

Orient Land Trust Strategic Plan

Vision Statement

OLT conserves the biologically diverse Valley View Hot Springs and its surrounding environment fostering the sustainable balance between landscapes and lifestyles.

Mission Statement

Orient Land Trust is a nonprofit land trust dedicated to the preservation of natural and biologic resources, agricultural lands, wildlife habitat, open space, and historic and geologic features of the northern San Luis Valley for the enjoyment of current and future generations.

Goals and Objectives and Action Plans* to Achieve our Vision and Mission

(Objectives voted as a priority by the Board on 4/16/10 are designated; I (highest), II, III, IV).

Goal #A: Land Conservation. Actively engage OLT supporters, including the Northern San Luis Valley community, to preserve and conserve additional lands with important conservation values from being sold, subdivided or overdeveloped.

Objectives

1. Increase community support of land conservation
 - o Action Plan includes 1) Identifying who our community is. (VVHS, local, land trust), 2) providing outreach to SLV ranchers/farmers through education and information sharing, and 3) increasing donors/members both within and outside Northern SLV
2. Engage in public collaboration and outreach within the greater land conservation community of the San Luis Valley, including public land management agencies, to protect contiguous lands with important conservation values.
 - o Action Plan includes: 1) remaining as leader and supporter for SLV Conservation Roundtable effort and 2) continue active project partnerships with land management agencies
3. Retain a land conservation specialist **(II)**
4. Take the steps required to acquire a CE in Northern SLV **(I)**

Goal #B: Protect OLT lands we own by fee or conservation easement. Become a model land owner by developing and maintaining best management practices for each of the OLT land parcels.

Objectives

5. Model best management practices at the ranch with a balance of productivity and ecological restoration.
 - Action Plan needed
6. Develop and utilize LTA Standards & Practices for managing and monitoring all OLT lands. **(I)**
 - Action Plan includes 1) development of policies, 2) baseline documentation, 2) monitoring schedule, procedure and schedule for updating the management plan for each parcel.

Goal #C: Provide positive naturist experience. Maintain low-impact, clothing-optional recreation facilities that support and represent the Naturist Deed Restriction (12/14/09) with limited development to a diverse public at a minimal cost.

Objectives

7. Complete Village Site Plan **(II)**
 - Action Plan includes: 1) development of a long-range site plan and a short- range (2-3 year) construction plan with budget and timeline through input from board, staff, and members.
8. Establish an ongoing sustainable use and maintenance of hot springs operation
 - Action Plan includes maintaining and minor improvement of existing facilities
9. Measure and improve the visitor experience
 - Action Plan includes: developing a metric for visitor experience and administering it on a regular (annual??) basis.
 - Action Plan includes: 1) the development of the Member Advocate role and process **(II)**, 2) reviewing and maintaining the behavior and safety policies, 3) developing a means of establishing and reinforcing the norms of relaxation and respect for other visitors and the land and facilities. **(III)**

Goal #D: Maintain Fiscal and Oversight Responsibility. Operate OLT as a well-organized, efficient, effective and financially sound organization. Maintain and expand financial resources to provide security, stability, and capability to support OLT's mission and achieve OLT's goals.

Objectives

10. Fully implement board development strategy
 - Action Plan includes; 1) filling the vacant positions on the board and 2) recruiting a local rancher as a board member **(III)**
11. Fully engage all committees
 - Action Plan includes; 1) creating or reviewing charges to all committees and 2) creating job description for committee chairs
12. Enhance board function through training, development and supporting activities
 - Action Plan includes: 1) Establish at least ½ day training per year for all board members, 2) review board function at every meeting, 3) create performance objectives for board members, 4) continue 100% board

membership in LTA, 5) improve board knowledge through observation of other organizations and staying abreast of land trust news through LTA and statewide programs, and 6) establish opportunity for board and staff to have time together annually, 7) consider extending meeting time or frequency

13. Develop volunteer coordinator to fully engage and utilize volunteers **(IV)**
14. Evaluate the staff organization **(III)**
15. Generate sufficient cash-flows to support operations and the action plans in the Strategic Plan and land conservation activities
 - o Action Plan will include proposals for increasing winter usage **(IV)**
16. Improve the support of the staff for the mission and vision of the OLT **(I)**
 - o Action Plan needed
17. Solve IT and data systems security issues
 - o Action Plan includes; 1) reservation software, 2) new donor software **(II)**

Goal #E: Provide Education and Outreach. Promote educational programs, community outreach, scientific study and public appreciation of OLT's unique, natural and biological features.

Objectives

18. Encourage, support and promote scientific research of and education about the resources of OLT lands.
 - o Action Plan includes: 1) the continuation and initiation of new tours of OLT facilities and features, 2) acquiring grants to promote education about sustainability, 3) become a model of sustainable operations
19. Promote image of OLT and as community member
 - o Action Plan needed.

*Action Plans to be developed by ED and approved by the board will include detailed actions, timeline, responsibilities, budget and evidence of completion.