

# LCCN<sup>1</sup> Strategic Plan

Last Update: February 6, 2014



**MISSION:** Be the Community's Advocacy Group that learns, understands, educates, influences and champions coordinated decision making of all who share responsibility for robust and healthy growth of all of Montgomery County and more specifically the greater Lake Conroe Region (LCR) specifically. First priority focus is on water resource management: plans and actions that impact that.

**GOALS FOR 2014:** Impact the public, the process, current public sector managers and those that will emerge from the 2014 elections (cities, county and state legislature) through education, advocacy and public debate for responsible plans/actions for water resource management

## LCCN IN CONTEXT

Effective planning and action always require constant productive tension, balance and cooperation across three distinct groups:



<sup>1</sup> The Lake Conroe Communities Network (LCCN) was established in 2007 as a 501.c.4 non-profit organization by a group of concerned citizens and the leaders of several of the largest POA's on Lake Conroe. Under the IRS tax code, 501.c.4 organizations are "operated exclusively for the promotion of social welfare [and they are] primarily engaged in promoting in some way the common good and general welfare of the people of the community." LCCN has been actively serving since 2007 as the community's voice in critical economic development affairs ranging from water to transportation to taxes and from best management practices in POA's to annexation. This current update in strategic planning represents both a renewal of and a sharpening/prioritizing of the organization's near term focus and role going forward. It seeks to insure that LCCN is achieving maximum effectiveness as the community voice and advocate in key critical processes and decision making. It seeks to keep pace with accelerating challenges facing Montgomery County as a whole and the greater Lake Conroe Region specifically.

- Public sector managers (elected, appointed)
- Private sector leaders
- Community advocates

The transformational scale of Montgomery County change currently underway only makes the presence and synergistic operation of these groups more critical. LCCN has stepped up to fill a void that exists in organized community advocacy in general and for responsible water resource management in particular.

## **LCCN's ROLE**

- **Facts** – Consolidator/assembler and supplier of facts to all members of the community; analyzer; producer of critical additional facts as necessary to move discovery, discernment processes
- **Education** – of the public, community leaders, public officials and water resource operational management organizations through website/social media; print media; meetings and forums
- **Advocacy** – web enabled development and championing of positions/perspectives on the facts; promotion of the roles, involvement and voice of the public, county/city officials and state legislative representatives in the decision making and actions of the SJRA, LSGCD and other governmental bodies charged with the responsibility for operational management of county water resources
- **Scope** – balanced and reliable supply/preservation of water resources not only for drinking but also for recreation and other quality of life facets with first priority attention paid to (a) preserving/driving economic development while (b) minimizing total costs across all component elements of the solution (not optimizing revenue in any one component).

## **LCCN ORGANIZATION**

- **Membership** – POA/HOA's throughout the Lake Conroe region (LCR); private sector groups (e.g., banks, MUD's and private utilizes, real estate, rotaries, associations); individuals in the community at large
- **Structure** – Board, officers; advisory board of senior public leaders; executive board of community POA/HOA presidents, other community organization leaders and private sector group leaders; taskforce working groups with expertise in targeted areas of data and other information analysis and water resource management.

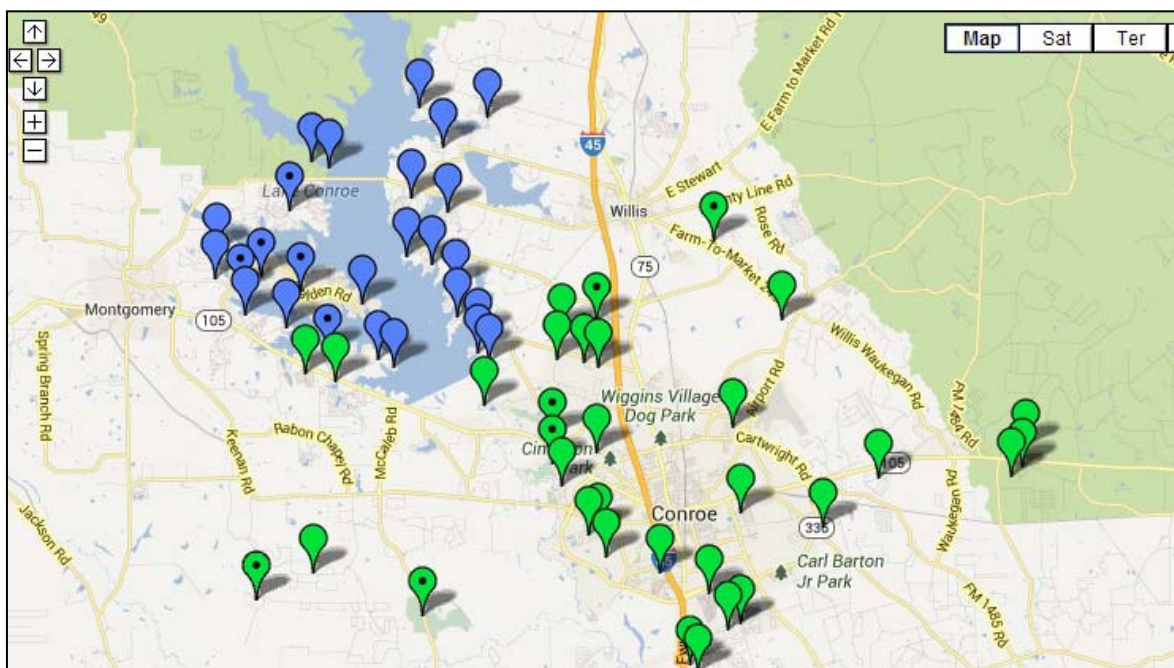
- **Finances** – membership dues; member and community-wide collections for special projects; philanthropic donations

## LCCN 2014 DEVELOPMENT SCHEDULE

- **1<sup>ST</sup> Quarter:** Operational dynamic content management website; expanded membership; 1<sup>st</sup> Forum -- Republican Primary Candidates: Exploring Challenges and Strategies for Effective Water Resource Management
- **2nd Quarter:** Prepare education campaign (media, membership, government, private sector); second Forum – 2014 Property Assessments
- **3rd Quarter:** Launch education campaign (membership, government, industry/real estate); third Forum – SJRA and LSGCD Water Resource Management: Past Present and Future
- **4th Quarter:** Fourth Forum – General Election Candidate Positions on Water Resource Management (within 2 weeks of Nov elections)

## FIRST TIER 2014 MEMBERSHIP TARGET

LCCN is targeting approximately 50 percent of the 75 communities in the heart of the greater Lake Conroe Region (LCR) for first tier membership in LCCN during 2014. LCCN’s current 15 members encompass almost half of the population in the immediate vicinity of Lake Conroe. During 2014 LCCN will seek to double the number of communities involved, raising the overall level of representation to approximately 50 percent of the population of the greater Lake Conroe Region.





# MAP OF GREATER LAKE CONROE REGION

