

**Draft Strategic Plan – July 28, 2010 –Revised: October 20, 2010**

**ENVIRONMENTAL TASK FORCE OF JASPER AND NEWTON COUNTIES**

**STRATEGIC PLAN**

**Vision**

*The vision of the Environmental Task Force of Jasper and Newton Counties is to enhance and protect the environmental quality of life in the area.*

**MISSION**

*The mission of the Environmental Task Force of Jasper and Newton Counties is to provide leadership for policymakers and citizens on environmental issues through education, research, public policy recommendations and action projects.*

**Objectives of the Strategic Plan**

The objectives of the Environmental Task Force of Jasper and Newton Counties Strategic Plan are to

- Identify factors (strength, weakness, opportunities and threats) that will affect the mission of the Task Force. The Plan will be reviewed and updated annually.
- Update the mission and principles to guide the Task Force's Board of Directors and future staff members.
- Identify and develop a core group of strategic areas and action items on which the Task Force will focus.
- Provide clear policy direction for the organization.

**Core Strategies**

Through planning meetings the Board of Directors of the Task Force will identify the following core Strategic Areas:

- Organization Membership
- Leadership
- Education
- Regulatory/Legislative
- Finance
- Technology/Projects

## **Organization/Membership**

The current membership of the Environmental Task Force of Jasper and Newton is the two counties represented by a Board of Directors which the two counties appoint. The stakeholders, however, includes all the cities and villages, industries, businesses and citizens in the two counties.

**Strategic 1.** Develop one or more advisory group of stakeholders to assist the Task Force in accomplishing its mission.

- Action Item: Create a Membership Committee to prepare an informational brochure and presentation material to be used in recruiting advisory group members.
- Action Item: By the end of 2010 contact all the cities and villages in the two counties.
- Action Item: By the end of 2010 recruit at least 10 members for the advisory group(s).

**Strategic 2.** Outreach and encourage active participation by all the Chambers of Commerce in the two counties.

- Action Item Meet with Chambers of Commerce organizations in the two counties to explore common goals and interests which will encourage economic growth of the area.

**Strategic 3.** Develop programs of interest to the advisory group(s).

- Action Item: Develop information summarizing the several current projects being conducted by the Task Force.
- Action Item: Distribute information concerning current projects to the advisory group(s) inquiring as to their interest.
- Action Item: Encourage all advisory members to be active in one or more of the Task Force activities.

**Strategic 4** Participate in establishing an umbrella organization of watershed planning organization in Southwest Missouri.

- Action Item: Identify the watershed planning organizations in Southwest Missouri.
- Action Item: Invite the watershed planning organizations to be the Task Force guest to a discussion meeting. Plan an appropriate agenda.
- Action Item: Offer to serve as the interim secretariat during the formational period.

**Strategic 5** Establish a working relationship with the Stream Team Association of Southwest Missouri.

- Action Item: Contact the Stream Team Association of Southwest Missouri and inquire about some type of relationship.

## **Leadership**

The Environmental Task Force of Jasper and Newton Counties is currently led and managed by a volunteer Board of Directors. Since the Board and Committees serve on a volunteer basis, the activities of the Task Force are extremely limited. While it is very desirable to have paid staff, financial resources are not available to hire any. Therefore, the Task Force must continue to rely on volunteers.

**Strategic 1** Seek additional volunteers to carry out the work of the Task Force.

- Action Item: Inquire of the members of the Advisory Group(s) if any are willing to volunteer to assist.
- Action Item: Ask Chambers of Commerce to publish the need for volunteers
- Action Item: Submit articles to the several area news papers asking for volunteers.

**Strategic 2** **develop a plan to ultimately hire an executive director.**

- Action Item: Develop an executive director job description by July 2011.
- Action Item: Develop a budget for the executive director by October 2011.
- Action Item: Seek funding for an executive director by January 2012

**Strategic 3** **Develop Leadership contact with key public officials and their staffs.**

- Action Item: Routinely meet with key elected officials and their staff.

