

WRPC STRATEGIC PLAN
(Revised 1/23/16)

Mission: Provide access to the mid-Columbia River and its tributaries for educational, recreational, and competitive experiences using human powered watercraft.

Core Purpose: Access

Current Situation:

Organizational Structure:

- Washington Non-profit corporation
- 501(C)(3) status
- Board of Directors
- Committee Structure

Legal Rights

- Year to year agreement with PUD through the City for use of buildings and dock

Facilities:

- Two boathouses
- 1 Dock
- Parking incidental to buildings

Programs:

- General activities including rental spaces, provision of club boats for members, some instruction and activities using club boats
- Youth on Columbia
- Crew rowing program

Partnerships:

- Chelan County PUD
- City of Wenatchee
- Wenatchee Valley Museum
- School Districts

Sponsors:

- Confluence Health
- Community Foundation

Strategic Goals:

1. Secure Long Term Access at Paddlers Point and elsewhere
2. Strengthen and promote programs
3. Strengthen membership relations and build membership
4. Manage current facilities and equipment for optimal usage
5. Develop new facilities to accommodate increased membership and usage
6. Improve communication within the organization among managers and members

1. Secure Long Term access at Paddlers Point and elsewhere

Strategies:

- Meet regularly with PUD and City
- Gather information about any available funding and/or space
- Develop vision for expansion of facilities
- Propose long term agreement
- Develop access points that foster river trails

Action Plans:

- Review and adjust Strategic Plan at annual retreat.
- President of WRPC contacts PUD Parks Manager and Property Manager as well as City Parks and Recreation manager to schedule bi-annual meetings.
- At meetings with PUD and City inquiry is made about any available funding and plans for changes in area used by Club
- Facilities vision subcommittee creates a vision for use of the Club
- Exec. Committee and Facilities committee develop proposal for long term agreement
- River trails program is developed as resources permit

2. Strengthen and promote programs

Strategies:

- Support and strengthen the Youth on Columbia program
- Support, strengthen and expand the Crew rowing program
- Support and strengthen the general activities of members including rental space, training and safety and provision of club boats for general usage
- Strengthen existing partnerships and develop new ones as needed

Action Plans:

- Maintain and upgrade voyageur canoes and related equipment for use by school children. In 2016 buy new voyageur canoe and retire Koo Koo Sint.
- Maintain and provide youth kayaks
- Plan for training of adults to appropriately supervise and educate the children regarding human powered boating on the river
- Support a volunteer coordinator and a committee of people to manage the YOC program
- Work with the museum, city parks and schools as partners to promote YOC

3. Strengthen membership relations and build membership

Strategies:

- Encourage sharing of experiences and information among members
- Encourage participation in work projects
- Broaden involvement in skills and safety training
- Further develop structured club activities
- Utilize non-board member subcommittees to accomplish goals

Action Plans:

- Ensure that everyone knows about upcoming work projects and volunteer opportunities
- Make clear how people can get more skills and safety training and have ample cadre of volunteers to provide it
- Broaden events schedule to include all types of structured activities and publicize them
- Identify available skills and talents within club and call on those people to help out

4. Manage current facilities and equipment for optimal usage

Strategies:

- Evaluate Current usage
- Review policy for priorities for space usage
- Establish policy for surplussing boats and other equipment
- Get rid of surplus property
- Develop priorities for acquisition of new equipment
- Plan reorganization of facilities to accommodate equipment

Action Plans:

- Look to Facilities and Equipment Committee for input
- Ongoing Board discussion of policies for priorities
- Regularize disposal of unused equipment
- Budget for acquisitions recommended by Facilities and Equipment Cmte
- Assist the crew rowing group in arranging space and acquiring needed equipment

5. Develop new facilities to accommodate increased membership and usage

Strategies:

- Get input from Facilities Committee subcommittee
- Engage with PUD and City to lay groundwork for new facilities
- Consider necessary fund raising
- Work with partners to develop fundraising program
- Engage a specialist in helping to develop a fundraising program

Action Plans:

- Set time table for preparation of a vision that is workable
- Establish semi-annual meeting with PUD and City and address planning
- After specific goals are established, develop matching budget and time table
- Discuss with Community Foundation possible resources around community
- Develop fund raising strategy

6. Improve communication within the organization among managers and members

Strategies:

- Utilize annual letter for notice of renewal of memberships
- Publish Newsletter at least quarterly
- Support a communications and technology committee/task force
- Routinely update web site with mission, current offerings and staff and board lists
- Utilize social media to reach potentially interested people

Action Plans:

- Executive committee ensures that renewal letter is prepared and sent out
- Get a reliable volunteer or pay for newsletter publication
- Orally and through newsletter ask people to contribute to blog, newsletter and Facebook
- Assess top three most visited webpages, and be sure they are current and active with fresh information
- Update signs and messaging to the public
- Utilize Facebook
- Add a sign at boathouse as to the emergency kit location