

**Fox Wolf Watershed Network Development
Winnebago Lakes Council
Final Grant Report – RP-118-06**

Contents

- 2 Abstract
- 2 Goals and objectives
- 3 Steering Committee
- 3 Project results
 - Inventory
 - Communication tools
 - Multi-partner projects
- 9 Grant expenses
- 10 Volunteer hours
- 11 Conclusions
- 12 Exhibits A-E

STEERING COMMITTEE

Winnebago Lakes Council

Greg Keil, *Board Member*

Michael Lizotte, *President*

Jan Scalpone, *Secretary*

Advisors

Chad Cook, *UW-Extension Basin Educator*

Rob McLennan, *WDNR Winnebago Area Watershed Supervisor*

Catherine Neiswender, *UW-Extension Community Resource Development Educator*

Staff

Leslie Taylor (2005-06)

Tiffany Nytes (2006)

Nicole Dekeuster (2006-07)

Alisha Herring (2008)

Winnebago Lakes Council

P.O. Box 100

Winnebago, WI 54985

www.winnebagolakes.org



**Fox Wolf Watershed Network Development
Winnebago Lakes Council
Final Grant Report RP-118-06**

ABSTRACT

A \$10,000 DNR River Planning Grant was awarded to the Winnebago Lakes Council in 2005 to create partnerships and increase funding in the Fox-Wolf Watershed. The Winnebago Lakes Council proposed to build a framework for a Fox/Wolf Partners Network in the Winnebago lakes area, eventually to include the remainder of the watershed. With this grant, the Winnebago Lakes Council was able to gather information about likely partners, create a website with potential to develop partnerships, promote the concept of partnering for improvement projects, and begin development of a Watershed Fund. More importantly, the Lakes Council was able to demonstrate successful partnerships in undertaking five protection and improvement projects pertaining to aquatic invasive species, shoreland management, water quality monitoring, and lakes education. New funding for the Winnebago Pool during the three year grant period totaled \$214,000.

GOALS AND OBJECTIVES

The overall goals of this project were two fold:

- To develop a network of agencies and organizations to work together to sustain the aquatic resources of the Fox Wolf Watershed; and
- To increase financial resources for protection and improvement activities.

The intent of this project was to set a framework for meeting these goals in the Lake Winnebago system, consisting of lakes Winnebago, Butte des Morts, Winneconne and Poygan and their connecting rivers. Eventually the network would incorporate partners from the greater Fox and Wolf river watersheds.

Key objectives were aimed at improving communication and coordination and facilitating protection and improvement projects:

- To create an inventory of existing agencies and organizations
- To develop an interactive website as an information and communication tool
- To determine priorities for network projects through formation of Resource Groups
- To develop grant proposals that serve multiple partners
- To create marketing material for fundraising
- To raise money for partnership projects

The project was funded with a \$10,000 River Planning grant from WDNR. Matching funds of \$3500 came from the Oshkosh Area Community Foundation. The grant period began July 1, 2005 and was extended to June 30, 2008.

STEERING COMMITTEE

The Winnebago Lakes Council received this grant in 2005. At that time, it was a brand new organization with a small board, a few advisors from UWEX and WDNR, and a part-time coordinator. A Fox/Wolf Partners Network Steering Committee was formed to implement the grant. The committee consisted of representatives from the Winnebago Lakes Council, UWO, WDNR, and UWEX. A part time staff person contracted by the Winnebago Lakes Council served as coordinator. Over the course of the grant this group and sub groups met about a dozen times. These included meetings with the Fox Wolf Watershed Alliance board, the Oshkosh Area Community Foundation and several meetings with resource people pertaining to improvement projects. The challenge was to create a framework for coordination in an area with abundant water-interested groups and water-related needs, yet with a long history of local groups generally operating independently.

PROJECT RESULTS

Following are the proposed deliverables for the project:

- An inventory of agency and organizational partners involved in lakes-related activities
- A relational database capable of generating lists of partners for specific projects
- Communication tools linking partner agencies and organizations
 - a website
 - annual report of network activities
 - a print newsletter to be distributed twice a year
- Demonstration of increased funding in the watershed
 - Resource groups
 - Five habitat stewardship, pollution prevention or outreach projects involving multiple partners that can be credited to the network's coordination and support.

Inventory

Initial discussions of the inventory by the Steering Committee divided it into three categories of potential partners with lake interests:

- Institutional (municipalities, agencies, universities),
- Civic and conservation organizations, and
- Business and industry.

Service area included the five counties touching the lakes: Calumet, Fond du Lac, Outagamie, Waushara and Winnebago.

A contracted program assistant began work on the inventory in summer, 2006. The first run through identified over 600 potential partners. These were narrowed down to about 200, with about 60 conservation groups selected as the initial group for network membership (Exhibit A: Partner Categories) . In March, 2007, a questionnaire designed specifically for conservation groups was sent to each group. Questions asked for basic information, lake interests and projects, and willingness to participate in the network. (Exhibit B: Network Membership Packet). Despite several articles in our newsletter, a second mailing and follow up telephone calls, response was minimal: about 12 returns. In early 2008 a UWO student was contracted to continue work on the inventory. We identified 75 potential partners from the three categories-- heavily weighted toward groups with which we have worked or have websites. We used information previously gathered, personal contact and Internet information. This inventory became the initial partner list for the web site.

