

Altacal Audubon Society Strategic Plan for 2010 and Out Years

Approved by the AAS Board of Directors – January 13, 2010

The purpose of this plan is to establish goals and objectives that may be achieved in the coming years. It is, however, a dynamic plan that is subject to change and revision as circumstances dictate. This plan should be used as a road map for activities as the chapter functions and participates within the community through time.

Annual Plan – 2010

1. Provide ten membership program meetings (none in July and August) with programs on conservation, birding, science, and natural history subjects.
2. Provide two or more bird walks/field trips per month year-round and at least six camping or other overnight out-of-the-area trips each year.
3. Provide, starting in February, a monthly “beginning bird walk” in Bidwell Park in conjunction with the Chico Creek Nature Center. These walks will be publicized locally and be open to the public.
4. Work on establishing a few bird walks/field trips each year that can be advertised as accessible for persons with disabilities and bird walks/field trips that are especially designed for families and children.
5. Sponsor and participate in Christmas Bird Counts for Chico and Oroville and participate in other counts in the surrounding area.
6. Provide a Chapter Newsletter on a bi-monthly basis (December, February, April, June, August and October).
7. Maintain and improve on our mutually beneficial relationship with the Snow Goose Festival of the Pacific Flyway.
8. Review, comment on and provide guidance on environmental documents, the Bidwell Park Master Plan, the Butte County HCP/NCCP and other activities which affect bird habitat or a safe environment in our area.
9. Pursue grants to help create and finance a Sacramento River Bank Swallow brochure to inform landowners about incentive programs to protect swallow habitat.
10. Seek to fill an Altacal Audubon Society Board of Directors Committee Chair vacancy on the Sanctuary, Lands and Refuge Committee.
11. Add to the Altacal Audubon Society web site a section on “Birding Sites and Hikes”.
12. Update the AAS Strategic Plan and AAS Bylaws yearly.
13. Maintain liaison with and actively support the following: Chico State Birding Club; Sacramento National Wildlife Refuge Complex; Chico Creek Nature

- Center; Esquon Ranch children's education programs; the Sacramento River Preservation Trust and the Bidwell-Sacramento River State Park.
14. Continue with the AAS Fall Fund Raiser, participation in the Annie B's Community Drive and the SNWR bookstore as sources of income.
 15. Participate in the following outreach activities: Altacal booth at the Chico Saturday Farmers' Market; BEC Endangered Species Faire; Snow Goose Festival and the Heron Festival.
 16. Continue AAS emphasis on outdoor and environmental education for youth
 17. Improve membership by five percent.

Five Year Plan

1. Improve membership by twenty-five (25) percent.
2. Determine what a redesigned AAS web site should look like and contain, and then make it happen.
3. Make a serious effort to turn the Arneberg property into something that actively supports AAS goals.

Ten Year Plan

1. Continue into AAS's seventh decade to provide service to the community and its critters, especially birds.

Adopted January 16, 2010