

## AVON TRAIL STRATEGIC PLAN – 2019-2024

**Vision** – Connect with Nature; Enjoy a Country Walk

**Mission** – A Safe System of Footpaths Joining St. Marys and Conestogo

**Values** -

- a. safe and enjoyable hiking experiences for all.
- b. strong relationships and partnerships with landowners.
- c. its members, meeting their priorities and addressing their concerns.
- d. its new members, encouraging them to actively engage with the Association.
- e. good governance and strong fiscal management.
- f. effective communication with members, and all stakeholders.
- g. building strong partnerships with other community organizations, trail associations, and Hike Ontario.
- h. its volunteers, and commits to providing them with support and feedback.

**Priority Areas:**

a. Serving our Members

Actions

1. Welcome package / greeting letter for new members
2. Wide variety of hikes (Rambles, evenings, longer weekend hikes, overnight hikes – destinations)
3. Appreciation for monitors and maintenance volunteers
4. Social activities
5. Maps
6. Newsletters
7. Strengthening the East End

b. Building a Safe and Interesting Trail

Actions

1. Monitors
2. Maintenance
3. Training for monitors and maintenance volunteers
4. Landowner relations
5. Moving more of the trail off-road
6. Developing the east end
7. Municipal partnerships
8. Opt-out fee (i.e. differentiated membership fee based on volunteering or not)
9. Identifying areas of specific interest

c. Strengthening our Organization

Actions

1. Increased volunteer base
2. Marketing

November 2019

3. Publicity – radio, print, media relations
4. Social media presence
5. Fundraising
6. Grants
7. Board member workshops
8. Board member orientation
9. East end board members

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