Relational Database

We originally proposed to build a relational database capable of generating lists of partners for specific projects, but early on decided that a website would be a more user-friendly way to organize that information. So we expanded our vision of the website to encompass individual web pages for each potential partner.

Communication Tools

Website. The FW Partners website was designed to be linked to the Winnebago Lakes Council's website until the network could stand on its own. When we received the grant in 2005, the Lakes Council had no website. We met with three Web designers to discuss how to develop these two sites simultaneously. Web developer E-Biz in Oshkosh was selected. E-Biz first created the Winnebago Lakes Council's site with material provided by several volunteer board members.

Once our site (www.winnebagolakes.org) went on line in March, 2007, we concentrated on developing the FW Partners site. Previous discussions had leaned toward an interactive site; we had trouble defining exactly what that meant. Because we were still experimenting, rather than develop the site for us, E-Biz trained our program assistant so she could work with us in creating the site. A prototype was presented at a meeting on April 30, 2007 to gain input from potential partners. It demonstrated how the site would work to find collaborators for a project. Features included a project description, brief web page descriptions of potential partners, a database to search for partners with similar interests, and an event/meeting calendar.

The April 30 meeting was poorly attended, despite personal letters, phone contacts, several newsletters and email notices to more than 200 groups. Of 15 people in attendance, only two were not WLC board members or advisors. Since that meeting, further work has been done in developing the site. The UWO student who expanded the partner contact list was trained by E-Biz and worked with several board volunteers on refinements. Although an updated version has been built, it has not been yet been uploaded or linked to the WLC website. The current status of this site is that we have a version available online similar to that used as a demo at the April 30 meeting (www.fwpartners.org/cms/).

Newsletter. The Winter 2007 issue of the Winnebago Lakes Council's newsletter *WaterWays* was devoted entirely to FW Partners (www.winnebagolakes.org/pdf/winter-2007-newsletter) It was sent to more than 750 addresses. Its intent was to introduce the FW Partners Network, show successful collaborative projects, encourage area organizations to return the survey, and invite potential partners to attend a gathering on April 30. Articles included a overview of the FW Partners Network, description of the proposed website, a list of cooperative fishery projects, a report on a cooperative shoreland survey of Lake Butte des Morts residents, an accounting of successful networking to save Picnic Point and an editorial on why we need a watershed network.

Annual Reports. A brief report on the progress of the FW Partners Network appears in the Winnebago Lakes Council's annual reports for 2006 and 2007 published in fall *WaterWays*. (www.winnebagolakes.org/news-archives.php)

Demonstration of Increased Funding of Multi-partner Projects

Funds from this grant helped the Lakes Council coordinate five projects involving multiple partners:

- 1. AIS Education, Prevention and Planning**
- 2. Lake and Stream Monitoring**
- 3. Lake Butte des Morts Shoreline Survey**
- 4. Natural Shoreline Expo**
- 5. Lakes Education Center**

These projects brought \$214,000 in new funds to the Winnebago Pool. The number of partners participating in each project ranged from eight to 17.

Resource groups. Each of the five projects had a resource group that helped define and carry out the project. These were formed as we developed projects. Members were based on partner interests. In the course of the grant period, we assembled resource groups for aquatic invasive species, lake and stream monitoring, shoreland management and a lakes education center. These groups continue to be available for future projects related to these topics. (Exhibit C: Resource Groups)

The resource groups grew out of proposed projects. Initially we had planned the reverse: on-going resource groups would propose projects. We had intended to follow a model based on a type of organization called a Watershed Initiative Network (WIN), similar to the Saginaw Bay MI WIN and the Root Pike WIN in Racine. Their resource groups meet periodically to set priorities for project development and seek partners to work together on projects. What holds the WIN resource groups together is a Watershed Fund--an existing pot of money to be distributed by the groups. In the case of Saginaw Bay, it is restitution money from Consolidated; in Racine, it includes large grants from Johnson Wax and support from the Community Foundation. We do not have a similar type of fund in this area.

We have the beginnings of a fund, however. We have met several times with the Oshkosh Area Community Foundation to discuss establishing a Watershed Fund. In 2005, the Foundation accepted a \$10,000 grant from the Lake Michigan Foundation and matched it with local money. It passed this grant on to the DNR for a Lake Winnebago project and maintained the match in a local environmental endowment. This endowment has grown slowly and offers about \$1000 annually to environmental projects in the area. Several individuals also have established small endowments with the Foundation to support watershed projects. The Foundation has agreed to consolidate its environmental funds into a Watershed Fund when it grows large enough to support more substantial grants. We will continue to work with the Foundation to develop this fund and restructure our resource groups accordingly.

