



## Clinch River Chapter 662

### Work Plan: January through December 2024

This work plan is designed to carry out the mission and vision stated in the chapter's 2023-2027 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. A grant was received from TVA in 2022 (funds carried over due to event cancellation due to weather) to help cover costs of supplies and a breakfast at the Museum of Appalachia that starts the day.

**Action:** Conduct Big Clinch River Cleanup

**Manager:** Stan Atkins

**Schedule:** July 13, 2024

**Budget:** \$1776.58 (2022 TVA Grant Carryover)

**Cooperators:** Anderson County Solid Waste Management, Clinch River Brewing, Keep Anderson County Beautiful and TVA.

**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

**Manager:** Tony Gregg

**Schedule:** February 17, May 4, July 13 (in conjunction with Big Clinch River Cleanup day) and November 16

**Budget:** \$200

**Cooperators:** TNDOT, TVA, and Keep Anderson County Beautiful

**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 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 importance of water quality, quantity and habitat. To this end it is recommended that a chapter representative attend the Norris Watershed Commission meetings (3rd Thursday of the month) and gain information on the possible partnership between CRCTU and the City of Norris. Assistance from TU National may be sought for help with logistics and funding.

**Action:** Restore Clear Creek stream bank below Rice Grist Mill

**Manager:** Bob Stephan

**Schedule:** 2023/2024

**Budget:** Grant to be pursued from TU

**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.

**Project: Women on the Water/Pond**

**Action:** Conduct seminar for women with instruction in fly casting, knot tying, entomology, fly tying and water safety, and shore fishing at Frank Ashby’s pond with volunteer instructors.

**Manager:** Stacy Hage

**Schedule:** May 18, 2024, Women on the Pond

**Budget:** \$1,100 (to be partially offset via registration fee)

**Cooperators:** Lindsay Long of Casting For Recovery, women’s initiative coordinators from other TU chapters, volunteers.

**Project: Membership Recruitment and Retention**

**Action:** Greet visitors and members at monthly meetings and chapter activities. Make all participants feel like they are family; find out and record their interests and what activities they feel are important in TU. Using TU resources identify new members and send out welcome emails. 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.

**Managers:** Terry Douglas, Board Members

**Schedule:** Ongoing

**Budget:** \$250

**Cooperators:** Current and past chapter leaders

**Project: Norris Day** – Booth at 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. Have available chapter promotional items for sale.

**Managers:** Bob Stephen

**Schedule:** July 4, 2024, 8:30 a.m. to 2 p.m.

**Budget:** \$150

**Cooperators:** N/A

**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:** Steve Burman

**Schedule:** Ongoing

**Budget:** N/A

**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 January 13 and continue for eight Saturdays, 9 a.m. to noon. Cost of the course is \$135 and includes all materials

needed and Clinch River Chapter's Intermediate Fly Tying manual with step-by-step instructions and photos for tying flies. Chapter members serve as instructors.

**Action:** Conduct intermediate fly tying classes

**Manager:** Bob Stephan

**Schedule:** January 13 through March 2, 2024

**Budget:** N/A

**Cooperators:** CRCTU instructors, Little River Outfitters

**Project: CRCTU apparel and other promotion items**– To publicize the chapter's work and create a more positive experience for newcomers, make available clothes, hats and fly boxes carrying the chapter name and logo to be worn during public activities and to be presented to guest speakers and new members.

**Action:** Provide and/or sell logo apparel and promotional items

**Managers:** Bob Stephan and Frank Ashby

**Schedule:** Ongoing

**Budget:** N/A

**Cooperators:** N/A

**Project: Annual Chili Supper/Swap** – Sales of promotion items and/or donated/excess equipment at this event to promote the chapter in addition to raising funds. This event also allows members to sell unwanted personal equipment with a percentage going to the chapter.

**Action:** Conduct a chili supper and swap meet.

**Manager:** Board Members

**Budget:** \$125

**Schedule:** November 14, 2024

**Cooperators:** N/A

- **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

**Manager:** Dick Geiger and John Chambers

**Schedule:** June 8, 2024

**Budget:** \$1700

**Cooperators:** TVA, TWRA, Chapter members, TVA Retirees Association

**Project: John Thurman 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 equipment and camp scholarships as needed.

**Action:** Recruit student participants and TU volunteers

**Managers:** Sean Fagan and Dick Geiger (Liaison)

**Schedule:** June 19, 2024 (June 17-22, 2024 camp duration)

**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 and equipment as needed.

**Managers:** Lindsay Long, Buzz Buffington (Liaison)

**Schedule:** April 7, 2024 (@ Norton Creek)

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

**Cooperators:** CFR

**Project: Veterans and First Responders on the Water** – Working with Trout Unlimited’s national Service Partnership Program, we developed a chapter program using members’ expertise in fly tying, fishing and conservation activities to support area military veterans and first responders.

**Action:** Conduct events for all veterans, first responders and their families with instruction in fly casting, knot tying, entomology, fly tying and water safety, plus wade/bank fishing at Norton Creek and the Clinch River with volunteer guides.

**Managers:** Ron Wollard and Sam Hodnett

**Schedule:** April 27, 2024 (Miller Island, Clinch River); July 27, 2024 (Miller Island, Clinch River); August 10, 2024 (Norton Creek) and September 7, 2024 (Norton Creek), September 28, 2024 (Wounded Warrior, Norton Creek)

**Budget:** \$2200

**Cooperators:** TU's national Service Partnership Program, TVA, local veterans groups, police, fire, sheriff and emergency management.

**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. Promote the chapter's missions and specific events through improvement of the social media presence.

**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 and video presentation of past events. Organize the YouTube channel to include (but not limited to) topics such as "Awareness, appreciation and conservation of the Tennessee river system," "Fly casting techniques" and "Fly tying instructions." Investigate and recommend technologies for recording these subject videos, with particular focus on clear and professional close up fly tying instruction. Edit and publish videos and analyze readership and subscription data. Pull down, organize and make accessible to Chapter members, valuable information from National TU resources. A goal is to increase viewership that might attract donors, advertisers and get Chapter supporting resources from YouTube monetization.

**Action:** Continue refining communications strategy

**Managers:** Bob Stephan, Terry Douglas, Bill Toth

**Schedule:** Ongoing

**Budget:** \$500

**Cooperators:** Chapter members