

## **Vision**

The Flint River Watershed Coalition is the unifying advocate for environmental quality within the watershed.

## **Mission**

Partnering to protect, preserve and improve (the environmental quality of) our watershed.

## **Core Beliefs**

- We are committed to improving and maintaining the environmental quality in the Flint River watershed.
- We are committed to environmental education.
- We value input and participation from our entire community.
- We value a positive approach to people and problem solving.

Adopted October 2002

## Goals

1. Provide a forum for the discussion of watershed related issues, encourage analysis and collaborative problem solving, and act as an information clearinghouse for related resources and data.
2. Educate the public about water quality and ecosystem protection and appropriate use of land and water resources.
3. Promote involvement of citizens, governments, organizations, institutions, and businesses to protect land and water resources.
4. Collect, maintain and develop essential scientific information on area lakes, streams, wetlands and groundwater.
5. Provide technical assistance to citizens, governments, organizations, institutions and businesses in order to improve the management of water resources.
6. Maintain sufficient human resources and organizational infrastructure.
7. Ensure adequate and stable financial resources for the FRWC.

Adopted  
October 1998

## **Message from the Chair**

During 2002, the Flint River Watershed Coalition continued its efforts toward the goals it adopted in October of 1998. At the January 2002 annual meeting, the Board of Directors, with input from the general membership, began to develop specific measurable objectives for each of the coalition's goals. Those objectives were finalized and officially adopted by the Board of Directors in February of 2002. This report summarizes the status of our progress toward those objectives.

In our desire to improve things, it is always difficult to see what has been accomplished and much easier to see that so much more needs to be done. Nonetheless, in 2002, the Flint River Watershed Coalition made significant progress in building the capacity of our organization. Much of our effort has focused on putting together the organizational infrastructure to become a more effective advocate for the watershed. We hired our first executive director and now have our first office set up. With the help of the Resource Center, we held our first strategic planning workshop. During the year, we forged several new partnerships and received additional grants. We begin 2003 in a much stronger position to effectively protect, preserve and improve watershed quality in this community.

Because of the diverse membership of our board, we have been able to bring together the resources of numerous other organizations to focus on our goals. Several of our projects are partnerships with other organizations. On behalf of the board, I wish to thank all of the many community organizations and individual volunteers who have worked on our projects and made our successes possible.

As we move into 2003, I hope that we will be able to continue to build on the community partnerships of the past year. As a coalition, our role is to bring the community together so that the watershed is not the concern of our organization alone but the common concern of all organizations and individuals in the Flint River watershed.

Stephany Diana  
January, 2003

The following pages list each of the goals adopted by the Board of Directors in October of 1998 along with the specific objectives for 2002 that were adopted by the board in February of 2002. After each objective, there is a brief status report.

**Goal 1: Provide a forum for the discussion of watershed related issues, encourage analysis and collaborative problem solving, and act as an information clearinghouse for related resources and data.**

### Objectives

1. Facilitate the development of a watershed management plan for the Swartz Creek Watershed.

Status: In the fall of this year, CAER and the FRWC initiated the first public outreach meeting to (1) explain the scope of the project to public officials, urban residents and the business community, and (2) solicit their input that will ultimately be part of the recommended practices to reduce polluted runoff. Other major partners include Michigan State University Extension Service and the US Department of Agriculture.

2. Continue and maintain a FRWC Board of Directors that brings together major decision makers, institutions and activists to enable them to focus and collaborate on watershed related issues.

Status: Throughout the year, Board composition was altered based on people's ability to serve and as a result of job changes. We continue to work to build a stronger board. In November of 2002, the board adopted a list of board member roles and responsibilities to clarify board member activities for current members and to aid in recruitment of new members.

3. Continue to operate the FRWC general membership list serve to encourage discussion of watershed related issues.

Status: The number of subscribers to the list serve is currently 143. The list serve is an important information dissemination tool.

## **Goal 2: Educate the public about water quality and ecosystem protection and appropriate use of land and water resources.**

### Objectives

#### Citizen Involvement

1. Continue the stream-monitoring project in the spring and fall of 2002. By March 1, 2002, recruit a volunteer monitoring coordinator. By July 1, 2002, develop a system for the continuation, evaluation, and improvement of the program.

Status: A volunteer monitoring coordinator was recruited in January of 2002. Stream monitoring was completed on 22 separate sites in the spring and 16 sites in the fall. A total of 42 volunteers were involved in the spring and 41 in the fall. A report of the volunteer stream monitoring results starting in June of 1999 was prepared and is available on the web or through the watershed office. Although there was an analysis of monitoring program problems, a complete system to evaluate and improve the stream monitoring project has not been designed.

