

NYSFOLA STRATEGIC PLANNING PROGRESS AND STATUS 2025 - 2026



NYSFOLA Overview

- Non Profit 501(c)(3) – 44th Year
- @ 350 Members => 230 Lake Associations, 116 Individuals, 4 Other
- Citizens Statewide Lake Assessment Program (CSLAP)
 - 199 Lakes (212 sites), over 675 volunteers
 - @120 new volunteers will be trained, @23 here
 - Nancy Mueller, NYSFOLA CSLAP Coordinator
 - Alene Onion, NYS Department of Conservation, CSLAP Coordinator
- Two Staff, 19 Board Members, Volunteer Committees



NYSFOLA Committees

Operations

- Finance
- Investment
- Fundraising & Membership
- Benefits & Compensation

Governance

- Executive
- Nominations
- By Laws
- Strategic Planning

Outreach

CSLAP

Organizational
Training & Support

Conferences

Annual
Regionals (4)

Other

Membership Services - TBD
Gift & Scholarship
Science Advisory Committee (SAC)
Advocacy



Strategic Planning

Why?

- October 2023 – Executive Director and Full Time CSLAP Coordinator Positions Created

Why?

- Growing Needs: Environmental Issues, Shifting Political Climate, Policy Changes, CSLAP Growth...
- A Plan Was Needed to Assist With And Respond to Those Needs (5 yr)



Strategic Planning Committee



NYSFOLA:

Jan Andersen

David Carr

Tarki Heath

John Jablonski

Dean Long

Bernie Thoma



LCP Consulting:

Kate Budlong

Karen Macier



Strategic Plan Objectives

1: Advocacy & Public Policy

2: Organizational Sustainability: Revenue, Finances & Administration

3: Membership Services

4: Partnerships & Collaboration

5: Marketing & Branding




Initial Focuses

- Advocacy – Advocacy and Science Advisory Committees
- Expanding Partnerships and Fundraising
- Enhancing Membership Services
- Lake Association and Individual Involvement
 - Communication Actively Share Information
 - Volunteers



How Are We Doing?

- Aggressive/Ambitious Plan
- Strategic Plan – Working Document
- September 2025 – Assessment of progress
 - 2025 Planned Actions: completed, partial, new completion date...
 - Overall General Review of Objectives
- May/June 2026 Assessment



New York State Federation
of Lake Associations

NYSFOLA Strategic Plan List of Actions for 2025

DRAFT - Compiled from Detailed Implementation Plan 07/29/25; rev September 3, 2025

