



Photo by Eric Bonow

**The 2022 Annual Report  
for the  
Friends of Plum and Pilot Islands, Inc.**



## Table of Contents

A Message from our President .....	3
We are The Friends of Plum and Pilot Islands .....	4
Our Mission.....	4
Our Vision .....	4
Our Core Values .....	4
Our Impact.....	5
A Special Donor Thank You!.....	6
Financial Picture.....	7
Fiscal Development / Fundraising.....	9
Governance.....	9
Historic Preservation.....	10
Plum Island Boathouse Pilaster Restoration .....	10
Pilot Island Lighthouse Tower rubber membrane.....	10
Marketing .....	11
Membership .....	12
Merchandising .....	13
Newsletter .....	14
The Shoreline.....	15
Volunteer Coordination and Events.....	16
2022 Board of Directors and Volunteer Leaders.....	17

## A Message from our President

Hello Friends,

We welcomed 2022 with a lower COVID numbers, more freedom to meet with our friends, and welcomed over 3,500 guests to Plum Island!

After a lengthy search, Joel Vos was selected as Refuge Manager for the Green Bay and Gravel Island National Wildlife Refuge. Joel has been working with the US Fish & Wildlife Service (USFWS) since 2012 at the Alaska Maritime NWR in Homer AK, Savannah NWR Complex in Hardeeville SC, and Minnesota Valley NWR in Bloomington MN. One of his first tasks with our Friends group was to help us understand the USFWS Partnership and Supplemental Agreement which detail the relationship that the Service has with us. We all learned a great deal which will help us to be an even stronger organization.

We are excited to announce that, thanks to a generous donation by one of our members, Jim and Ronnie Robinson, former owners of *The Shoreline* charter boat sold her to the Friends of Plum and Pilot Islands. Jim Robinson offered to stay on as a volunteer to pilot the boat and train future master captains and crew. We met our budget by offering narrated 2-hour tours while we learned what owning a boat would entail. Needless to say, we learned a lot!

We are even more excited with the arrival of a new building on Plum Island ... a two-stall vault toilet! A special thanks to USFWS for hearing our plea for some greater level of 'creature comforts'. While the USFWS budget is lean, they sometimes manage to squeeze out some funding for requests from active Friends groups, like FOPPI.

Read on to learn about the work done to restore the Plum Island boathouse pilasters, work on the Pilot Island lighthouse tower and a grant to complete the rear range light tower restoration. Learn how our fundraising efforts gave a nod to the natural world, and the success of TWO Sunset Cruises this year.



Vault toilet on Plum Island

*Mary Beth Volmer*

*President – Friends of Plum and Pilot Islands*

## We are The Friends of Plum and Pilot Islands

The Friends of Plum and Pilot Islands has grown and achieved success through the support of our members, donors, and supporters. Our business framework is built upon the foundation of our Mission, Vision, Core Values and the Impact to our community.

### Our Mission

The mission of the Friends of Plum and Pilot Islands is to partner with U.S. Fish and Wildlife Service to support the preservation, restoration, maintenance, and contemporary use of the historic resources on Plum and Pilot Islands, and to conserve and protect wildlife resources, while providing opportunities for quality wildlife-dependent recreation.

### Our Vision

Preserving the memories of those who came before us.

### Our Core Values

1. We believe that preserving and restoring the historic maritime structures on Plum and Pilot Islands is important to Door County to preserve this community's culture and heritage.
2. We support US Fish & Wildlife's BIG SIX priority public uses: Hunting, Fishing, Wildlife Photography, Wildlife Observation, Environmental Interpretation and Environmental Education.
3. We believe that volunteering is important to improve community life, to give back, to learn, to get connected to other people, and to enhance the human spirit of giving.
4. We believe it is vital to sustain the unique ecosystem of the island through conservation and educational efforts.
5. We value our members, donors and volunteers and strive to use these resources responsibly.



## Our Impact

Our mission goes beyond the work that we do on the islands. We are a member of the greater Door County community and do our part to protect the environment and be a responsible member of this fine community.

