

Hunt Hill 2045: A Long Range Plan for Hunt Hill Audubon Sanctuary

As approved by the FOHHAS Board of Directors on September 21, 2015

Purpose

This Long Range Plan is intended to provide broad guidance and direction for the Friends of Hunt Hill Audubon Sanctuary (FOHHAS) to use in developing strategic and operational plans over the next thirty years.

Detailed strategic and operational planning is beyond the scope of this document, and will require recurring planning efforts as Hunt Hill responds to year-to-year changes.

Mission

Hunt Hill Audubon Sanctuary is a nature preserve and learning center, open to all, dedicated to fostering understanding, appreciation and protection of the environment.

Vision

FOHHAS will focus on its founder's intent and on its visitors' needs in utilizing the land for both a sanctuary and as a place for environmental education.

Expanded vision

In the face of ever-increasing human stresses on the global environment, Hunt Hill faces some relevant challenges as well as great opportunities. We must continue our efforts to instill in people of all ages an awareness of their natural environment and preserve natural areas needed to offer visitors and students a living classroom.

By seeking opportunities to expand both the acreage of wild land that we protect and the facilities we have, we can increase our dual roles as a local environmental education resource and conservator of the exceptional ecosystems of northwestern Wisconsin.

To better serve the membership and community, Hunt Hill needs to correlate the upgrading of buildings with projected needs for year round programming and overnight accommodations. Upgrades will consist of renovating and upgrading existing buildings, as well as constructing new facilities or replacing older buildings that are not practical to upgrade.

We envision the construction of a new visitor center on Hunt Hill land. The developed footprint at Hunt Hill—that is, the land on which buildings, access roads, parking and mowed areas—should remain at about current percentage of the total land area of Hunt Hill.

FOHHAS shall maintain its good relationship with NAS while continuing to gain local ownership of all Hunt Hill properties.

Hunt Hill should earnestly strive to increase its presence and involvement in the surrounding communities by awareness advertising, by expansion of quality and diversified programming and growing its outreach programs, especially for children and the growing senior population.

Hunt Hill must remain solvent and responsive by adapting to changes in local demographics, developing economic opportunities and meeting challenges, while increasing community awareness of environmental issues.

To ensure the preservation and expansion of the Hunt Hill lands and facilities, the Board needs to work on increased membership, solid revenue-generating programming and fund-raising activities. Constant effort is needed to expand our donor base and increase the FOHHAS endowment for self-sustainability.

Frances Andrews was a visionary who left us a special place that brought folk an awareness of their natural surroundings. As we look to the future, FOHHAS strives to meet the wishes of Frances Andrews while living up to its own mission statement.

Recommendations

1. Keep the developed footprint (buildings, parking, mowed areas, driveways / roads, cultivated land and pasture) at Hunt Hill at no more than its current percentage of the total Hunt Hill acreage. This recommendation is consistent with survey results, wherein responders felt that Hunt Hill currently provides the right balance of program facilities and nature preservation. Within this recommendation, there is flexibility to expand or change the facilities at Hunt Hill to better meet program needs.
2. Hunt Hill should strive to more fully utilize existing facility capacities to provide the income base and usage to justify facilities upgrades. Rental to groups that bring some or all their own staff is encouraged, so long as the mission of the outside groups is not incompatible with Hunt Hill's mission. Increased usage should be carefully managed so that facilities are not compromised and natural resources are not adversely affected.
3. Hunt Hill should improve its facilities' capacity to deliver environmental education programs. Facilities improvements should be approached conservatively, by evaluating potential program users and ensuring that program usage and income through donations, grants, and program fees are sufficient to sustain Hunt Hill's operation. A long-term "blueprint" is needed, and a phased approach toward making both modest and substantial changes to Hunt Hill's facilities will be necessary. Facilities upgrades should be done through a thoughtfully planned mix of renovation or replacement of existing buildings, as well as construction of new buildings. Specific needs identified during LRP committee meetings include:
 - a. A new year-round program center and supporting facilities.
 - b. Expanded parking to accommodate large programs (there is currently insufficient parking to handle several of our larger events).
 - c. Improved accessibility for seniors and mobility-impaired users, including parking accessibility and accessibility of facilities and some trails.
4. Hunt Hill should develop and grow long-term financial resources. It is difficult to generate sufficient revenue solely through environmental education program fees. Similarly, nature preservation is not, by itself, a revenue generator. Long-term strategies are needed to develop sufficient capital for major facilities upgrades as well as stability in program staffing. Capital campaigns, planned giving and endowments should be considered as ways to increase capacity.
5. In addition to environmental education, an important part of Hunt Hill's mission is to preserve in a natural condition the unique habitats of Hunt Hill. As Hunt Hill grows and expands its influence, it should consider preservation and protection of additional lands in the area. Such an expansion of scope should be done conservatively, as resources allow, and with careful evaluation of environmental suitability, i.e. diverse ecosystems in need of preservation. New land acquisitions (through donations or purchases) should be evaluated within the framework of the Facilities Master Plan. New land acquisitions may be contiguous to core Hunt Hill Audubon Sanctuary property, or in some cases, may be farther afield.

