



Big Cedar Lodge  
Ridgedale, MO  
November 8, 2016

## EXECUTIVE COMMITTEE BRIEFING BOOK 2016 RESERVOIR FISHERIES HABITAT PARTNERSHIP

### Tuesday, November 8

8:00-17:00 Technical Presentations

### Wednesday, November 9

0800-12:00 Technical Presentations  
1:00-1:15 Welcome/Introductions  
1:15-1:45 NFHP Comments-Tom Champeau  
1:45-2:00 Report on FOR Partner Workshop  
2:00-2:15 \*Approval of Minutes/Financial Statement<sup>1</sup>  
(Pages 2-5)  
2:15-2:30 \*MSCGs Update (Page 7)  
2:30-2:45 Break  
2:45-3:15 \*Communication/Marketing Plan/Website  
(Pages 8-16)  
3:15-3:45 \*Coordinator Work Plan/2016 Budget<sup>1</sup>  
(Pages 17-23)  
3:45-4:00 \*Project Updates (Page 24)  
4:00-5:00 \*FY2017 Project Selection<sup>1</sup> (Pages 25-29)  
Adjourn

6:00-9:00 Banquet

### Proxies

Doug Nygren for Gary Martel (NEAFWA) \*Briefing Book  
Tom Lang for Ken Kursawski (AFS) <sup>1</sup>Action Items  
Jeff Lucero for Jeremy Crossland (USACE)

Call-In Number: 1-866-560-0760 (**Please mute your phones when not talking to facilitate ease of hearing the conversation**)  
Pass Code: 2832957# (this will only be available for the Executive Committee Meeting on Wednesday afternoon).

**Reservoir Fisheries Habitat Partnership  
Annual Meeting Minutes (November 8, 2016),  
Big Cedar Lodge, Ridgedale, MO**

**Minutes are intended to complement reports in the 2016 Briefing Book (appended to this report)**

- Meeting called to order by RFHP Coordinator, Jeff Boxrucker at 1:00 pm CDT.
- Call for Proxies:
  - Doug Nygren for Gary Martel (NEAFWA)
  - Tom Lang for Ken Kursawski (AFS)
  - Jeff Lucero for Jeremy Crossland (USACE)

Board members present were Doug Nygren, Dave Terre, Brad Tribbey, Reed Green, Jeff Lucero, Kevin Pope, Gene Gilliland; 10 Board members present (including proxies); quorum established.

- Welcome and Introductions of attendees:
  - Dave Terre, Texas Parks and Wildlife Department
  - Tom Lang, Texas Parks and Wildlife Department
  - Scott Robinson, GA DNR
  - Andy Austin, MO Dept. of Conservation
  - Jeff Lucero, US Bureau of Reclamation
  - Gene Gilliland, B.A.S.S. Conservation
  - Kevin Pope, US Geological Survey
  - Rebecca Krogman, Iowa Department of Natural Resources
  - Jeff Boxrucker, RFHP Coordinator
  - Mark Porath, Nebraska Game and Parks Commission
  - Doug Nygren, Kansas Department of Wildlife Parks and Tourism, MFWFA
  - Ben Page, PA Fish and Boat Commission
  - Don Wiley, Utah Division of Wildlife
  - Reed Green, NALMS
  - Amberle Jones, Arizona Game and Fish
  - Sandra Clark-Kolaks, Indiana DNR
  - Karin Eldridge, FWS

**Old Business:**

- Meeting minutes from 2015 Annual Meeting minutes (Ogden, UT) were provided to all members prior to the meeting.
  - Motion to accept minutes by Green. Second by Lang. Motion passed.
- Financial Report given by Boxrucker, details in Briefing Book. Motion to accept Gilliland; Second by Terre.

## **MSCG Updates:**

- Updates on the 2013 MSCG (BMP development and outreach) and the 2015 NFHP MSCG (funding metric database update) were provided in the Briefing Book and a presentation on the BMP effort was given at the technical sessions. Updates on both grants were accepted as presented in the Briefing Book. Lucero suggested including a disk (electronic copy) with each printed version of the BMP manual.

## **FOR Updates: These updates constituted the FOR Executive Committee Meeting (called to order at 3:00 pm; members present were Dave Terre, Gene Gilliland, Rebecca Krogman, Doug Nygren)**

- Boxrucker provided update on FOR progress. Eight new FOR Chapters joined in 2016 now totaling 53 chapters & organizations, with goal of 50 by June of 2016. Texas continues to lead the way (17 members) thanks to emphasis from administration and dedication from field staff. New members are listed in the Briefing Book (Page 6).
- Partner Workshop was attended by 50 people. Technical presentations (23) covered the 1.5-day meeting (program appended to these minutes). Highlights included an address from Bass Pro Shops Conservation Director regarding BPS's conservation programs, NFHP Board Chair addressing recent NFHP activities and a number of presentations on partnering efforts and project-specific talks. The new Friends of Reservoirs marketing/communication plan and website design were presented.
  - The Youth Ambassador Program (YAP) was discussed and recommendations made by attendees on ways to implement the program (High School Youth Bass Clubs, Project WET, Project Learning Tree, Boy Scout Merit Badges, Discover Nature Curriculum, National Environmental Education Foundation, Center for Aquatic Invasive Plants).
  - YAP was the recommendation of Arment Dietrich, marketing firm approved by EC to develop marketing strategies (YAP in Briefing Book).
- Restructuring of website was contracted to Wood Street (as voted on and contract approved by EC by email vote). Presentation on design was presented at the technical meeting. EC and FOR Board discussion was favorable of the design. Content was discussed and assurances made as per the ability of the site to be easily updated by members of the Communication Committee to modify content as needed.
- FOR meeting was adjourned at 4:00 pm

## **Committee Reports:**

- Part of the Arment Dietrich workshop with the Communication Committee (May 2016) included revising Mission and Vision statements for both RFHP and FOR (Briefing Book). Goals and strategies were suggested under each. Coordinator stated that he would flesh out and circulate to EC under the FY2017 Work Plan.
- Coordinator Work Plan discussed by Boxrucker. Accomplishments under the FY2016 plan were reviewed and the FY2017 plan was approved with little discussion (Briefing Book).
- FY2017 Budget: Boxrucker explained FY2017 budget proposal (in Briefing Book). Budget approved with little discussion

## **2017 Annual Meeting**

- Pennsylvania working with Ben Page.

### **Project Updates**

- See Briefing Book

### **Project Selection** (Proposals in Briefing Book)

- Boxrucker said submissions continued to be low 2015 (7), 2016 (9) and 2017 (5) compared to 2013 (15) and 2014 (21), probably due to frustration on how slow grantees received funds from FWS and difficulties in getting compliance clearances. Maximum grant request was increased to \$40,000 for the FY2017 funding cycle yet proposals submitted continued to decline. Reports from other FHPs indicate a similar decline in submissions.
- Boxrucker recommended funding Proposals ranked 1 - 5 for \$153,000 and to fully fund FOR Operations at \$75,000.
  - Total funds available dependent on FWS Allocation Methods that is to be submitted to FWS in early January with notification to FHPs likely in April and May.
  - FY2016 funding was Level 2 (\$215,474); FY2017 allocation level anticipated also to be a Level 2 but actual funding amount is based on ratings of other FHP's
    - If Level 2 funding does not meet total project request of 5 approved projects, all projects will be reduced by same percentage needed to meet funds available. Terre/Green
    - If Level 1 funding will have to eliminate lower ranked projects to meet available funds.
    - Coordinator will contact all project leaders to explain allocation process.
- All three Small Grant Projects were funded. Nygren/Pope

Meeting adjourned at 5:00 p.m.