Project 1: AIS Education, Prevention and Control. In early winter, 2006, the Winnebago Lakes Council invited the WDNR AIS coordinator to attend a meeting to address AIS in the Winnebago Pool. About 30 people attended. From that meeting, a Steering Committee was formed with representatives from WDNR, UWEX, UWO and WLC. The committee drafted a state AIS grant proposal for \$75,000 to be administered by Winnebago County; implemented in part by UW-Oshkosh and in part by WLC. Activities included education, scientific studies, CBCW and development of a regional plan. The grant was awarded in April, 2006. UW-Oshkosh trained and hired interns for CBCW in 2006 and 2007 and conducted scientific studies and outreach programs. WLC promoted the CBCW program. WLC also hired a coordinator for

developing the regional AIS plan and promoted the planning process. The coordinator formed a 15 member resource group representing various community and lake interests. Winnebago County UWEX contracted with a meeting facilitator for committee and public meetings. Public meetings were held in fall, 2007; a draft of the plan was completed in March, 2008. The DNR grant expired in June, 2008. The Winnebago Lakes Council expects to lead a coalition to implement the plan and anticipates use of the Fox-Wolf Partners Network in this effort.

A recommendation of the plan was to continue the CBCW program in the Winnebago Pool. To ensure adequate funding for summer, 2008, WLC submitted a successful \$22,000 AIS grant proposal in February, 2008. The grant called for UW-Oshkosh to administer the CBCW program and WLC to promote it. This was the first activity in the coordinating role WLC intends to continue throughout the AIS regional plan implementation process.

Project costs

AIS Education, Prevention and Control

DNR AIS grant	\$75,000
Local share	75,000
Total	\$150,000

Clean Boats, Clean Waters

DNR AIS grant	\$22,000
Local share	7,900
Total	\$29,900

Number of partners: 17

- Winnebago Lakes Council
- Wisconsin DNR
- Winnebago County UWEX
- UW-Oshkosh
- Partners in Place
- Walleyes for Tomorrow
- Oshkosh Public Works Department
- Appleton Water Treatment Utility
- Fox River Navigational System Authority
- Wolf River Conservation Alliance
- Muskie Clubs Alliance
- Calumet County LWCD
- Winneconne Village Administrator
- Appleton Yacht Club
- Oshkosh Convention and Visitors Bureau
- Fox River Bait and Tackle
- Winnebago County Parks Department

Project 2: Lake and Stream Monitoring

Lake Monitoring and Stream Monitoring are two separate programs. In 2005 UWO held a seminar during Earth Charter week on citizen monitoring of lakes and streams. Following that seminar, in cooperation with WDNR, UWEX and WLC, UW-Oshkosh received a contract for \$11,000 to train citizens to monitor the Winnebago lakes and set up a monitoring network. Training was for use of a secchi disk. Six training sessions were held in 2005, with about 100 people trained. UW-Oshkosh conducted the training sessions; WLC promoted the program, contacting various groups to solicit participants: Lake Poygan Sportsmen; BDMCC, Otter St.

Fishing Club, Coast Guard Auxiliary, Van Dyne Sportsmen. Stream monitoring was initiated in 2006 with a WDNR Endangered Resources, Citizen-Based Monitoring contract for \$7,226.00. This partnership was proposed between UW Oshkosh, UW Extension Winnebago County, and Winnebago Lakes Council, with subsequent partners including UW Fox Valley in Menasha and Marian College in Fond du Lac. WLC contributed by promoting training opportunities to their membership and reporting on the project via their newsletter and website. Three six hour training sessions were held, with approximately 40 people trained. About 90 streams on the Pool lakes were identified for potential monitoring. Monitoring continues on the Pool with monitors entering data to the state website, and WLC and UW Oshkosh continue to promote and offer training for volunteer lake monitoring for water clarity (secchi disk readings). Materials from a 2005 DNR contract to UW Oshkosh for this purpose are still in use for this training. Training sessions were held in August 2006 and June 2007. However, except for one meeting, we have not had resources to fully support this volunteer group. This group is potentially a target audience for FW Partners.

Project Costs

DNR Contracts \$18,226

Partners

UW-Oshkosh
Winnebago Lakes Council
WDNR
UWEX
UW Fox Valley
Marian College

Project 3: Lake Butte des Morts Shoreland Survey. In winter 2006 several board members and advisors from the Winnebago Lakes Council, influenced by Doug McKensie-Mohr's book: *Community Based Social Marketing*, decided to survey Winnebago area residents about water protection attitudes in order to design programs to change behavior. A resource group was formed with representatives from WLC, UWEX, WDNR, and the Butte des Morts Conservation Club (BDMCC). The group chose to survey all property owners on Lakes Butte des Morts as a microcosm of the Winnebago Pool. Because the Winnebago Lakes Council was not yet grant eligible, the Butte des Morts Conservation Club (BDMCC) sponsored a WDNR Small Scale Grant on its behalf. Matching funds came from BDMCC and the Citizens Natural Resources Association. The survey was developed by local and state UW-Extension specialists, reviewed by DNR and tested by the WLC board. It was mailed to more than 600 shoreland property owners. The response rate was more than 70 percent. WLC staff tabulated the survey and UW-Extension prepared short and long final reports. Findings indicated shoreland property owners make their landscaping decisions with water quality and fish/wildlife habitat in mind, even though they sometimes fall short of best management practices. Landowners would profit from more education about phosphorus reduction, stormwater runoff and buffers. UW-Extension has presented survey results at various conferences, including the 2007 Fox-Wolf Watershed Science Conference, and in various publications such as WAL's periodical and more recently *On the Water* magazine. Findings have influenced WLC's participation in the Winnebago Natural Shoreline Expo and other educational efforts to promote phosphorus reduction and buffering.