Appendices

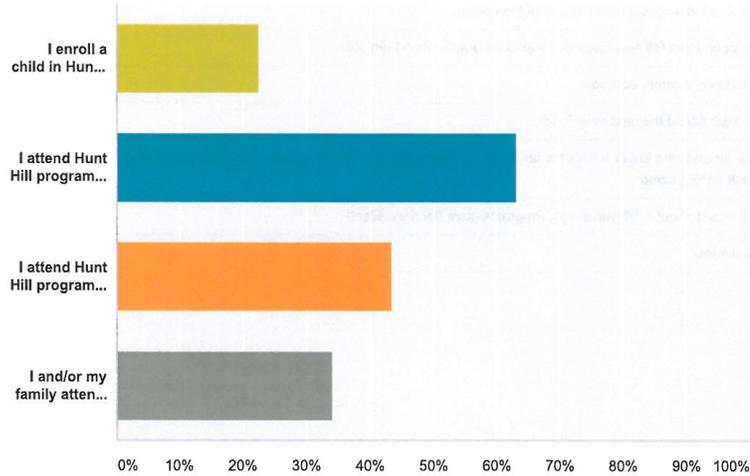
Appendix 1: Stakeholder survey results

Appendix 2: Summary of demographic forecast

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**Q1 Please describe how you use Hunt Hill.
Check as many as appropriate.**

Answered: 106 Skipped: 6



Answer Choices	Responses
I enroll a child in Hunt Hill programs	22.64% 24
I attend Hunt Hill programs as an individual	63.21% 67
I attend Hunt Hill programs with my family	43.40% 46
I and/or my family attend Hunt Hill as a day-use visitor (outside of formal program offerings)	33.96% 36
Total Respondents: 106	

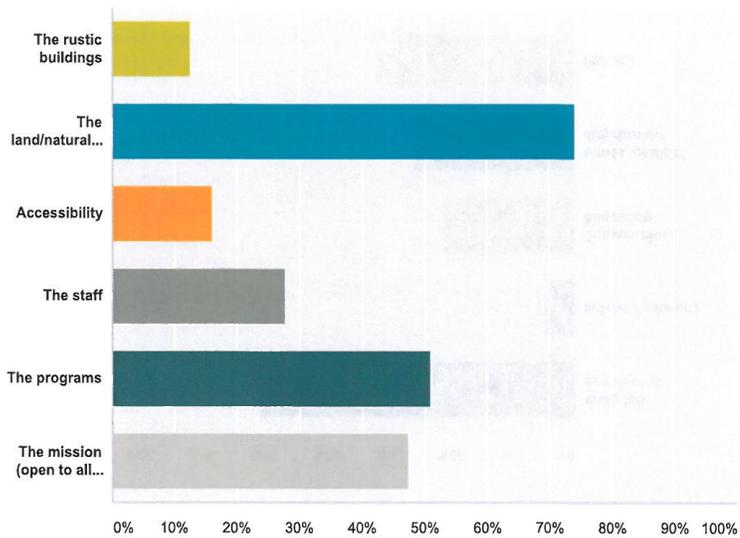
#	Other (please specify)	Date
1	As a break from city noise to the sounds of nature, canoeing, hiking and solitude.	1/31/2015 8:24 AM
2	The facility enhances my teaching philosophy and style.	1/31/2015 8:19 AM
3	In the past, haven't attended programs lately	1/30/2015 3:14 PM
4	I also teach classes	1/29/2015 3:35 PM
5	Don't live in the area, have a cabin. Just support HH and sometimes I come and walk around the property.	1/29/2015 8:18 AM
6	I am am alumni from camp in 1982. I also have occasion to attend meetings there at which HH let us use their facilities.	1/28/2015 4:35 PM
7	birding	1/27/2015 8:14 PM
8	Used it years ago when I was a workshop attendee and then one of the staff. Loved it, still do....Have visited once....	1/27/2015 5:31 PM
9	I've attended adult Spanish camp.	1/27/2015 3:20 PM
10	Expect to use as a day-use visitor in the future	1/27/2015 2:11 PM