**7<sup>th</sup> Annual Meeting**  
**Reservoir Fisheries Habitat Partnership**  
**Big Cedar Lodge**  
**Ridgedale, MO**  
**8-9 November 2016**



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**Reservoir Fisheries Habitat  
Partnership/Friends of  
Reservoirs  
Annual Meeting  
Big Cedar Lodge  
7-10 November 2016**



<b>Monday, November 7</b>	
Travel Day	
<b>Tuesday, November 8</b>	<b>Lakeview Room A&amp;B</b>
0730-0830	<b>Breakfast-Sponsored by United Phosphorous, Inc. (UPI)</b>
0830-0835	Introductory Remarks-Jeff Boxrucker
0835-0900	Welcome/Bass Pro Shops Conservation Programs-Bob Ziehmer/Martin MacDonald
0900-0920	National Fish Habitat Partnership updates-Tom Champeau, NFHP Board Chair
0920-0940	B.A.S.S. Conservation Programs-Gene Gilliland
0940-1000	Reservoir Fisheries Habitat Restoration is too Big a Job for Any one Agency to Tackle: Partnering and the Friends of Reservoirs Role in its Promotion-Jeff Boxrucker
1000-1020	The Challenge of Reservoir Fish Habitat Improvement in Texas: It's Going to Take a Village-Dave Terre
<b>1020-1040</b>	<b>Coffee Break (provided by FOR)</b>
1040-1110	Inspiring the Will to Revitalize a Reservoir-Tom Lang
1110-1130	Towards a Predictive Framework of Habitat Enhancement-Brian Graeb
1130-1200	Best Management Practices for Reservoir Fish Habitats-Steve Miranda
<b>1200-1300</b>	<b>Lunch (provided by FOR)</b>
1300-1330	How Missouri is Making a Difference through Fishers and Farmers -Chris Williamson, Rob Pulliam and Sherry Fischer
1330-1350	Largescale Habitat Improvement on Table Rock Lake-Mike Allen
1350-1410	Remediation of Failing Septic Systems in the Upper White River Watershed in Missouri -David Casaletto
1410-1430	Installation and Evaluation of Fish Habitat Structures in Bull Shoals-Dylan Bussell and Nate Rechtenwald
1430-1450	Sticks and Stones: A Cooperative Effort to Increase Fish Habitat in Smithville Lake-Eric Dennis
<b>1450-1510</b>	<b>Coffee Break-Sponsored by Midwest Lake Management</b>
1510-1530	Mozingo Lake Habitat Restoration Project-Tory Mason
1530-1600	Indiana's New Reservoir Enhancement Program -Sandra Clark-Kolaks
1600-1620	Mining Unexpected Results from Fisheries Projects -Earl Conway
1620-1640	Habitat Enhancement Options in Private Ponds and Lakes-Jeff Slipke
	Dinner on your own (Buzzard Bar)
<b>Wednesday, November 9</b>	<b>Lakeview Room A&amp;B</b>
0730-0830	<b>Breakfast-Sponsored by B.A.S.S.</b>
	Reestablishing Native Vegetation in Lake Livingston, TX through Partnerships -Tom McDonough and Ed Parten
0830-0855	
0855-0915	Lakes Bloomington and Evergreen Habitat Restoration Projects-Mike Garthaus
0915-0945	New Website for Friends of Reservoirs-Rebecca Krogman and Amberle Jones
0945-1015	Other Communication Tools for Spreading our Message-Rebecca Krogman
1015-1045	Youth Ambassador Challenge-Jeff Boxrucker
1045-1115	Show Me the Money Too-Earl Conway
1115-1200	Discussion
1200-1300	<b>Lunch (provided by FOR)</b>
1300-1700	RFHP Business Meeting
<b>1830-2100</b>	<b>Banquet-Sponsored by Bass Pro Shops (Worman House)</b>

**EXECUTIVE COMMITTEE BRIEFING BOOK  
2016 RESERVOIR FISHERIES HABITAT PARTNERSHIP**



Big Cedar Lodge  
Ridgedale, MO  
November 8, 2016

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\*Briefing Book

Tom Lang for Ken Kursawski (AFS)

<sup>1</sup>Action Items

Jeff Lucero for Jeremy Crossland (USACE)

Call-In Number: 1-866-560-0760 **(Please mute your phones when not talking to facilitate ease of hearing the conversation)**

Pass Code: 2832957# (this will only be available for the Executive Committee Meeting on Wednesday afternoon).



**Reservoir Fisheries Habitat Partnership  
Annual Meeting Minutes (November 7, 2015),  
Ogden Eccles Conference Center, Ogden, UT**

**Minutes are intended to complement reports in the 2015 Briefing Book (appended to this report)**

- Meeting called to order by RFHP Coordinator, Jeff Boxrucker at 1:30 pm MDT.
- Call for Proxies:
  - Fred Reimherr for Reed Green (NALMS)
  - Cecilia Lewis for Hannibal Bolton (FWS)
  - Doug Nygren for Gary Martel (NEAFWA)
  - Tom Lang for Ken Kursawski (AFS)
  - Jeff Lucero for David HU (BLM)

Cecilia Lewis and Reed Green participated in portions of the meeting via teleconference.

Board members present were Doug Nygren, Dave Terre, Craig Walker, Jeff Lucero, Joe Margraf, Gene Gilliland; 11 Board members present (including proxies); quorum established.

- Welcome and Introductions of attendees:
  - Dave Terre, Texas Parks and Wildlife Department
  - Jeff Lucero, US Bureau of Reclamation
  - Gene Gilliland, B.A.S.S. Conservation
  - Joe Margraf, US Geological Survey
  - Rebecca Krogman, Iowa Department of Natural Resources
  - Jeff Boxrucker, RFHP Coordinator
  - Mark Porath, Nebraska Game and Parks Commission
  - Rick Ott, Texas Parks and Wildlife Department
  - Doug Nygren, Kansas Department of Wildlife Parks and Tourism, MFWFA
  - Pat Sollberger, Nevada Department of Wildlife
  - Ben Page, PA Fish and Boat Commission
  - Craig Walker, Utah Division of Wildlife
  - Cecilia Lewis, USFWS (via phone)
  - Reed Green, NALMS (via phone)
  - Mark Fowlkes, North Carolina Wildlife Resources Commission
  - Amberle Jones, Arizona Game and Fish
  - Sandra Clark-Kolaks, Indiana DNR
  - Karin Eldridge, FWS
  - Jeremy Shifflet, Kentucky Department of Wildlife Resources

**Old Business:**

- Meeting minutes from 2014 Annual Meeting minutes (Athens, TX) were provided to all members prior to the meeting.
  - Motion to accept minutes by Gilliland. Second by Margraf. Motion passed.
- Financial Report given by Boxrucker, details in Briefing Book. Previous Board Member who served as auditor (Mark Oliver) retired in 2015; Craig Walker agreed to serve as auditor of financial report moving forward. Report was accepted as written.

### **MSCG Updates:**

- Updates on the 2013 MSCG (BMP development and outreach) and the 2015 NFHP MSCG (funding metric database update) were provided in the Briefing Book and a presentation on the metric database was given at the technical sessions. Updates on both grants were accepted as presented in the Briefing Book with no discussion.

### **FOR Updates: These updates constituted the FOR Executive Committee Meeting (called to order at 3:00 pm; members present were Dave Terre, Craig Walker, Rebecca Krogman, Doug Nygren)**

- Boxrucker provided update on FOR progress. Six new FOR Chapters joined in 2015 now totaling 48 chapters & organizations, with goal of 50 by June of 2016. Texas continues to lead the way (16 members) thanks to emphasis from administration and dedication from field staff. New members are listed in the Briefing Book (under 2014 Work Plan Accomplishments).
- Partner Workshop program is attached. UDWR staff streamed the presentations live on the UDWR website; presentations will be stored on UDWR site until new FOR website is developed and operational at which time the presentations will be transferred.
- As per recommendation (Lucero) from the 2014 meeting; the FOR Executive Board met via conference call twice during 2015 to discuss Communication/Marketing Plan (CMP) development and website redevelopment. Consensus was to contract development of a CMP and upon completion, redesign the website to make best use of the CMP. Decision was made to merge both sites ([www.reservoirpartnership.org](http://www.reservoirpartnership.org) and [www.waterhabitatlife.org](http://www.waterhabitatlife.org)) into one site. Craig Walker drafted goals and objectives for the CMP with the intent of having a professional marketing company develop strategies to meet those goals. Two companies contacted to date (Revo Brand Group and Chaffin Communications). Suggestions were made to contact additional firms (Hoegger Communications, Wichita Falls, TX and Gary Dollahon, Tulsa, OK suggested by Tom Lang and Gene Gilliland, respectively). Discussion of budget for CMP and website development ensued. A maximum expenditure of \$30,000 was suggested by Coordinator for plan and website development. Approximately \$20,000 remains from the 2013 MSCG that is dedicated to outreach (funds need to be spent by June 30, 2016). An additional \$10,000 would be needed from the FOR account to meet the \$30,000 total. Consensus among the Board was reached to move forward with CMP and website development with a \$30,000 cap on the marketing contract.
- Further discussion was held on development of a RFP to clearly define expectations and deadlines for CMP completion. Sandra Clark-Kolaks agreed to provide an example RFP which the Coordinator will modify to meet FOR needs.

- FOR meeting was adjourned at 4:00 pm

### **Committee Reports:**

- Coordinator updated much of the text in the Strategic Plan in 2015 (with the exception of goals and objectives). Updated text was circulated among the Strategic Plan Committee for review and comments. Agreement to wait until CMP is developed until goals and objectives are updated to include relevant elements of the CMP.
- Coordinator Work Plan discussed by Boxrucker. Accomplishments under the 2014-15 plan were reviewed and the 2015-16 plan was approved.
- 2015-16 Budget: Boxrucker explained 2015-16 budget proposal (in Briefing Book). Coordinator salary secure through 2016 on existing funds. \$40K base funding from FWS expected + additional money based on criteria points. RFHP received \$128K in 2015 and a similar amount is expected in 2016. Allocation packet is due to FWS on January 5. Coordinator will prepare packet. Motion to approve budget (Margraf) was seconded by Gilliland and approved by voice vote.

