

GOAL STATEMENTS

OBJECTIVES

ACTION ITEMS

for the

Arkansas Watershed Advisory Group

Mission Statement

“The Arkansas Watershed Advisory Group assists interested citizens and organizations by promoting local voluntary approaches to watershed management and conservation.”

For further information, please contact:

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Goal Statement I: “To help promote the public’s interest, understanding, and involvement in the management of their watershed resources.”

Objective A: To provide information to the public on the condition and importance of their watershed resources.

Actions Items (Prioritized):

- (1) Acquire or develop fact sheets, glossaries, and brochures on watersheds, water resources, terminology and agency program information (2000).
 - P1 To determine and acquire relevant information on watershed resources and develop an index of resources for general public (Jane Jones-Schulz)*
 - P1 Develop a brochure on AR Watershed Advisory Group that will include a description of each agency represented which emphasizes watershed work and a contact*
 - P2 Annual AWAG brochure on watershed work, agencies involved, project name, and contact*
 - P3 Develop brochures on the terminology used surrounding environmental issues, when to address particular concerns about watershed activity, and why individuals/groups should be concerned, such as, city dweller, hunters, tree farmers, etc.*
 - P3 Develop a library with hard copies of relevant information on watershed resources and brochures*
- (2) Representatives of the Arkansas Watershed Advisory Group give informational presentations and training sessions on watersheds and agency programs to groups statewide. Potential audiences include conservation districts, water districts, volunteer groups, schools, other public groups, and state and federal agencies.
 - P1 Determine and acquire existing presentations*
 - P2 Develop AWAG presentation*
 - P3 Keep Presentations dates/locations on Website*

Objective B: To support the development of watershed groups/councils/entities.

Action Items (Not Prioritized):

- (1) Arkansas Watershed Advisory Group will assist a sub-committee and ADEQ Watershed Coordinator in the development of Arkansas watershed management documents.
- (2) Representatives of the Arkansas Watershed Advisory Group will assist with individual watershed plan development through review and comments (2000-ongoing).

(P = Priority)

Goal Statement II: “To improve communication concerning watershed resources.”

Objective A: To develop mechanisms to help improve communications (1) between agencies; (2) between agencies and citizens; and (3) between citizens.

Action Items (Prioritized):

- (1) *Summarize AWAG members services; determine information needs/priorities (December 1, 2000) As Group III’s survey progresses.*
- (2) Coordinate an annual watershed meeting: roundtable discussion, watershed presentations, small group discussion. *March 9-11, 2001 we will coordinate annual watershed meeting with the Stream Team Conference for the benefit of citizens who cannot attend more than one conference per year. This conference can also be used as a means of reaching out to citizens to expose them to the issues and ideas concerning watersheds.*
- (3) Develop and maintain a comprehensive website related to watershed resource issues *(To be monitored by Ellen McNulty, Watershed Coordinator)*
- (4) *Develop a media plan for AWAG (Gregg Patterson)*
- (5) Communication Coordinator: *Utilize Watershed & Technical Support funds to contract newsletters, web page, etc. (Ellen McNulty/Sandi Formica)*
- (6) Publish a general newsletter: three quarterly updates, one annual watershed report card
- (7) Publish an inter-agency newsletter: agency activities, updates on technical issues
Materials for this newsletter should be provided to Ellen by January 15, 2001.
Expected completion by March 9, 2001 for Stream Team Conference.
- (8) Develop an e-mail discussion group
Will develop as Item #5 progresses.
- (9) Utilize existing avenues of communication, i.e., technical journals, newsletters,
- (10) Utilize existing authority, capacity and technical ability to further communication and distribute materials trade publications, magazines, news networks

Goal Statement III: “To assist in providing technical support concerning watershed resources

(P2) Objective A: Assist in providing scientific and practical technical assistance at the local watershed level.

Action Items (Prioritized):

- (1) Provide scientific as well as practical technical assistance and descriptions in “layman’s” terms
- (2) Provide training/equipment as needed and available
- (3) Provide workshops on Best Management Practices
- (4) Provide temporary ad hoc work groups to answer specific needs
- (5) Provide ongoing status reports of related/relevant activities in watershed, etc.

(P1) Objective B: To maintain a list of existing agency services, programs, databases, resources and regulations available for use by watershed groups/ individuals.

Action Items (Prioritized):

- (1) Develop a list and description of existing agency databases, expertise and available resources. *Request all AR Watershed Advisory Group representatives to send information concerning their agency’s regulations relative to GIS information and technical assistance service that is provided on watersheds and water quality interests by January 15, 2001.*
- (2) Define criteria, types, and limits of technical assistance. *Provide compiled information such as a list of resources available for use by watershed groups, hot links to information on individual watershed groups, and the development of a survey for public opinion to be posted on the webpage.*
- (3) To contribute to and have access to Geographical Information Systems data and databases
- (4) Compile and categorize regulations

(P = Priority)

Goal Statement IV: “To assist with funding issues for watershed resource management.”

Objective A: Provide information to enhance fund-raising ability of watershed groups.

Action Items (Prioritized):

- (1) Develop information package that includes:
 - (a) 501(c)3 application procedures. *Bill Layher will provide a four-page information packet on the organizing of a list of funding sources for watershed groups*
 - (b) pro’s and con’s about different funding sources
 - (c) self-funding mechanisms
 - (d) reference list of grant and fund-raising resources
 - (e) budget planning
- (2) Develop workshops about grant-writing and fund-raising. *ASWCC has proposal for \$15,000 grant to develop a grant writing workshop for conservation districts*

Objective B: Provide information about current funding opportunities.

Action Items (Prioritized):

- (1) Compile and update list of funding sources and criteria
 - (a) Bill Layher provided the information the requirements for applying for funding for non-profit organizations.

Objective C: Provide various types of support to assist with small-scale start-up needs of new watershed groups.

Action Items (Ongoing):

- (1) Seek commitment from AR Watershed Advisory Group member agencies and others to provide various types of support.