

## Denver Nature Alliance Meeting Meeting Notes 08/07/2015

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### Present:

Denver Botanic Gardens: Jennifer Riley-Chetwynd

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

DU Rocky Mountain Land Use Institute: Susan Daggett

The Nature Conservancy: Heidi Sherk

Trust for Public Land: Emily Patterson, Tim Wolgenant, Darcy Morel (Director of Philanthropy)

Denver Zoo: Brian Aucone

### Not Present:

Boys & Girls Club: Tina Martinez

University of Denver: Jennifer Grace-Ewa

The Nature Conservancy: Missy Davis

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

Denver Zoo: Matt Herbert, Jen Henderson

Trust for Public Land: Jim Petterson

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### 1. Update on alliance name alternatives (Scott)

The DMNS Audience Insights Group led name testing at the Dragon Boat Festival and at the Museum. The following four names were tested:

- Denver Nature Alliance
- Rewilding Denver
- Go Wild Denver
- Green Connection

Of the 75 people questioned one third lived in the Denver Metro Area and two thirds lived outside. Initial results showed that the majority preferred Go Wild Denver, closely followed by Denver Nature Alliance (DNA). However, once they read the mission of the group DNA was preferred by 54%, compared with GWD at only 10%. As of now the **Denver Nature Alliance** will be our working name. We could include other ideas in our tagline, for example *Go Wild Denver* or *It's In Our Nature*.

### 2. Update on the GOCO PRFP and grant proposal; planning for proposal completion (Alyssa)

The RFP came out on August 3 and reflected all the elements that were anticipated. We have a good basis from our one-pager. An MOU from all the organizations on the proposal is being requested.

**MISSY: Follow up with GOCO to confirm need for MOU**

To support the proposal, TPL will provide a map with existing open spaces and places of need in Denver. Such maps typically look at the population of children, lower income populations, health data and obesity rates, and they tend to align geographically onto 'the banana' (Montbello to Westwood in North Denver).

Emily will facilitate a scoping discussion at our next meeting to decide how we will spend the money. The following topics were proposed:

- Shared goals - align all organizations into a single vision
- Shared metrics – what are going to measure? We do not know where we are going unless we know where are now (e.g. health assessments, education rates, bio-blitz data)
- Identify the activities that we are going to do early (e.g. mapping and a bio-blitz) and the costs involved.

### 3. Update on top three core competencies of your organization that could support planning grant work (all).

Denver Zoo

- Scientists
- Formal and informal education experience
- Marketing
- Community outreach
- Grant writing and fundraising
- Evaluation
- Habitat restoration
- Scientists
- Educators
- Volunteers (800 adult and 20 teens)

Denver Botanic Gardens

- Scientists
- Formal and informal education experience
- Marketing
- Habitat restoration
- Plant related research
- Food and nutrition related education (vegetable gardens and food based activities)
- Marketing, promotions and communications
- Volunteers (2,500 total)

Denver Museum of Nature & Science

- Scientists
- Formal and informal education experience
- Strong ties to much of the community
- Marketing
- Audience research
- Grant writing and fundraising
- Membership (66,000 households)
- Volunteers (1,900 total)
- Colorado Experience – an emerging major initiative that could feature and an element of this group's work, potentially in a new exhibit

The Nature Conservancy

- Conservation planning
- Fundraising with private funders and foundations
- Evaluation and monitoring measures of success
- Marketing
- Global social scientists who are interested in applying their work to determine if we are making a difference

Trust for Public Land

- Community outreach
- Community partnerships on the ground in many neighborhoods that we are interested in
- Evaluation related to physical activity in parks
- Marketing
- Park design, development and buying land
- Helping community groups pass local taxes and bond measures to secure funding
- Conservation Vision - mapping and community vision
- Data visualizations

Denver University & RMLUI

- Access to college/graduate students, citizen scientists, volunteer
- Research competencies: geography, biology, school of education

- The business school might be interested in the organization development element - the formation of this group
- RMLUI works with planners and has a convening function for workshops and trainings

#### Boys & Girls Clubs of Metro Denver

- Places - Community Hubs - children and families in Metro Denver (Denver, Aurora, Lakewood, Commerce City, Brighton)
- Programs - Outdoor education - year-round
- People - health and outdoor education staff, connection to 8,000 kids and teens per year
- Statewide connections - Boys & Girls Clubs throughout Colorado
- Community partnerships - program providers, cities, school districts, individual schools

#### 4. Update on letters of support template and list of groups/individuals to be approached for a support letter

Once we have finalized the one-pager we should begin approaching groups/individuals for support. Alyssa and Scott will modify the one pager:

- Incorporate all logos and potentially some images
- Get it down to a concise flashy one-page version (we may consider a longer version also)
- Move the 'needs' to the top
- Add language about regional conservation
- Possibly have some of the smaller organizations (e.g. Bluff Lake) review the one-pager and incorporate their feedback.