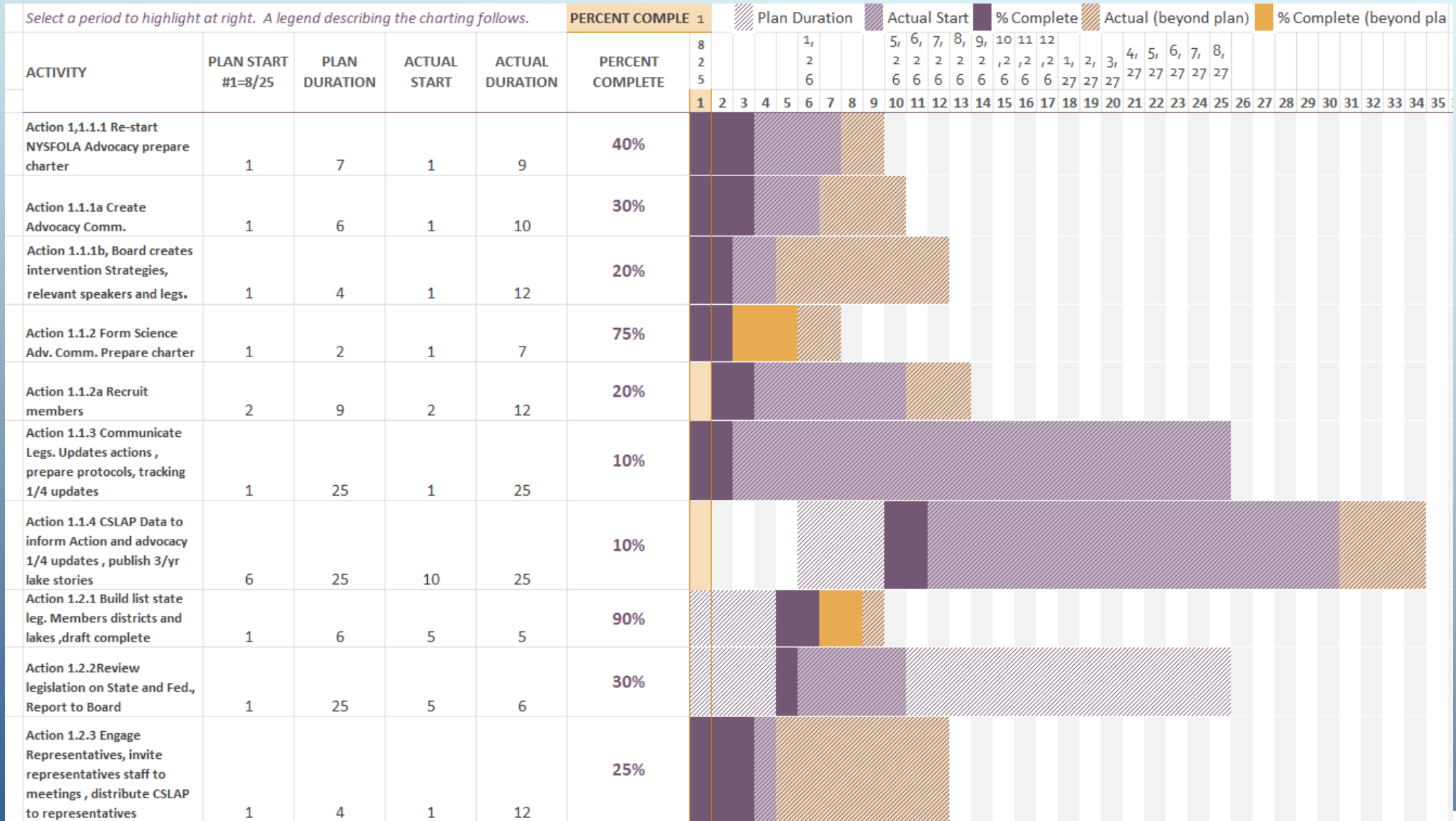
Note: Section numbers correspond to the Detailed Implementation Plan

Objective 1: Advocacy & Public Policy

- **1.1.1 Reactivate the NYSFOLA Advocacy Committee** – Executive Committee, Executive Director, Advocacy Chair, Members
 - Develop a charter to capture the purpose, expectations, roles, and three key goals for 2025 based on membership input and Board approval
 - *Within the first 8 months of 2025*
 - Establish Advocacy Committee at September 2025 Board Meeting
 - Bring suggestions to the Board for intervention strategies, including recommendations for speakers, and legislative approaches
 - *December 2025*
- **1.1.2 Form a Science Advisory Committee** – Executive Committee, Executive Director
 - Develop a charter to capture the purpose, expectations, and roles
 - *Within the first 8 months of 2025*
 - *Refinements of charter to Board before September 2025 meeting*
 - Bring suggestions to the Board for intervention strategies and recommend speakers and articles on current topics of interest
 - *Ongoing*
- **1.1.3 Communicate Legislative Updates and Publicize New Regulations** – Executive Director
 - Develop and implement protocols and schedules for email and newsletter distribution of legislative updates and new regulations
 - *Within the first 6 months of 2025-2026*
 - *Tracking, reporting what we've done and what has occurred (legislations, hearings....)*
 - Provide quarterly updates
 - *Ongoing*
- **1.1.4 Use CSLAP data to inform advocacy and action** – Executive Director, CSLAP Coordinator
 - Create a plan for the distribution of quarterly updates on CSLAP
 - *Within the first 6 months of 2025-2026*
 - Produce and publish 3 specific lake association stories in 2025

