



Clinch River Chapter 662

2009–2010 Strategic Plan

Mission:

Conserve and protect the Clinch River tailwater trout fishery and its watershed.

- **Strengths and Constraints:** Strengths and constraints inherent to our chapter as they pertain to establishment of future projects are as follows:

Strengths: High level and diversity of talent among members; high level of member interest in conservation education, particularly regarding youth; and interest of members in natural resource conservation activities.

Constraints: Small membership; limited number of members willing to take leadership positions; limited involvement of non-fly fishing persons due to stigma of TU's elitist image; lack of broad public support for and interest in hunting and fishing due to shift of population from small town/rural to urban areas.

- **Goal One:** Protect and enhance the biological health of the Clinch River tailwater and its watershed.

Objective: Enhance shoreline and in-stream habitat.

Project 1. Coal Creek bank stabilization – We have completed four bank stabilization projects on this important tributary stream during the last six years. These projects improve flood protection in Coal Creek and improve water quality in the creek and the Clinch.

Action: Complete Fraterville Bridge bank stabilization

Manager: Barry Thacker

Schedule: Fall 2009

Cooperators: TVA (trees); TDEC, Corps of Engineers (permits)

Project 2. Clinch River shoreline stabilization – The chapter completed a major bank stabilization project on the Happney-Scruggs farm in 2001. Chapter members Barry Thacker and Steve Stout own riverfront properties just below Massengill Bridge on the left descending bank; both want to do shoreline work on their properties. They have offered to pay for materials and equipment, and all permits have been obtained.

Action: Complete Stout/Thacker bank stabilization and reclamation projects

Manager: Barry Thacker

Schedule: 2010

Cooperators: TVA; TDEC; Corps of Engineers

Project 3. Shoreline survey – Several years ago, the chapter conducted a shoreline survey of the entire tailwater to determine stabilization needs. Several severely eroded sections were noted, but no landowners would agree to work with us on projects. This survey needs updating.

Action: Conduct shoreline survey from Norris Dam to Highway 61 bridge

Manager: Bill Shipman

Schedule: Complete by summer 2010

Cooperators: N/A

Project 4. Agency biomonitoring and minimum flows – TVA conducts annual fishery and aquatic invertebrate biomonitoring surveys on the Clinch and periodic sampling of Cane Creek and Coal Creek; the Tennessee Wildlife Resources Agency conducts annual quantitative sampling of trout on the Clinch; and the Tennessee Department of Environment and Conservation conducts periodic aquatic invertebrate surveys on Coal and Cane creeks. As of summer 2009, TWRA and TDEC are continuing this monitoring but TVA may cut back on frequency. Budget or other constraints could result in discontinuation of these important biomonitoring activities by TVA and the state.

Action: Verify agency commitment at semiannual coldwater meetings

Managers: Chapter officers who attend coldwater meetings

Schedule: January and July

Cooperators: TVA, TWRA and TDEC

Project 5. Conservation easements – Conservation easements are a tool that could protect the tailwater and its shoreline for the enjoyment of future generations. During 2006/2007, chapter members working with The Land Trust for Tennessee contacted Clinch River landowners to assess interest in donating conservation easements. While some interest was found, no easements were acquired.

Action: Work with land trust organizations to develop a plan for effectively working with Clinch tailwater landowners.

Managers: Buzz Buffington, Jim Ferguson

Schedule: 2009-2010

Cooperators: TN Parks and Greenways Foundation, Foothills Land Conservancy

Project 6. Annual in-river cleanup – Debris has accumulated in the Clinch over the years, contaminating habitat and detracting from a quality fishing

experience. We have conducted at least one in-river cleanup annually for the last 10 years, removing tons of trash and more than 6,000 tires.

Action: Conduct in-river cleanup, focusing on large accumulation of tires between Highway 61 bridge and Lewellyn Island

Manager: Buzz Buffington

Schedule: Mid-summer 2010

Cooperators: TVA

Project 7. Adopt-a-Highway – As a member of TNDOT’s program, we remove roadside trash along Highway 441 from West Norris Road to Norris Dam and also along River Road from Massengill Bridge to Highway 441. This work is done on Saturdays, once every four months.

Action: Conduct roadside cleanups

Manager: John Thurman

Schedule: November, March and July

Cooperators: TNDOT, TVA

Project 8. Annual shoreline cleanup – Fishermen discard a large amount of trash at access areas and public shorelines. Each spring, we collect trash from Highway 61 bridge access area, Peach Orchard access area, Miller Island access area and the entire shoreline from Massengill Bridge to Norris Dam.

Action: Conduct access/shoreline cleanup

Manager: Denny McMahan

Schedule: April 2010

Cooperators: TVA

- **Goal Two:** Attract new members, increase level of member activity, and conduct funding activities.

Objective One: Attract new members and increase involvement of members in chapter activities.

Project 1. Membership survey – A number of years ago, the chapter conducted a survey of members regarding wants and needs such as meeting location, types of programs and types of activities. Several members have suggested that a new survey be conducted.

Action: Conduct membership survey

Managers: Bill Guinn, Jim Ferguson

Schedule: Winter 2009-2010

Cooperators: N/A

Project 2. Welcoming Committee – Newcomers to meetings need to have a positive experience so they will consider becoming active members. Meetings should be informative and welcoming.