**ALL: Send logos and images to Alyssa**  
**SCOTT & ALYSSA: Finalize one-pager**

Missy will then provide the actual letter template. The deadline for receiving letters is October 26. We should add SCFD Seven Counties and Denver Parks & Rec to our list.

#	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	Denver Public Schools	Emily
7	Aurora Public Schools	Emily
8	Denver Regional Council of Government (DRCOG)	Susan
9	Environmental Learning for Kids (ELK)	Emily
10	Groundwork Denver	Emily
11	Livewell Colorado	Emily
12	Westwood Unidos	Emily
13	Bluff Lake	Heidi
14	Sand Creek	Susan
15	DaVita	Emily
16	Kaiser Permanente	Jennifer R-C
17	Chambers - Denver or South Metro	Jennifer R-C
18	Outdoor Industry Association	Heidi
19	Governor Hickenlooper	Alyssa
20	Denver Parks & Rec	TBD
21	SCFD – Adams County	TBD
22	SCFD – Arapahoe County	TBD
23	SCFD – Broomfield County	TBD
24	SCFD – Boulder County	TBD
25	SCFD – Douglas County	TBD
26	SCFD – Denver County	TBD
27	SCFD – Jefferson County	TBD

## 5. Updates on GOCO Inspire community proposals, including NE Coalition and "My Outdoors Colorado" (Emily, Alyssa, and others)

There are currently at least six groups in the Metro Denver region planning to apply for the GOCO Inspire planning grant:

- a) Westwood Unidos
- b) NE Coalition – includes ELK, Arsenal, Sand Creek, Groundwork Denver
- c) Denver Parks and Rec 'My Outdoor Colorado'
- d) Jefferson County 'Be Wild' – the Zoo is involved with an outreach collaboration
- e) An Aurora group is in the works
- f) Boulder

## 6. Update on possible members of a fundraising subgroup (all).

We have a fundraising need for the grant match requirement and an ongoing project sustainability need. A philanthropy team was discussed to help meet these two goals and sure we don't have overlaps and conflicts within our own organizations.

## 7. Consideration of additional alliance members, including National Wildlife Federation (Scott and others)

- Brian Kurzel, Regional Executive Director of the National Wildlife Federation Rocky Mountain Regional Center was discussed as potential new member. They have national reach, potential resources and an energetic team.
- Wendy Hawthorn, Groundwork Denver has expressed strong interest in being involved. They have scalable paid youth programs and strong ties to this area.
- Sheppard Nevel, President & CEO of LiveWell Colorado is meeting with Scott next week and will discuss adding a representative from LiveWell.

**SCOTT: Invite these three groups**

The Mile High Youth Corp was discussed but the group felt that the Boys & Girls Club representation covers this angle for the time being.

## 8. Bioblitz Discussion

The group discussed the following ideas:

- A 1-year biological inventory at the Rocky Mountain Arsenal as a major launch event and invite all surrounding communities.
- There is already a lot data on the Refuge so perhaps we could look at some of the surrounding urban neighborhoods and/or the Highline Canal corridor.
- The Highline corridor would reflect the regionalism of what we are trying to do as it would include multiple counties.
- There is a Highline Group and they may have funding available.
- Timing would be summer 2016 and we could use COGO funds to plan.
- A bioblitz sub-group to would likely be needed to plan and execute.
- There are many ways to scale and to conduct bioblitzes; they are typically 24hr events but they can vary greatly.

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**Next Meeting:** August 21, 2015 at 8:30-10:30 at the Botanic Gardens, Waring House. Please RSVP to Veronika prior to each meeting (apologies: Heidi Sherk, Tim Wolgenant and Brian Aucone)

**Half Day Meeting:** the group will meet in September for a half day extended meeting. Please complete the Doodle Poll <http://doodle.com/pc7nm7xiiygh8snh>

**ALL: Complete Doodle Poll**

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### Action Items

- 1) Confirm the need for a MOU as part of the grant (Missy)
- 2) Send logos and images to Alyssa (all)

- 3) Complete one-pager (Scott & Alyssa)
- 4) Invite LiveWell, Groundwork Denver and the National Wildlife Federation (Scott)
- 5) Complete Doodle Poll for half day meeting <http://doodle.com/pc7nm7xiygh8snh> (all)