

# Cayucos Land Conservancy

## Strategic Plan 2016



### OUR ACCOMPLISHMENTS

Established a conservation easement on Estero Bluffs State Park; annually monitor for compliance and participate in the management of the property

Secured a conservation easement supporting sustainable grazing and preventing development on visible portions of San Geronimo Ranch (across CA Highway 1 from Estero Bluffs State Park)

Acquired 14% of the hillside lots bordering the east side of Cayucos. These two 1920s subdivisions lie outside the planned development area of Cayucos and are difficult to build upon

Facilitated the opening of Harmony Headlands State Park (five miles north of Cayucos)

### OUR MISSION

The mission of the Cayucos Land Conservancy is to preserve, for present and future generations, the natural setting around Cayucos, including its priceless natural and scenic resources.

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# CAYUCOS LAND CONSERVANCY

## **STRATEGIC PLANNING OBJECTIVES 2016-2017**

### 1 | NATIONAL ACCREDITATION by THE LAND TRUST ALLIANCE (LTA)

CLC strives to maintain its sound professional footing

- Ensure policies are implemented and meet LTA Standards and Practices
- Make certain Standards and Practices are adhered to and are included in all Board Manuals
- Apply for accreditation by the end of 2016

### 2 | AUGMENT AND EXPAND LEADERSHIP

CLC's strength begins with our leadership

- Identify potential new Board member(s) each year
- Educate and train Board members and volunteers
- Engage consultants to advise Board as needed

### 3 | EXPAND GREENBELT

CLC ensures meaningful preservation around Cayucos

- Be aware of and respond to conservation opportunities
- Continue to acquire hillside parcels overlooking Cayucos
- Be alert to and act upon any divestiture of Chevron property

### 4 | CONSERVATION OF LANDS

CLC is obliged to fulfill its responsibilities to the land

- Maintain and enhance the open space preserved by CLC
- Continue to monitor the Estero Bluffs, San Geronimo Ranch, and hillside lots

### 5 | ENGAGE, EDUCATE AND INFORM COMMUNITY

CLC's success is based on support and encouragement from our community

- Continue to educate the community
- Increase CLC membership and friends
- Maximize and promote CLC's new website
- Establish Roger Lyon Legacy Program

### 6 | EXPAND AND EFFECTIVELY MANAGE ASSETS

CLC depends on our assets to fulfill our mission

- Manage assets so that earnings on reserve investments cover administration
- Continue to increase reserves
- Raise \$150,000 in 2016
- Pursue grant money for land acquisitions