#### Citizen Involvement – “appropriate use”

1. Promote the “appropriate use” activities of other recreation/environmental organizations by obtaining information about their activities and promoting them through newsletters and the website.

Status: Through website links and a calendar of events in the newsletter, several organizations activities were listed. These

included Friends of the Flint River Trail, Grand Blanc Parks and Recreation, Project Green, Earth Day, and MSU Extension links to other groups.

2. In the summer of 2002, conduct a family fun day in the watershed.

Status: The first annual Flint RiverFest was conducted in Flushing on September 21, 2002. About thirty exhibitors participated, contests were held and demonstrations were popular. Costs were covered via sponsorships.

3. In 2002, in cooperation with MSUE, conduct one “Watershed Short Course.”

Status: This project is carried over into 2003.

4. By October 2002, study canoe access to the Flint River and develop a plan regarding future access and canoe livery possibilities.

Status: This project was not addressed in 2002.

### Public Presentations

1. Create a partnership with at least five other organization or institutions to sponsor 4 general audience community forums on watershed issues during 2002.

Status: “Who Watches the Water” was held on March 21, 2002 for Genesee County residents at MSU Extension. The first public meeting for the Swartz Creek Pollution Runoff study was held on December 12 at the GISD Offices. This was a combined partnership of the FRWC, CAER, USDA, GISD and MSUE.

2. In 2002, make 24 presentations about the Watershed Coalition to community groups – Rotary, churches, civic groups, etc.

Status: FRWC Board and Staff did a total of 20 presentations

about the Watershed Coalition and watershed issues during 2002. Presentations were given to a variety of groups within the watershed including college students, civic groups, local governments, fishing clubs and community school students. A total of approximately 400 people attended these presentations.

3. By January 2003, enlarge the speakers' bureau from six to twelve.

Status: The speakers bureau is listed under education on our website: [www.flintriver.org](http://www.flintriver.org). The speakers' bureau was not changed in 2002.

### Displays

1. By June 2002, finalize the permanent educational display about the watershed at the For-Mar visitor's center. Include at least a large color map, membership applications, and volunteer opportunities.

Status: The education committee is currently working with the staff at For-Mar Nature Preserve to establish this display.

2. By July 2002, create a plan for at least two other permanent watershed displays. By January 2003, have those displays in place.

Status: Possible sites in Lapeer County and Brandon Township near the Kearsley Creek are under consideration.

3. Create an official traveling display that includes a large color map, FRWC materials, and information on current water quality issues.

Status: Two traveling displays were purchased from WIN grant funds and used at events in the fall.

4. Provide a traveling display on the watershed at 10 public events in 2002.

Status: In 2002, displays were set up at the MCC Earth Day

event, RiverFest, and Woodside Church Community Organizations Day.

### Traditional Media

1. By September 2002, produce one set of TV advertisement spots to be aired on cable

Status: This project was not addressed in 2002.

2. Produce and distribute 3,000 newsletters quarterly – Feb, May, Aug, and Nov.

Status: Four newsletters were published in 2002. Efforts were made to target distribution to reach appropriate audiences. The newsletters were also posted on the website.

### Web Site

1. Maintain the watershed website. Include detailed events calendar, monthly committee reports, links to related sites and information about water quality and “appropriate use” outdoor recreational opportunities.

Status: The website was maintained and continues to operate with continual updating and improvements.

2. Continue to create connections and raise awareness of other environmental and conservation organizations in the watershed. Collect information on existing organizations and their activities; include the information on our web site and in our newsletters.

Status: This goal is ongoing. Numerous improvements and additions were made in 2002.

### Schools

1. By fall 2002, establish a system to ensure that all area junior and senior high school earth science teachers receive information about the watershed coalition.

Status: This project was not formally addressed in 2002.

2. Continue to work with the GISD to develop a common curriculum on the Flint Watershed for area K-12 students.

Status: Education committee continues to work with Project Green schools to provide information.

3. Continue participation in Project Green

Status: The education committee has continued to work with General Motors, Delphi, and the Genesee Intermediate School District on this project. This project will continue in 2003.

**Goal 3: Promote involvement of citizens, governments, organizations, institutions, and businesses to protect land and water resources.**

Objectives

1. Continue the stream-monitoring project in the spring and fall of 2002. By March 1, 2002, recruit a volunteer monitoring coordinator. By July 1, 2002, develop a system for the continuation, evaluation, and improvement of the program.