### **2016 Annual Meeting**

- Big Cedar Lodge, Ridgedale, MO

### **Project Selection** (Proposals in Briefing Book)

- Boxrucker said submissions continued to be low 2015 (7) and 2016 (9) compared to 2013 (15) and 2014 (21), probably due to frustration on how slow grantees received funds from FWS and difficulties in getting compliance clearances. Five proposals were submitted by USACE likely due to webinar presented to USACE staff on project funding program.
- Boxrucker recommended funding Proposals ranked 1 - 5 for \$80K
- Motion by Walker to fund projects ranked 1 - 5 at \$80K, leaving \$40K for operations. Second by Margraf Motion passed.
- Only one Small Grant Projects was submitted by the Lake Livingston Friends of Reservoirs. The project was approved for funding through the large grant program so no small projects were funded.
- Uncertainty as to the level of NFHP funding led to a discussion of what to do if the funding level was increased. If adequate funding was available RFHP Operations would be funded at \$75,000 and projects funded in ranked order. Walker/Margraf Motion passed.

Meeting Adjourned: 1730



**Friends of Reservoirs (Bank of America)**

Beginning Balance (1 October 2015)	\$	<b>90,950.11</b>
<u>Deposits</u>		
Grants	\$	<b>109,844.21</b>
NFHP MSCG Grant		35,000.00
Shell Grant (PA projects)		40,000.00
UDWR (Annual Meeting)		10,000.00
FOR MSCG (2013)		17,344.21
RFHP Operations (FWS)		7,500.00
FOR membership	\$	<b>1,100.00</b>
Sponsorship (UPI)	\$	<b>1,200.00</b>
2015 Annual Meeting (raffle)	\$	<b>1,095.06</b>
Donations	\$	<b>762.25</b>
United Way (Sandia Labs)		579.25
Wichita Falls Foundation		183.00
<b>TOTAL</b>	\$	<b>114,001.52</b>
<u>Expenses</u>		
Coordinator Salary	\$	<b>60,000.00</b>
Bank Fees	\$	<b>49.00</b>
Travel	\$	<b>6,875.89</b>
Membership (2016 and 2017 ASA)	\$	<b>1,000.00</b>
Postage	\$	<b>18.49</b>
2015 Annual Meeting (Conference Center)	\$	<b>8,765.13</b>
2015 Tax Return	\$	<b>275.00</b>
Communication/Marketing Plan (Arment Dietrich)	\$	<b>23,000.00</b>
Website (Wood Street; ½ payment)	\$	<b>7,400.00</b>
Legal (CMP; 501(c)(3) renewal)	\$	<b>186.56</b>
Office Expense (Adobe Acrobat)		<b>\$19.99</b>
Grant Distribution	\$	<b>27,621.00</b>
Wichita Falls Foundation		183.00
Shell Grant		2438.00
USGS (metric database)		25,000.00
<b>TOTAL</b>	\$	<b>158,211.06</b>
<b>Ending Balance (30 September 2016)</b>	\$	<b>69,740.57</b>

ANNUAL MEETING INCOME/EXPENSE  
2015 Odgen UT; 5-8 Nov

Income		
UDWR grant	\$	10,000.00
Raffle	\$	1,095.06
<b>Total Income</b>	<b>\$</b>	<b>11,095.06</b>
Expenses		
Eccles Conference Center	\$	8,765.13
Travel		
Hilton Garden Inn	\$	1,774.20
Jeff Boxrucker	\$	421.91
Ben Page	\$	431.20
Tom Lang	\$	351.20
Dave Ewald	\$	279.15
Rebecca Krogman	\$	741.01
	<hr/>	
Total Travel	\$	3,998.67
<b>Total Expenses</b>	<b>\$</b>	<b>12,763.80</b>
<b>Net</b>	<b>\$</b>	<b>1,668.74</b>

FY2016 Friends of Reservoirs New Members:

- Olentangy Watershed Alliance (C)
- Midweek Bass Anglers (C)
- Coleto Bassmasters (C)
- Lake Livingston Friends of Reservoirs (C)
- Carlyle Lake Association (C)
- White Mountain Lakes Foundation (C)
- GA B.A.S.S. Nation (G)
- Salt City Bassmasters (G)

FY 2017

- Central Iowa Anglers (C)

(C) Chapter- 30 Chapters currently members; (G) Group- 23 Groups currently members

**Report Highlighting 2015-2016 Activities**  
**Multistate Conservation Grant No. F13AP00148**

**Objective 1:** *Compile and design Best Management Practices suitable for addressing regional differences in fisheries habitat impairments afflicting U.S. reservoirs.*

**Objective(s)** – (2) to compile and design best management practices (BMPs), and flexible BMP systems, suitable for addressing fish habitat problems afflicting US reservoirs; and (3) to develop a national BMP monitoring system appropriate for evaluating and refining BMPs applied within an adaptive management context.

**Progress** –This project was undertaken by Dr. Steve Miranda of Mississippi State University. The BMP manual has been broken down into 13 Chapters based on the major impairments identified by the Reservoir Fisheries Habitat Partnership’s national assessment. Those Chapters are as follows; Sources of Reservoir Fish Habitat Problems, Partnering for Watershed Management, Sedimentation, Eutrophication, Water Clarity, Water Quality, Water Regime, Riparian Zone, Lateral Connectivity, Artificial Reefs and Structure, Aquatic and Terrestrial Plants, Deciding on Appropriate Action and Engaging Stakeholders. All Chapters have been completed and peer-reviewed. Upon completion of peer-review, all Chapters were sent to a copy editor for final editing. We wish to express our gratitude to all that reviewed Chapters all of whom will be acknowledged in the manual. Hard copies of the manual will be produced and distributed. An on-line version will be developed and hosted on the new RFHP/FOR website. Project completion date is December 31, 2016.

Presentation given at RFHP symposium held at 2016 AFS Annual Meeting, Kansas City, KS and at the 2016 RFHP Annual Meeting.

**National Fish Habitat Partnership**  
**2015 MSCG**

Reservoir Fisheries Habitat Partnership – National Reservoir Measures and Metrics Database  
Development (Dr. Kirk Rodgers and Dr. Reed Green-Project Leaders USGS)

**Funding:**

RFHP-\$25,000 for Coordinator Expenses  
USGS-\$50,000 for Database Development

This data series report, describing the compilation of the Reservoir Morphology Database and the calculation of additional morphological metrics, was prepared by the U.S. Geological Survey in cooperation with the Reservoir Fisheries Habitat Partnership. Multiple national databases were combined for the purpose of calculating metrics not included in the original databases for 3,830 reservoirs. New reservoir metrics (10) calculated include, but are not limited to, shoreline development index, index of basin permanence, development of volume and other descriptive metrics based on established morphometric formulas. In addition, the new database contains modeled chemical and physical metrics. Because of the nature of the existing databases used compiling the Reservoir Morphology Database and the inherent missing data, some metrics were not populated for some reservoirs. The Database was completed in December 2015 and a final report submitted to NFHP. The database has been submitted to NFHP’s Science and Data Committee for incorporation into the National Assessment. Coordinator met with Science and Data Committee Co-chair to discuss how database can best meet the needs of the assessment. Presentations on the database were given at the 2015 RFHP Annual Meeting and the 2016 AFS Annual Meeting in Kansas City. USGS Technical Series publication is being delayed pending approval of release of dam coordinates. Coordinator is organizing the database by state for distribution via the new website.

**Suggested Revisions to RFHP Strategic Plan  
Developed at Communication/Outreach Committee Meeting, May 2016**

**Target Audience: Professional natural resource managers and conservationists.**

**Mission:**

The Reservoir Fisheries Habitat Partnership is a national partnership which promotes and facilitates the conservation of habitat for fish and other aquatic species in reservoir systems through collaborative actions that contribute to:

- the ecological health and function of reservoirs and their associated waters and watersheds;
- healthy reservoir systems, critical to providing water in sufficient quantity and quality to support humans and their communities, and the aquatic life that thrives within their waters.
- the restoration, protection and enhancement of fish and other aquatic species and communities;
- the sustainability and enhancement of reservoir fisheries;
- public awareness of the conservation issues and challenges confronting reservoirs and associated waters and watershed management in the 21st Century;
- networking among professional fishery managers and Friends of Reservoirs (FOR) partners to provide best management practices, expertise, and guidance on project implementation; and
- and the quality of life of the American people.

