

# **BLUE SPRING ALLIANCE**

## **2013 WORKPLAN**

**DRAFT 3-6-12**

### **A. ORGANIZATIONAL ACTIVITIES**

#### **1. DEVELOPMENT STRATEGY**

**Purpose:** Ensure consistent, non-redundant approaches to potential sponsors.

**Next Steps:**

- Compile list of potential sponsor organizations and contact individuals
- Identify resources or participation needed from each potential sponsor for all 2013 BSA activities
- Assign responsibilities for approaching potential sponsors to individual Steering Committee members or Committee

**Leads:** TBD

#### **2. DEVELOP COMMUNICATIONS TOOLS**

**Topics/Activities:** Monthly email newsletter, Facebook page

**Purpose:** Disseminate information about BSA activities, and about Blue Spring and Watershed.

**Next Steps:**

- Draft language describing BSA participation at Green Affair, and BSA Spring meeting

**Leads:** Missy Gibbs

### **B. PUBLIC ACTIVITIES**

#### **1. A GREEN AFFAIR, DELAND**

**Topics/Activities:** Water Conservation Booth

**Purpose:** Disseminate information about water conservation and about the Blue Spring Alliance

**Date:** April 27

**Next Steps:**

- Compile or develop water conservation materials
- Determine booth staffing

**Leads:** Will Hobson, Demetris Pressley

**2. BLUE SPRING ALLIANCE SPRING MEETING**

**Topics/Activities:** Agency Updates, How to Get Involved

**Purpose:** Re-engage former Workgroup participants, engage new participants, provide information on issues affecting Blue Spring

**Date:** May

**Next Steps:**

- Pick format:
  - Weekday, before/after lunch -- likely to appeal more to agency/public sector participants
  - Weekday, late afternoon/evening -- may allow agency/local government participation in the afternoon, greater public participation in the evening
  - Saturday -- greater accessibility for public, less for agency/local government participants
- Pick date
- Identify and invite agency/city presenters
- Invite Workgroup participants
- Publicize

**Leads:** Bob Rundle, Georgia Stern

**3. SPRINGSHED ACADEMY**

**Topic/Activities:** Sequence of training and topics

**Purpose:** Develop citizen leadership on Blue Spring and watershed issues

**Date:** Fall 2013

**Next Steps:**

- Develop faculty and curriculum (review Workgroup meeting agendas for possible topics and presenters)

**Leads:** Katie Tripp

#### **4. WATER FESTIVAL**

**Topics/Activities:** Information and activities related to the Spring and Watershed

**Date:** October 12, 2013

**Next Steps:**

- Approach potential participants and sponsors

**Leads:** Laura Kruger