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11	Hiking the trails, observing the birds and keeping a record of what I saw	1/20/2015 3:43 PM
12	We are happy to have Hunt Hill not only as a beautiful piece of nature, but natural habitat that protects and adds to Long Lake and the natural beauty of northwestern Wisconsin.	1/17/2015 9:37 AM
13	I had my wedding there :)	1/16/2015 3:29 PM
14	Have spent a couple nights in one of the cabins.	1/16/2015 2:17 PM
15	I support Hunt Hill financially and attend programs when I am able.	1/15/2015 5:29 PM
16	volunteer, summer educator	1/15/2015 4:39 PM
17	And will attend the next soup lunch.	1/15/2015 4:38 PM
18	The grounds are lovely but it's too far for us to make a day trip. The programs sound interesting and I enjoy he Adult Spanish camp	1/15/2015 4:33 PM
19	We joined about 1 1/2 years ago. Programs have been excellent!	1/15/2015 4:24 PM
20	Volunteer	1/15/2015 4:15 PM

Q2 Please choose two things you most enjoy or value about Hunt Hill.

Answered: 112 Skipped: 0

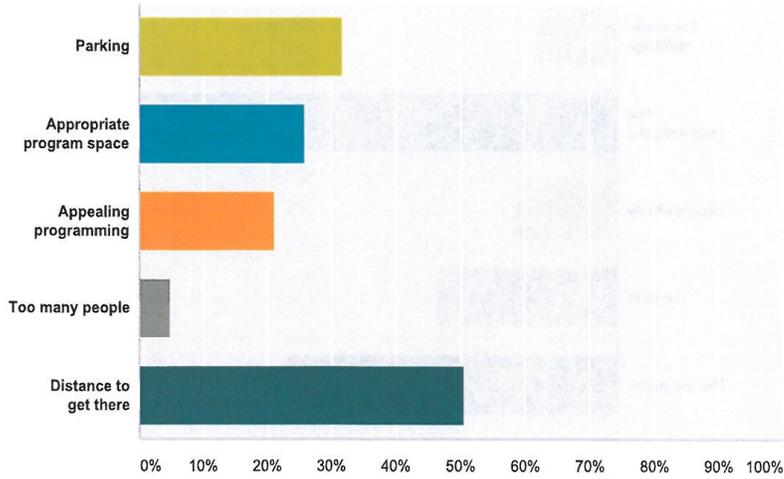


Answer Choices	Responses
The rustic buildings	12.50% 14
The land/natural resources/sounds of nature	74.11% 83
Accessibility	16.07% 18
The staff	27.68% 31
The programs	50.89% 57
The mission (open to all, protect living things within the sanctuary)	47.32% 53
Total Respondents: 112	

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Q3 Pick the top two factors that limit your use or enjoyment of Hunt Hill.

