Lake Bloomington Association

2015 Strategic Plan

*Why should the LBA have a strategic plan?*

* *Provides an updated roadmap of where the LBA will steer its energy, activities and resources*
* *Establishes an organized, collaborative approach (rather than a more ad-hoc or individual directed approach).*
* *Strengthens the Association’s “identity” for members and other stakeholders*

## Mission

##  “To Improve the Lake and Surrounding Community”

## Vision

##  “We see a beautiful, jewel of a lake”

## Goals and Activities

#  Goal 1: A vibrant community spirit

* LBA monthly Board meetings
* LBA Membership Directory
* LBA Website and Facebook community
* LBA Newsletter
* Fourth of July
	+ Fireworks
	+ Fourth of July Pontoon Parade and Prizes
* Social Events/Members Meetings
	+ Annual Socials at Green Gables and Lake Road Inn
	+ Annual Spring Dinner
	+ Fall Dinner and Annual Meeting
	+ OctoberFest
* LBA Area Coordinators
* Member surveys

# Goal 2: A safe recreational resource

* Member education concerning Lake/boating rules and regulations

Goal 3: Improvement in the quality of the Lake’s water through stepped up monitoring and control of erosion and contaminants

* Member Education
* Friends of EverBloom Liaison
* City of Bloomington/McLean County Liaison

# Goal 4: Preservation and improvement of the investment made and quality of life enjoyed by Lake Bloomington residents and future generations

* Recycling Bin
* Beautification Committee
* Upkeep of common areas
	+ Volunteer spring road clean up
	+ Flower beds – spring planting and season maintenance (2x per month)
	+ Repair and painting of Lake Bloomington signs
* *Advocate* for road, park, and lake maintenance
	+ Report Road Conditions
	+ Meetings w City Attorney

# Goal 5: A strong, collaborative relationship with other Lake Bloomington stakeholders including local governments, Friends of EverBloom and Lake Camps, among others

* Friends of EverBloom Liaison
* City Liaison
* LBA Advisory Committee - Meetings with local government officials to build awareness and to clarify authorities and policies
* Sponsored camp improvements such as cabin remodeling
* Timber Point Yacht Club

# Goal 6: A challenging, yet realistic LBA Action Plan - geared to execute our mission and realize our vision

* Long-Term Planning Committee
* Strategic Plan, including actionable items, refreshed annually.