**FRIENDS OF RESERVOIRS**

**Target Audience: Nonprofessional conservation and angler groups, reservoir-user groups, corporations, non-profits, policy-makers**

**Mission:**

Friends of Reservoirs raises awareness about the importance of ecologically healthy reservoirs in the United States. This is critical because, in addition to fishing and other recreational use, reservoirs provide municipal water supply, flood control, hydropower, irrigation, and a number of economic benefits to local communities. We identify and implement priority habitat projects within reservoirs and their associated waters to protect, restore, and enhance important fisheries.

We address this by:

- developing partnerships among all reservoir users to create and implement science-based projects that enhance reservoir habitats and connected lands and waters. These partnerships plan, fund, and support actions to establish and protect aquatic habitat in these systems;
- bringing together diverse partners to achieve common goals related to fish habitat improvement;
- promoting projects that contribute to a clean and abundant water supply that support local communities and aquatic life;
- creating programs and strategies to raise and manage funds that support habitat projects;
- informing policymakers on the importance of healthy reservoir systems and the economic value that they provide to their communities;
- sharing and exchanging information among current and potential FOR partners; and
- networking with professional fishery managers for best management practices, expertise, and guidance.

**Vision:**

We envision a future of healthy reservoir systems to maintain fisheries and fish habitats, while preserving recreational and economic benefits for every American and future generations.

**Business Goals:**

- Increase operating budget by 153 percent in FY 2017;
- Achieve \$100,000 in donations—which includes student fundraising, local business donations, and corporate sponsorships; \$55,000 in grant funding for projects.
- Provide \$1MM in project funding by FY 2020
- Achieve \$100K in corporate sponsorship and \$125K in grant funding by end of 2020

**General Messages:**

- From fishing and recreation to clean water and associated quality of life, the health of our communities depends on the health of our reservoirs.
- Clean water in sufficient quantity fuels the health, wellness, and recreation of our communities. Our reservoir systems provide the water we need to ensure our quality of life.
- Protect the reservoir systems, waters, and watersheds that provide for the quality of life our communities enjoy.
- Memories made on or around our community reservoirs fuel our history. Help make sure they continue to be part of our future.
- Bringing community partners together to ensure the health and longevity of the reservoir system which our families rely on.
- Healthy waterways mean healthy communities. Be part of ensuring the quality of life our reservoirs provide for generations to come.

**Youth Ambassador Program Message:**

- The health and longevity of our reservoir systems lies with the innovation and passion of our next generation. Help them protect our community's waterways for the future.
- Empower and educate our next generation to ensure the quality of life our reservoir systems provide.
- Clean and abundant water supply is a luxury we can't afford to take for granted. Help our next generation protect this most valuable community asset.
- Educate. Empower. Enjoy. Support our youth's understanding, innovation, and continued recreation around our community's reservoir systems.
- Youth fundraising efforts allow FOR to continue to do XX. Our community has already received XX from FOR to do XX, with XX results.

**Needs/Wants:**

- More chapters in more states. (outside of Texas)
- Content for website from conservation directors, FOR chapters and others;
- Expanded program for field biologists to recruit additional FOR members and raise awareness of FOR and the need for public involvement in reservoir habitat restoration;
- Expand relationship with Bass Pro Shops;



- Reservoir conservation/restoration leadership development program;
- Involvement in school program; high school 4H or ag clubs;
- FOR media relations capacity—beyond that of state agency media relations offices;
- Email campaign or QR code or text campaign that tells story and asks people to donate \$5+ (“more fish” poster in a Bass Pro Shop raised \$60K in one month);
- Identify areas where they can get funding (like Shell Oil in Pennsylvania); Farm & Fleet is the best vendor they have because they ask if they’ve bought a fishing license at check-out...expand that to asking for a donation to FOR;
- Content audit of current website to repurpose in a more user-friendly way;
- Annual report for public to show results and community involvement;
- Trade shows.

### **Marketing/Communication Program:**

Build an innovative community habitat youth program and contest to raise awareness of the importance of healthy reservoirs in the United States. Raise \$100,000 to implement the winning solution at the local reservoir (Youth Ambassador Challenge Program).

### **Marketing Tactics:**

#### **Paid**

- FOR email list content distribution and updates (story based and engaging—see owned media ideas below);
- Email content distribution through local partner organization lists (FOR can contribute content directly or support messaging and stories crafted);
- Paid social updates and sponsored posts;

#### **Earned**

- Outreach to local and state media and niche specific media; (youth-focused, community-focused, environmental, fishing, trout, wildlife, habitat);
- Interviews with youth participants and project leaders;
- Contributed content by FOR representatives to local, state, and nice digital publications;
- Spotlight stories on youth involved, leaders/teachers involved.

### **Challenges:**

1. Not having a designated spokesperson and outreach coordinator to act as on the ground representative for FOR in communities;
2. Inspiring interest to develop FOR partner groups and willingness to work with lay groups in agency personnel;
3. Fishermen don’t see a threat; in general, fishing is good, but the habitat issue isn’t a threat to them yet so there isn’t a reason for people to care or get involved yet;
4. Not a hot button issue for many influencers or community members;
5. Following-up on projects or from FOR groups (for use in content and social media) is a major problem;
6. Getting anglers to be a part of FOR; how to take them from knowing about FOR to becoming and staying a member;
7. Reservoirs are artificial and man-made so there may be challenges from environmentalist and media on this.

# ARMENT dietrich

MEMOTO: Jeff  
Boxrucker

FROM: Laura Petrolino and Gini Dietrich

CC: FOR/RFHP Executive Committee Earl Conway

SUBJECT: Friends of Reservoirs Youth Ambassador Challenge

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An innovative habitat youth program and contest to raise awareness of the importance of healthy reservoirs in the United States.

## **Program Logistics:**

- Pilot program will be out of New Mexico and led by Earl Conway.
- Program will be coordinated with community groups: Boy Scouts, Future Farmers of America, 4H, and other community groups. Initial research should be done in local communities to target specific groups that would be a good fit. Interested teachers can also lead extra-curricular school groups (these will not be part of normal school curriculum, but after school, extracurricular activities).
- Contest/Program can be offered to a variety of regions across New Mexico, with Rio Grande being the connecting waterway (there are a variety of issues depending on where you are on the Rio Grande, this offers many different types of projects and timeframe that projects can be launched and executed in).
- Application for participation will have two segments:
  - Pre-Qualification: Interested youth groups and their chosen project leader apply to participate in contest and submit a short essay on why their reservoirs are important to them, their future, and their local community. This stage is essentially to make sure all groups participating are organized, have a identified leader, and to connect them with support systems in their local community. It is also to help FOR coordinate logistics and support needed during contest period and further promote to local businesses for potential sponsorship. After pre-qualification groups will receive educational materials.
  - Contest period: All those accepted will be tasked to come up with an innovative solution for issues facing their local reservoir, working within application guidelines.
- Educational Component:
  - Educational material will be put together (by FOR with help of local area biologists and—if possible—local Fish and Wildlife) to help assist youth in project development. Materials will cover both local issues (support of local Fish and Wildlife for these sections)

and important information about reservoir health in general (exclusively FOR developed).

- Local businesses can sponsor materials in order to have their logo included and/or special discount offer to program participants.
- Materials will be distributed to each participating group at beginning of contest timeframe.
- Materials will be developed to help work them through the process of research and solution development. They will be broken down by week with one lesson to coincide with one part of program development. They should mirror (as closely as possible) the actual process of a biologist when developing a solution.
- Suggested sections might be: Research, Hypothesis Development, Testing, Solution Revision, Solution Finalization.
- Project Leaders/Facilitators: Each group entered will have a local mentor or leader to assist in continued education and project management. When submitting initial application each youth group must have selected their own mentor/leader. Should they not have one, FOR will work to find one for them.
- Application Guidelines:
  - FOR will develop application guidelines to help lead project development and associated fundraising efforts.
  - FOR should outline basic rules of conduct and what is and is not allowed when working in a reservoir region.
  - A project cost guideline should also be put in place so the students can gauge project development within appropriate funding capabilities (this number will also allow FOR to set student and business fundraising goals).
  - FOR should work with local biologists and Fish and Wildlife to include any location specific guidelines required.
- FOR Fundraising:
  - FOR will develop sponsorship packages for local businesses that can be modified to best fit each local community.
  - Grants for operations and long-term support should be researched and applied for.
  - FOR should also have a fundraising package which they distribute to local businesses on ways they can help support youth and benefit from a promotional standpoint.
- Youth Fundraising:
  - Every participating group will receive a fundraising widget (such as from Fundrazr) to facilitate their own fundraising campaign for their project.
  - Fundraising goals can be set up at a variety of levels depending on project cost guidelines included in application.
  - Events and other creative fundraising projects can be set up to assist fundraising efforts. FOR should help facilitate these events by providing ideas and logistical help.
  - Any fundraising activity or event not outlined in the initial application guidelines must be approved by FOR prior to execution.
- Funds Distribution:
  - FOR will decide percentage allocation of funds raised prior to project launch. Funds will be divided among the following:
    - Project Funding

