

Metro Denver Nature Alliance (mtDNA)
Meeting Notes
Waring House, Denver Botanic Gardens
October 2, 2015, 8:30-10:30 am

Present:

Boys & Girls Club: Leslie Pickard
Denver Botanic Gardens: Jennifer Riley-Chetwynd
Denver Museum of Nature & Science: Scott Sampson, Alyssa Von Lehman Lopez, Veronika Hall
Denver Zoo: Jen Henderson
DU Rocky Mountain Land Use Institute: Susan Daggett
LiveWell Colorado: Kelly Perez
National Wildlife Federation Rocky Mountain Regional Center: Brian Kurzel
The Nature Conservancy: Heidi Sherk (phone)
The Nature Conservancy: Missy Davis
Trust for Public Land: Emily Patterson
University of Denver: Jennifer Grace-Ewa

Not Present:

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

1. Civic Canopy update (Emily, Jennifer, Missy, Scott)

The Civic Canopy team is excited about the idea of helping us. They are framing this work as 'Collective Impact Plus' because we are not only leveraging our assets, but also other organizations in the in the city. We would like their help to complete our exploratory phase by Feb/March 2016. They will get back to us mid-next week with a response and pricing.

2. LiveWell Colorado (Kelly Perez)

LiveWell Colorado has been around since 2009 working on strategies to prevent obesity based on personal decision-making relating to food and activity. They are now shifting more towards helping communities remove barriers. Most funding currently comes from Kaiser Permanente and the Colorado Health Foundation.

3. Urban Ecology Center highlights (Scott)

Scott, Beth Conover (Gates Family Foundation) and Lise Aangeenbrug (GOCO) visited the Urban Ecology Centers in Milwaukee, WI. They have been around for 15 years led by Ken Leinbach. There are currently three urban ecology centers (Riverside, Washington Park and Three Bridges) that were started by two local teachers. They are all in under-resourced urban areas and built on public green spaces which must have fields, forests and water. They raised \$5 million to start each one (\$2.5 million to build the building and another \$2.5 million to run it for five years). They offer school, evening and weekend programming to serve a two-mile radius. Every school comes on average 23 times a year and each student comes on average three times a year. Families can join for \$45 per year and if they cannot afford there are ways to subsidize. One of their main sponsors is Trek who also provide free bikes for families to use. They have calculated they need eight buildings to allow them to reach the entire city of Milwaukee. One of the key metrics they measure is reduction in crime rates. A sub group of DNA should meet with the Gates Family Foundation in the future to discuss their future involvement.

4. GOCO proposal narrative, including content for the four key sections: 1) plan type; 2) planning process; 3) needs/challenges; and 4) implementation (all)

GOCO grant examples are in drop box along with the letter of support template. There are two major missing pieces for the letter that are required before being distributed 1) what is the project name and 2) who is the applicant? Some groups are having a strong negative reaction to the Denver Nature Alliance name within the context of SCFD reauthorization. The group agreed that we should be the Metro-Denver Nature Alliance moving forward (mtDNA or mtDNA). The grant writers will take the lead on writing the proposal and the broader group

will review the drafts. Have we been having conversations with our own organizations about the level of support they are willing to commit? We will need to be very specific about match commitments in the proposal. We should also list the in-kind commitment from our organizations. The match need is 25% with 10% in cash (\$10,000). If we only propose the bare minimum requirement of \$25,000 it will not look good. If Civic Canopy can give us a letter showing their normal billable rate and list a discounted rate for us, this can be counted as match. We can list our time but it should be significant enough to justify the tracking and reporting required, so we should try to avoid that if possible.

5. Review list of letters of support (all)

#	NAME	WHO WILL REACH OUT
1	Mayor Hancock	DGB
2	Kaiser Permanente	DGB
3	Chambers - Denver or South Metro	DGB
4	Colorado Health Foundation	DMNS
	Livewell Colorado	
5	Governor Hickenlooper	DMNS
6	Letters from kids	BGC
7	Ken Salazar	RMLUI
8	Denver Regional Council of Government (DRCOG)	RMLUI
9	Sand Creek	RMLUI
10	University of Denver	RMLUI
11	Bluff Lake Nature Center	TNC
12	Outdoor Industry Association	TNC
13	Denver Public Schools	DGB
14	Aurora Public Schools	TPL
15	Environmental Learning for Kids (ELK)	TPL
16	Groundwork Denver	TPL
17	Westwood Unidos	TPL
18	DaVita	TPL
19	Denver Parks & Rec	TPL
20	Aurora Parks & Rec	TPL
TBD	SCFD – Adams County	
TBD	SCFD – Arapahoe County	
TBD	SCFD – Broomfield County	
TBD	SCFD – Boulder County	
TBD	SCFD – Douglas County	
TBD	SCFD – Denver County	
TBD	SCFD – Jefferson County	

Next Meeting: October 15, 2015 at 9:00-11:00am at the Botanic Gardens, Waring House. Note that the regular meeting schedule is now every other Thursday at 9-11am.

Action Items

- 1) Update the one-pager with the new name – Jennifer R-C
- 2) Prepare letter of request template in the next week – Grant writers

10-2-15 DNA meeting notes

LiveWell Colorado: Kelly Perez

- increasing physical activity
- intersection of poverty and obesity in the community
- funded by Kaiser Permanente and CHF, but need to diversify
- Can you connect us to important health metrics?

Urban Ecology Center, Milwaukee, Wisconsin

- Scott toured with Lise Aanenbrug and Beth Conover
- How do you take the good things being done in any city and scale them?
- 3 locations in underresourced communities, complementary to public green spaces with field, forest, and water
- Community consortia invite them in. Start if they have \$5 million in the bank (\$2.5 million to build the building, \$2.5 million to run for 5 years)
- Serve a 2 mile radius – work with school principals. Schools pay to participate. Identify barriers for each school to participate and work through them. Almost every kid in the city participates.
- Reactivating the nature spaces so people can get there, feel safe there, and it is clean. Programming year round – school programs, after school programs, teacher programs.
- Challenge of asking community what they want...they would not identify this...we had to build it first and then they saw it is what they want. Don't let this paralyze your efforts. First one they just had to build. Then tweak it to improve it.
- ELK and Greenway Foundation are similar
- Two principles (Louise Chawla) to connect people with nature: abundant time for a child in nature (so it has to be nearby) and an adult mentor
- The physical centers serve as the backbone
- Should we add crime as a metric?

Beth Conover interested in a proposal from us, potentially for preliminary planning and GOCO match.

- next step. Take one-pager and Civic Canopy scope to Gates Family Foundation.
- Continue to develop GOCO proposal first.

Claudia Brown – Biohabitats – ecological restoration and conservation planning

Use of Denver per SCFD sensitivities

- DBG is concerned. Scott will take it to George.
- Denver Metro Nature Alliance
- Metro Denver Nature Alliance (mDNA)
- Front Range Nature Alliance

How involved should team be?

- review drafts (at two points in process) and comment only when you feel really strongly about changes.
- Grants team will divide and conquer and present to the group for feedback.

Match – institutional commitments

- preliminary phase
- GOCO phase - 25% match (10% cash, 15% in kind) – minimum
- Civic Canopy – billable rate – discount rate = in kind match
- Contributed time from executive committee – caution regarding tracking time if it is not a lot of time

Grants Subteam Meeting

Project Name: mDNA: building/establishing a framework for change

Establishing a new framework for connecting people to nature

Building a backbone

Building/**leveraging a framework for change: connecting people to nature**

Greater than sum of its parts