

Metro Greenspace Alliance Meeting Meeting Notes 07/24/2015

Present:

Boys & Girls Club: Tina Martinez
Denver Botanic Gardens: Jennifer Riley-Chetwynd
Denver Museum of Nature & Science: Alyssa Von Lehman Lopez, Veronika Hall
Rocky Mountain Land Use Institute: Susan Daggett
The Nature Conservancy: Heidi Sherk, Missy Davis
University of Denver: Jennifer Grace-Ewa
Trust for Public Land: Emily Patterson

Not Present:

Denver Botanic Gardens: Jennifer Ramp-Neal, Sarah Olson
Rocky Mountain Arsenal: David Lucas
Denver Museum of Nature & Science: Ian Miller, John Demboski, Nancy Walsh, Jill Viehweg, Scott Sampson
Denver Zoo: Matt Herbert, Jen Henderson, Brian Aucone
Trust for Public Land: Jim Petterson, Tim Wolgenant

1. GOCO Funding Process Updates

The RFP is scheduled to be released on August 3 with a deadline of November 5. The application is relatively straightforward and GOCO will review ours if we get it to them two weeks beforehand. We are working under the assumption that we will be applying for around \$100,000 with a 25% match obligation (more detail below). **Alyssa, Missy, Emily and Jen H.** will meet once the RFP has been released and prepare have a timeline for our next meeting.

2. GOCO Inspire Initiative Workshops

The Golden workshop is on July 31 - Missy and Tina will be attending. The Stapleton workshop is on August 7 - Alyssa and various representatives from TPL will be attending. The format for those workshops is likely to be an organized session followed by unstructured time. It is hoped that groups will network with each other during that time, as well as speaking with our Alliance representative - we should be prepared represent the Alliance as well as our organizations.

3. Letters of Support

The following letters of support were recommended:

#	NAME	WHO WILL REACH OUT
1	Colorado Health Foundation	Alyssa
2	Letters from kids	Alyssa and Tina
3	University of Denver	Susan
4	Ken Salazar	Susan
5	Mayor Hancock	Jennifer R-C
6	Governor Hickenlooper	Alyssa
7	Denver Public Schools	Emily
8	Aurora Public Schools	Emily
9	Denver Regional Council of Government (DRCOG)	Susan
10	Environmental Learning for Kids (ELK)	Emily
11	Groundwork Denver	Emily
12	Livewell Colorado	Emily
13	Westwood Unidos	Emily
14	Bluff Lake	Heidi
15	Sand Creek	Susan

#	NAME	WHO WILL REACH OUT
16	DaVita	Emily
17	Kaiser Permanente	Jennifer R-C
18	Chambers - Denver or South Metro	Jennifer R-C
19	Outdoor Industry Association	Heidi

Other ideas discussed were outdoor retailers, e.g. REI or Coleman and developers, e.g. Chuck Perry, David Zucker, Mark Falcone, Sterling Ranch. There is a limit of six letters and we will plan to over-ask, hand pick the strongest and list the remaining ones in the application.

The following two templates will be needed to further these conversations:

- 1) A letter of support template – **Missy can provide this**
- 2) A one-pager about this Alliance that introduces who we are, the participants and how we see ourselves working with community groups. This could be a polished up version of the mission document - **Alyssa will follow up with Scott and circulate**. This would also be useful to have in time for the July 31 and August 7 Inspire Initiative workshops.

4. GOCO Match & Other Funders

A 25-30% match is expected, of which half must be cash. Assuming a \$100,000 grant we will need \$25,000 in match, of which at least \$12,500 should be cash.

Funding sources for match and longer term efforts include:

- The Gates Family Foundation – Heidi had a preliminary conversation with Beth Conover. There is interest and we should follow up once we are further along in our process.
- Corporate entities with foundations or charitable arms like REI or Coleman - Heidi's experience is that these are difficult.
- GOCO is trying to match up projects with funders so Lise may be able to provide suggestions – Heidi will follow up.
- Private Individuals – Alyssa will follow up with Scott

The philanthropy staff at each of the organizations in this Alliance would most likely have many ideas. A fundraising subgroup may be a good team to set up. We should report back to our organizations and **identify who that representative should be**.

