



Clinch River Chapter 662 2016-2017 Work Plan

This annual work plan is designed to carry out the mission and vision stated in the fiscal year 2016-2020 Strategic Plan. This work plan lists three goals the Clinch River Chapter and Trout Unlimited feel are important to be successful during this fiscal year.

• **Goal One:** Promote conservation by protecting and enhancing the biological health of the Clinch River and its watershed.

Objective: Enhance shoreline and in-stream habitat.

Project: Big Clinch River Cleanup – Trash accumulates in the Clinch, potentially endangering wildlife and detracting from a quality fishing experience. We have conducted at least one in-river cleanup annually for many years, removing tons of trash and more than 7,000 tires; in 2013, this evolved into the Big Clinch River Cleanup, a community event with 75 volunteers initially. Since then our goal is to recruit 100 volunteers each year. We will request a grant from TVA to help cover costs of supplies and the morning breakfast at the Museum of Appalachia.

Action: Conduct Big Clinch River Cleanup

Manager: Rusty Hallett

Schedule: July 22, 2017

Cooperators: TVA, Anderson County Solid Waste Management, Anderson County Tourism Council, Keep Anderson County Beautiful, 3 Rivers Angler fly shop

Project: 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 along River Road from Highway 441 to Massengill Bridge. This work is conducted on Saturdays, approximately every three months.

Action: Conduct roadside cleanups

Managers: Tony Gregg, John Thurman

Schedule: Feb. 25; April 29; on Big Cleanup day, July 22; and October 28. Note: Coordinate with Anderson County Road Superintendent when road mowing occurs in the spring.

Cooperators: TNDOT, TVA, Keep Anderson County Beautiful

• **Goal Two:** Attract new members, increase level of member activity and conduct funding activities.

Objective One: Attract new members, increase involvement of members in chapter activities and conduct funding activities to support chapter-sponsored meetings and functions.

Project: Women's initiative – Recruiting new women members and developing women leaders is important to achieving success in all our goals. Creating a welcoming environment for women interested in fly fishing will help the chapter increase female participation.

Action: Develop outreach, networking and activities focusing on women interested in fly fishing. Conduct family outings with fly casting and fly tying demonstrations during Saturday chapter meetings.

Manager: Melissa Maples-Harrell

Schedule: Ongoing, including the Women on the Water event in September in conjunction with National Public Lands Day

Cooperators: TU women's initiative coordinators from other chapters and councils, TU national staff, TVA and volunteers

Project: Membership Development

Action: Greet new visitors and members at monthly meetings and sponsored activities. Make everyone feel like they are family; find out and record their interests and what programs and activities they feel are important in TU. This will lead to retention of TU members, identify talent and help develop leaders.

Managers: Membership chair Dick Geiger, board, officers

Schedule: Ongoing

Cooperators: Current and past chapter leaders

Project: How to Fish the Clinch – Fishing seminar held in May will be repeated annually as long as it continues to meet its goal of adding new members or increases the level of member activity.

Action: Conduct in-river fishing seminar (spin and fly) to attract new members to the chapter

Managers: David and Melisa Harrell

Schedule: May 2017

Project: Norris Day – Booth at Norris Day will illustrate the chapter's projects and introduce fly tying and fly casting.

Action: Develop an attractive tabletop display that demonstrates the chapter's achievements

Managers: Board

Schedule: July 4.

Cooperators: Local vendors for prizes

Project: Make monthly programs attractive to members and the general public – Members have recommended a number of ideas including fly tying instruction prior to monthly meetings, family outings, float trips and camping in the mountains with fishing instruction for new members.

Action: Develop an attractive, varied program menu for 2016-17

Managers: Board

Schedule: Ongoing

Cooperators: N/A

Objective Two: Conduct fundraising and promotional activities.

Project: Beginner or intermediate fly tying class – Conduct a beginner or intermediate fly tying class using step-by-step instructions for fly patterns. The 2017 classes will be on Saturday mornings hoping to attract more young working people. Cost of the course is \$125 and includes a TU introductory membership, materials and a step-by-step Intermediate manual with photos for each tying step for nine flies. Chapter members serve as instructors.

Action: Conduct beginner or intermediate fly tying classes

Manager: David Harrell

Schedule: January and February 2017

Cooperators: CRCTU instructors, Little River Outfitters

Project: CRCTU apparel and fly tying manuals – 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 to be worn during public activities and to be presented to guest speakers and new members. For 2017, we will investigate adding T-shirts. Also included could be orange safety vests with the chapter name, to be worn during highway and shoreline cleanups.

