



DLIA Goals for 2020

- Increase membership by 30 new members
- Continue partnership with DLSD & TOD Lake Committee - Example Bowfishing Tournament
- Continue partnership with Walworth County Conservation Department to identify and implement best management practices identified in the Watershed Implementation Plan & the Jackson Creek Watershed Protection Plan
- Promote Healthy Lakes Initiative Grants to lakefront homeowners & associations
- Sponsor 2 farm fields in the Delavan Lake Watershed with at least 30 farmers in attendance
- Add 2 new farmers to the DLIA farm sponsored best management practices
- Communicate with members quarterly via electronic newsletters
- Post updates on social media platforms
- Promote education through brochures and newspaper articles
- Spring DLIA party/informational event attended by 30% of our members
- Increase marketing & brand awareness by sponsoring educational events, news releases & articles