Answered: 85 Skipped: 27



Answer Choices	Responses
Parking	31.76% 27
Appropriate program space	25.88% 22
Appealing programming	21.18% 18
Too many people	4.71% 4
Distance to get there	50.59% 43
Total Respondents: 85	

#	Distance to get there. If so, what city do you live in?	Date
1	Only thing that limits my involvement is my own quirky time lines and geography.	2/6/2015 10:13 AM
2	Shell Lake	2/5/2015 11:12 AM
3	Austin MN 200 miles. Do visit in all seasons. Their Sat "Cakes on the Lake" bring in tourists and always include educational programs with environmental awareness.	1/31/2015 8:24 AM
4	200 miles makes it difficult to attend weekend programs.	1/31/2015 8:19 AM
5	Red wing, mn	1/30/2015 3:14 PM
6	Minneapolis MN	1/29/2015 8:18 AM
7	Rice Lake	1/29/2015 7:50 AM
8	Superior	1/28/2015 4:35 PM
9	When we are not working FT in the Chicago metro area, you are very close to our cabin.	1/28/2015 8:17 AM
10	So St Paul Mn	1/27/2015 7:23 PM

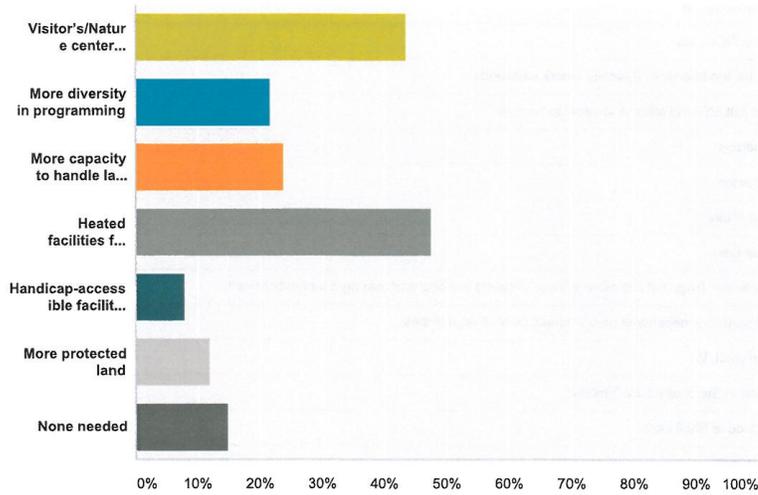
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11	St. Paul in MN	1/27/2015 3:20 PM
12	None of the above apply.	1/27/2015 2:11 PM
13	Spooner (so I use the city park, don't like to use the car very much)	1/27/2015 1:08 PM
14	White Bear Lake, MN	1/27/2015 12:53 PM
15	Pewaukee, WI	1/21/2015 2:01 PM
16	none Rice Lake	1/20/2015 3:43 PM
17	I have too little time. Weather. I work weekends.	1/20/2015 2:15 PM
18	100 MILES- visit Mikana at cabin in summer	1/19/2015 8:14 PM
19	Madison	1/18/2015 1:36 PM
20	Webster	1/18/2015 11:46 AM
21	Eau Claire	1/17/2015 11:03 PM
22	Rice Lake	1/17/2015 10:18 PM
23	We live in Trego but it is more a factor of taking the time and making it a priority to visit.	1/17/2015 11:31 AM
24	None. Use is dependent on our schedule of other activities.	1/17/2015 9:37 AM
25	Barronett, WI	1/16/2015 1:46 PM
26	None of the choices are "limiting"	1/16/2015 11:02 AM
27	outside of Shell Lake	1/16/2015 10:14 AM
28	Hayward	1/16/2015 6:27 AM
29	Twin Cities	1/15/2015 9:58 PM
30	Rice lake	1/15/2015 7:12 PM
31	Minneapolis	1/15/2015 7:01 PM
32	Living in a Minneapolis suburb limits my winter use, but my summer cabin home lets me hike there a lot!	1/15/2015 6:21 PM
33	Chippewa Falls	1/15/2015 5:51 PM
34	Minnetonka, MN Distance is the only factor that limits my participation.	1/15/2015 5:29 PM
35	other commitments	1/15/2015 5:10 PM
36	Antigo WI	1/15/2015 4:50 PM
37	my own schedule is the biggest limiting factor	1/15/2015 4:39 PM
38	Also, I live in a beautiful place, near Trego, and often don't care to sign up ahead of time—I have lots of outdoors right here.	1/15/2015 4:38 PM
39	Marine on St Croix MN	1/15/2015 4:33 PM
40	Can't pick a second limit to my use...love the place!	1/15/2015 4:24 PM
41	St. Paul. I go to Hunt Hill when I am staying with my parents, who live in Stone Lake. My kids have attended day camp at Hunt Hill.	1/15/2015 4:22 PM

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Q4 Pick the top two improvements you believe Hunt Hill needs the most.