- FOR Operations Funding
- Grant/Scholarship to local community and youth
- Timeline:
  - Application period will last two month
  - Contest and project development period will last six weeks
  - Project Review: Two weeks. During this segment FOR representatives and local Fish and Wildlife will review submitted projects and either disqualify, accept, or submit any needed modifications to youth teams.
  - Project Revision: Two weeks. Youth will revise as needed per revision requests
  - Project Selection: One week after project revisions submitted. One youth project will be chosen for each main region. No more than three projects for year one.
  - Announcement Event: TBD. An official event will be produced to announce the winner and launch the project. All participants, family, friends, local businesses, and supporters will be invited. Opportunities for local business sponsorship will be offered.
  - Fundraising: Fundraising period will last from project submission to final project selection (total of five weeks).
  - Project Execution: TBD depending on logistics and necessary timeframe of project.
- Winners and Losers:
  - Contest winners will automatically be included in project execution.
  - Contest loser will be invited to join in project execution (for each local region)

#### **Marketing Tactics:**

- Paid
  - FOR email list content distribution and updates (story based and engaging—see owned media ideas below).
  - Email content distribution through local partner organization lists (FOR can contribute content directly or support messaging and stories crafted).
  - Paid social updates and sponsored posts
- Earned
  - Outreach to local and state media and niche specific media (youth focused, community focused, environmental, fishing, trout, wildlife, habitat.
  - Interviews with youth participants and project leaders.
  - Contributed content by FOR representatives to local, state, and niche digital publications.
  - Spotlight stories on youth involved, leaders/teachers involved, local problems and projects.
- Shared
  - Social updates through FOR main page and associated chapter pages.
  - Support for update through partner and sponsor pages.
  - Youth ambassador participants
- Owned
  - Blog content for FOR website
  - Video of youth in action (project development, project execution, interview during project stages, spotlight interviews, phase interviews looking at how views change during each phase of project development and execution)

- Infographics of local reservoirs and how projects will support
- Quizzes and fact sheets to educate local community on issues youth are being educated on.
- “My Reservoir” spotlight on youth participants discussing what their local reservoir and waterway means to them.

**Project Materials (to be developed prior to launch):**

- Application and timeline
- Educational Materials: As described above.\*
  - For students
  - For leaders
- Youth Fundraising Packets\*:
  - Fundraising widgets
  - Event ideas
  - Messaging and calls to action
  - Fundraising rules
  - Youth Social Media Ambassador packets (suggestions, logos, images to share and spread message through social channels).
  - Logistics and contacts
  - Local Business Sponsorship Opportunities\*
  - Local Business Partnership and Engagement Opportunities
  - Fundraising widgets
  - Event ideas
  - Content for use in blog or email news sends
  - Messaging and calls to action
  - Fundraising rules
  - Ready-made social media updates
  - Logistics and contacts

*\*All included in “Program Toolbox” provided after initial application is accepted.*

**Project Specific Challenges:**

- Working with Trout groups to get their support
- Bass Pro Shop: Support and funding
- Dealing with bureaucracy of Fish and Wildlife
- School calendar and school curriculum doesn’t accommodate (hence go with community groups instead)
- Finding leaders to support Earl overall and in the individual regions.
- Finding a second in command for Earl.
- Having a dedicated FOR spokesperson and representative to speak to media, community, and participants—motivate, inspire, coordinate.

**Year One Timeline:**

July-September:

- Build needed materials
- Outline logistics
- Recruit leaders
- Choose project Spokesperson
- Approach initial partners and potential funders.
- Secure Program Executive Committee
- Outline Executive Committee logistic and timeline

#### September:

- Finalize materials and application
- Tease event to local media
- Publish initial content/teasers for FOR blog and social media sites.
- Local business early stage sponsorship

#### October:

- Open application period (October 1)
- Continue to promote through PESO model
- Local business early stage sponsorship

#### November:

- Close application period (Nov 30)
- Continue to promote through PESO model
- Local business early stage sponsorship

#### December:

- Finalize logistics
- Participant Kick-off meeting
- Youth leader Kick-off meeting
- Prep
- Pre-contest interviews with participants
- Local business sponsorship
- “All I Want For Christmas is a Healthy Reservoir” Fundraising and Awareness Campaign

#### January:

- Contest period begins (Jan 1- Feb 15)
- PESO promotion

#### February:

- Contest continues (Feb 1-15)
- Review period (Feb 15-28)
- PESO Promotion

#### March:

- Revision period (March 1-15)
- Winner announcement (Last week in March)
- Winning program implementation timeline developed

April:

- Event

May:

Strategic session with Arment Dietrich for Year One review and Year Two planning (timing may change, but should be three months prior to launch of Year Two program)

*\*Implementation and execution of Year One winning solution may overlap with launch of Year Two contest or have a variety of phases throughout the proceeding year. All of these logistical issues, obstacles, and opportunities will be reviewed during the Year Two strategic session*

**Year Two:**

Taking the lessons learned from year one, FOR will revise and improve program for year two implementation in a broader region. The goal would be to add at least one more state as a counterpoint for contest execution and three additional projects.

FOR will also choose youth ambassadors who participated in last year's program and apply separately to be Head Ambassadors for year two contest and work closely with participants and local leaders in the field to execute campaign.

**RESERVOIR FISHERIES HABITAT COORDINATOR  
2015-2016 Work Plan**

**Note: text in red is actual FY2016 accomplishments**

- Update RFHP Strategic Plan (original 2009)
  - Incorporate Marketing/Communication Plan (MCP) into Strategic Plan update
    - Expected completion date of MCP: June, 2016
    - **Communication Committee met with Arment-Dietrich (AD) in June, 2016 and formulated ideas for MCP**
    - **AD submitted plan**
      - **Discussion among Committee and primary implementation team (Earl Conway) determined scope of plan was unrealistic at this time**
      - **MCP funding needs and suggested strategies need revision prior to incorporating into Strategic Plan**
  - Revise goals and objectives in conjunction with Committee named at 2014 RFHP Annual Meeting
    - **AD and Communication Committee developed objectives for both RFHP and FOR (see elsewhere in Briefing Book)**
- Work with Outreach Committee to promote/market FOR/RFHP
  - Select private contractor to complete MCP
    - Select contractor to revamp websites as part of MCP
      - **Executive Committee (EC) voted to rebid MCP at 2015 Annual Meeting**
      - **Bids sent to 4 vendors**
      - **2 bids received**
      - **EC approved bid by Arment Dietrich via email vote**
      - **AD met with Communication Committee in June, 2016 and submitted plan (total cost \$23,000)**
    - Work with Rebecca Krogman to develop template for and distribute online newsletter via MailChimp
      - **Ongoing**
      - **Need to develop strategies for submitting material for distribution (Communication Committee)**
      - **Report at 2016 Annual Meeting**
    - Develop annual report of RFHP/FOR activities to distribute to partners
      - **FY 2016 Annual Report will be developed and posted on website when revision of website is completed**
    - Provide 1-page project summaries to project partners



- Not accomplished
  - Projects will be displayed via Story Map developed by ESRI and posted on website
- Attend scientific meetings
  - Make presentations highlighting RFHP programs/accomplishments at professional meetings
    - Plenary speaker at Arkansas Chapter AFS
  - Submit proposal for symposium on reservoir habitat restoration at 2016 AFS Annual Meeting in Kansas City
    - Submitted and accepted
- Provide regular updates for website to webmaster
  - Website updates have been on hold pending completion of new site
  - EC approved bid by Wood Street via email (\$14,800)
    - RFHP and FOR sites to be merged ([www.friendsofreservoirs.com](http://www.friendsofreservoirs.com))
    - Rebecca Krogman and Amberle Jones working with Wood Street (Coordinator assisting)
    - Site Map presented at 2016 Annual Meeting
- Organize Reservoir Habitat Symposium for 2016 AFS Annual Meeting
  - Developed symposium
    - 27 presentations
    - 70-80 people in audience
- Work with Mississippi State researchers to compile and disseminate reservoir restoration BMPs as part of the 2013 MSCG (project completion date: 6/30/16)
  - No cost extension until 12/31/2016 requested and received
  - Remaining funds in grant will be used to produce hard copies of manual and to host on new website
  - 13 Chapters have been reviewed by experts in the scientific community
  - Copy editing ongoing
  - Hard copies and web posting anticipated by 12/2016
- Work with USGS staff to complete reservoir metric database for the 2015 NFHP MSCG
  - Distribute funds and ensure timely completion of objectives
    - Funds distributed and final product sent to Coordinator
    - USGS waiting for final approval to produce as a Technical Series
    - Coordinator is portioning the database by state for future posting on [www.friendsofreservoirs.com](http://www.friendsofreservoirs.com)
  - Ensure product gets incorporated into NFHP national assessment
    - Database sent to NFHP Science and Data Committee (SDC)

