North Country Conservancy - 2011 Operating Plan - Rev. January 3, 2011

Vision: To be the leader of efforts to preserve the natural landscape and wildlife habitat in the Daisy Mountain/Anthem/New River/Desert Hills region.

Mission: North Country Conservancy is an Arizona land-trust dedicated to the preservation of Daisy Mountain and the surrounding area's natural resources, open spaces, wildlife habitat, and historic/geologic features for the enjoyment of current and future generations.

Task	Done By	Due Date	Status	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
GOAL #1 - Strengthen NCC's Foundation of Operations															
2010 Initiatives - Expand Fundraising Focus/Efforts															
Develop Case Statement (base for grants, etc.)	Ann	Mar. 2011	started 09												
Expand and maintain operation manual based on LTA standards	Ann	ongoing	started 09												
Identify and Apply for Grants	Ann/Sara	ASAP	started 09	Hopelink											
Expand board	TBD	TBD													
Recruit volunteer leads	TBD	TBD													
Prepare transition volunteer org to a shared volunteer-staff run org	TBD	TBD													
Update strategies and plan for year	Ann/Jim	Jan.	in progress												
Update By-Laws	Ann	Mar.	DONE												
GOAL #2 - Expand NCC's Community Outreach for Awareness and Fundraising															
2010 Initiatives -Keep and expand supporter engagement															
Establish fundraising/marketing plan based on budget projections	Ann/Jim	March		Planning									Planning		
Conduct Photo Contest - Awards Event	Ann	Apr-Sept	in progress												
Participate in outreach conference/booths or similar:															
* Conduct 2 education events (school or community)	TBD	TBD													
* Sponsor Earth Day	Ann	April	Done	Planning			Earth Da	Follow Up							
* Have booth at AZGFD Outdoor Expo	Shareen	March	Done	Planning		Booth	Follow Up								
* Have booth or presentation at community even	TBD	TBD				Anthem Day							Autumfest		
Give 4 presentations at repeat venues	TBD	TBD													
Give 4 presentations at new venues	TBD	TBD													
Offer scholarship for environment studies	Ann/Ann O	Aug	plan 2011-12	Monitoring 2010-2011			announce				advertise	Monitoring 2011-12			
Manage Social Media (e.g. Fan Page, Images, WordAd, Web, Monthly e-news, etc.)	Ann/Jim	on going	on track												
GOAL #3 - Strengthen NCC's Presence & Standing with Federal/State/County/City/Local Stakeholders															
2010 Initiatives - Increase participation in stakeholder forums and meetings with officials and legislators regarding issues affecting our mission.															
Retain relations and visibility with: :															
* AZ State Land Dept. to review status of DM	Board	Ongoing			Meeting										
* City of Phoenix Sonoran Preserve re: trail connections	Ann	June		1st priority - feasibility of connection Cloud Rd border to Maricopa Trail											
* Thelda Williams, Peggy Neely, and other Phoenix councilpersons	Board	Ongoing													
* Andy Kunasek & other County officials	Board	Ongoing													
* State/Federal legislators re: STL reform	Board	Jan-Mar	waiting	monitoring - action when needed											
* Citizen coalitions re: STL reform	TBD	TBD													
Develop formal agreements of cooperation on mutual projects	TBD	TBD													
Represent NCC on Phoenix Parks & Conservation Foundation Board	Ann	Ongoing	In progress												
GOAL #4 - Develop conservation projects/programs for Daisy Mountain and target areas.															
2010 Initiatives - Develop projects that support conservation plans for Daisy Mountain and target areas.															
Schedule quarterly meetings for strategic planning	Board	Jan. 2011	Ongoing												
Continue collaboration with Black Canyon Heritage Park	Ann	Ongoing	Ongoing												
Develop justification and model for a future Daisy Mountain Preserve	Ann	Oct.													
Research/recruit experts for Daisy Mtn. trail Steering Committee	TBD	TBD													