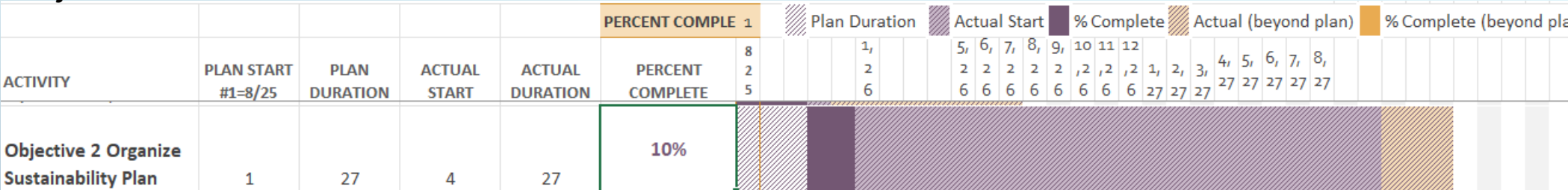
Approximate Timetable (DRAFT)

Objective 1 – Advocacy & Public Policy

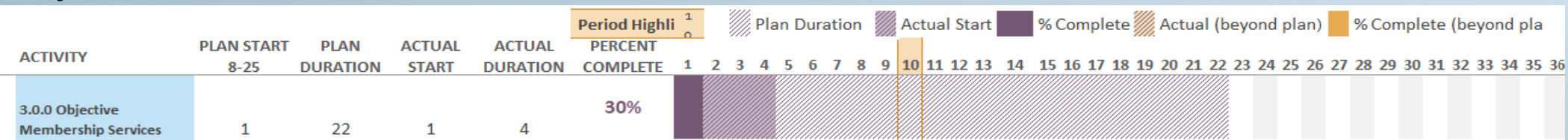


Approximate Timetable (DRAFT)