Action: Develop a welcoming protocol

Manager: John Thurman

Schedule: Fall 2009

Cooperators: N/A

Project 3. Liaison with Casting for Recovery – Our chapter has supported Casting for Recovery with dollars, members have served as guides/mentors and we have developed an aquatic invertebrate collection for the program – “Norton Creek Bugs.” Some women who attended CFR have become active chapter members.

Action: Invite CFR participants from our area to join our chapter

Managers: Lindsay Long, Pam Krapf

Schedule: Spring 2010

Cooperators: CFR

Project 4. New activities – Members have expressed interest in new activities such as an on-the-river fishing seminar and picnic for members and their families and friends.

Action: Conduct an on-the-river fishing event (spin and fly) and a picnic for members and their family and friends

Manager: Jerry Van Fossen (event), Jim Ferguson (food)

Schedule: Summer 2010

Cooperators: N/A

Project 5. Make monthly programs more attractive to members and the general public – Members have recommended a number of ideas such as a program on advanced fly tying and a more structured and entertaining session for the annual November swap and/or sell program.

Action: Develop an improved program menu for 2009-2010

Managers: Board

Schedule: Fall 2009

Cooperators: N/A

Project 6. CRCTU apparel and incentives – To publicize the chapter’s work and to create a more positive experience for someone first joining the chapter, make available clothing, hats and fly boxes carrying the chapter name and logo, to be worn during public activities and to be presented to guest speakers and new members. Also included would be orange safety vests with the chapter name, to be worn during highway and shoreline cleanups.

Action: Consider providing and/or selling logo apparel and incentives

Managers: Board

Schedule: Fall 2009

Cooperators: N/A

Objective Two: Conduct fundraising activities.

Project. Annual fly tying class – We have been holding a beginners’ fly tying class each January/February for the past 10 years. The class includes 10

students who are charged \$100, which includes a TU membership. Chapter members serve as instructors.

Action: Conduct beginners' fly tying class

Manager: Buzz Buffington, Little River Outfitters (materials)

Schedule: January and February

Cooperators: CRCTU instructors, Little River Outfitters

- **Goal Three:** Contribute to youth education regarding aquatic biology and increase public awareness of the economic and ecological significance of the Clinch River tailwater.

Objective One: Provide aquatic natural resources educational opportunities for area youth.

Project 1. Trout in the Classroom – This is a project designed for students in grades K-12. Students set up a classroom aquarium environment suitable for hatching trout eggs; trout fry are hatched and released directly into the Clinch or tributary stream such as Clear Creek. The program is an excellent conservation teaching tool. A pilot project was completed in 2009 at Briceville Elementary.

Action: Continue TIC at Briceville, expand to Norris Elementary

Managers: Briceville, Barry Thacker, Carol Moore; Norris, Dick Geiger, John Thurman

Schedule: 2009-2010 school year

Cooperators: Briceville Elementary School, Norris Elementary School

Project 2. Coal Creek Health Day – Each October our chapter joins with the Coal Creek Watershed Foundation to hold a daylong environmental health day at Briceville Elementary School. Kids get to work with TVA biologists and chapter members in conducting a biological monitoring survey of Coal Creek.

Action: Participate in Coal Creek Health Day

Managers: Carol Moore, Barry Thacker

Schedule: Oct. 30, 2009

Cooperators: TVA

Project 3. Kids Fish Free Day – For the past seven years, our chapter has conducted this popular event. It is held each June on the Saturday designated by TWRA as fish free day. Kids get to fish, tie flies and learn about and enjoy the river. We provide equipment, instructors and food and drinks.

Action: Conduct Kids Fish Free Day

Manager: Carol Moore

Schedule: June 2010 (date set by TWRA)

Cooperators: TVA, TWRA

Project 4. Anderson County High School (ACHS) Advanced Placement Biology class – In May 2009, we conducted an aquatic ecology field trip for

ACHS AP biology which included a session on the watershed concept and a Benthic Index of Biotic Integrity (BIBI) survey of aquatic invertebrates in Hinds Creek. We also provided the Back the Brookie educational DVD, which the class found very useful.

Action: Participate in ACHS AP biology field trip

Manager: John Thurman

Schedule: May 2010

Cooperators: Anderson County High School

Project 5. Work with Boy Scouts – Bill Guinn met with local Scouts in Spring 2009, and the chapter agreed to cooperate with the Scouts on two projects, one in September 2009 and another in spring 2010.

Action: Conduct aquatic biology and fly/spin fishing activities for Boy Scouts

Manager: Bill Guinn

Schedule: Sept. 19, 2009, and spring 2010

Cooperators: Boy Scouts

Objective Two: Increase public awareness of the economic and ecological significance of the Clinch tailwater, and of the chapter's work to conserve, protect and sustain the tailwater.

Project 1. Develop improved communication strategy – In 2001, the chapter developed a 20-minute video for the purpose of educating the general public about the significance of the Clinch. The video was shown to 15 or 20 organizations over a period of about six months. Several members have expressed an interest in addressing this topic again to see if there are ways to further inform the public not only about the Clinch but also about the Clinch River Chapter of Trout Unlimited. Suggestions included a prepared presentation, a new video and a trifold tabletop display about the chapter and its work.

Action: Develop a communication strategy for board review

Managers: Dick Geiger, Frances Oates and Board

Schedule: Spring 2010

Cooperators: Chapter members