- Coordinator met with (SDC) Co-Chair at AFS Meeting to discuss incorporation of RFHP assessment data into NFHP National Assessment
  - Publications and assessment material forwarded to SDC
- Prepare Letter of Intent for 2017 MSCG
  - Prepare full proposal if LOI is accepted
    - LOI developed and submitted
      - Funding request was \$275,000 with partner contributions totaling \$1,200,000 from 10 states and 2 universities
    - LOI not accepted
- Solicit projects for funding
  - Refine project selection criteria (as needed)
    - Coordinate with RWG to incorporate priority species (as determined by assessment) into scoring criteria
      - Regional priority species incorporated
      - Project deliverables incorporated
      - Regional priority impairment rankings were revised based on updated analysis of survey
    - Explore feasibility of developing on-line proposal submission
      - On hold pending completion of website redesign
  - Distribute RFP (late June-early July)
    - RFP went out in early June
    - Maximum grant request increased to \$40,000
    - Proposal deadline (1 September)
      - Submission deadline 15 September
      - 5 proposals received
    - Distribute project proposals to Regional Working Groups for scoring
      - Scoring completed
    - Summarize projects and scores for 2016 RFHP Annual Meeting
      - Ranks presented in Briefing Book
    - Provide information to FWS
      - To be done by Jan 1, 2017
  - Explore opportunities for joint funding of projects with other FHP's (SARP, Fishers and Farmers, WNTI, Desert Fishes, Great Plains)
    - Foundation grants available for water quality improvement
      - Apply for grants for watershed restoration projects in systems with reservoirs with water quality issues (as identified in the assessment)
      - Discussed potential joint project ideas with WNTI and Desert Fishes Coordinators

- Still exploring potential for tribal project in NM and/or AZ
  - Ensure timely reporting and accounting of funded projects
    - All project reporting deadlines are being met
- Disseminate assessment results
  - Work with Principle Investigator to house assessment summaries on web
    - Coordinator is summarizing impairment survey and metric database information by state for future posting on the website
- Liaise with other NFHAP Partnerships
  - Advance goals of NFHAP
    - Attend NFHP Board Meetings (either in person or via webinar)
    - Serve on Partnership Committee
      - Participated in multiple Committee conference calls
      - Provided edits to the NFHP Board/FHP Interdependence Document
    - Serve on Habitat Conservation Committee
      - Inactive in FY2016
    - Provide RFHP accomplishments to FWS/NFHP for funding allocation
      - Allocation increased to Level 2 (\$215,474)
        - \$75,000 Operations; \$140,474 projects
          - Funded all 9 projects submitted for FY2016
            - Increased funding to projects ranked 1 & 3 by \$9,225
  - Provide reservoir assessment data for national fish habitat assessment
    - The following data has been submitted to NFHP Science and Data Committee:
      - Summarized assessment data
      - 4 publications based on assessment
      - USGS database on reservoir metrics
      - Coordinator has met with Science and Data Committee Co-Chair to discuss incorporation of RFHP assessment data
- Serve as Business Manager for RFHP
  - Work with Executive Committee to:
    - Establish budget for operations of RFHP (excluding project funding)
      - Completed (see Briefing Book)
    - Produce financial report for annual meeting
      - Completed (see Briefing Book)
    - Compile income/expense statement and provide to accountant for completion of FOR tax return
      - Tax return filed by deadline and accountant paid
  - Continue bi-monthly Executive Committee conference calls

- Calls held in March, May, July, September
- Complete FWS Allocation packet
  - Completed by deadline
  - RFHP received a Level 2 funding (\$215,474)
- Work with local arrangements to schedule/arrange accommodations for RFHP meetings
  - Produce and distribute minutes of Annual Meeting
    - Completed (see Briefing Book)
  - 2016 meeting in Midwest
    - Suggested venue
      - Big Cedar, Table Rock Lake, MO
    - 2016 Annual Meeting held 8-9 November at Big Cedar Lodge

### **RESERVOIR FISHERIES HABITAT COORDINATOR 2016-2017 Work Plan**

- Update RFHP Strategic Plan (original 2009)
  - Use Objectives developed at Communication Workshop to complete draft of Strategic Plan (see elsewhere in Briefing Book)
- Work with Communication Committee to promote/market FOR/RFHP
  - Develop template for and distribute online newsletter via MailChimp
  - Develop annual report of RFHP/FOR activities to distribute to partners
  - Provide 1-page project summaries to project partners
  - Attend scientific meetings
    - Southern Division of AFS
    - Midwest Fish and Wildlife Conference
  - Provide regular updates for website to webmaster
- Work with Mississippi State researchers to compile and disseminate reservoir restoration BMPs as part of the 2013 MSCG (project completion date: 12/31/16)
- Solicit projects for funding
  - Refine project selection criteria (as needed)
    - Coordinate with RWG to incorporate priority species (as determined by assessment) into scoring criteria
    - Explore feasibility of developing on-line proposal submission
  - Distribute RFP (late June-early July)
    - Proposal deadline (1 September)
    - Distribute project proposals to Regional Working Groups for scoring
    - Summarize projects and scores for 2016 RFHP Annual Meeting
    - Provide information to FWS

- Explore opportunities for joint funding of projects with other FHP's (SARP, Fishers and Farmers, WNTI, Desert Fishes, Great Plains)
    - Foundation grants available for water quality improvement
      - Apply for grants for watershed restoration projects in systems with reservoirs with water quality issues (as identified in the assessment)
  - Ensure timely reporting and accounting of funded projects
- Disseminate assessment results
  - Work with Principle Investigator to house assessment summaries on web
- Liaise with other NFHAP Partnerships
  - Advance goals of NFHAP
    - Attend NFHP Board Meetings (either in person or via webinar)
    - Serve on Partnership Committee
    - Provide RFHP accomplishments to FWS/NFHP for funding allocation
- Serve as Business Manager for RFHP
  - Work with Executive Committee to:
    - Establish budget for operations of RFHP (excluding project funding)
    - Produce financial report for annual meeting
    - Compile income/expense statement and provide to accountant for completion of FOR tax return
  - Continue bi-monthly Executive Committee conference calls
  - Complete FWS Allocation packet
  - Work with local arrangements to schedule/arrange accommodations for RFHP meetings
    - Produce and distribute minutes of Annual Meeting
    - 2017 meeting in Northeast

## Reservoir Fisheries Habitat Partnership-Budget (2016-2017)

<b>Beginning Balance of FOR Account</b>	<b>\$ 69,740.57</b>
<b>2016-2017 Revenue Sources</b>	
• FY2016 FWS Project Award Operations (expected 12/16)	\$ 75,000.00
• FY2017 FWS Project Award Operations (expected 8/17)	\$ 75,000.00
• FOR memberships	\$ 1,000.00
• Sponsorships	\$ 2,500.00
• Donations	\$ 500.00
• Banking (holding funds for Shell Grant/OHRBFHP)	\$ 1,500.00
<b>TOTAL</b>	<b>\$ 155,500.00</b>
<b>2016-2017 Expenses (anticipated)</b>	
• Coordinator Salary	\$60,000.00
• Travel	\$ 5,000.00
• SDAFS (\$200)	
• MWFWC (\$1,000)	
• AFS (\$1,500)	
• Mileage (\$1,000)	
• Travel payments to members (\$1,300)	
• CT Corp (501 c 3 registration)	\$ 195.00
• Annual Meeting (Big Cedar)	\$ 15,000.00
• Office Expense	\$ 200.00
• Small Projects Grants	\$ 3,000.00
• Shell Grant	\$ 35,000.00
• Website	\$ 15,000.00
• Final Payment to Wood Street (\$7,500)	
• Project Posting (ESRI-\$5,000)	
• Upgrades (\$2,500)	
<b>TOTAL</b>	<b>\$ 133,395.00</b>
<b>INCOME-EXPENSES</b>	<b>\$ 22,105.00</b>
<b>ANTICIPATED ACCOUNT BALANCE (Oct 2017)</b>	<b>\$ 91,845.57</b>

\*Note FY2017 FWS Operational Funding included in budget; account balance will have to fund lion share of budget for FY2018

