT staff time and funding.
- Ensure that each acquisition has the capacity and commitment to contribute to a permanent stewardship fund that will provide for long-term maintenance, monitoring and enforcement of the conservation values, commitments and requirements.
- Develop an enhanced Monitoring Plan for each holding that tracks changes to the parcel over time, identifies individual measures of success for the conservation targets specific to that holding and provides consistent monitoring for conservation values.
- Develop an enhanced Master Plan for each Siskiyou Land Trust fee title holding that identifies the long-term land stewardship goals and potential opportunities. Plans shall include the planned uses, potential development, improvements and community partners.
- Grow an endowment fund to support our conservation and stewardship activities in perpetuity.

# Community Connections

- Build and strengthen cooperation with local non-profit organizations, public agencies, schools, tribes and business and industry groups to support wider community benefit on open SLT properties and holdings. Develop shared and complimentary conservation objectives with these entities concerning the use of land and water resources.
- Continue to develop and expand communication and outreach materials for public and member education and engagement with SLT. Increase the distribution of these materials to reach both local and regional communities.
- Participate in education events with those local, state and federal groups working on conservation issues in Siskiyou County.
- Increase communication with County government by scheduling annual updates at Board of Supervisor meetings, discussing current work and answering questions.
- Sponsor up to three educational workshops each year on relevant land and water conservation topics for community participation and support of SLT.
- Communicate regularly with Siskiyou Land Trust supporters and provide information concerning current conservation activities, financial incentives for conservation and opportunities for supporter involvement in Siskiyou Land Trust events.
- Partner with schools and local organizations to provide educational opportunities involving Siskiyou Land Trust holdings. Consider developing a docent program which would include training and outreach to the community to further educational information opportunities.
- Develop a volunteer coordinator position to provide organizational structure for community volunteer activities. Fill as funds are available.



***Sisson Meadow restoration began in 2002 and a community celebration and opening ceremony was held in May 2003. This community project has involved a number of partners and volunteers over the years and will continue into the future.***

# Community Connections

- Support the Land Trust Alliance (LTA) efforts to promote laws and public policies that encourage and facilitate private land conservation.
- Develop a community program that enables individuals to share their own gifts, talents and passions for the outdoors and community development by offering educational, adventuring and fundraising events in support of Siskiyou Land Trust.
- Draft and approve a three to five year financing plan to support current programs, planned projects, fundraising and additional income-generating activities to support the longevity of the organization.



*SLT supporter, Leslie Tift, shares her knowledge and passion through a wildflower workshop. SLT aims to keep connecting people to lands through community-led workshops and outings.*

- Secure funding via fundraising, grant or loan to complete purchase of the Garden Greenway and Siskiyou Land Trust holding on Alma Street.
- Expand membership and fundraising to visitors and non-resident property owners who visit and recreate in Siskiyou County and share our mission to conserve the rural, natural and local character.
- Work to increase monthly income streams with the objective of covering recurring monthly expenses. Income streams will include, but are not limited to, recurring monthly membership, rentals, and land-use fees.
- Create a planned giving/legacy program and the necessary community program to support and implement it.
- Pursue public and private grants that support our mission and help to sustain and grow both annual operation expenses and development of a long-term acquisition fund.
- Evaluate and consider options for additional rental income where opportunities arise on current and future land holdings.

# *Business Operations*

- Continue to meet all Federal and State requirements for nonprofit 501(c)(3) status, including annual financial statements, tax filing, fundraising and corporate information.
- Draft and approve annual organizational budgets that reflect current activities and set annual fundraising goals through growing revenue streams.
- Grow, broaden and diversify the Siskiyou Land Trust Board of Directors to assure ongoing support for Siskiyou Land Trust activities. Encourage continued participation by Emeritus Board and Staff members and other advisors in order to increase the expertise and effectiveness of the organization.
- Refresh and update organizational communication tools and protocols as needed. Accomplish Siskiyou Land Trust goals by supporting and growing Board committees:
  - Executive and Financial
  - Land Acquisition
  - Land Stewardship
  - Outreach
  - Education
  - Fundraising and Membership
- Regularly review the Land Trust Alliance Standards and Practices and move towards full implementation of these through all Siskiyou Land Trust work. When all components are met, prepare application for accreditation.



***Middle school students hike on Rainbow Ridge during outdoor education field visits that included learning about owls and bats, and providing some help to the landowner in her work to support wildlife.***



# SISKIYOU LAND TRUST

HELP US REACH OUR GOAL -  
BECOME A MONTHLY SUPPORTER

Making a monthly donation is easy to do and a terrific way to support the work of Siskiyou Land Trust. Your gift of \$5, \$10, \$25 or \$100 a month makes a big impact.

Sign up for your monthly gift online at [siskiyoulandtrust.org](http://siskiyoulandtrust.org) or call us at 530.926.2259.

THANK YOU!

The 2018-2023 Strategic Plan Update is available online at [www.siskiyoulandtrust.org](http://www.siskiyoulandtrust.org)

Learn more by visiting our website, where you can sign up for our monthly e-newsletter, and follow us on Facebook.

***Summer Solstice Celebration Dinner at the Lavender Farms.***  
*Photo by Anne McTavish.*



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