Answered: 101 Skipped: 11



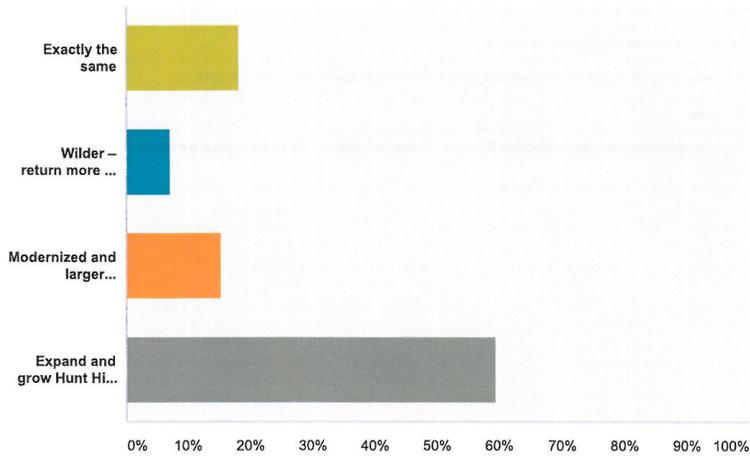
Answer Choices	Responses
Visitor's/Nature center building	43.56% 44
More diversity in programming	21.78% 22
More capacity to handle large groups of people for programs	23.76% 24
Heated facilities for winter use	47.52% 48
Handicap-accessible facilities (compliant with Americans with Disabilities Act)	7.92% 8
More protected land	11.88% 12
None needed	14.85% 15
Total Respondents: 101	

#	Other (please specify)	Date
1	I'm pretty happy with it ... I checked the Visitor/Nature Center building only as it may be the weakest link, but even so: I don't feel it's a critical detractor.	2/6/2015 10:13 AM
2	more emphasis on birding	1/27/2015 8:14 PM
3	Not sure of anything specific	1/27/2015 7:23 PM
4	I would like to see more programs to encourage adults and children to use the area more frequently, such as snowshoeing hikes, birding walks, winter activities, bonfires, moonlight walks, etc. even some kind of date night with childcare possibly?	1/27/2015 5:10 PM
5	More room for cakes on the lake	1/27/2015 2:11 PM
6	Dormitory: women's bathroom, beds.	1/18/2015 1:36 PM
7	Habitat improvement with more opportunities to view wildlife.	1/17/2015 9:37 AM
8	More frequent busing from the Rice Lake area. I'd be willing to pay for my kids to ride.	1/16/2015 2:17 PM
9	Parking, including better drop off/pick up accomodation	1/16/2015 11:56 AM
10	Easier adding or canceling children's day camp program	1/16/2015 6:27 AM
11	More week or weekend programs for adults.	1/15/2015 5:45 PM
12	I don't really think HH needs more protected land. I think we all need more protected land.	1/15/2015 4:39 PM
13	Don't know.	1/15/2015 4:38 PM
14	changed Spanish program eg more class time and running thru Sat am, more separation between beginners and advanced	1/15/2015 4:14 PM

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Q5 What would you want Hunt Hill to look like 25-30 years from now?

Answered: 99 Skipped: 13



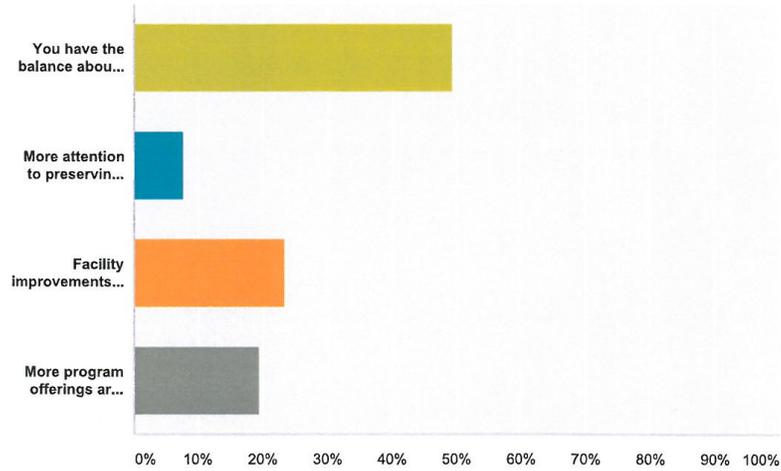
Answer Choices	Responses
Exactly the same	18.18% 18
Wilder – return more of it to nature	7.07% 7
Modernized and larger facilities	15.15% 15
Expand and grow Hunt Hill through land acquisition, more facilities and programs	59.60% 59
Total	99

