

Vision:				
An engaged membership, sustaining healthy lakes and vibrant communities for all generations				
Mission Statement:				
To protect, sustain and responsibly manage our area lakes, adjacent lands and community through education, advocacy, engagement and partnerships				
Overarching Principles	Engaged Involvement of the membership, community and partners in achieving shared objectives	Sustainable Ensuring initiatives undertaken will be sustainable over time	Informed Clear, timely, consistent, informed and knowledgeable communication of issues/needs/solutions	Focused Initiatives should clearly reflect the priorities of the association and its property owners
	Each event, program, product or service under consideration must be evaluated to ensure it conforms to the above four overarching principles:			
Strategic Pillars	LAKE STEWARDSHIP	LAND, FOREST & WILDLIFE STEWARDSHIP	COMMUNITY ENGAGEMENT	
Overview	<p>To support healthy, sustainable aquatic ecosystems:</p> <p>Monitor, evaluate and report on lake water quality and shoreline health; lead lake stewardship efforts to support fish, wildlife and recreational enjoyment; and identify, prevent, and mitigate the impact(s) from invasive species and other threats</p> <p>Includes:</p> <ul style="list-style-type: none"> • Update, maintain and implement the Lake Management Plan (LMP) • Water testing, analysis and reporting • Identify and manage invasive species • Monitor and manage sustainable sport fishery • Advance safe and responsible boating and respect for fish, wildlife and other lake users • Advance the protection of natural shorelands 	<p>To encourage sustainable land use, forest renewal and wildlife protection practices:</p> <p>Engage with land managers and users, all levels of government and stakeholder</p> <p>Includes:</p> <ul style="list-style-type: none"> • Monitor and contribute to Commercial Forestry Planning and Operations • Monitor and contribute to Municipal and Crown Land Planning and Regulations • Encourage and support eco-friendly, low impact living • Advocate for responsible and compliant land use, including Crown Land camping 	<p>To create opportunities for members and partners to develop and sustain a strong sense of community:</p> <p>Responsibly develop opportunities to grow the community socially and financially.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Multi-generational opportunities • Membership recruitment • Communication strategies • Social events and activities • Fundraising events • Educational opportunities • Lake safety and security • Community infrastructure and services • Community needs • Advocate for the priorities of the Association on intergovernmental matters 	