



CLINCH RIVER CHAPTER 662

Work Plan: January through December 2020

This work plan is designed to carry out the mission and vision stated in the chapter's 2016-2020 Strategic Plan. The work plan lists three goals that the Clinch River Chapter of Trout Unlimited feels are important to be successful during this period.

• **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 outdoor experience. We have conducted at least one in-river cleanup annually since the early 2000s, removing tons of trash and more than 7,000 tires. In 2013, this effort became the Big Clinch River Cleanup, a community event for which our goal is to recruit 100 volunteers each year. We will request a grant from TVA to help cover costs of supplies and a breakfast at the Museum of Appalachia that starts the day.

Action: Conduct Big Clinch River Cleanup

Managers: Rusty Hallett, Dave Easter

Schedule: July 11, 2020

Budget: \$1,845 (TVA Grant)

Cooperators: Anderson County Solid Waste Management, Anderson County Tourism Council, Boy Scouts, Clinch River Brewing, Keep Anderson County Beautiful, 3 Rivers Angler fly shop, TVA, Young Marines

Project: Adopt-a-Highway – As a member of TNDOT's program, we remove roadside trash on four Saturdays per year along Highway 441 from Walnut Orchard to Norris Dam and along River Road from Highway 441 to Massengill Bridge.

Action: Conduct roadside cleanups

Managers: Tony Gregg, Dennis Baxter

Schedule: March 7, May (TBD), on Big Cleanup day July 11, October (TBD)

Budget: \$200

Cooperators: TNDOT, TVA, Keep Anderson County Beautiful, Norris Police

Project: Clinch River Fingerling Assessment – Help Tennessee Tech University assess trout natural reproduction in the Clinch River below Norris Dam. CRCTU volunteers will measure fingerling rainbows and confirm whether the adipose fin is present or missing for each fingerling caught, submitting the data to the chapter’s online creel report at <https://crctu.org/crtu-habitat-assessment-survey-fishing-creel-report/>.

Action: Report measurements and adipose fin conditions of rainbow trout fingerlings caught in the Clinch

Manager: Dennis Baxter

Schedule: 2020

Budget: N/A

Cooperators: Chapter members

Project: Clear Creek Habitat Improvement – Educate chapter volunteers on the importance of stream bank restoration and trout spawning habitat. Volunteers will move large rocks along the stream bank below the Rice Grist Mill in Norris Dam State Park. Where applicable, rocks will be shaped into an inverted horseshoe to make a vortex rock weir, funneling water flow toward the creek center to reduce erosion and provide fish habitat. During the rainbow trout spawning run, volunteers will guide small groups of students to demonstrate the importance of water quality, quantity and habitat.

Action: Restore Clear Creek stream bank below Rice Grist Mill

Manager: Dennis Baxter

Schedule: 2020

Budget: N/A

Cooperators: Chapter members

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

Objective One: Attract new members and increase involvement of members in chapter activities.

Project: Women’s Initiative – Recruiting new women members and developing women leaders is important to achieving success in all our goals. Develop outreach, networking and activities focusing on women interested in fly fishing and coldwater conservation. Conduct family outings, fly casting and tying demonstrations during Saturday chapter meetings for people interested in our chapter’s mission.

1. Women on the Water

Action: Conduct seminar for women with instruction in fly casting, knot tying, entomology, fly tying and water safety, plus wade-fishing the Clinch with volunteer guides.

Manager: Stacy Hage, Bob Stephan, Terry Douglas

Schedule: Sept. 12, 2020, in conjunction with National Public Lands Day

Budget: \$1,000 (TVA grant to be sought)

Cooperators: Lindsay Long of Casting for Recovery, women's initiative coordinators from other TU chapters, TVA, volunteers

2. Girl Scout STREAM Girls

Action: Cooperate in Tennessee training events for STREAM Girls (Science, Technology, Recreation, Engineering, Arts, Math), with instruction in fly casting, knot tying, entomology, fly tying and water safety. An \$11,016 grant from the Tennessee Council of Trout Unlimited, along with significant funding from Girl Scouts of the Southern Appalachians, is supporting two training events in 2020 for STREAM Girls volunteers—one at Tennessee Aquarium Conservation Institute in Chattanooga and the second at Camp Tanasi in Anderson County.

Managers: Frances Oates, Dennis Baxter, Terry Douglas

Schedule: TBD

Budget: N/A

Cooperators: Girl Scouts, TU Southeast Regional staff, TU volunteers

Project: Membership Recruitment and Retention

Action: Greet visitors and members at monthly meetings and chapter activities. Make participants feel like they are family; find out and record their interests and what activities they feel are important in TU. This will lead to retaining TU members, identifying talent and developing leaders.

* Greeters will direct new members and guests to members who can discuss CRCTU's mission and objectives.

* Door prizes will be offered at all chapter meetings.