## **PROJECT UPDATES:**

### **2014**

*Lake Livingston Reservoir & Riparian Habitat Enhancement Project*

Final Report submitted to FWS on 3/16/2016

*Elephant Butte Reservoir Habitat Project, NM*

Final Report due to FWS on 12/29/2016

*Shoreline Stabilization and Fish Habitat Enhancement at Lake Bloomington, IL*

Final Report submitted to FWS on 1/21/2016

*Olpe City Lake Shoreline Stabilization and Habitat Restoration*

Final Report submitted to FWS on 11/30/2015

*Reservoir Fisheries Habitat Partnership Coordination and Operational Support*

Final Report submitted to FWS on 1/28/2016

*Possum Kingdom Lake Enhancement Project*

Final Report due to FWS on 3/31/2017

*Rockport Reservoir Fish Habitat Improvement*

Final Report due to FWS on 9/30/2017

### **2015**

*Stream Stabilization of Tributary 2 entering Evergreen Lake, IL*

Final Report submitted to FWS on 10/19/2016

*Glade Run Lake Habitat Improvement Project*

Final Report submitted to FWS on 4/6/2016

*Reservoir Fisheries Habitat Partnership Coordination and Operational Support*

Final Report due to FWS on 3/31/2017

*Cave Run Lake Large Scale Habitat Project*

Final Report due to FWS on 9/1/2017

*Smithville Lake Habitat Enhancement Partnership*

Final Report due to FWS on 12/30/2017

### **2016**

*Lake Livingston Reservoir Fisheries and Riparian Habitat Enhancement Project*

Final Report due to FWS on 3/30/2018

*Reservoir Fisheries Habitat Partnership Coordination and Operational Support*

Documents cannot be submitted until after 2016 RFHP Annual Meeting

*Establishing ground cover in reservoir mudflats to foster fish assemblages*

Covered under IAA between FWS and USGS (signed and scheduled to start on 10/1/2016)

*Lake Russell Shoreline and Deepwater Habitat Enhancement*

*Underwater Structure Enhancement for West Point Project*

*Rend Lake Fishery Habitat Enhancement Project*

*Delaware Lake Fish Habitat Structure and Monitoring*

*Dale Hollow Lake- Trooper Island Improvement Project*

**All 5 of these USACE projects will be covered under a single IAA that has recently been signed; FWS funds for all 5 projects (\$52,025) will be given to USACE and distributed to projects accordingly.**

*Lake Austin Aquatic Habitat Restoration*

Documents have been submitted but NOA has not been issued

*Lake Wichita Habitat Enhancement*

Documents have been submitted but NOA has not been issued

## **RESERVOIR FISHERIES HABITAT PARTNERSHIP Project Proposal Summary-FY2017**

### **Easter Lake Restoration Project-submitted by Iowa DNR (FOR Partner)\*.**

Easter Lake is a 178-acre publicly-owned reservoir located in highly urbanized southeast Des Moines, Iowa. Completed in 1967 for recreation, Easter Lake provides numerous day-uses to the Des Moines area, including fishing. Unfortunately, Easter Lake has become highly impaired through a long history of sedimentation from intensive row-crop farming in the once-rural 6,380-acre watershed, to the flashy nitrogen and pollutant inputs of suburbia and imperviousness of urban Des Moines. Easter Lake now features 15.1% of completely inaccessible surface area (<2 ft), shallows with a mucky silt bottom highly susceptible to wind resuspension; 36.7% of the lake is less than 4 feet deep. Easter Lake, once on the 303(d) list, now has an approved Total Maximum Daily Load for phosphorus and sediment and is considered impaired for primary contact recreation and aquatic life uses. The proposed habitat project is part of a comprehensive lake restoration plan which addresses the various sources of impairment in Easter Lake, including nonpoint source pollution from the watershed and stream network, both nitrogen and phosphorus, sedimentation and internal phosphorus loading, and lack of structural and substrate diversity. Furthermore, the project addresses needed amenities and issues to provide a quality outdoor experience to visitors, including the addition of bathroom facilities, development of a complete hiking trail. The popularity and demand of rainscaping practices, especially soil quality restoration (e.g., after construction) and permeable pavers, have resulted in waiting lists of citizens wanting to participate, which is further used to leverage cost-share funding. In-lake improvements include hydraulic dredging, shoreline stabilization, and fish renovation. Detention ponds above the reservoir will also be improved through dredging, shoreline resculpting and stabilization, and vegetation. Project goals include: 1) improve water quality throughout the watershed by implementing management practices; 2) recommend Des Moines metro residents and visitors to the natural amenities of Easter Lake and its surroundings; 3) educate the public about water quality and increase awareness of how they affect the watershed; and 4) increase the aquatic health and aesthetic value of Easter Lake. Lake restoration plans include a variety of objectives which address the impairments discussed above. Success will be gauged with numerous performance measures:

- Remove 600,000 cubic yards of sediment
- Reduce sediment loading by 23% (1,600 tons/yr) and phosphorus loading by 40% (1,710 lbs/yr)
- Number of control grade structures installed in Yeader Creek; feet of streambank stabilized
- Area covered by vegetated riparian buffer or wetland
- Completion of a biking/hiking trail that fully encircles the reservoir
- Improve water quality, as measured by the Water Quality Index (range 0-100) by 10 points, from 56 to 66. Improvements should also be reflected in increased Secchi depth, reduced numbers and duration of algae blooms annually, and increased biovolume with adequate dissolved oxygen conditions.



The objectives of this habitat project are to establish quality fish habitat in Easter Lake that supports natural spawning and recruitment, provides nursery habitat for young fish, and provides a balance of cover for forage fish and hunting opportunities for piscivorous fish. RFHP funds will be used to create extensive gravel/sand beds for panfish spawning, armor shorelines and littoral zones with rip-rap and broken concrete to reduce shoreline erosion and provide cover for small fish and spawning habitat for Channel Catfish, and sinking a variety of rock/brush and cedar tree structures to provide cover and aggregate fish. We intend to install 1000 linear feet of gravel/sand spawning beds, 39 anchored cedar tree structures, 9 rock piles, 3 rootball/rock structures, 25 rock/hardwood tree structures, 15 concrete culverts, and 14,441 tons of riprap for shoreline restoration; these enhancements will be accomplished during drawdown with heavy machinery, paid staff labor, and volunteer labor.

**Funds requested: \$40,000; total cost: \$1,070,936; total score: 263; rank: 1**

**Carlyle Lake Point #1 Fisheries Habitat Improvement Project-submitted by USACE (FOR Partner)\***

Carlyle Lake, the largest reservoir in Illinois, is located approximately 50 miles east of St. Louis. Construction was completed in 1967. Carlyle Lake (26,000 acres) is a multi-purpose lake with flood control, recreation, water supply, environmental stewardship, and downstream navigation among its intended purposes. The lake has a significant economic impact to the area with an average visitation of approximately 3 million, \$580,000 in revenue collected, and \$67.6 million in visitor spending within 30 miles of Carlyle Lake. The lake hosts 40–45 fishing tournaments annually. High water levels have resulted in significant shoreline erosion contributing to habitat loss in shallow water spawning areas and degraded deep water habitat. The project being proposed is to stabilize a main lake point (Point #1) that is located on the southern end of Carlyle Lake and create a reef of artificial structure adjacent to the point giving fish protection during a critical transition from deep to shallow water and vice versa. The reef that will be constructed adjacent to the rip rap area will be made up of artificial fish structures. These structures (approx. 250) will include Honey Hole trees and stumps, spider blocks, and some rough cut oak cribs. Not only will this help support recruitment of fingerling fish but it will create another area that is favorable for spawning to occur. Stabilization will be provided by placing 400 pound rip rap (600 ton) as a barrier around the existing clay bank of the point. The stone toe protection will be approximately 600' in length, 10' feet wide at the base, with a top elevation of 450.0 NGVD (five feet above normal summer pool). RFHP funds will be used to partially fund purchase of constructions materials and contracting to place the rip-rap.

**Funds requested: \$40,000; total cost: \$86,440; total score: 209; rank: 2**

**Roosevelt Lake Habitat Enhancement Project-submitted by Arizona Game and Fish Department (FOR partner) \*.**

Roosevelt Lake (21,493 acres) provides an estimated 451,242 angler-use days/year, the in Arizona and a direct annual expenditure of \$40 million and a multiplier effect of approximately \$48 million supporting nearly \$8 million in salaries and wages for 797 jobs. Roosevelt Lake is mesotrophic and over 104 years old and currently lacks physical structural habitat for sport fish and their forage. Fluctuating water levels reduce the

ability for aquatic vegetation to establish reducing littoral zone cover and nursery habitat. No previous habitat enhancement projects have occurred on Roosevelt Lake. Electrofishing surveys have indicated a declining population structure of Largemouth Bass, Crappie and Bluegill. Recent creel data indicate declining angler catch rates. AGFD with the help of Midweek Bass Anglers (FOR member) plans to install 50 acres of structural habitat (Georgia cubes-350, Concrete fish balls-500, Mossback safe havens-320, and Fishiding-240 resulting in 1,410 structures) and brush piles between 2016 and 2018. The target species for the project in order of priority are Largemouth Bass, Crappie, Bluegill, and Flathead Catfish. Project Objectives are to:

- increase structural habitat, by approximately 50 acres of 2,719 littoral acres available between surface elevations 2060ft and 2080ft over the next ten years
- increase primary productivity by increasing surface area for periphyton growth and production.