#	Other (please specify)	Date
1	I'm not much on "bigger and better"; I believe it's wonderful as it's now run, and big expensive buildings might even detract from it's charm.	2/6/2015 10:17 AM
2	The quaintness of current facilities could be retained by developing the newly aquired property and still expand the programming and educational opportunities.	1/31/2015 8:42 AM
3	Small modern changes in keeping with nature, Eco friendly, more land ok but existing land is pretty awesome	1/30/2015 3:16 PM
4	Just adapt with time like the rest of us. Seems you already do that.	1/28/2015 8:20 AM
5	Oh, hard to say, everything has to move forward, but the rustic-ness of it all is the appeal...	1/27/2015 5:34 PM
6	Continue present programming and expand as stated previously.	1/27/2015 5:16 PM
7	More facilities and programs, not necessarily land acquisition.	1/20/2015 10:52 AM
8	By exactly the same, I mean the same balance between land and building usage.	1/17/2015 10:00 AM
9	Nature center building with room for larger groups/programs.	1/16/2015 8:34 AM
10	Just larger facilities...not necessarily modern. Somewhat larger but still rustic looking and fitting into the land , like Frank Lloyd Wright would think. Needs to be able to be used safely and comfortably but with the sme rustic, wild experience.	1/16/2015 7:38 AM
11	I like walking through the field to the parking lot across the road. This would still be okay in the winter if there was a packed trail.	1/16/2015 6:31 AM
12	Wilder a close second.	1/15/2015 5:54 PM
13	Purchase the land that the Audubon Society owns.	1/15/2015 5:48 PM
14	I do not think the above are incompatible. With more land, there can be more diversity of use. More modern facility, more accessible areas, and some areas (maybe even larger than what is there now) preserved as a sanctuary.	1/15/2015 4:43 PM
15	Don't know--must get to know it better Now!	1/15/2015 4:40 PM

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Q6 Hunt Hill comprises and attempts to balance the natural environment, facilities (from bog-mats to buildings) and programs meant to enhance human understanding and appreciation of the natural environment. In looking at this balance, what would you suggest to Hunt Hill?

