

City of Lake Geneva Mission Statement

The City of Lake Geneva seeks to preserve its small city atmosphere, reasonable cost of living and high quality of life by carefully controlling land use and development and delivering high quality programs and services in a responsible manner.

In service to the mission of the City of Lake Geneva, the Avian Committee has developed the following plan for strategic action and good stewardship of the human, natural, and fiscal resources of the City.

DRAFT City of Lake Geneva – Avian Committee Mission Statement

The City of Lake Geneva Avian Committee seeks to

- *preserve and nurture the birds and the bird habitats of Lake Geneva,*
- *build the understanding of all community members and partners about this natural asset,*
- *encourage residents and partners to value and protect this asset,*
- *equip the next generation to become the future stewards of these resource,*
- *contribute to research designed to help birds thrive, and*
- *engage our residents and tourists in enjoying and celebrating our birds.*

From our planning efforts, the following general goal areas were identified.

1. **Birds Thrive:** *preserve and nurture the birds and the bird habitats of Lake Geneva*
2. **Community Awareness:** *build the understanding of all community members and partners about natural asset enriches the community*
3. **Community Engagement:** *encourage residents and partners to value and protect this asset*
4. **Educate the Next Generation:** *equip the next generation to become the future stewards of these resource*
5. **Research:** *contribute to research designed to protect our birds*
6. **Tourism:** *engage our residents and tourists in enjoying and celebrating our birds*
7. **Strategic Action:** *begin or expand discussions and collaboration with other groups to increase the efficiency, scope, and impact of projects*

The following chart (logic model) outlines the manner in which Avian Committee Members are planning to make progress toward those goals in 2019.

Project: City Purple Martin Houses

Goal Areas:

- Bird Thrive
- Community Awareness
- Research

Objective #1: In 2019, members of the Avian Committee will work to increase the Purple Martin Colony in the City’s houses.

<i>Activities</i>	<i>Partners</i>	<i>Funds</i>	<i>Source</i>
Maintain current houses	Street Dept.	\$700	GF
Add a set of gourds to one house	Street Dept.	\$1,000	GF
Design and distribute information		\$150	GF – misc.
Recruit volunteer house monitors	Avian/conservation groups	(see above)	
Media release/PR effort	Media outlets	(see above)	
Train volunteer house monitors	Purple Martin Conservancy	NA	
Equip monitors – nest needs		\$300	GF
Monitor houses		NA	
Maintain count sheets		NA	

Project: Purple Martin Houses – Educational Signage

Goal Areas:

- Community Awareness
- Community Engagement
- Educate the Next Generation

Objective #2: In 2019, members of the Avian Committee will purchase interpretive signs and will work with the Street Department to erect these at the City Purple Martin houses

<i>Activities</i>	<i>Partners</i>	<i>Funds</i>	<i>Source</i>
Main interpretive sign (Library house)		\$900	GF
Simple Purple Martin house signs (other houses)		\$150	GF
Erect signs	Street Dept.		

Project: Swift Night Out

Goal Areas:

- Community Awareness
- Community Engagement
- Educate the Next Generation
- Strategic Action

Objective #3: In 2019, the members of the Avian Committee, in partnership with the Geneva Lake Museum, will host Swift Night Out – with a special emphasis on **engaging young people**.

<i>Activities</i>	<i>Partners</i>	<i>Funds</i>	<i>Source</i>
Secure location/date/time	Geneva Lake Museum	NA	
Speaker (mileage and meal)	Avian groups	\$375	GF

Refreshments		\$25	GF – misc.
Design and distribute information		\$150	GF – misc.
Reach out to schools/student groups	Schools, youth groups	(see above)	
Media release/PR effort	Media outlets	(see above)	

Project: Tuesday @ 2

Goal Areas:

- Bird Thrive
- Community Awareness
- Community Engagement
- Strategic Action

Objective #4: In 2019, members of the Avian Committee will work with the Geneva Lake Museum to host a Purple Martin Tuesday @ 2 talk, with an emphasis on private Purple Martin houses.