Project Costs

DNR Small Scale Grant	\$3000
Local match	1500
Total	\$4500

Partners – 5

Winnebago Lakes Council
UW-Extension
WDNR
Butte des Morts Conservation Club
Citizens Natural Resources Association

Project 4: Natural Shoreline Expo

For years the Winnebago County Land and Water Conservation Department has gone out and promoted its programs on buffers and phosphorus reduction along streams and lakes. In 2007 the department decided also to bring people to them by holding an annual Expo to showcase natural shorelines and native vegetation. An initial resource group was formed, including LWCD, UWEX, WDNR, UW-Oshkosh and WLC to develop a cooperative project. LWCD coordinated the project. UWEX, UW-Oshkosh and WDNR held seminars during the event. WLC offered to use its mailing permit to lower the cost of promotion and through its network to enlist co-sponsors to pay the cost of mailing. A mailing of 10,000 postcards in 2007 and 14,000 postcards in 2008 went to shoreline property owners on the Winnebago lakes and rivers. Sponsors were WLC, the Winnebago Audubon Society, the Fox Valley Wild Ones and the Citizens Natural Resources Association of Wisconsin. The Expo was held on June 2, 2007 with 29 vendors and about 300 in attendance. In 2008 it was held on May 30, with participation from a similar group of partners.

Project Costs - 2007

Winnebago LWCD	\$ 800
WLC	1100
Total	\$1900

Project Costs – 2008

Winnebago LWCD	\$1800
WLC	300
Total	\$2100

Partners - 8

Winnebago County LWCD
Winnebago UWEX
WDNR
UW-Oshkosh
Winnebago Lakes Council
Citizens Natural Resources Association of Wisconsin
Fox Valley Wild Ones
Winnebago Audubon Society

Project 5: Lakes Education Center

In November 2007 a commentary was printed in the *Oshkosh Northwestern* suggesting locating a Lakes Education Center for the Pool lakes somewhere on the Oshkosh downtown riverfront currently being redeveloped. WLC held an exploratory meeting on the concept on December 12. It was attended by about 30 people, representing more than a dozen different groups, agencies and local governments. At the meeting, three subcommittees and a Steering Committee were formed to pursue the project. Subsequent meetings with the Oshkosh Area Community Foundation and the city Community Development Department resulted in a site being selected next to the Convention Center on the river. A Lakes Education Center Steering Committee meeting on January 29 heard results of three subcommittee meetings. Since then, the Facilities Committee has visited similar facilities to help develop the vision. Proposed so far is a three phased program that include an exhibit hall//meeting area, aquarium, water taxi, signage along the proposed Riverwalk, and cooperative programs among the various cultural sites (UWO, Public Museum, Paine Art Center) along the Riverwalk and Wiouwash Trail. Anticipated are funds from the OACF to pursue the design and a campaign to enlist support from federal and state agencies. The group is working with ECWRPC as part of the Fox River Heritage Parkway. The underlying theme behind the project is that it is time the national significance of the Winnebago Pool is recognized and its story told. Grants from the WDNR and the Oshkosh Area Community Foundation are supporting the Lakes Council’s efforts to promote this concept and other watershed issues to potential partner organizations.

Project Costs

Oshkosh Area Community Foundation	\$4500
DNR Small Scale Grant	3000
Total	\$7500

Partners - 8

- Winnebago Lakes Council
- UW-Oshkosh
- City of Oshkosh – Parks Department and Community Development Department
- Oshkosh Convention and Visitors Bureau
- Oshkosh School District
- Oshkosh Downtown Development Group
- Winnebago Audubon Society
- East Central Regional Planning Commission

GRANT EXPENSES

The grant award was \$10,000. The Oshkosh Area Community Foundation contributed a local share of \$3,500. Following is a summary of expenditures (Exhibit D):

Program assistants	\$7710.00
Website development	3275.00
Newsletter	704.92
Packet printing/postage	164.02
Display	170.10
Shoreland Expo mailing	1315.50
Total	\$ 13,339.54

Program Assistants. Over the course of the grant we contracted with four program assistants. Two were short term, about two months. They concentrated solely on Network projects. Two were longer term and served the Lakes Council in varying capacities. Program assistants conducted the inventory and worked on the website. They set up QuickBooks to track partnership projects, assisted in researching and drafting grant proposals, and helped with writing and layout for newsletters. They also conducted various administrative and clerical tasks related to meetings, mailings and bookkeeping.

Website development. Costs for site development, training and hosting.

Newsletter. Costs for printing, handling and postage for the Winter 2007 of WaterWays.

Packet printing/postage. Costs for printing and mailing various material soliciting partners.

Display. Traveling display created for a partnership gathering held by the Wolf River Conservation Alliance March 24, 2007 and used at various other events promoting partnerships.

Shoreland Expo. A share of postage and handling fees for mailing 10,000 postcards in 2007 and 14,000 postcards in 2008 to shoreland property owners promoting the Natural Shoreline Expo. This is one of the five projects demonstrated for this grant. WLC offered its mailing permit and picked up \$1700 in mailing costs for the two events.

