

# Buck Lake Association Strategy Map 2017

Vision

To enhance the health and people's enjoyment of Buck Lake now and for future generations

SWOT

1. Credibility of the Board  
2. Committed to the vision  
3. We represent different interest on the lake  
**S**

1. Lack of focus  
2. Inability to attract members to board and association  
3. Communication with committees  
**W**

1. Work with township on short and long term projects  
2. Work with other organizations within the surrounding area (i.e. Frontenac Park, other Lake Associations.  
3. Advertise/network/interact and support social events with the Buck Lake community  
**O**

1. Complacency of Buck Lake Residents  
2. Threat to Lake Quality  
3. Increased Traffic on the Lake  
**T**

Key Issues

Environmental Health of Lake

Lack of Membership

Succession Planning for Board

Involvement of committees and activities

Supportive Community

Communication (i.e. with township)

Strategic Imperatives

**Increase Membership**

**Create more Interest in the Buck Lake Community**

**Provide Education on Environment of the Lake**

Tactics & KPIs

**TACTICS / KPIs**  
1. Direct email regarding expired memberships  
2. Publish Communication what we do  
3. Utilize Sign Membership Notice

**TACTICS / KPIs**  
1. Create a Buck lake directory (S/C/Cr )  
2. Reactivate Neighbourhood Watch (D/G)  
3. Combining events together (boatilla and BBQ) (D/J)

**TACTICS / KPIs**  
1. Provide environmental information in newsletter/website  
2. Education Night  
3. Meet neighbours promote environment