Status: A volunteer monitoring coordinator was recruited in January of 2002. Stream monitoring was completed on 22 separate sites in the spring and 16 sites in the fall. A total of 42 volunteers were involved in the spring and 41 in the fall. A report of the volunteer stream monitoring results starting in June of 1999 was prepared and is available on the web or through the watershed office. Although there was an analysis of monitoring program problems, a complete system to evaluate and improve the stream monitoring project has not been designed.

2. By May 2002, develop a detailed membership drive plan to increase membership and to create a more diverse and representative membership.

Status: This project was completed in June 2002. The new membership brochure was completed and available in August 2002.

3. By May 2002, provide information, brochures and membership materials to every county commissioner, township trustee and supervisor, mayor and city or village council member.

Status: This objective was partially accomplished through presentations at Small Cities and Genesee County Townships meetings.

4. By December 2002, increase membership in the FRWC to 100 individuals and 40 business/organizations.

Status: Total memberships were increased to 75. Individual/family members equal 57 and businesses/organizations equal 18.

5. Each year, sponsor a river cleanup that includes sites in at least Genesee and Lapeer counties. In 2002, involve at least 10 corporate sponsors and at least 200 volunteers.

Status: The FRWC river cleanup occurred in May. A total of 15 sponsors helped fund this effort. They were: GM, Genesee CO. Health Dept., UAW Local 599, Zoom Digital Media, Genesee County Parks, Lapeer City Parks, City of Flint Parks, Rich Rhein Disposal, Vietnam Veterans Chapter 175, Rotary International, Knights of Columbus, Richfield Trailer Supply, Don McKay Towing & Recovery, Zippy's Pizza, and the City of Lapeer.

There were between 175 and 200 volunteers at four sites: Vietnam Veterans Park, Holloway Dam Canoe Launch in Genesee County, and Cramton park in the City of Lapeer and Columbiaville.

6. Participate as an organization in Earth Day.

Status: We had a display set up at the Earth Day events at Mott Community College each April.

7. Develop a river beautification/ revitalization plan for at least one site along the Flint River. Include native species.

Status: After discussions with experts on native species, this project was dropped from the plan.

**Goal 4: Collect, maintain and develop essential scientific information on area lakes, streams, wetlands, and ground water.**

Objectives

1. Continue the stream-monitoring project in the spring and fall of 2002. By March 1, 2002, recruit a volunteer monitoring coordinator. By July 2002, develop a system for the continuous evaluation and improvement of the program.

Status: A volunteer monitoring coordinator was recruited in January of 2002. Stream monitoring was completed on 22 separate sites in the spring and 16 sites in the fall. A total of 42 volunteers were involved in the spring and 41 in the fall. A report of the volunteer stream monitoring results starting in June of 1999 was prepared and is available on the web or through the watershed office. Although there was an analysis of monitoring program problems, a complete system to evaluate and improve the stream monitoring project has not been designed.

2. Participate in Project Green.

Status: The education committee has continued to work with General Motors, Delphi, and the Genesee Intermediate School District on this project. This project will continue in 2003.

3. Continue to update available web based scientific information or links to that information on the FRWC website.

Status: The website was maintained and continues to operate with continual updating and improvements.

**Goal 5: Provide technical assistance to citizens, governments, organizations, institutions, and businesses in order to improve the management of water resources.**

#### Objectives

1. Continue to maintain, on our website, a list of technical assistance resources available to improve the management of water resources.

Status: The links to accomplish this goal are on the FRWC website.

2. Continue to update available web based scientific information or links to that information on the FRWC website.

Status: The website was maintained and continues to operate with continual updating and improvements.

3. Create and activate a “local issues response team” to present the coalition’s viewpoint at public meetings and in the press.

Status: No progress on this objective.

4. Continue to pursue the pollution prevention/parts-washing grant through the DEQ.

Status: This \$77,000 grant was approved and implementation has begun. The FRWC is partnering with CAER and the GCHD in the execution of this project.

## **Goal 6: Maintain sufficient human resources and organizational infrastructure.**

### Objectives

1. By March 2002, employ a half-time executive director. (The position is funded, but hiring has not taken place.)

Status: The executive director was hired in March 2002.

2. By April 2002, develop and adopt a set of short-term goals for the coalition for 2002.

Status: Goals were approved by the board in February of 2002. Those goals are the subject of this report.

