

Peoria Audubon Society Annual Plan for 2013-2014

Bird Monitoring

- Coordinate three annual Peoria-area Christmas Bird Counts ... recruiting volunteers, publicizing the events, and compiling the results. PAS will also continue to pay the participant fee for all three counts (Peoria, Chautauqua, and Chillicothe). Work to increase the number of feeder watchers.
- Coordinate the annual mid-winter Bald Eagle Count from Henry to Havana ... recruiting volunteers, publicizing the event, and compiling the results.
- Coordinate five annual Spring Bird Counts ... recruiting volunteers, publicizing the event, and compiling the results. Ensure consistent coverage and at least three counters in Peoria, Tazewell, Woodford, Mason, and Fulton counties.
- Conduct bird surveys for partner conservation organizations such as Ducks Unlimited, etc.

Public Education

- Host monthly public programs in conjunction with the monthly meetings, September through May.
- Host at least three seasonal field trips, open to the public.
- Continue sponsorship of area schools in the Audubon Adventures program.
- Partner with Forest Park Nature Center to host Eagle Day in late January ... providing eagle viewing maps, leading field trips to view eagles on the river, and answering questions the public has about the eagles that winter in Central Illinois
- Partner with Forest Park Nature Center to host birding events... March Waterfowl trip and August Shorebird Trip.
- Partner with Forest Park Nature Center and the Illinois Audubon Society to organize, publicize, and host a Hummingbird Festival in August.

Sanctuary Initiative

- Develop partnership with Ducks Unlimited for the long term stewardship of Chillicothe Bottoms.
- Develop management goals and schedule for Chillicothe Bottoms
- Continue to develop sanctuary fundraising events and initiatives
- Develop management goals and schedule for Brimfield Railroad Prairie in cooperation with Prairie Dawgs volunteer stewardship group

Member Recruitment and retention

- Revamp membership brochure and distribution.

- Continue development of peoriaaudubon.org as a “go to place” for local birding news and info.
- Have a presence at area events and improve outreach efforts
- Publish 4 Bird’s Eye View, membership newsletters per year in conjunction with publicity/membership activities:
 1. Summer Issue- promote shorebird field trip, hummingbird festival and September start-up of membership meetings. Also recap Spring Bird Counts. Target mailing date, last week of July to first week of August.
 2. Fall Issue- coordinate with annual seed sale and order form. Target mailing date, last week of September to First week of October. Seed sale, first Saturday of November.
 3. Winter Issue- Either time delivery for Early December if we need to promote Christmas Bird Count participation or in January to recap CBC and promote March Waterfowl Tour, and Sanctuary Fundraiser Auction in March.
 4. Spring Issue- target delivery for late April to promote Spring Bird Counts, Birdathons, and Summer tours.

Fund-Raising

- Organize an annual bird seed sale in fall to fund general Audubon operational budget.
- Conduct another March sanctuary endowment fundraising auction event.
- Promote special donation campaign to solicit sponsorships for Audubon Adventures program.
- Develop an annual appeal for sanctuary endowment fund.