

Clean Lakes Alliance
Board(s) & Committee Meeting

January 20, 2012
8:00 – 8:20 AM Meet and Greet
8:20 -11:45 AM
Holiday Inn and Suites
1109 Fourier Dr, Madison WI 53717

The purpose of the meeting is to further define the goals and action steps of the next 12 months. As an alliance that represents the community, it is important that your voice and expertise be heard.

Agenda

1. Introductions (20 minutes)
2. Mission, vision, values (10 minutes)
 - a. Community Board representation overview
3. Organization objective and goals (30 minutes)
 - a. Policy Objective – Reduce Phosphorus by 50%
 - i. Overview of the Save Our Lakes Campaign and 2012 timeline
 - b. Outreach – Communication, education and programming to build recognition of the lakes as the center of our community.
4. Overview of Boards and Committees (7 minutes)
5. Break (10 min)
6. Breakout sessions to layout action steps for each committee – (45 minutes)
 - a. Strategic Direction Committee
 - b. Yahara Pride Conservation Board
 - c. Clean Lakes Festival Committee
 - d. Friends of Clean Lakes (Community/Development Outreach)
 - e. Economic Impact and Resources Committee
7. Report Back (60 minutes)
8. Wrap-Up (10 minutes)