



Clinch River Chapter 662

2010–2011 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. Project 1 was completed in fall 2009 except for planting trees, which was delayed until fall/winter 2010.

Action: Complete Fraterville Bridge bank stabilization

Manager: Barry Thacker

Schedule: Fall/winter 2010

Cooperators: TVA, TDEC, Corps of Engineers

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. In fall 2009 they met with Jim Hagerman and Tiffany Foster from TVA; Hagerman suggested installing more rip-rap and refraining from excavating. Barry will revise the permit applications and resubmit them to TVA.

Action: Complete Stout/Thacker bank stabilization and reclamation projects

Manager: Barry Thacker

Schedule: 2011

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 2011

Cooperators: N/A

Project 4. Agency biomonitoring and minimum flows – TVA now conducts fishery and aquatic invertebrate biomonitoring surveys every five years 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.

Action: Verify agency commitment at semiannual coldwater meetings

Managers: Chapter officers who attend coldwater meetings

Schedule: Ongoing

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 2006-07, 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: Invite Damon Hearne, Southeast Land Protection Coordinator for Trout Unlimited, and possibly invite land trust representatives, to educate the chapter on conservation easements.

Managers: Jim Ferguson, Buzz Buffington

Schedule: 2010-11

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 11 years, removing tons of trash and more than 6,500 tires.

Action: Conduct in-river cleanup, continuing to focus on accumulation of tires between Highway 61 bridge and Lewellyn Island

Manager: Buzz Buffington

Schedule: Mid-summer 2011

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, approximately every four months. In April 2010 the highway cleanup was combined with the shoreline cleanup (below).

Action: Conduct roadside cleanups

Manager: John Thurman

Schedule: November, April and July

Cooperators: TNDOT, TVA, Keep Anderson County Beautiful

Project 8. Annual shoreline cleanup – Fishermen discard trash at access areas and on 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 2011

Cooperators: TVA

Project 9. Tennessee Bottle Bill – Support passage of Pride of Place (POP), the Tennessee bottle bill, working in cooperation with all the entities involved.

Action: Support passage of the bottle bill

Manager: Bill Guinn

Schedule: 2011

Cooperators: Marge McCormick Davis, Tennessee Bottle Bill Project

- **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. 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: Ongoing

Cooperators: CFR

Project 2. New activities – An on-river fishing seminar initiated in 2009 proved very successful; it will be repeated annually as long as it remains popular. The 2009 seminar was on Lonnie Hatmaker’s property on the Clinch upstream from Second Baptist Church. Participants, from beginners to experienced anglers, heard talks on Clinch history and biology and on fishing

etiquette and safety, and saw demonstrations of spincasting and fly fishing; then students paired with instructors and went fishing. Lunch followed.

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

Manager: Jerry Van Fossen, Jim Ferguson

Schedule: Summer 2011

Cooperators: N/A

Project 3. Make monthly programs attractive to members and the general public – Members have recommended a number of ideas including 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 attractive, varied program menu for 2010-11

Managers: Board

Schedule: Ongoing

Cooperators: N/A

Project 4. CRCTU apparel and incentives – To publicize the chapter's work and to create a more positive experience for newcomers, make available clothes, hats and fly boxes carrying the chapter name and logo (such as the caps and fly boxes already in hand), to be worn during public activities and to be presented to guest speakers and new members. Also included could be orange safety vests with the chapter name, to be worn during highway and shoreline cleanups. Special note for 2010-11: TU National awarded the chapter a Sage ZXL 590 four-piece, five-weight rod for collecting the most trash during nationwide stream cleanup days in April 2010; the rod will be used as an incentive in 2011, with volunteers getting one chance in a drawing to win it for every chapter cleanup they participate in. The rod will be awarded at the November 2011 chapter swap meet.

Action: Provide and/or sell logo apparel and incentives

Managers: Board

Schedule: Ongoing

Cooperators: N/A

Objective Two: Conduct fundraising activities.

Project 1. Annual fly tying class – We have been holding a beginners' fly tying class each January/February for the past 11 years. The class comprises 10 students who pay \$100 each (this 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

Project 2. Intermediate fly tying program – Since the beginners' class has not only raised money but also has served as our most effective way to attract new members, a more advanced instruction program seems the logical next step.

Action: Develop an intermediate fly tying class or program

Manager: Clayton Gist

Schedule: 2011

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 a tributary such as Clear Creek. The program is an excellent conservation teaching tool. A pilot project was completed in 2009 at Briceville Elementary and continued in 2010; a new program started in 2010 at Norris Elementary.

Action: Continue TIC at Briceville and Norris, expand to other schools as appropriate

Managers: Briceville, Barry Thacker, Carol Moore; Norris and other area schools, Dick Geiger, John Thurman, Terry Douglas

Schedule: 2010-11 school year

Cooperators: The schools

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. 22, 2010

Cooperators: TVA

Project 3. Kids Fish Free Day – For the past eight 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

Managers: Dick Geiger, Clayton Gist, Beth Van Fossen

Schedule: June 2011 (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. The activity was repeated in 2010.

Action: Participate in ACHS AP biology field trip

Manager: John Thurman

Schedule: May 2011

Cooperators: Anderson County High School

Project 5. Work with Boy Scouts – Bill Guinn met with area Scout officials in spring 2009, and the chapter agreed to cooperate with the Scouts on two projects, one in September 2009 and another in spring 2010. Several members have become certified merit badge counselors. Although further efforts to connect with local Scout leaders have been slow to produce results, plans are in the offing to participate in a merit badge college and to take an area troop fishing.

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

Manager: Bill Guinn

Schedule: 2011

Cooperators: Boy Scouts

Project 6. Great Smoky Mountains Aquatic Biology and Trout Fishing Adventure – John Thurman has worked with Jack Betchick of Delta Chapter to organize the Tennessee Council's first trout camp for June 19-24, 2011, at Great Smoky Mountains Institute at Tremont in Great Smoky Mountains National Park. Statewide, 12 boys and girls 12 to 15 years old will be accepted. Trout Unlimited volunteers will be needed to mentor students in fly tying and guide students in fly fishing. Chapter member Clayton Gist and his wife Shirley have volunteered to serve as camp chaperones for the week.

Action: Recruit student participants and TU volunteers

Manager: John Thurman

Schedule: 2010-11

Cooperators: Tennessee TU chapters and council

Project 7. Bluegill Pond – In support of our work with youngsters, the chapter is looking for a nearby bluegill pond whose owner will allow us to use it for taking children fishing. Several options are being explored by board members.

Action: Find a productive bluegill pond, get permission to use it

Manager: Board

Schedule: 2010-11

Cooperators: Pond owner

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 and a new video; a tabletop display was prepared in 2009-10.

Action: Continue refining a communication strategy for board review, including the newsletter, broadcast e-mails, tabletop display and possibly a video and prepared public presentations

Managers: Dick Geiger, Frances Oates and Board

Schedule: Spring 2011

Cooperators: Chapter members

Project 2. Enhance Web site – Jamie Nelson of Norris, a professional in computer science and wife of a chapter member, has offered to refine our Web site, which is hosted by Barry Thacker’s firm, Geo/Environmental Associates.

Action: Update and improve the Web site, www.crcu.com

Managers: Frances Oates, Jamie Nelson

Schedule: 2011

Cooperators: Chapter members