Answered: 103 Skipped: 9



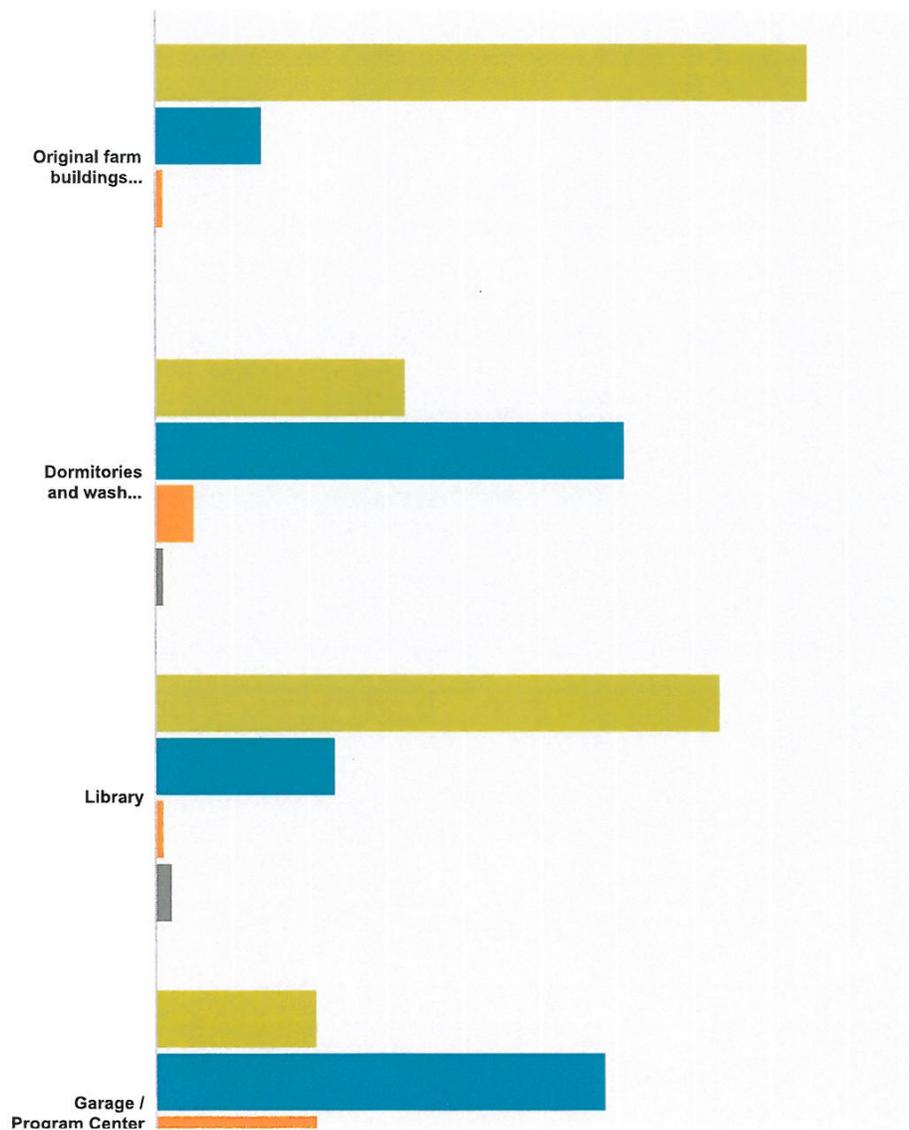
Answer Choices	Responses
You have the balance about right.	49.51% 51
More attention to preserving nature is needed	7.77% 8
Facility improvements are needed	23.30% 24
More program offerings are needed	19.42% 20
Total	103

#	Other (please specify)	Date
1	See previous response.	1/31/2015 8:42 AM
2	No opinion on this topic yet.	1/28/2015 8:20 AM
3	To attract more people	1/27/2015 7:26 PM
4	More adult programs.	1/15/2015 5:48 PM
5	I REALLY wanted to attend the wild rice workshop, but I was informed that it wasn't being offered in 2015. AWWW!	1/15/2015 4:51 PM
6	See above—in any case, access and usability need to be balanced with natural assets.	1/15/2015 4:40 PM

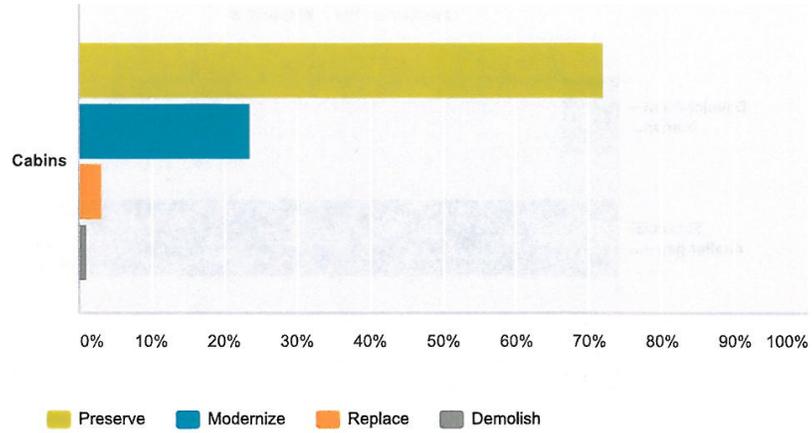
7	numbers 3 and 4 above	1/15/2015 4:16 PM
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Q7 For the following facilities at Hunt Hill, in your opinion, should we: - preserve (maintain and/or restore, because of historical value to Hunt Hill) - modernize (renovate or modernize existing building to better meet user's needs) - replace (replace existing facility with one that better meets user's needs) - demolish and return land to natural condition Click the circle that best reflects your opinion regarding each building.