**Funds requested: \$40,000; total cost: \$169,350; total score: 196; rank: 3**

**Use of Georgia Style Fish Attractors to Supplement and Enhance Aquatic Habitat: submitted by Texas Parks and Wildlife (FOR Partner)\***

Coletto Creek is a mainstem reservoir located on Coletto Creek in the Guadalupe River Basin, 13 miles southwest of Victoria, TX. At conservation pool, Coletto Creek Reservoir is 3,100 surface acres, has a shoreline length of 98.2 km, and a mean water depth of 3.4 m. Water level is typically stable; however, can fluctuate 1.2 m annually. Reservoir impairments identified in Coletto Creek Reservoir include excessive shallow water flats, lack of deep water refuge, and deterioration of littoral woody structure. This habitat project aims to address the lack of deep water habitat by supplementing this void with plastic artificial structures. Additionally, the proposed addition of structures will offset the deterioration of natural woody debris habitat as the reservoir continues to age and degrade.

Lake Texana is a 9,727-acre reservoir, located on the Navidad River in the Lavaca River Basin, approximately 20 miles east of Victoria, Texas. It receives water from the Navidad River, Sandy and Mustang Creeks and is used for water supply and recreation. Water level typically fluctuates 2-4 feet annually but has fluctuated as much as 12 feet. The lake is windswept and generally turbid throughout the year. The addition of artificial structure will offset the deterioration and loss of natural woody structure as the reservoir continues to age and degrade. We propose to address identified reservoir impairments with the addition of artificial structures. Plastic-style "Georgia" structures will be constructed and dispersed at each study lake. Clusters of 4 – 5 structures will be placed at each site. Placement sites will be void of natural cover, but when possible, include natural structural features conducive for sportfish attraction (i.e., points and humps). Approximately 104 structures will be deployed across candidate reservoirs (Coletto Creek, 52; Lake Texana, 52). Structures will be deployed at 3 – 8 m water depths and locations will be selected in cooperation with project partners and local angling groups and include high-use areas (parks, piers, and other shoreline-use areas where water depths permit).

**Funds requested: \$15,000; total cost: \$48,236; total score: 193; rank: 4**

**J. Strom Thurmond Lake Shoreline and Deepwater Habitat Enhancement, GA/SC: submitted by USACE (FOR Partner)\***

J. Strom Thurmond Lake is the oldest Corps of Engineers reservoir located on the Savannah River system in South Carolina and Georgia. The 71,000 acre reservoir was impounded in 1954 and serves multiple purposes including; hydropower, flood control, recreation, water supply, and fish and wildlife habitat. The aged reservoir suffers from a lack of woody debris and bank erosion primarily caused by fluctuating reservoir levels. *Hydrilla verticillata* was first discovered in the reservoir in 1995 and has expanded to approximately 3,600 acres. Annual water level fluctuations and relatively poor upland soils within the littoral zone have limited the establishment and expansion of most other native aquatic plants. Recent efforts to establish water willow on an upstream reservoir, Lake Russell, have been successful by employing a variety of planting techniques in a wide range of shoreline sites and substrate types. These techniques will be employed on J. Strom Thurmond Lake to establish founder colonies of water willow. Benefits will include increased abundance of nursery habitat for fish populations that occur in the reservoir and to some degree, offer shoreline stabilization and nutrient filtering. In addition, deepwater structures and felled trees along the shoreline will be placed adjacent to provide additional habitat for adult fish both pre and post spawning periods and foraging locations. Critical partnerships include Georgia Department of Natural Resources, South Carolina Department of Natural Resources, U.S. Forest Service, and the Georgia BASS Nation. Representatives of the COE, GADNR, SCDNR and the U.S. Forest Service will collectively select 16 habitat locations in J. Strom Thurmond Lake. The 16 selected sites will be planted with 300 potted water willow (*Justicia*) plants each. The plants will be introduced in 1-4 feet of water along the shoreline and will be spaced approximately 18" apart and cover a shoreline area of 1,350 sq.ft. (6' wide x 225' long). An additional 100 Southern watergrass (*Hydrochloa caroliniensis*) plants will be planted at 4 of the sites. Littoral zone plantings will stabilize substrates, reduce resulting siltation, erosion, and nutrient input, and provide structural habitat for shoreline-spawning fish species (i.e. largemouth bass, black crappie, redear sunfish, bluegill, etc.). Plantings will also provide an immediate stable, protective nursery area for juvenile fish. Deepwater fish attractors will be placed adjacent to the established plant colonies in 15-20 feet of water. The deepwater structures will consist of 1 Mossback Safe Haven and 15 bamboo structures. A minimum of 30 shoreline trees will also be felled in the vicinity of the plant colonies to provide additional shoreline spawning and nursery cover and to provide "quiet water" areas adjacent to planted colonies for the expansion of the plant colonies.

**Funds requested: \$18,000; total cost: \$46,512; total score: 193; rank: 4**

\*For Partner Involvement

**Total RFHP funds requested: \$153,000**

**Total Project Costs: \$1,421,474**

### **SMALL PROJECTS GRANT PROPOSALS**

**Revegetation of Lake Livingston, TX using Water Willow: submitted by Texas Black Bass Unlimited and Lake Livingston Friends of Reservoirs**

This proposal is a request for continued funding of the Lake Livingston project funded in 2014 and 2016. This project received the 2015 NFHP Ten Waters to Watch award.

**Funds requested: \$1,000; total cost: \$29,700; rank:**

**Restoration of Structural Habitat in Lake Buchanan, Texas: submitted by Lake Buchanan Conservation Corps**

Lake Buchanan has been in existence since the 1930's when it was developed as the uppermost of six in a chain of lakes designed to control flooding of the Colorado River. Buchanan Reservoir, with a full basin of 23,000 acres, is the largest of the six and along with Lake Travis are water supply lakes for over one million people in the Lower Colorado River Basin. As such, these two lakes are subject to considerable changes in volume which may or may not have negative effects on their flora and fauna but make them subject to special, and sometimes unique, considerations. Of particular importance is the absence of rooted, emerged and floating-leaved plants in the lake's littoral zone. The majority of the 140 miles of shoreline are composed of granite rock and sand which offer a poor substrate for growth of most aquatic vegetation. The lack of littoral zone vegetation obviously has an adverse effect on reproduction and cover for fishes of the Centrarchidae family. The Lake Buchanan Conservation Corp. is currently addressing and will continue to address the absence of littoral vegetation in the reservoir. Texas Parks and Wildlife Dept, asked LBCC in 2008 requested assistance to implant large numbers of fresh cut Juniperus ashei (Cedar) trees to establish attractors for use primarily by the cover-seeking Centrarchids . LBCC agreed to participate and from 2008 through 2011 and over 2,000 trees were placed in 22 selected sites. Global Positioning System (GPS) coordinate locations of the sites were made available to the public via flyers placed at boat ramps, the LBCC web site and TPWD web site. Unfortunately, these 22 habitat sites have not been refurbished due to reduced water levels brought about by an extended drought. Many have been destroyed due to their exposure to the elements over the last five years. TPWD in their 2015 Fisheries Management and Survey Report stated, "Implanted habitat sites for cover-seeking species should be maintained or restored." LBCC, in conjunction with TPWD, plans to replace and refurbish the 22 original sites with 17 artificial (Mossback) attractors and 5 brush piles of Cedar trees. The project will begin in the fall of 2016.

**Funds requested: \$1,000; total cost: \$25,335; rank:**

**Aeration System Design for 4 Reservoirs on the Sitgreaves National Forest submitted by: White Mountain Lakes Foundation**

Due to poor water quality at the following lakes: Crescent Lake, Carnero Lake, Lee Valley Lake, and Luna Lake, we are working to put in an aeration system and need to purchase engineered approved designs. All of the lakes are located on the Apache-Sitgreaves National Forest and are open to the public. Installation of the aeration system will alleviate low dissolved oxygen levels when they occur in the summer and/or winter. **Funds requested: \$1,000; total cost: \$14,800; rank:**