VOLUNTEER HOURS

Because we had sufficient funds to match this grant, we have not documented volunteer hours as match. Nevertheless a rough estimate indicates over 760 hours were contributed to this project. Listed below is a summary of hours by project. These hours were contributed mainly by WLC board members and advisors. They have not been attributed as match to any other state grant. (Exhibit E)

Activity	Hours
Steering Committee	114
Website	120
Newsletter	32
Projects	
AIS	125
Monitoring	94
Expo	36
Ed. Center	240
Total	761

CONCLUSIONS

- The five projects we described demonstrate that if an organization is willing to lead on a particular project, it is possible to gather partners in this watershed. For our young organization, this network-building effort has strengthened our understanding of (1) the need for us to provide leadership, (2) the strengths of our most consistent partners, WDNR, UWEX, and UW Oshkosh, and (3) the limitations of available funding sources.
- Our leadership efforts show that partnerships work well in raising funds and carrying out projects. But we found that non-lead partners limited their interest, even when they appeared to have a stake in the outcome as described by their missions. For example, attendance at AIS public meetings was less than anticipated, compared, for example, to open forums about the Fox Locks Project. Even interest within the AIS Resource Group decreased as the planning process progressed. This implies it is difficult to maintain partners for prolonged or sustained activities.
- Partners who are both consistent and encouraging are extremely valuable. But meetings for the Fox-Wolf Partnership before this grant was awarded, plus our experience during this project, demonstrate limited interest in working out new relationships, even if groups are offered new tools. Informal networking is often a good way to gain partners, but even minimal network requirements, such as returning modest requests to update contact information, did not receive attention from most groups we contacted. Other groups with a large geographic region, such as the Fox-Wolf Watershed Alliance and the Wolf River Conservation Alliance, also have had difficulty forming a network of partners. We were disappointed not to be able to succeed where they had struggled. We will try to maintain the fwpartners.org website, in hopes that users will learn to use it as an organizing tool.
- As to future prospects for a watershed network, we do not see a need for our organization to continue this effort. Aside from lack of interest from potential partners, timing is not good to expand the Watershed Fund with the Oshkosh Area Community Foundation. The Foundation has recently announced a focus on basic needs programs to help people through the current economic crisis. Given the difficulty we've experienced finding local match, it would also be hard to maintain the paid staff needed to support a network of web tools and meeting opportunities.
- Overall this grant had a positive impact on the area. It helped the Lakes Council as a fledgling organization get established and become involved with successful protection and improvement projects, attracting \$214,000 in new funds. It helped pay for four different program assistants to work on projects. It helped build a website about the Winnebago Lakes. It helped get a handle on the numerous institutional, conservation and business/industry groups in the area with interest in the waterway. It helped assemble resource groups to call upon for future projects. It taught us a lot about how partnerships work.
- We expect an important objective of the Winnebago Lakes Council will be to continue developing partnerships projects. We hope through implementation of the Regional AIS Plan to develop new partnerships with various groups, especially municipalities. Our planned annual Winnebago Lakes Conference in 2009 is anticipated to provide a venue for potential partners to interact. We also intend to reach out to alliances in other parts of the watershed to address common issues, including the Wolf River Conservation Alliance, the Winnebago Land Conservation Alliance, and the Fox-Wolf Watershed Alliance.

EXHIBITS

- A -Partner categories
- B- Network membership packet
- C- Resource groups
- D- Financial report
- E- Estimated volunteer hours

EXHIBIT A – Partner Categories

Watershed Network – Categories for Inventory of Potential Partners

Five counties: Winnebago, Fond du Lac, Calumet, Waushara, Outagamie

INSTITUTIONAL

Universities/Tech schools
UW-Extension
DNR
EPA
Army Corps of Engineers
Coast Guard
Land & Water Conservation staff
County & city planners and park staff
East Central Wisconsin Regional Planning
Schools / Oakwood Environmental Charter School
Sanitary Districts
Water Utilities

CONSERVATION GROUPS/SERVICE CLUBS

Lake Poygan Sportsman's Club
Butte des Mort Conservation Club
Black Wolf Wildlife Association
Black Slough Conservation Club
Boom Bay Heights Improvement Club
Brillion Conservation Club
Calumet County Sportsmen's Alliance
Citizens Natural Resources Association
Ducks Unlimited
Earth Charter Community Summit
Fox Valley Wild Ones
Fond du Lac Audubon Society
Fox Cities Greenways
Fox-Wolf Watershed Alliance
Friends of the Fox
Heckrodt Wetland Reserve
Gordon Bubolz Nature Preserve
Lighthouse Anglers
Mosquito Hill Nature Center
Nature Conservancy
Oshkosh Area League of Women Voters
Northeast Wisconsin Land Trust
Northeast Wisconsin Stormwater Consortium
Oshkosh Area Friends of Recreational Trails
Oshkosh Bird Club
Oshkosh Yacht Club