Managers: Dick Geiger, David Easter, Board

Schedule: Ongoing

Budget: \$100

Cooperators: Current and past chapter leaders

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

Action: Prepare an attractive tabletop display that demonstrates the chapter's achievements. Provide fly tying demonstrations and fly casting instruction.

Managers: Frances Oates, Dennis Baxter

Schedule: July 4, 8:30 a.m. to 2 p.m.

Budget: \$30

Project: Anderson County Fair – Table at the fair will illustrate the chapter's projects and demonstrate fly tying.

Action: Provide fly tying demonstrations. Prepare an attractive tabletop display that demonstrates the chapter's achievements and post the chapter banner.

Manager: Ken McClain, Bob Stephan

Schedule: July 13-18, 2020

Budget: \$30

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 monthly program menu

Manager: Rusty Hallett

Schedule: Ongoing

Budget: \$600 (annual church donation) plus \$160 (speaker incentives)

Cooperators: N/A

Objective Two: Conduct fundraising and promotional activities.

Project: Intermediate fly tying class – Conduct an intermediate fly tying course using step-by-step instructions for fly patterns. Classes will start Jan. 18, 2020, and continue for six Saturdays, 9 a.m. to noon, with an extra Saturday scheduled Feb. 29 as a snow day. Cost of the course is \$125 and includes a TU introductory membership, materials and a step-by-step manual with photos for each tying step for nine flies. Chapter members serve as instructors. (Note: A beginner class will be offered in January/February 2021.)

Action: Conduct intermediate fly tying classes

Manager: David Harrell, Clayton Gist

Schedule: Jan. 18 through Feb. 22, 2020 (makeup day Feb. 29)

Budget: N/A

Cooperators: CRCTU instructors, Little River Outfitters

Project: CRCTU apparel and fly tying manuals – To publicize the chapter's work and create a 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.

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

Managers: Rusty Hallett, Buzz Buffington, Sam Hodnett

Schedule: Ongoing

Budget: \$200

Cooperators: N/A

Project: Annual Swap and Sell/Chili Supper – Sales and trades at this event promote the chapter in addition to raising funds. Arrange for donations of merchandise from retailers including Chota Outdoor Gear, Frontier Outdoors, Little River Outfitters and 3 Rivers Angler.

Action: Further develop the swap and sell meet/chili supper

Manager: Ken McClain, Rusty Hallett, Dave Easter

Schedule: Nov. 12, 2020

Cooperators: Retailers

• **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: Kids Fish Free Day – For many years, our chapter has conducted this popular event in June on the Saturday designated by TWRA as free fishing 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, Dianne Sowell

Schedule: June 6, 2020

Budget: \$600

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. Girls and boys 12 to 15 years old are accepted (Tennessee residency is not required). Trout Unlimited volunteers serve as chaperones, fly tying teachers and fly fishing guides. Clinch River Chapter provides camp scholarships when needed.

Action: Recruit student participants and TU volunteers

Managers: Dick Geiger, Steve Young

Schedule: June 15-20, 2020

Budget: \$540 (scholarship)

Cooperators: Conservation Fisheries Institute, GSMIT, National Park Service, TVA, University of Tennessee, Tennessee TU chapters and council

[Other youth projects under discussion: Boys and Girls Club, Coal Creek Health Day, Trout in the Classroom]

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: Fill fly boxes for participants; contact CFR for participants’ names and invite those from our area to join the chapter; provide volunteer guides

Managers: Lindsay Long, Steve Brown, Buzz Buffington

Schedule: March 27-29, 2020

Budget: \$140 (18 fly boxes with flies)

Cooperators: CFR

Project: Veterans on the Water – 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, including members of the Knoxville chapter of Project Healing Waters Fly Fishing (PHWFF). Activities include fishing outings and classes in fly tying and rod building.

Action: Conduct an event for all veterans, with instruction in fly casting, knot tying, entomology, fly tying and water safety, plus wade-fishing the Clinch with volunteer guides.

Managers: Steve Burman, Rusty Hallett, Dave Easter, Sam Hodnett, Terry Douglas

Schedule: May 23, 2020

Budget: \$2,500 (grant funds will be sought)

Cooperators: PHWFF; TU’s national Veterans Service Program

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, Instagram, a Facebook page, frequent emails broadcast to members, friends and the press, a tabletop display used at events, and an annual postcard mailing listing the year's programs.

Action: Continue refining communications strategy

Managers: Frances Oates, Terry Douglas, Sam Hodnett, Holly Oswald, Bob Stephan, Board

Schedule: Ongoing

Budget: \$200

Cooperators: Chapter members

Project: Enhance website – Redevelop our website, crctu.org, using a drag-and-drop web builder that is easier to use and more secure than our present Wordpress format.

Action: Continue work on crctu.org

Managers: Frances Oates, Terry Douglas, Communications Committee

Schedule: Ongoing

Budget: \$250 for web hosting and software

Cooperators: Chapter members