



MALA Strategic Plan - 2010 -2011

Mission Statement

To provide ongoing support to our membership and promote the preservation of the environmental and cultural qualities of the lakes.

Objectives

- Increase Association membership
- Provide Public Awareness and Education
- Represent MALA at Municipal and Provincial level to promote environmental responsibility and environmentally friendly economic development
- Enhance Association social activities
- Engage more members in MALA Committees
- Develop a comprehensive and effective Lake Plan
- Proactively work with other lake/landowners associations
- Proactively work with North Frontenac Council

The above objectives will be turned into goals and actions to measure our success over the next year.

Based on survey feedback we have recognized the following. The strengths and weakness are reflecting things within direct control of the Associations (Internal to the Association) and the Threats and Opportunities reflect things outside of our direct control (External to the Association). The above strategic objectives are meant to address these areas.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Executive doing good things. • Social network - Members getting to know each other • Promoting interests and concerns of landowners to Council • Environmental focus • Strong fish committee • Inexpensive membership costs 	<ul style="list-style-type: none"> • Communication to members • Communication to non member landowners • Low membership • Lack of Lake Plan • Educational material • Web site search engine
Threats	Opportunities
<ul style="list-style-type: none"> • Ardoch lake land development • Uranium mine 	<ul style="list-style-type: none"> • Work with area lake/landowners associations to establish an umbrella group to facilitate issues of common interest • Assist Council with planning and education