



Vice President's Message

By Aaron Schwartz, SRCLA Vice President

Building on Our Foundation

This past spring, I wrote to you all with a vision of growing an active and vibrant community centered around the Sauk River Chain of Lakes. In that letter, I explained that we had partnered with a outside firm to manage and grow our social media presence. Since the spring issue of *The Chain Link*, we have seen an increase in our engagement both on Facebook and Instagram. I have been amazed at the response and the engagement we have been getting via these channels. We are looking to continue this momentum we are seeing and will look to expand our content. By the time you are reading this, we will have started to post local fishing reports. We will also be looking into adding an intern over the winter that will focus on community outreach and content creation.

With all the talk and focus on our social media offering, it is clear, however, that not all our membership utilizes these platforms. As we look to continue to build this community, we need to make sure we can connect with a diverse group of stakeholders. It is our responsibility to our membership that we provide access to our board members to answer any inquiries they may have. With that in mind over the next few months, we will be looking at several options to give our members a voice. A few of the options we are considering are monthly mini town halls that would give members a chance to interact face to face with our board members. We will also be sending out some surveys to the membership email addresses. We want to be mindful not to fill up your inboxes, but we do truly want some insight into what is on the minds of our membership.

Your input is important to us so please, if you see a survey come through or if you bump into a board member, take the time to share your thoughts. There is one more group that I want to reach out to as well and that is our Business Membership. We value your membership and would like to know how we can be a better partner to you. We have had conversations with a couple businesses about promoting their events, but we have barely scratched the surface. We have an events calendar on our website that we would be happy to add your events to. We can also help bring attention to events you may be having through our social media pages. If you are interested in discussing this further, please feel free to reach out to me. Thanks everyone, I look forward to seeing you all out on the water.

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