Otter Street Fishing Club
Paynes Point Hook and Spear Fishing Club
Pheasants Forever
River Alliance of Wisconsin
Rotary of Southwest Oshkosh
Sawyer Creek Homeowner's Association
Shadows on the Wolf
Sheldon Nature Center
Sierra Club, Fox Valley Group
Sturgeon for Tomorrow
Trout Unlimited
Upper Lakes Fishing Club
Van Dyne Sportsmen's Club
Walleyes for Tomorrow
Whitetails Unlimited
Winnebago Archeology Club
Winnebago Audubon Society
Winnebago Conservation Club
Winnebago County Farm Bureau
Winnebago County Master Gardeners Association
Winnebago East Shore Conservation Club
Winnebagoland Conservation Alliance
Winnebagoland Musky Club
Wisconsin Lakes Association
Wisconsin Wetlands Association
Wolf River Conservation Alliance

COMMERCIAL/BUSINESS

Community Foundations
Chambers of Commerce
Visitor and Convention Bureaus
Paper Companies
Wolf River House Resort
Critters Wolf River Sports Shop
Tews Two Sporting Goods
Fox River Bait and Tackle
On the Water magazine
Winnebago Marketing Group
Radke Contractors
Fox Harbor Marina
Menasha Marina
Lakeside Marina
High Cliff Marina
Mercury Marine
Fratello's
J.J. Keller

EXHIBIT B – NETWORK MEMBERSHIP PACKET

Dear _____:

The Winnebago Lakes Council is developing an interactive watershed network to facilitate cooperation and communication among organizations and individuals who share a common interest in the Pool Lakes. We are a 501 c 3 organization whose mission is to “protect and improve the ecological health and scenic beauty of the Winnebago lakes through citizen involvement in research, education, communication and cooperation. The purpose of this letter is to invite the participation of _____ in the network. The following paragraphs provide a brief description of the watershed network and the role of the Winnebago Lakes Council in its development.

The watershed network is an affiliation of organizations who share a commonality of interest in the sustainable use, enjoyment and protection of the Lake Winnebago System. Its mission is to “foster fair and balanced decision making and to promote activities that sustain the ecological, social and economic vitality of the Lake Winnebago System.” The objectives of the watershed network are to:

- Build an interactive network employing various media outlets to both acquire and disseminate information about programs, activities and events.
- Increase awareness and involvement of people and organizations in projects, processes and initiatives that affect natural resources.
- Build a base of support for policy initiatives that encourage sustainable actions and decisions.

The WLC initiated development of the watershed network in 2006 and is now building an interactive website which will enable affiliates to post information about their organizations. This information could include contacts, membership, events, initiatives, research, projects and other relevant information. If you, or your organization, are interested in participating in the watershed network, please complete the attached survey and return it to the address indicated. We currently have plans to include basic information on a network website for all organizations involved in the System. By filling out the attached survey you will help to ensure that our information is as accurate as possible. In addition, it will help us to gauge the level of interest in the network.

If you are interested in learning more, and helping to form the watershed network in its infancy, please join us **April 30th at the Coughlin Center, 625 E Cty Rd Y in Oshkosh from 6:30- 8:00 pm, Room A.** We will explain our vision in more detail, but we would also like to know what you want out of a watershed network. If you have any questions please contact me at info@winnebagolakes.org and put “Watershed Network” in the subject heading.

Thank you,



Suggested Keywords

Keywords will help visitors to the network website locate groups interested in particular topics or covering specific areas. Keywords should be kept broad because they will likely be presented in a drop down box format on the website. Below are a few suggestions for topics/interests that people might search for with such a feature. Please pick 6 to 8 keywords for your organization. They do not have to be from this list, but should be broad in scope.

Fishing Boating Canoeing/Kayaking Hunting Watercraft Birding Scenic beauty Landscaping Water quality	Development Dams/Locks Conservation Preservation Stormwater Parks Drinking water Education Funding	Nutrient loading Pollution Shoreline restoration Erosion Water levels Aquatic invasive species Vegetation Fish Wildlife	Poygan Winneconne Butte des Morts Winnebago Fox River Wolf River Fox watershed Wolf watershed Winnebago pool
--	--	---	--

Fox-Wolf Partners - Membership Survey

Organization: _____

Contact Information:

Name: _____

Title: _____

Address: _____

Phone: Day: _____ Evening: _____

Email: _____

Website: _____

Mission Statement: _____

Vision Statement: _____

Non-Profit Status [501(c)(3), Chapter 181, etc.]: _____

Year Founded: _____ Counties Served: _____

Is this a chapter of a larger organization? No Yes _____

Membership Organization? No Yes # of members _____ Cost: _____

Frequency of general (non-board) meetings: _____

Location: _____

Annual Budget: _____

Special or Annual Events: _____

Projects (Specific to the Pool Lakes): _____

Are you part of any other alliance or watershed group? No Yes

Fox-Wolf Partners - Membership Survey

Communications Tools - Page 2

Email

- We use email to communicate with most of our members
- Only a few of our members use email to get information from us

Print

- We have a mailing list and send out the following printed materials to our members
 - Newsletter _____ times per year
 - Meeting notices _____ times per year
 - Other _____
- We are a chapter and our parent organization sends our members a printed newsletter

Website (Please check all that apply)