<i>Activities</i>	<i>Partners</i>	<i>Funds</i>	<i>Source</i>
Secure location/date/time	Geneva Lake Museum	NA	
Speaker (mileage and meal)	Avian groups	\$350	GF
Design and distribute information		\$150	GF – misc.
Reach out to conservation groups	Conservation groups	(see above)	
Media release/PR effort	Media outlets	(see above)	

Project: Bird Cams – Grant Proposal

Goal Areas:

- Community Awareness
- Community Engagement
- Educate the Next Generation
- Strategic Action

Objective #5: In 2019, members of the Avian Committee will apply for an Alliant Energy Community Grant to fund one or more “bird cams” to wirelessly stream activity in these locations. Note: This objective will complement objectives 2 and 3. The “bird cams” would be placed in the Geneva Lake Museum chimney (see Swifts Night Out) and in a City Purple Martin houses.

<i>Activities</i>	<i>Partners</i>	<i>Funds</i>	<i>Source</i>
Collaborate with Geneva Lake Museum	Geneva Lake Museum	NA	
Research cams and streaming tech	Avian groups	NA	
Research link to City website	City staff	NA	

Project: Pilot Elementary School Project

Goal Areas:

- Educate the Next Generation
- Community Engagement
- Research
- Strategic Action

Objective #6: In 2019, members of the Avian Committee will partner with and support a pilot avian education program in a local elementary classroom. This classroom experience will include an engaged learning experience related to World Migratory Bird Day (including bird counts).

<i>Activities</i>	<i>Partners</i>	<i>Funds</i>	<i>Source</i>
Collaborate with local educator	School/teacher	NA	
Research avian curriculum	Avian groups/educators	NA	
Research integration into common core	Educators	NA	
Purchase supplies		\$200	GF
Awards for student projects			
Evaluate for replication	Educators		

Project: Library Program for Young Citizen Scientists

Goal Areas:

- Educate the Next Generation
- Community Engagement
- Strategic Action

Objective #7: In 2019, members of the Avian Committee will partner with the Library to present at least one summer program for children (based on the curriculum/learning experiences from the pilot education program).

<i>Activities</i>	<i>Partners</i>	<i>Funds</i>	<i>Source</i>
Modify exercises from pilot ed. prog	Educators	NA	
Attempt to integrate with Martin monitoring		NA	
Develop and print education materials		\$200	GF

Project: Tourism Project

Goal Areas:

- Tourism
- Public Awareness
- Strategic Action

Objective #8: In 2019, members of the Avian Committee will collaborate with local tourism groups to develop an avian-related tourism project and will applied for a tourism grant. Note: The Committee would like to utilize existing/proposed resources and events (such as the Purple Martin Project).

<i>Activities</i>	<i>Partners</i>	<i>Funds</i>	<i>Source</i>
Meet with potential partners	Tourism groups and businesses		
Inventory avian assets			
Develop a tourism product	Tourism groups and businesses		
Develop a collaboration PR plans	Tourism Groups		
Write Grant			

Project: Actions & Collaborations to Maximize Efficiencies & Outcomes

Goal Areas:

- Strategic Action

Community Engagement

Objective #9: In 2019, members of the Avian Committee will undertake the following activities to attempt to expand resources, find synergies, and maximize outcomes.

<i>Activities</i>	<i>Partners</i>	<i>Funds</i>	<i>Source</i>
Research and write Bird City Application	Tree Board & City Staff		
Submit Application (Fee)	City Staff	\$75	GF
Purple Martin Association membership	PM Association	\$125	GF
Create process for ordinance review	City Staff		
Research tech- interoperability issues	City Staff		
Collaborate for info, dissemination	Tourism Groups		
Cookies for a Cause	Simple Bakery		
Process to recognize “Bird Friendly” yards	Avian Groups/Common Council	\$50	GF
Research “window strike” abatement	Avian & Conservation Groups		