We advocate for environmental sustainability by:

- Following the 'Leave no Trace' principles (<https://lnt.org/>)
- Shopping Locally whenever necessary for our merchandise
- Valuing Diversity and Inclusion
- Protecting our waters by using special paint on the *Shoreline's* boat hull to prevent the attachment and spread of aquatic organisms, including invasive species
- Conducting regular Beach Patrol hikes to collect and properly dispose of flotsam that washes up along the shoreline
- Stationing boot brush stands at areas of contact to raise awareness about invasive species and to reduce the spread and establishment of new infestations of invasive species

We value our community by being a part of these events:

- Ridges Festival of Nature
- Door County Maritime Museum's Lighthouse Festivals
- Canoeopia
- Death's Door BBQ
- Door County Maritime Museum's Wooden Boat Festival
- Every Day is Earth Day

We are invested in the future of our community by working with the Washington Island School as they develop their STEM program, by bringing the children to Plum Island to learn about the Monarch butterfly migration.



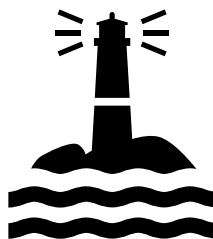
## A Special Donor Thank You!

As a 501(c)3 non-profit organization we can only accomplish the things that you will read about in this report through the continued generous support of our Friends members, volunteers, foundations, donors and the U.S. Fish and Wildlife Service (USFWS). We deeply appreciate the support we receive. Your support directly allows us to achieve our mission of supporting the Green Bay National Wildlife Refuge (GBNWR).

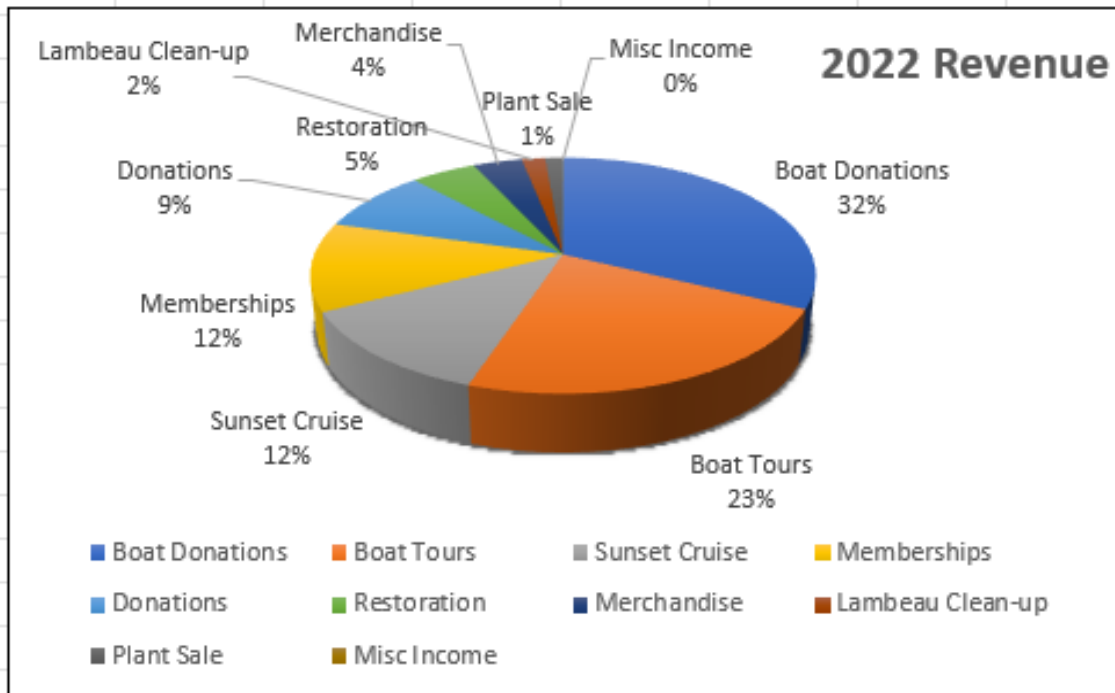
### **Thank you for making this all happen!**