Current ideas for what we would do with the \$100,000 include:

- Hire a consultant coordinator
- Hire research assistants
- Travel
- Marketing materials
- Website development

A lot of relevant work could already be taking place within our own organizations. **We should take an inventory of each organization's top three core competencies that would support the planning grant at the next meeting.**

5. Mission, Goals & Name

Alyssa will follow up with Scott to finalize this document. We have no results from name-testing yet. This group currently prefers Go Wild Denver as it has an action/human component. The word 'green' tends to not be culturally relevant among Spanish speakers, and also has a cannabis connection.

6. Audience Survey Questions

Jennifer G-W is working with Emily to develop 20-30 questions to explore current access, use and barriers to Denver Parks. Proximity does not seem to be the issue. How can measure quality and outfit parks them to make them more appealing? Denver does have a quality metric, we are not sure exactly what it measures but some parks score a 0 and are effectively invisible in the current metrics. We may need a nature literacy

component in order to measure current understanding of nature and measure progress. There could be a mapping component where we look at the natural resources that already exist in these urban neighborhoods that are often overlooked (e.g. gulches). We may need to define what ‘unstructured play’ means. It does not necessarily mean unsupervised play, but rather using imagination to play versus structured team sports. We should exercise caution when surveying communities as many are already being frequently surveyed. There may be existing surveys that we can partner with.

7. National Park Service Rivers, Trails & Conservation Assistance Program (NPS RTCA)

Susan had been speaking with Dan Miller from the RTCA. They interested in getting involved with our work. Dan is based out of Portland and mainly provides resources to community groups for outreach programs in urban areas. RTCA has facilitated bioblitz projects in Portland and the NPS is interested in broadening them nationally. They have expressed an interest in the work of this group. Susan will continue the conversation with Dan and Alan Ragins, the RTCA staff based in Denver

8. Denver Parks -- Westwood-Montbello Collaboration

Emily participated in the last meeting. Denver Parks is trying to combine several projects with a focus on Westwood and Montbello communities. Their proposal is named ‘My Outdoors Colorado’ and the gist is connecting underserved youth to the outdoors. There is broad representation of groups around the table and it’s not yet clear if they all are 100% bought in. **Emily will scan and share their proposal.**

9. The North East Coalition Update

DMNS will most likely provide a letter a support to this group. There are many small organizations involved and they are struggling with the scope question. The Arsenal seems to be a focal point of this coalition, but there are many partners. There is not a clear sense what the activities of this hub would be yet. **Alyssa will connect with the DMNS contact (Bryce Snellgrove) for more details and report back.**

10. Denver Water

Jim Lochhead, Denver Water’s CEO, contacted Lise to ask about ways to work more closely with Denver Parks. Lise directed him with us, so they could be a potential partner.

Next Meeting: August 7, 2015 at 8:30-10:30 at the Botanic Gardens, Waring House. Veronika will be taking over from Jennifer R-C as meeting organizer - look out for a new outlook invitation. Please RSVP to Veronika prior to each meeting.

Action Items

- 1) Grant writing team meet after RFP is released (8/3) and develop a timeline - Alyssa, Missy, Emily, Jen H.
- 2) Provide template for letters of support – Missy
- 3) Develop a one-pager of taking points about the Alliance – Alyssa & Scott
- 4) Begin making contact with groups/individuals for letters of support – see list above
- 5) Identify participants from each Alliance organization for a potential Fundraising Subgroup – all
- 6) Prepare to discuss top three core competencies of your organization that could support the planning grant work– all
- 7) Scan and share the Westwood-Montbello ‘My Outdoors Colorado’ proposal - Emily
- 8) Report to group on the North East Coalition status - Alyssa