- We don't have our own website
- We are willing to add a link to our website (listed above) to a Network Partners site
- Beyond a basic information webpage (linked to the group's website, if available) on a Network Partners site, we would be interested in improvements such as:
 - Images we contribute (logos, photos, etc.)
 - Listing our upcoming events on the Network website and calendar
 - Allowing people to download our meeting minutes or other documents from the website
 - Collecting membership forms, dues and donations online
 - Other _____
- We have resources to help finance some/all webpage services

Please provide 6-8 keywords for your group (see the attached list for suggestions)

Additional Comments / Suggestions

(Please attach additional pages if needed)

EXHIBIT C: RESOURCE GROUPS

AIS EDUCATION, PREVENTION AND PLANNING

Chad Cook-*UW Extension Basin Manager*
Catherine Neiswender-*UW Extension Community Resource Development Educator*
Rob McLennan-*Wisconsin DNR Winnebago Area Watershed Supervisor*
Anne Forbes-*Partners in Place*
Candice Mortara-*Winnebago Lakes Council*
Mike Arrowood - *Walleyes for Tomorrow*
Steve Brand- *Oshkosh Public Works*
Mike Buettner-*Appleton Water Treatment Utility*
Bill Bush-*Fox River Navigational System Authority*
Todd Close-*Wolf River Conservation Alliance*
Bob Haase-*Muskie Clubs Alliance*
Mike Lizotte-*UW Oshkosh Aquatic Research Laboratory*
Eugene McLeod- *Calumet County LWCD*
Steve McNeil-*Winneconne Village Administrator*
Gary Olson-*Appleton Yacht Club*
Arlene Schmuhl-*Oshkosh Convention and Visitors Bureau*
Dick Sickinger-*Fox River Bait and Tackle*
Rob Way-*Winnebago County Parks Department*
Bob Wojcik-*Winnebago Lakes Council*

LAKE AND STREAM MONITORING

Michael Lizotte, *UW Oshkosh Aquatic Research Laboratory Director*
Chad Cook, *UW Extension Basin Educator*
Jack Quigley, *Town of Winneconne Plan Commission*
Mark Sesing, *Wisconsin DNR Lakes Specialist*
Theresa Gonya, *UW-Fox Valley College*
John May, *Marian College*

SHORELAND MANAGEMENT

Chad Cook, *UW Extension Basin Educator*
Rob McLennan, *WDNR Winnebago Area Watershed Supervisor*
Catherine Neiswender, *UW Extension Community Resource Development Educator*
Michael Lizotte, *UW Oshkosh Aquatic Research Laboratory Director*
Keith Marquardt, *Winnebago County Land and Water Conservation Department staff*
Greg Keil, *Winnebago Lakes Council Board*
Jan Scalpone, *Winnebago Lakes Council Board*
Wayne Mueller, *Winnebago Lakes Council Board*
Nile Roeder, *Butte des Morts Conservation Club President*
Jim Quillinan, *Butte des Morts Conservation Club Treasurer*
Janet Wissink, *Winnebago Audubon Society President*
Donna Van Buecken, *Wild Ones Executive Director*
Lisa Geer, *Citizens Natural Resources Association of Wisconsin President*
Jake Blasczyk, *UW Extension Evaluation Specialist*
Nicole Dekeuster *Winnebago Lakes Council Program Assistant*
Tom Murray, *UW Extension Environmental Resources Center*
Sue Vang, *UW Extension Environmental Resources Center*

LAKES EDUCATION CENTER

Peggy Davidson, *Winnebago Lakes Council Board, Chair*

Michael Lizotte, *UW Oshkosh Aquatic Research Lab and Winnebago Lakes Council Board*

