

Metro Greenspace Alliance Meeting Meeting Notes 07/10/2015

Present:

Denver Botanic Gardens: Jennifer Ramp-Neal

Denver Museum of Nature & Science: Scott Sampson, Alyssa Von Lehman Lopez, Veronika Hall

Denver Zoo: Brian Aucone

Rocky Mountain Arsenal: David Lucas

The Nature Conservancy: Heidi Sherk, Missy Davis

Trust for Public Land: Jim Petterson

University of Denver: Jennifer Ewa

Not Present:

Boys & Girls Club: Tina Martinez

Denver Botanic Gardens: Jennifer Riley-Chetwynd

Denver Museum of Nature & Science: Ian Miller, John Demboski, Nancy Walsh, Jill Viehweg

Denver Zoo: Dana Murphy, Matt Herbert, Jen Henderson

Rocky Mountain Land Use Institute: Susan Daggett

Trust for Public Land: Emily Patterson, Tim Wolgenant

1. GOCO Process update

The GOCO Inspire Initiative currently has 39 applicants who have declared interest from all over the state, of which five will be funded in the first round of planning grants. GOCO is hoping for an organic process where communities will self-identify based on existing relationships and potentials. In reality, the ambiguity level is currently quite high. As we understand the process, GOCO will reserve the right to mix and match community groups once the applications are in. GOCO will be hosting six local workshops to inform the Inspire Initiative process; the two local to us are in Stapleton on August 7 at 2-5pm and in Golden on July 31 at 2-5pm. Lise Aangeenbrug (GOCO ED) has suggested that we may want a representative from our alliance to this participate in these. Our alliance will be applying for another round of planning grants, with the RFP likely to be released in September/October.

2. Rocky Mountain Arsenal (David Lucas)

About five years ago a revision of the National Refuge System identified one core competency to increase relevance to communities. The goal is to connect with a changing America that is moving to urban areas, with changing demographics and interests. The Master Plan is being revised and will focus on how to promote access alongside protection of resources. North East Denver might be the best place (or at least one of the best) to launch a community "hub." There are about 120,000 children in the surrounding districts, with 30,000 to 40,000 living in poverty. The Arsenal has great potential to be a resource to those communities. We could host a bio blitz at the Arsenal in 2016 and generate high profile media and political interest, possibly with Sally Jewel and others in attendance.

3. Planning Grant Process

- SharePoint - please confirm with Alyssa that you have Office 365 so that we can launch a SharePoint to help share and edit draft documents.
- Match - GOCO often requires 25-30% matching funds of which 10% must be cash.
- Community Needs - we need to articulate the needs of the community itself and demonstrate their needs. We can gather hard data, including census surveys, poverty statistics and drop-out rates in neighborhoods. We should also think about soft data which tends to be more anecdotal but can be very persuasive. How do we tap into the communities needs as they state their needs? For the application would need just basic community data, knowing that big part of the planning will be the big data collection. We may make good progress mining existing data e.g. the Parks for People

Program at TPL (Emily Patterson) and ELK. TPL has a number of community planning meetings coming up that we could incorporate this into. DGB has some opportunities coming up in Montbello also.

- Scalability –one of the most pivotal questions that this group needs to answer. The ELK model is based on strong community relationships and may be a difficult model to scale.
- Letters of Support - a good strategy is to over-request letters, hand pick the best and list the others as available on request. We will need up to seven letters of support in the following categories:
 - a) Small community groups (Sand Creek, ELK)
 - b) Larger Organizations (Colorado Health Foundation)
 - c) Political Leaders of Denver
 - d) Youth themselves (the goopier the better, something very personal, handwritten). GOCO Inspire Initiative video below <https://www.youtube.com/watch?v=WMcod2dzfCY>
- MOU – An MOU is probably a good idea for this group but not necessarily meaningful for the grant.

4. Alliance Name

Use of the name ‘Denver’ may be offensive to those on the outskirts and there is sensitivity at the political level. The general public most likely don’t feel strongly either way. The following four options will be tested, hopefully by the Audience Insights group at DMNS:

- a) Denver Nature Alliance (DNA)
- b) Rewilding Denver
- c) Go Wild Denver
- d) Green Connections

5. Revised Draft of Alliance Mission, Vision, & Goals

MISSION: Build and maintain a network that increases access to and engagement in vibrant park trails or natural area.

VISION: Within one generation the Denver Metro Area will be a thriving place for people and nature

GOALS (also look at the ‘activities’ section in Alyssa’s document):

- All Metro Denver residents within a 10-minute walk of a vibrant greenspace within one generation.
- Metric on increasing biodiversity
- Metric on time spent by kids in unstructured outdoor play
- Make Denver the healthiest major city in the country
- Assess potential funding sources
- Develop a marketing plan

Action Items

- 1) Letter of support ideas - all
- 2) Check in GOCO process and timing – Heidi
- 3) Name testing – DMNS
- 4) Revised mission vision goals – Scott
- 5) Check if the Zoo has Office 365 – Brian
- 6) Discuss audience survey questions with Emily Patterson – Jennifer E.