3. By April 2002, develop a clear understanding of how the roles and responsibilities of board members coordinate with the new executive director.

Status: The board officers met with the new executive director in March to clarify responsibility for the various 2002 objectives. Further clarification of the lines of responsibility occurred at the “Board Roles and Responsibilities” workshop sponsored by the Resource Center in September.

4. By April 2002, develop a prioritized list of tasks for the new executive director.

Status: This was accomplished in March.

5. By April 2002, have the FRWC office set up, staffed and running.

Status: This was accomplished in April.

6. Improve the committee structure of the board so that by May 2002 all committees are meeting monthly, focused on the board determined objectives, and submitting brief written reports to the web site.

Status: Only a few of the board committees worked well this year. Only the finance committee and the environmental quality committees succeeded with most of their assigned tasks and was effective with regular reports. Other committees started the year strong with regular meetings and reports but lost momentum at the end of the summer.

7. By December 2002, involve at least 25 people who are not on the board of directors in the committee structure of the coalition

Status: Two people were committee members in 2002.

8. At least once per year, make a personal contact to every coalition member to discuss possible participation in coalition activities.

Status: Limited progress was made on this objective and generally through casual meetings.

## **Goal 7: Ensure adequate and stable financial resources for the FRWC.**

### Objectives

1. By May 1, 2002 develop a detailed membership drive plan to increase membership and to create a more diverse and representative membership especially focusing on area business.

Status: This project was completed by June of 2002. The new membership brochure was completed and available in August 2002.

2. By December 2002, increase membership in the FRWC to 100 individual members and 40 business/organizations.

Status: Total memberships were increased to 57 individual/family members and 18 business/organizations.

3. Every quarter of 2002, approach at least six townships in Genesee, Lapeer, Oakland and Saginaw counties to set up a meeting with township boards with the eventual goal of acquiring an annual commitment to the FRWC budget.

Status: This objective was partially accomplished through the Small Cities and Genesee County Townships meetings. However, No municipalities joined the FRWC as a result.

4. By October 2002, have a plan in place to fund basic coalition operations for 2003 with at least 75 % of the money coming from non-grant sources.

Status: The membership plan was a partial solution to this issue. Since this did not produce acceptable results, the plan will be reviewed and modified.

5. Continue investigation of project funding possibilities through the Watershed Initiative Network (WIN), MDEQ, and other

funding sources.

Status: Grants were received from the River Network (\$20,000) for capacity building, the Community Foundation of Greater Flint (\$1,700) for strategic planning, WIN (\$3,000) for public education, GM (\$5,000) for the Swartz Creek watershed management plan, the DEQ (\$77,000) for the pollution prevention project with the Health Department, and the Highfield Foundation (\$5,000) and the C.S. Mott Foundation (\$3,000) for general-purpose applications. We also received support from several other organizations in the form of sponsorships for events like RiverFest and the River Clean-up.

6. By September 2002, develop a plan to approach area businesses for an annual commitment to the FRWC budget.

Status: This plan was partially addressed through the membership drive plan. Talks have started with GM regarding their involvement.

## 2002 Board of Directors

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Linda Berker	Sierra Club	810-653-8242
Jay Blair	USDA NRCS	810-230-8766 x3
Harry Blecker	U of M-Flint, CAER	810-767-7373
Bob Carlyon	City of Flint DPW	810-787-6537
Deb Cherry	Citizen	810-766-6746
Stephany Diana	Mott Community College	810-232-3161
Leo Dorr	Great Lakes Bio-Regional Land Conservancy	810-664-5647
Dan Emerton	UAW Local 599 Environmental Commission	810-812-2769
Stacey Fejes	General Motors	810-236-3436
Dorothy Gonzales	Genesee County Health Dept.	810-257-3190
Howard Gray	Lapeer County Health Depart.	810-667-0391
Steve Hester	Zoom Digital Media	810-694-0595
Olof Karlstrom	Attorney	810-239-5511
Sue Kubic	Genesee Co. Drain Commission	810-732-1590
Glenn LeFeber	FRWC, Exec. Director	810-767-6490
Brent Lewis	Kettering University	810-762-7918
Jeff Mansour	U of M-Flint, Govt. Relations	810-766-6647
Hilda Mc Shane	Genesee County Parks and Rec.	810-249-3815
Jack Minore	49 <sup>th</sup> District State Representative	517-373-7515
Larry Petrella	Pheasants Forever	810-743-8972
Fred Townsend	Audubon Society	248-627-3587
Bill Welch	GISD	810-591-4442
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