Sally Dery, Bob & Sue Griem, Steven Hintz, Roxanne Jungwirth, Becky Kimball, Merlin & Carol Lang, Bruce McClaren, Colleen Pilat, Jim & Ronnie Robinson, Paul Schumacher, David Stack, George Smith, Tim Sweet, Betsy Wallman, Carl Zapffe, the Village of Sister Bay, Caroline Clark, Janelle Meins, Elizabeth Sohns, Steve & Loretta Lambert, the O'Loughlin Family, John and Amy Becker, Bill and Karen Bell, Thomas Biermann, Laurel Braatz and Tim Feist, Ken Buchholz, Susan and Hal Dickens, Jean Fox, Terri Fuller, Jerry and Sue Harris, Steve and M. Lynn Karges, Allan King, Merlin Lang, Orv and Dee Langohr, Patrick McKinstry, Sand and Ed Miller, Gregory Morris, John and Joni Pagel, Tina Panagis, Lynn Passino, Eric Reisdorf, Michael Repp, Helen Roberts, Glen Schubert, John and Deanna Swanson, Richard Thatcher, Tom and Judy Vonck, Ken and Cheryl Werner, Gary and Cindy Wilson, Mary Beth Volmer, David Yazbec, Kimberly Wells, Paul Schumacher and Deb Logerquist, William and Cheryl Surbaugh, Kristin Wegner and Eric Howe, Daryle Wragge and Joan Anderson, Amazon Smile, PayPal Giving Funds, Thrivent Funds, Facebook Network for Good, Twin Cities United Way Jackson Harbor Soup, Detroit Harbor Ladies Aid, and anonymous cash donations received at the FOPPI July Sunset Cruise, the Sturgeon Bay Wooden Boat Festival, and Death's Door BBQ, Canoecopia, Every Day is Earth

Day events

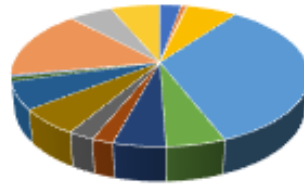


## Financial Picture



Boat Donations	26,360.09
Boat Tours	18,610.00
Sunset Cruise	9,959.63
Memberships	9,923.84
Donations	7,101.47
Restoration	4,036.29
Merchandise	3,053.92
Lambeau Clean-up	1,449.94
Plant Sale	1,076.80
Miscellaneous Income	35.88
	81,607.86

## 2022 Expenses



- Brochures & Newsletter   ■ Outreach   ■ Bank Charges
- Insurance   ■ Boat Payment   ■ Fuel
- Labor   ■ Misc Boat Expense   ■ Boat Repairs
- Slip Rental   ■ Office Expense   ■ Annual Meeting Food
- Program Expense   ■ Restoration Expense   ■ Merchandise Expense
- Sunset Cruise Expense   ■ Membership Expense

Boat Payment	20,000.00
Restoration Expense	9,353.21
Insurance	3,861.00
Sunset Cruise Expense	3,747.75
Office Expense	3,669.66
Slip Rental	3,500.00
Merchandise Expense	3,283.04
Fuel	3,204.49
Labor	2,820.00
Brochures & Newsletter	1,638.72
Boat Repairs	1,402.29
Misc Boat Expense	1,164.87
Annual Meeting Food	560.00
Outreach	380.00
Program Expense	279.66
Bank Charges	95.00
Membership Expense	40.00
	58,999.69

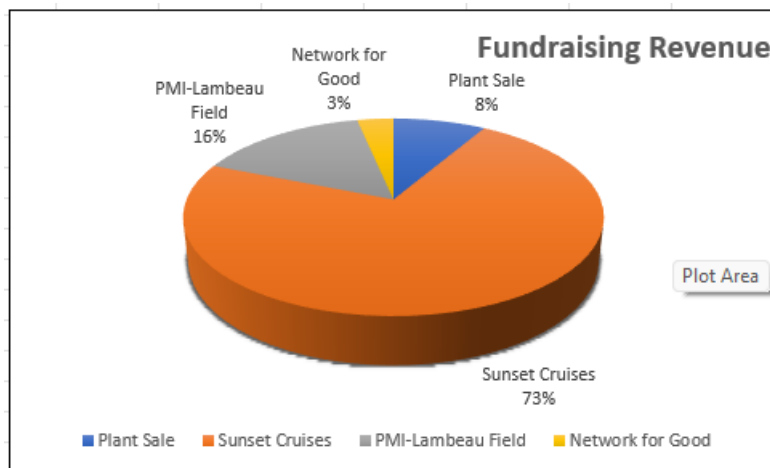
Gross Income	81,607.86
Expense	<u>- 58,999.69</u>
Net Income	22,608.17



## Fiscal Development / Fundraising

We expanded our Fundraising efforts this year by hosting two Sunset Cruises and a native plant sale at Stone Silo Prairie Gardens ([www.stonesilo.com](http://www.stonesilo.com)). We chose them for their commitment to the preservation of native species.

