



Three Lakes Association Identity Map

Mission

Why we exist

Provide leadership to preserve, protect, and improve the environmental quality of the Elk River Chain of Lakes Watershed for all generations with emphasis on Lake Bellaire, Clam Lake, Torch Lake and their tributaries

Vision

What we hope to achieve

A community that prioritizes the protection of lakes and streams

Framework

What we must do well to succeed

Clear organizational structure & decision-making processes

Regular and effective channels of communication to and from stakeholders

Effective membership recruitment & retention

Structured planning, project prioritization, & budget process

Board member recruitment, support & engagement

Volunteer recruitment, training, & engagement

In-house science capability: data collection & analysis

Continual evaluation & renewal of structure & work processes

Key Priorities

Our areas of focus

Respond

to members and water quality threats

Educate

everyone about water quality & stewardship

Monitor

water quality

Investigate

water quality threats

Restore

shorelines & aquatic systems

Advocate

for water protection at the township level

Methods

How we work

Grassroots & Volunteer-based

Science-based & Data-driven

Committed to partnerships

Personal connections & Face-to-face

Accessible to all with everyday language

Strategic Goals

The changes we seek (short, medium, and long range)

Resources

Funds, Materials, Volunteers, Partners

Goals & Objectives

What success looks like

Projects & Programs

The specific activities we invest in

Project plan

Activities and Timeline