Answered: 104 Skipped: 8



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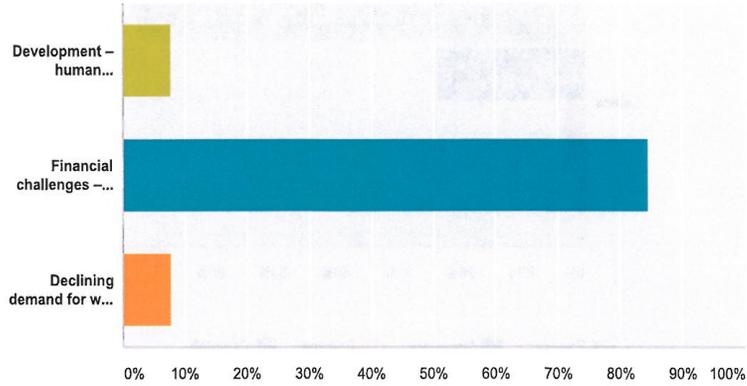


	Preserve	Modernize	Replace	Demolish	Total
Original farm buildings (farmhouse, barn, chicken coop)	85.00% 85	14.00% 14	1.00% 1	0.00% 0	100
Dormitories and wash house/bathrooms	32.65% 32	61.22% 60	5.10% 5	1.02% 1	98
Library	73.40% 69	23.40% 22	1.06% 1	2.13% 2	94
Garage / Program Center	20.79% 21	58.42% 59	20.79% 21	0.00% 0	101
Cabins	72.04% 67	23.66% 22	3.23% 3	1.08% 1	93

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Q8 What do you think is the biggest future threat to Hunt Hill?

Answered: 104 Skipped: 8



Answer Choices	Responses
Development – human population growth & encroachments	7.69% 8
Financial challenges – competing demand for limited resources (donations, reduced school funding for field trips, etc.)	84.62% 88
Declining demand for what Hunt Hill offers	7.69% 8
Total	104

#	Other (please specify)	Date
1	I actually believe there will be increasing demand for what Hunt Hill has to offer, as our world gets goofier.	2/6/2015 10:17 AM
2	Greater information for drop-in visitors. How do I know what to do when I drive in? I realize how difficult it is to have a staff member "burst out" to enthusiastically greet arrivals. Present set- up makes this very difficult; impossible in winter.	1/31/2015 8:42 AM
3	Perhaps if the bath houses and dorms were insulated there could be overnight cold-weather programs. ? if this is feasible—if enough people would want to stay overnight at Hunt Hill during winter.	1/27/2015 3:22 PM
4	Trying to do too much too soon with the newly purchased land. Sometimes doing nothing is doing something. I look at the new purchase as an opportunity to enhance needs that cannot be met with our current facilities; not an expansion. . I believe it would be wrong to commercialize Hunt Hill.	1/17/2015 10:00 AM
5	I see the need for the children programs, but not so much for what you are offering for the adults. For an Audubon/Nature Center there is no positive stands for protecting birds or nature. More about just raising money for keeping the doors open.	1/15/2015 4:45 PM
6	People are losing their appreciation for Nature.	1/15/2015 4:17 PM

Appendix 2. Analysis of demographics and demographic forecast

This appendix contains selected nuggets from Wisconsin's Future Population (Dec 2013) 2010-2040. (The committee's measuring stick of 25 years in the future would be 2037-corresponding to the report's outer time period):

On page 19, the year of peak projected population in Washburn county: 2035

Washburn percentage change in county population from 2010-2040:+10-15%

Percent of population aged 65 and older (2010 census): 20-25%

Percent of population aged 65 and older (2040 projection); 30-35%

By county, there is a table that lists age groups, population of males for 2010 and 2040, then the same for females. My gleanings for Washburn county:

More women in 2040 than men

Many more people ages 45+ both in 2010 and by 2040 there is a drop off in population growth in 25-29 age group in both 2010 and 2040 there is an "Elder boom'-dramatic projected increases in 2040 in people 70+ decreases in age groups 25-29, 40-54 in 2040

To see the original report: <http://www.doa.state.wi.us/Divisions/Intergovernmental-Relations/Demographic-Services-Center/Wisconsin-Population-Projections/>.