We learned that we were awarded \$130,000 from the *David L. and Rita E. Nelson Fund* within the Community Foundation for the Fox Valley Region for the final restoration of the rear range light on Plum Island.



Plant Sale	1,076.80
Sunset Cruises	9,250.63
PMI-Lambeau Field	1,981.53
Network for Good	423.00
	12,731.96

## Governance

We reviewed our current Board of Directors structure and decided to restrict the number of voting board members to those whose roles have a fiscal responsibility to our members and donors. This reduced our number from 12 to 10, making it easier for us make decisions.

To assurance transparent lines of communication, we developed a 'Standard Operating Procedure' document to note job descriptions and operational decisions approved by our board.

Paul Schumacher, who guided us through the preservation and restoration process made the tough decision to leave our board. A new volunteer, Chuck Scheckel offered to step in and guide us along with assistance from USFWS and Historical Architect, John Lauber. Chuck brings experience in managing a prospering business which has been quite helpful to all of the board members and volunteer leaders.

## Historic Preservation

Joel worked with the USFWS team to construct a 5-year matrix for us to strategically follow for the preservation of the historic maritime structures on Plum and Pilot Islands. This matrix also helped us to prioritize the projects, write our Statement of Work documents, schedule site visits, request estimates and fundraise in a sustainable fashion.

Two projects that we completed in 2022 were a restoration of the Plum Island Boathouse Pilasters and adding a temporary fix to the Pilot Island Lighthouse's tower base. The pilasters are the ornate corner sections on the four sides of the boathouse.

### Plum Island Boathouse Pilaster Restoration

The boathouse was last painted in 2012 when lead paint was abated (scraped off before repainting). Unsure of how the old job had been done, the restoration team treated this project as if there was lead encapsulated in the paint. To correctly execute, a plastic shroud was built around each area to catch paint chips scraped off. The Team, working within the enclosure, wore Tyvek suits with hoods, masks and eye protection. Chips were vacuumed up and removed from the island for proper disposal.

Three of the four pilasters were able to be restored, while the fourth one needed to be replaced. Cornell Construction Company of Washington Island milled the piece to perfection and the pilasters are set to weather another 83 years!



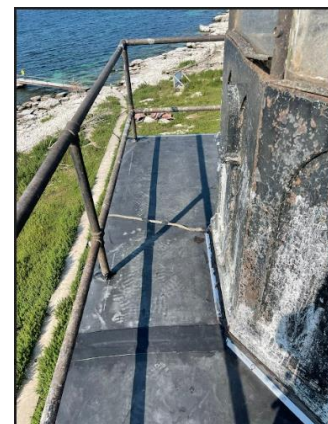
Dallas painting the NW corner.

### Pilot Island Lighthouse Tower rubber membrane

When contractor Chad Moore, Moore Quality Exteriors of Sheboygan worked on the Pilot Island gutters and downspouts he noted that the base that the light tower sits on was needing repair. Chad and his team installed a new rubber membrane onto the outside platform of the lighthouse to prevent further damage to the structure. The Historic Preservation & Restoration team will be doing an inspection in the Spring of 2023 to further assess the damage and plan for restoration.



