

**BUTTERNUT**

---

**VALLEY**

---

**ALLIANCE**

Engaging our Community



## Leading the Butternut Creek watershed toward a sustainable future.

Our mission is to encourage the Butternut Creek watershed to become an even better place to live, work, and play. Our activities connect communities, protect the environment, and promote the arts.

Established in 2009

Over 300 members

15-member Board of Directors (Executive Director position currently vacant)

\$50K annual operating budget from grants, donations and membership fees

Serves the 5000 residents of the 31 mile-long Butternut Valley



## Our activities include:

### Creek and watershed programs

- Water-quality monitoring
- Riparian buffer plantings and maintenance
- Butternut Creek watershed erosion assessment
- Woolly Adelgid survey
- Volunteer stewards of two state forests
- Trail building – both hiking and cycling

### Educational programs

- Public presentations
- Visionary Scholar Award encourages graduating students to plan a sustainable future
- On-line repository of scientific papers and presentations relating to the watershed

Events – Creek Float, Art Show, Summer Festival, Gravel Grinder Bike Ride



2021 flooding event polluted  
Calhoun Creek with plastic  
agricultural hay-bale wrap.



Students from Morris Central School and SUNY Oneonta joined over 40 community members to remove four tons of plastic over four cleanup events.



The joint activity led to an annual Earth Day community cleanup event in partnership with Morris Rotary Club and Morris Central School.

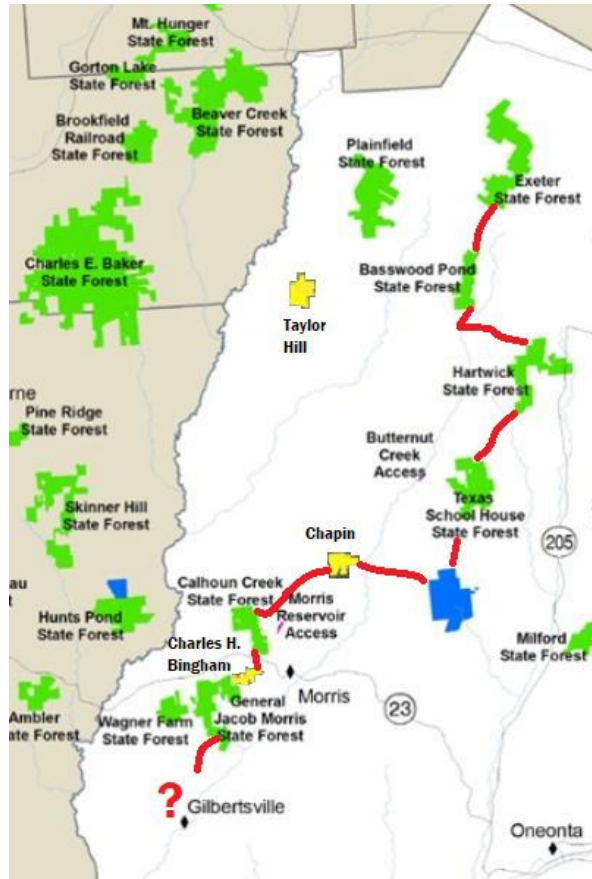


Annual riparian buffer plantings and maintenance events draw local participants.





# Trail Building and Maintenance





## ***Milling about the Butternut Valley***



*Butternut Woolen and Cotton Factory, East River Road, Morris, circa 1850*

**By Tom Washbon**

**Wednesday, November 17 at 7 pm**

Education programs, presented live and via Zoom, are well attended.

Subjects have included:

Hellbenders

Riparian Buffers

Mill History

Archaeology

Pollinator Gardens



It's not all work and learn,  
sometimes we just have fun.

Our annual Summer Harvest  
Festival draws over 300 community  
members.



## Our annual Creek Float



Provides a unique view of the valley for 20-30 paddlers enjoying a day on the water.



## On the Trail of Art

Over 300 guests explore our resident talent and our natural resources when we turn a State Forest into an art gallery.





## Butternut Valley Gravel Grinder

Draws non-resident and community members alike for an opportunity to ride 15 to 60 miles through the hills and valley on both blacktop and gravel roads.



# How do we do it?

How do we get dozens of folks to get sweaty and muddy?

How do we get hundreds of folks out in the woods?

How do we build an email list with over 300 addresses?



# Focus and Engagement

Appeal to a wide-spectrum of interests in a small geographic area.

Stay true to our core efforts: art, environment, community building.

Collect email addresses at all events.

Build community awareness of the organization.



# Promotion

As old-fashioned as it may seem we use:

Emails to our membership list

Facebook announcements

Postings on our website

Hanging posters in the community

Cross-promotion with our allied partners

Newspaper ads

Word of mouth







# Alliances

Key to our success is in our name.

We are an alliance of many individuals and partner organizations with disparate but related passions. Among our many partnerships are:

Upper Susquehanna Coalition  
Otsego County Conservation Association  
Otsego County Soil and Water  
Conservation District  
Morris, Gilbertsville-Mount Upton and  
Edmeston Central Schools  
Department of Environmental Conservation

Otsego Land Trust  
Central New York Cycling  
Morris Historical Society  
Morris Rotary  
Otsego 2000  
SUNY Oneonta  
Town and Village Governments

