



## **Willowsford Conservancy Community Advisory Committee Charter**

The Community Advisory Committee will serve as an advisory committee to Willowsford Conservancy staff and the Conservancy Board of Trustees (the “Board”). Until decided otherwise by the Board, the Community Advisory Committee will advise as a standing committee.

### **Purpose:**

The Community Advisory Committee is established to provide expertise and guidance to the Willowsford Conservancy staff and the Board on matters related to operations, sales, programming, education, and necessary infrastructure in order for the Conservancy to meet its mission and best serve the community.

### **Scope:**

The Community Advisory Committee will provide support and guidance on the following items related to the Farm:

- Become familiar with Farm operations, sales, education, and required infrastructure to advance the Conservancy's mission.
- Support the Conservancy in improving awareness and impact of sustainable farming and access to local produce and eggs to encourage healthy living.
- Provide Input on how to best expand the Farm's customer base in Willowsford and surrounding communities.
- Advise the Farm staff and Board on scope and funding for future renovation and construction projects as well as investment in equipment to achieve the strategic plan, implementation plan, and operations plan.
- Review and advise on strategic and operations plans to optimize impact of farm operation, farm sales, and engagement opportunities.
- Advise on engagement opportunities such as field trips, summer camps, after school programs, homeschool and scout programs, tours for adults, and events.
- Provide insights and recommendations on communication strategies and best strategies to effectively engage residents and the public in volunteer programs, educational programs, and to become customers.
- Identify potential partners to support Conservancy efforts and increase impact of efforts as well as potential funding sources.
- Finally, the Community Advisory Committee will develop ideas for potential funding sources that can be shared with the Fundraising Advisory Committee.

The Committee will provide support and guidance on the following related to Land Stewardship:

- Become familiar with land conservation, including the management of natural resources, including grasslands, forests, wetlands, wildlife, and waterways to advance the Conservancy's mission.
- Support the Conservancy in educating and improving community awareness of the impact of conservation and management work, as well as the benefits of open space and how to best engage with it.
- Increase awareness of the long-term nature of many of our projects and efforts such as tree planting, invasive species removal, wildlife protection, open burn, forest mulching, pond eco-system health, trail construction and maintenance, etc.
- Consider how to educate residents about the budgetary and safety impacts of open space violations and conversely the potential of participating in open space projects.
- Explore opportunities for amenities and improvements, such as the 40-mile trail network, recreational facilities for camping and archery, and events and programs intended to engage and educate the community.
- Consider how to optimize and expand sales and impact for our native plant nursery, firewood operation, and camping and amenity rentals including reviewing business plan.
- Advise the Conservancy staff and Board on the scope and funding for future renovation and construction projects as well as on investment in equipment to achieve the strategic plan, implementation plan, and business plan.
- Provide insights and recommendations on communication and marketing strategies to increase participation and more effectively engage residents and the public in volunteer programs, educational programs, and events.
- Finally, identify potential partners to support and increase Conservancy efforts and its impact, as well as generate financial support and/or through the donation of various resources (labor, materials, training, etc). Collaborate with the Fundraising Committee, where appropriate.

**Membership:**

The Community Advisory Committee shall consist of individuals with land conservation, wildlife management, pond management, construction, recreation, business planning, retail sales, farmers markets, citizen science, or education and curriculum development. Members will be appointed by the Willowsford Conservancy Board of Trustees in accordance with the Charter for Advisory Committees. Members will share any conflicts of interest that might impact their participation in fairly weighing in on a matter. Community Advisory Committee shall serve as volunteers and shall not receive compensation of any kind for their service.

*Last updated 6.1.25*