Before



After

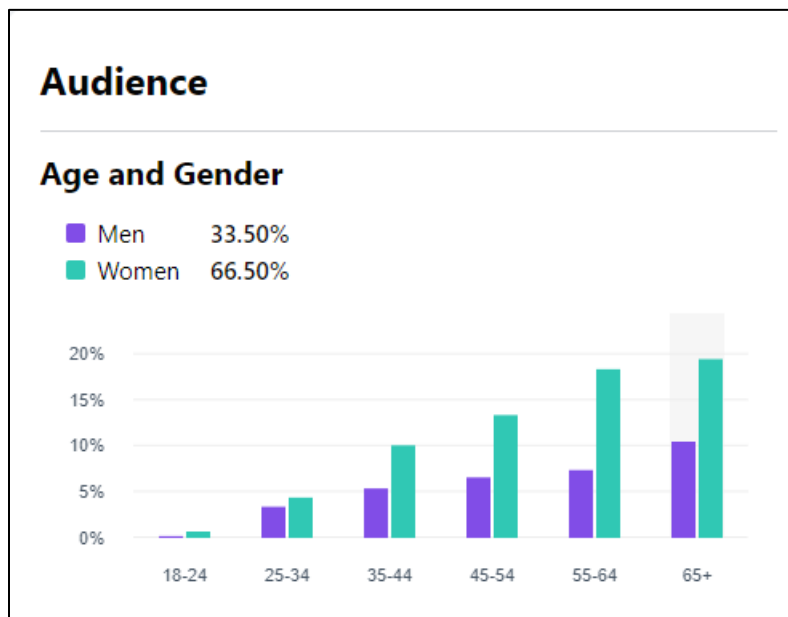
## Marketing

We placed two ads on Facebook to see if we could fill our open positions for Marketing and Newsletter. We were pleased to fill these positions with folks who have been following our progress over the years and have the same passion for restoration and board members, volunteer leaders and emeritus board members have.

Jake Heffernan, from Kewaunee had learned about us when he was working on a video project to document Great Lakes lighthouses. He offered to maintain our website. Colleen Pilat, from Egan MN offered to work with us on social media. Together they made quite the difference! At the end of 2022 our website had 4,818 unique website visits for a total of 11,179 pages viewed!

Colleen began creating 'On This Day in History' (research gathered from past newspapers and books), 'Throw Back Thursday (TBT), and 'Fun Fact Friday' posts. Many of these posts reached from 500 to 10,000+ readers with engagements reaching more than 500. At the end of the year we had over 3300 followers!

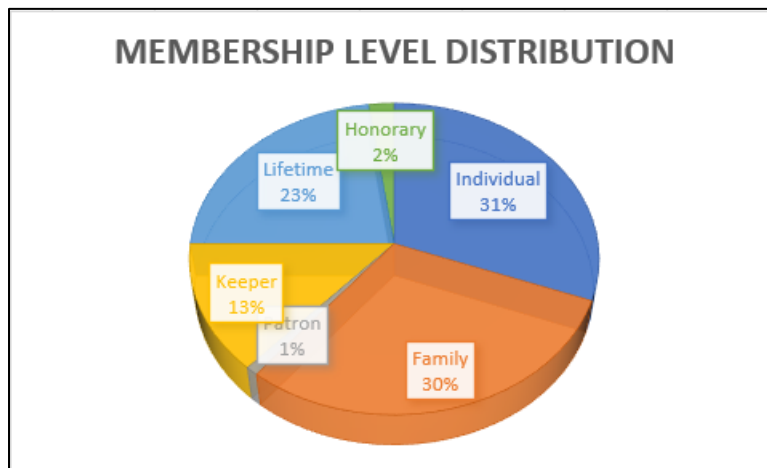
Our audience is mainly women from Door County, Green Bay, Madison, Milwaukee, and Chicago.



Website: [www.plumandpilot.org](http://www.plumandpilot.org) / Facebook: [www.facebook.com/plumandpilot.org](https://www.facebook.com/plumandpilot.org)

## Membership

What does it mean to be a Friend of Plum and Pilot Islands (FOPPI)? Individual members and supporters of FOPPI are the very foundation on which our organization is built upon to pursue FOPPI’s mission, “to partner with the US Fish & Wildlife Service (USFWS) to support the preservation, restoration maintenance and contemporary use of the historic resource on Plum and Pilot Islands, and to conserve and protect wildlife resources, while providing opportunities for quality wildlife-dependent recreation.”



Reminders to renew membership are sent by email three times during the year (a month apart). Those who do not have email receive their notice by USPS mail (twice if needed).

## Merchandising

In 2022 we introduced our custom Plum Island Sea Glass necklaces, the second in the series of Plum Island nature FOPPI apparel in a t-shirt and hoodie and a new Sunset Cruise ballcap.

Merchandise inventory and distribution transferred to Sally Dery in April 2022.

Polo shirts were ordered for board members and volunteer leaders. These were requested when volunteers go to events to look a bit more professional than a t-shirt.

In-person sales resumed during our outreach events. Sales totaled over \$1200 at these events. Hats and t-shirts were our best-selling items.