Marc Blum, *Winnebago Lakes Council Board*

Jan Scalpone, *Winnebago Lakes Council Board*

Wayne Mueller, *Winnebago Lakes Council Board*

Marilyn Dahl, *Winnebago Lakes Council*

Tom Grogon, *UW Oshkosh Administrator*

Tom Stephany, *City of Oshkosh Parks Director*

Jackson Kinney, *City of Oshkosh Community Development Director*

Arlene Schmuhl, *Oshkosh Convention and Visitors Bureau*

Brittani Von Ruden, *Oshkosh Convention and Visitors Bureau*

Eileen Connolly Keesler, *Oshkosh Area Community Foundation CEO*

Louise Coumbe, *Friends of Sullivans Woods, Oshkosh Area School District*

Rob Kleman, *Oshkosh Downtown Development Group*

Janet Wissink, *Winnebago Audubon Society President*

Ed Kleckner, *East Central Regional Planning Commission Planner*

Diane Popowski, *Oshkosh Area League of Women Voters*

Mary Hiles, *Contributing Editor Oshkosh Northwestern*

EXHIBIT D – FINANCIAL REPORT

9:18 AM
12/20/08
Accrual Basis

WINNEBAGO LAKES COUNCIL INC

	Date	Num	Name	Memo	Amount
WIDNR RP118-06 new devel					
A - Income					
	08/26/2005		Oshkosh Area Community	Deposit	3,500.00
	10/16/2005		WIDNR River Planning	Deposit	7,500.00
	05/09/2007	4	WIDNR River Planning		2,500.00
Total A - Income					<u>13,500.00</u>
B - Expense					
	10/16/2005	1013	LT Associates	9/15-10/14	-770.00
	11/11/2005	1015	LT Associates	10/15-11/14	-900.00
	12/14/2005	1016	LT Associates	11/15-12/14	-120.00
	06/06/2006	1029	E-Biz	Website Development	-1,450.00
	08/08/2006	1036	E-Biz	Website Development	-725.00
	08/31/2006	1042	Tiffany Nyles	08/01-08/31	-388.00
	08/31/2006	1042	Tiffany Nyles	08/01-08/31	-72.00
	08/31/2006	1042	Tiffany Nyles	08/01-08/31	-540.00
	10/01/2006	1044	Tiffany Nyles	09/01-09/27	-180.00
	10/01/2006	1044	Tiffany Nyles	09/01-09/27	-300.00
	10/01/2006	1044	Tiffany Nyles	09/01-09/27	-520.00
	11/10/2006	1051	E-Biz	Website Development	-725.00
	12/01/2006	1056	Nicole DeKeuster	11/15-11/30	-200.00
	12/12/2006	1058	Nicole DeKeuster	12/1-12/15	-230.00
	02/02/2007	1063	Nicole DeKeuster	01/15-01/31	-166.00
	02/02/2007	1063	Nicole DeKeuster	01/15-01/31	-75.00
	02/15/2007	1067	Nicole DeKeuster	02/01-02/15	-216.00
	02/15/2007	1067	Nicole DeKeuster	02/01-02/15	-100.00
	03/03/2007	1070	United States Post Office	Newsletter	-74.17
	03/04/2007	1071	DPI	Newsletter winter 07	-541.15
	03/04/2007	1072	Nicole DeKeuster	02/16-02/28	-166.00
	03/04/2007	1072	Nicole DeKeuster	02/16-02/28	-150.00
	03/15/2007	1074	Mail List	Newsletter	-89.60
	03/17/2007	1075	Nicole DeKeuster	03/01-03/16	-100.00
	03/17/2007	1075	Nicole DeKeuster	03/01-03/16	-216.00
	04/03/2007	1079	E-Biz	Hosting 3 months	-75.00
	04/03/2007	1080	Nicole DeKeuster	03/16-03/31	-208.00
	04/03/2007	1080	Nicole DeKeuster	03/16-03/31	-258.00
	04/20/2007	1084	Nicole DeKeuster	04/01-04/15	-190.00
	04/20/2007	1084	Nicole DeKeuster	04/01-04/15	-258.00
	04/28/2007	1085	DPI	Display board	-170.10
	05/03/2007	1086	Nicole DeKeuster	Postage	-93.60
	05/03/2007	1086	Nicole DeKeuster	Envelopes	-12.49
	05/03/2007	1086	Nicole DeKeuster	Post Cards & Paper	-40.93
	05/03/2007	1086	Nicole DeKeuster	Printing	-17.00
	05/03/2007	1087	Nicole DeKeuster	Watershed Network	-387.00
	05/09/2007	1090	Mail List	Postage & mailing of Shore	-892.24
	05/14/2007	1092	Mail List	Shoreland Expo Postcards	-423.26
	09/10/2007	1107	E-Biz	Domain reg	-30.00
	11/05/2007	1118	E-Biz	Web Hosting	-75.00
	12/31/2007	1125	E-Biz	web hosting 1q08	-75.00
	02/27/2008	1133	E-Biz	portal training	-45.00
	04/04/2008	1135	E-Biz	web hosting	-75.00
	06/30/2008	1143	Alisha Herring - v	02/01 - 06/26	-1,000.00
Total B - Expense					<u>-13,339.54</u>
Total WIDNR RP118-06 new devel					<u>160.46</u>

EXHIBIT E– ESTIMATED VOLUNTEER HOURS

Network Steering Committee

Planning meetings – 8 meetings, 5 people, 2 hours
FWWA – 1 meeting, 8 people, 3 hours
Community Foundation – 2 meetings, 4 people, 2 hours

Website

EBiz – 5 meetings, 2 people, 2 hours
Mike – writing, presenting 40 hours
Jan – writing, meeting with EBiz 40 hours
Greg – research, meetings 20 hours

Newsletter

Jan - 30 hours
Mike – 2 hours

AIS

Pre-AIS grant WLC meeting – 20 people, 2 hours (winter, 2006)
Pre-AIS grant Steering Committee meetings – 5 people, 2 hours, 2 meetings (2006)
Writing and reviewing AIS grant – Mike, 30 hours; 3 people, 2 hours (winter, 2006)
WLC AIS grant review – 8 people, 1 hour (winter, 2006)
CBCW grant writing – Mike 12 hours (winter, 2008)
WLC CBCW grant review and Resolution – 9 people, 1 hour (winter, 2008)

Water Quality Monitoring

Earth Charter seminar – 25 people, 2 hours
Writing and reviewing grant – Mike 15 hours; 3 people, 2 hours
WLC grant review – 8 people, 1 hour
WLC promotion – Jan, 15 hours (newsletter articles)

Lakes Education Center

Initial meeting – 30 people, 2 hours
Committee meetings – 5 meetings, 10 people, 2 hours
Trips – 5 people, 10 hours
Trips – 1 person, 30 hours

Natural Shoreline Expo

WLC board – 2 meetings, 10 people, 1 hour
Planning – 2 meetings, 4 people, 2 hours