Action: Provide and/or sell logo apparel and fly tying manuals

Managers: David Harrell and Steve Thompson

Schedule: Ongoing

Cooperators: N/A

Project: Annual swap and sell – Sales and trades at this event promote the chapter in addition to raising funds. Further interest could be stimulated by including representatives and merchandise from fly shops including Little River Outfitters and 3 Rivers Angler in addition to the longstanding participation by Chota Outdoor Gear. We already encourage partnership with these businesses by posting links from our website to theirs.

Action: Further develop the swap and sell meet

Manager: Melissa Maples-Harrell, Rachel Baxter

Schedule: November 9, 2017

Cooperators: Chota Outdoor Gear, Little River Outfitters,
3 Rivers Angler

- **Goal Three:** Support outreach programs regarding aquatic biology and increase public awareness of the economic and ecological significance of the Clinch River trout fishery.

Objective One: Provide aquatic natural resources educational opportunities for area youth.

Project: 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 work with TVA biologists and chapter members in conducting a biological monitoring survey of Coal Creek. They also participate in fly tying and casting.

Action: Participate in Coal Creek Health Day

Managers: Carol Moore, Barry Thacker

Schedule: October 2016 and 2017

Cooperators: TVA, University of Tennessee

Project: Kids Fish Free Day – For many years, our chapter has conducted this popular event in June on the Saturday designated by TWRA as fish free day. Kids fish, tie flies, take boat rides and learn about the river. We provide equipment, instructors, food and drinks.

Action: Conduct Kids Fish Free Day

Managers: Dick Geiger

Schedule: June 2017

Cooperators: TVA, TWRA

Project: Great Smoky Mountains Trout Adventure Camp – The Tennessee Council’s first trout camp was held in June 2011 at Great Smoky Mountains Institute at Tremont (GSMIT) in Great Smoky Mountains National Park; the 2017 camp will be in June. Boys and girls 12 to 15 years old are accepted throughout the region. Trout Unlimited volunteers serve as chaperones, mentor students in fly tying, and guide students in fly fishing.

Action: Recruit student participants and TU volunteers

Managers: John Thurman, Dick Geiger, Steve Young

Schedule: June 2017

Cooperators: Tennessee TU chapters and council; GSMIT

Objective Two: Support education and opportunities for focus groups.

Project: Liaison with Casting for Recovery – Chapter members support Casting for Recovery (CFR) as river helpers. We have developed an aquatic invertebrate collection for the program (“Norton Creek Bugs”). Chapter members tie flies for the CFR retreat and a chapter member speaks to the participants about our chapter. Several CFR attendees have become active chapter members.

Action: Contact CFR for participants’ names and invite those from our area to join the chapter

Managers: Lindsay Long, Steve Brown

Schedule: April 2017

Cooperators: CFR

Project: Veterans’ program – Working with Trout Unlimited’s national Veterans Service Program, we developed a chapter program using members’ expertise in fly tying, fishing and conservation activities to support area military veterans. Chapter member Steve Thompson has coordinated this project, founding a Knoxville chapter of Project Healing Waters Fly Fishing (PHWFF). Activities have included fishing outings and classes in fly tying and rod building.

Action: Continue expanding this program, encouraging veterans in the program to take on leadership roles

Managers: Steve Thompson, Steve Burman, Rusty Hallett, Dave Easter

Schedule: 2016-17

Cooperators: National coordinator of TU’s Veterans Service Program, Project Healing Waters Fly Fishing

Objective Three: 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's watershed.

Project: Continue refining communications strategy –Suggestions for improving communications have included adding a prepared PowerPoint presentation to educate the general public about the significance of the Clinch River. Communications is accomplished now via a website, a Facebook page and frequent emails broadcast to members, friends and the press.

Action: Continue refining a communications strategy and use Facebook more to reach younger generation.

Managers: Frances Oates, Communications Committee, Board

Schedule: FY 2017

Cooperators: Chapter members

Project: Enhance website – Continue improving our website, crctu.org. Investigate the feasibility of contracting for technical service.

Action: Continue work on crctu.org

Managers: Frances Oates, Larry Allen, Communications Committee

Schedule: FY 2017

Cooperators: Chapter members