We worked on sourcing new products, such as headbands or water bottle slings. Unfortunately, all the vendors require a 100+ unit minimum order which is not feasible for FOPPI's market reach. Maybe someday!

Looking to 2023 we plan to continue to source new items. We are working on creating a new hat, t-shirt, and jacket design for the Shoreline crew. Sally is working with a local artist to help with design.

We will continue to discount overstocked items such as the tank tops and restock FOPPI logo t-shirts, sweatshirts in a new color. We are looking to add a zippered hoodie for the sweatshirt design. We are also planning on offering a new tote bag. The former totes, made from recycled sails, was a great product; however, the price point was too high for our typical buyer. Last, but not least, we plan to design the bandana that one of our board members keeps asking for.

We were still carrying a large amount of inventory from previous years so our net sales was not as robust as we would have liked.



Total FOPPI merchandise sales	\$3,053.92
Total spent on merchandise	<u>\$3,283.04</u>
	- 229.12

## Newsletter

Our newsletter continues to be a membership benefit that folks look forward to receiving. Many times members want to meet the editor to give them a bit of praise. Our new newsletter is Nancy Leisgang, another volunteer leader that we found on Facebook. Nancy and her family live in Fort Atkinson, Wisconsin. She works in the school system and has spent many summers vacationing on Washington Island.

The newsletter is sent via MailChimp as an attachment to avoid getting caught in members' email spam boxes. The MailChimp application also allows us to track the open rate for each of our mailings which average between a 63 and 79% open rate.

Two hundred printed newsletters are sent through the US Postal Service. Most of these newsletters are sent to members and institutions that archive the newsletter; the remainder are sent to volunteers who provide them to potential members during our outreach events. This is to maintain the bulk mailing cost of \$.06 per newsletter.



## Friends of Plum & Pilot Islands, Inc.

*Where History and Nature Meet at the Door!*  
Founded in 2007

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### Forum: Fall 2022

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**In this issue...**

**Feature Articles**

- ✦ Refuge Manager's Corner
- ✦ Al's Hiking Club
- ✦ Monarch Tagging on Plum Island
- ✦ Fall Door County Lighthouse Festival

Hello, Friends and Supporters,

This is my favorite time of the year; sweaters replace t-shirts, the the wood burning in my neighbors' fireplace scents the air, and the trees burst in joyous autumnal glory. This time of year is also a tad bittersweet, as we put *The Shoreline* away for winter storage at Shipyard Marina. We'll wash her hull, do some minor painting, and patiently wait out the winter until we can launch her once again. Thank you for your support during our first year of owning this fine boat. We made some wonderful new friends on our historic and educational tours around Plum and Pilot Islands and plan to offer additional tours in 2023.

This past season, our Historic Preservation Team worked with the

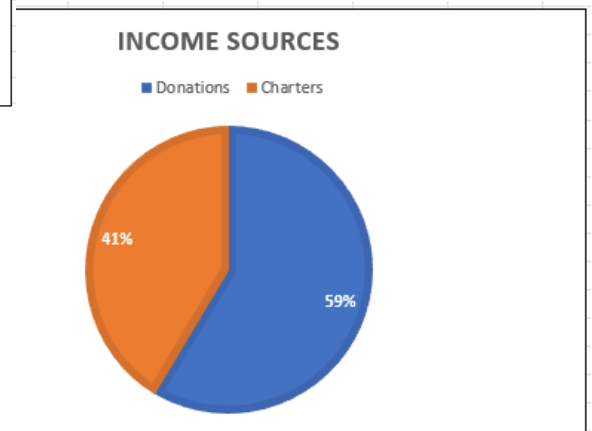
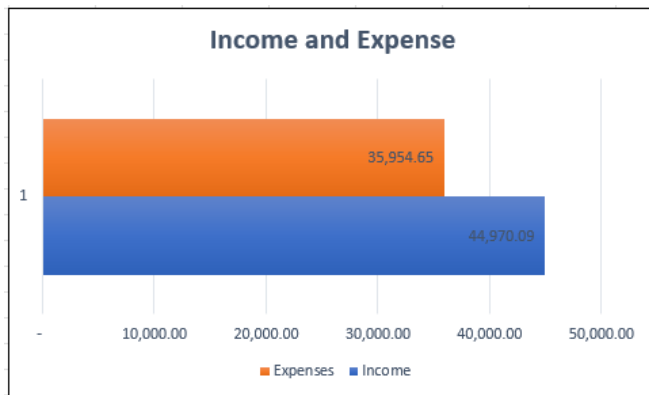
## The Shoreline