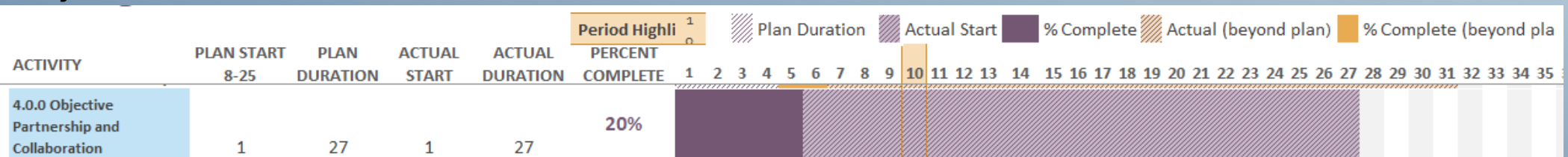
Objective 2



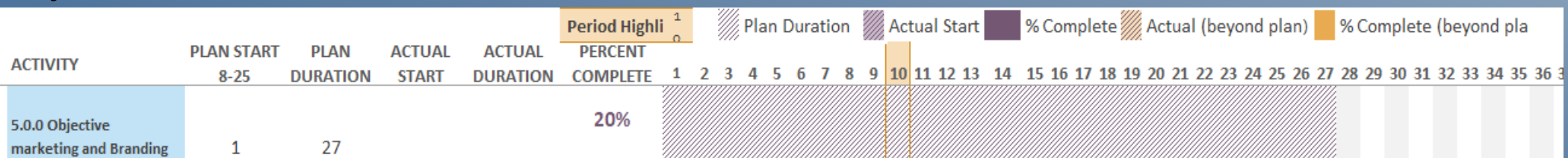
Objective 3



Objective 4



Objective 5

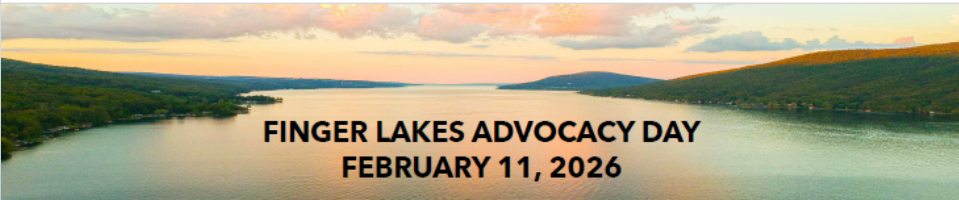


Advocacy Activities

- Ongoing efforts to open discussions with legislature, NY State and Federal topics
- February 2026 - Finger Lakes Advocacy Day (Albany)
- April 2026 – Informational statement sent to membership per the invalidation of DEC’s freshwater wetlands classification due to noncompliance with SEQRA
- Albany Meetings – (Dean Long)
 - Four trips with other stakeholders to meet with legislators, contacted between 16-20 offices
 - Asking for support of: separate funding for Finger Lakes Projects; advancing Nutrient Inactivation legislation; and supporting HABs Monitoring and Management.
 - 2025 NYSFOLA conference HABs legislation presentation – FLRWA



Finger Lakes Advocacy Day



FINGER LAKES ADVOCACY DAY FEBRUARY 11, 2026

Join Finger Lakes land conservationists and clean water advocates in the State Capitol on February 11th to advocate for policies and programs that support conservation while educating legislators and their staff about programs and partnerships that are having a positive impact on our region's water quality. The Finger Lakes Land Trust is coordinating this day to help lake associations, watershed councils and other groups make their voices heard in Albany.

Finger Lakes Advocacy Day will be held at the State Capitol from 9:00am to 3:30pm on Wednesday, February 11th. The day will include a briefing of attendees by legislators; the opportunity to educate legislative staff about water quality, watershed priorities and programs; table displays in the entrance to the legislative office building; a press conference; and the opportunity to network with peers. Lunch will be provided.

Attendees are also encouraged to participate in EPF Lobby Day, sponsored by New Yorkers for Clean Waters & Jobs. This event will take place on Tuesday, February 10th from 10:00am to 4:00pm. EPF Lobby Day will bring more than a hundred New Yorkers from all over the state to share how the state's Environmental Protection Fund (EPF) has benefited their communities. At the conclusion of EPF Lobby Day, those attending Finger Lakes Advocacy Day will be invited to attend a social gathering at a location that is walking distance from the Capitol.

Finger Lakes Advocacy Day is being coordinated by Molly Corley, Executive Coordinator for Finger Lakes Land Trust. A schedule for the event and a Zoom briefing on all associated activities will be held on January 15th at 4:00pm. Please contact Molly at mollycorley@fltt.org or (607) 275-9487 to participate in the Zoom or with any questions about this event.

Registration link for Finger Lakes Advocacy Day -
<https://forms.gle/F2enKwZUzk27FXnu8>

Registration link for EPF Lobby Day -
https://docs.google.com/forms/d/e/1FAIpQLSfQtYwlb0piQM_8ZsotKMxVw5uck3StRg-3XBHHpPYQ9eJ1nA/viewform

Please register by February 1st.

We hope to see you in Albany!

FINGER LAKES ADVOCACY DAY February 11, 2026

DRAFT AGENDA

February 10

Social Hour at City Beer Hall, 42 Howard Street
430 – 530 complimentary [pizza](#) with cash bar

February 11

- 830-900 Set up of displays [in](#) entrance to Legislative Office Building (LOB)
- 845-915 Coffee & pastry at 944A LOB
- 915-930 Introductions & review of agenda (944A LOB)
- 930-1015 Presentation by Consultant Jeff Jones on effective advocacy & coalition building with Q&A (944A LOB)
- 1015-1115 Legislative briefing with Senator Rachel May, Steve Gamache of Legislative Office of Rural Affairs & others (944A LOB)
- 1130-noon Mtg with Assembly member Glick and/or staff (621 LOB)
Mtg with Senator Harckham and/or staff (310 LOB)
- Noon-100 Engagement of members & staff & photo ops at display area (entrance to LOB)
- 100-130 Mtg with Assembly member Bailey and/or staff (718 LOB)
Mtg with Assembly member [Lemondes](#) and/or staff (720 LOB)
Mtg with Assembly member Palmesano and/or staff (448 LOB)
- 145-215 Mtg with Assembly member [Kelles](#) and/or staff (538 LOB)
- 130-300 Additional [mtgs](#) to be scheduled
- 300 Breakdown of displays & depart

Questions?



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