## **Education**

The purpose of the education effort is two-fold. First to increase the awareness of all the stakeholders of the importance of protecting and enhancing the environment in which they live. Second, to make elected officials and their staff of the Task Force's ability and willingness to assist in evaluating local environmental issues. The following strategies outline the educational efforts of the Task Force.

- Action Item: Develop a speaker's panel charged with providing presentations to civic organizations church groups, school groups, and other organizations.
- Action Item: Develop and maintain a PowerPoint presentation to be used for these presentations that can be adapted to a variety of audiences.
- Action Item: Develop a short video to be used in the kiosk to be located in appropriate locations.

## **Regulatory/Legislative**

There are many Federal and State agencies that play a role in environmental issues.

**Strategic 1** Establish working relations with appropriate divisions in the Environmental Protection Agency.

- Action Item: Identify the appropriate divisions within EPA
- Action Item: Identify the appropriate contact person in each identified division. Make contact and establish a working relationship
- Action Item: Add contract person to mailing list and send copies of meeting notices, minutes, reports, etc.

**Strategic 2** Establish working relations with appropriate divisions with the Missouri Department of Natural Resources.

- Action Item: Identify the appropriate divisions within MoDNR
- Action Item: Identify the appropriate contact person in each identified division. Make contact and establish a working relationship
- Action Item: Add contract person to mailing list and send copies of meeting notices, minutes, reports, etc.

**Strategic 3** Establish a relationship with all State Representatives and Senators in the two counties.

- Action Item: Identify all the State Representatives and Senators in the two Counties.
- Action Item: Prepare an executive summary of the Task Force, its mission, dreams, accomplishments, etc.
- Action Item: Meet with each Representative and Senator and discuss the Task Force, its purposes, goals and needs.

**Strategic 4** Establish a relationship with all elected officials and appropriate staff of the two counties and all the municipalities in the two counties.

- Action Item: Identify all the elected officials and appropriate staff of the two counties and all the municipalities in the two counties.
- Action Item: Prepare an executive summary of the Task Force, its mission, dreams, accomplishments, etc.
- Action Item: Establish a relationship with elected officials and appropriate staff of the two counties and all the municipalities in the two counties and through either direct meetings or mail, discuss the Task Force, its purposes, goals and needs.
- Action Item: Encourage the participation in and use of the Task Force.

## **Finance**

Currently the Task Force receives limited financial support from the two counties. It is doubtful the counties can increase their support due their very limited resources. For the Task Force to be successful, it must seek additional funding. Funds are essential in order to hire staff and conduct its projects

### **Strategic 1** Maintain Jasper and Newton Counties financial support

- Action Item: Keep the two counties well inform in order to justify continued support.

### **Strategic 2** Seek grants and other support

- Action Items: Monitor available grants form EPA and MoDNR. Make application for appropriate grants.
- Action Item: Investigate the availability of grants from local foundations.
- Action Item: Investigate the possibility of seeking grants from local businesses and industries.

### **Strategic 3** Establish an endowment

- Investigate the feasibility of establishing an endowment to fund future activities of the Task Force – Complete investigation by July 2011.

## **Technology/Projects**

Technology is the foundation of enhancing and protecting the environment. The enhancing of the environment will be accomplished by projects conducted by the Task Force or others.

- Action Item; Continue developing watershed management plans for Spring River

- Action Item: Develop a watershed management plan for Lower Shoal Creek.
- Action Plan: Meet with representatives of the several cities to discuss implementing the Highway 249 Redevelopment Plan.
- Action Item: Seek funding to update the Environmental Master Plan.
- Action Item: Continue monitoring the air quality monitoring program of EPA.
- Action Item: Continue monitoring and working with EPA on the cleanup of the Superfund areas.
- Action Item: Develop and implement a Prescription Drug Disposal Program