In the spring of 2022, FOPPI was given an incredible donation of \$100,000 (over a 5-year period) to purchase "The Shoreline" from Jim Robinson of "Shoreline Charters." Jim decided to retire and, having been a long-time FOPPI supporter, he approached us with an offer that would provide us not only with a way to get volunteers and contractors to the islands, but donors and visitors as well!



The *Shoreline* is a 1973 Peterson Converted Navy Patrol River Patrol Boat that was built for the use in the Vietnam War but stayed state-side when the war ended. She is 31' 6" long, powered by two four-cycle V-8 gasoline fuel injection engines and will be docked at Kap's Marina in Detroit Harbor, Washington Island. Her Coast Guard inspection found zero deficiencies, which is quite rare for an inspected boat to pass with a 100% score, and the survey (needed for the Coast Guard inspection) noted her as being in an 'ABOVE AVERAGE CONDITION'. She was well maintained and loved by her former owner and his family! As an extra bonus, Jim has agreed to stay on as a volunteer Coast Guard Licensed Captain and train other Licensed Captains to fill in when he's not available.

We worked with the Door County community to provide transportation for special events such as the annual Ridges Festival of Nature and the Door County Maritime Museum's Lighthouse Festivals and offered narrated historical and educational charter tours around Plum and Pilot Islands.



## Volunteer Coordination and Events

One of the greatest benefits of being a member of the FOPPI community is the opportunity to volunteer our time, treasure, and talents to support the FOPPI and USFWS mission.

In 2022, volunteers donated 4,920.5 hours. The Independent Sector ([www.independentsector.org](http://www.independentsector.org)) calculated the 2022 hourly rate at \$27.87 for the state of Wisconsin, which calculates to \$137,134.30 that is put back into the community for others to enjoy the beauty of Plum Island and the Green Bay National Wildlife Refuge.

Volunteers met potential visitors, members, and volunteers at community outreach opportunities such as Canoeopia, the Door County Maritime Museum's Wooden Boat Festival, Every Day is Earth Day, the Ridges Festival of Nature, and the Door County Maritime Museum's two Lighthouse Festivals. We introduced 12 new volunteers to our Lambeau Field clean-up, workday, and Monarch Tagging events.

This year we hosted our first 'Volunteer Info Session' to describe what volunteering with FOPPI and USFWS looks like. We had 12 people in attendance and welcomed many of them into our community.

We continued our work with PMI Entertainment who provide clean-up and ticket scanning, seat rental, and recycling services to Lambeau Field, home of the Green Bay Packers. This year the team earned \$1981.53.



Jude Kuenn was named the 2022 Volunteer of the Year for her dedication to public outreach, historic preservation projects, embracing the mission of the U.S. Fish and Wildlife Service, and all-around positive attitude in seeing through our mutual mission to do work together on Plum and Pilot Island. Jude has been an active FOPPI member, working on the newsletter, assisting with events and tabling at events and festivals, leading projects at volunteer workdays, staying up late for biological surveys, and generally keeping spirits high.



Friends of Plum and Pilot Islands Inc.  
2022 Board of Directors and Volunteer Leaders

**President:** Mary Beth Volmer

**Vice President:** Mike Repp

**Treasurer:** Amy Lesnjak

**Secretary:** Karen Ellery

**Board of Members:**

Amanda Danforth

Sally Dery

Chuck Scheckel

John Sawyer

Jim Schwartz

Gary Wilson

**Emeritus Directors:**

Frank Forkert      Eric Greenfeldt

Hoyt Purinton      Scott Nelson

Tim Sweet      Gordon Vieth

Matt Foss      Lew Clarke

Mike Brodd      Dan Olson

Patti Zarling      Jude Kuenn

**Volunteer Leaders:**

Jean Fox      Kim Krueger      Paul Kuenn

Bev Laurell      Bob & Sue Griem      Kristin Pitak

Jake Heffernan      Steven Hintz      Jim Robinson

Colleen Pilat      Nancy Leisgang