

**Metro DNA Planning Meeting
Meeting Minutes
January 28, 2016**

1. Brian Aucone, Denver Zoo
2. Susan Daggett, Rocky Mountain Land Institute at DU
3. Missy Davis, Nature Conservancy
4. Jennifer Henderson, Denver Zoo
5. Tina Martinez, Boys and Girls Club of Metro Denver
6. Brian Kruzell, National Wildlife Federation
7. Jim Peterson, Trust for Public Land
8. Heidi Shirk, Nature Conservancy
9. Stephanie Stohl, Denver Zoo
10. Alyssa Von Lehman Lopez - Denver Museum of Nature and Science

Civic Canopy – Bill Fulton, Ana Soler

Agenda:

1. Debrief/reflection on the launch meeting
2. Review Project Overview Document to guide planning process
3. Review draft set of questions for Discovery Interviews
 - a. What are your hopes for this effort?
 - b. Challenges and dynamics to be aware of?
 - c. Ideas on community engagement- process, timing and who?
 - d. Anything else we need to know?
4. Discuss need for other events, focus groups, etc.
5. Brainstorm list of people to reach out to
6. Evaluation of progress to date

Debrief / Reflection on the launch meeting

1. Exceeded expectations – enthusiasm from our target audience
2. Great affirmation that this work is a complement to and not a competition. We are on the right track.
3. Good energy. Lots of one-on-one conversations that were positive.
4. Jeff Su who has been involved throughout, overall had good things to say but had one negative comment: “It’s a lot of big organizations up there.”
 - a. Jeff Su, Wendy Hawthorne (Groundwork Denver) and Kate Kramer (Sand Creek) were a part of the original conversation but some of those folks may be feeling disconnected. Susan and Scott have tried to have individual conversations with them ensuring that “you are not out” and wanting to be inclusive. The original vision has not changed.
 - b. Rafael Salgado from the Boulder Consortium has been involved with a conversation about how youth are engaging with outdoor education, facilities, etc. Boulder targeted 4th grade and after a landscape scan they were able to

address the statistic. Takeaway: There are people who have done similar work locally who have great lessons to share with us.

- c. The networking that happened afterwards was really useful.

Good to hear that there were negative comments because it would be a bit suspicious if all comments were totally great.

There were a couple of people who had experience with other efforts like this. (e.g., Allen Cooper – had experience working with Houston). Would be great to identify who they are (identification from the picture) and make sure their experience is connected to this work.

Impact Planning Overview

Bill led the group through a review of the upcoming plan.

1. February 11 - Canopy would like to start from the beginning with the next phase. This work is about adaptive learning processes and you have to have a theory of action that explains all of that. CC will walk through a high level model of this work. Key at this stage is identifying our results and measures/outcomes.
 - REQUEST for next meeting: Come prepared to discuss measurements.
 - Who is measuring what? What are the data sources?
 - What is going to take a year? What is low hanging fruit?
 - Values – what will anchor us when the decisions are tough? What are scenarios when this is needed?
2. March 10 – What is your theory of where you want to go? What is at stake? What are the Root Causes? What can we do that will really move the needle on the work? At this point we will have info from the Discovery process to work with as well.
3. March 24 – Network weaving will be woven in ;) Hope to have a first outline at that point as well. Goal is to have an idea of the next years worth of work.
4. April 8 – Finalize the year plan at this meeting.

What else is critical during this phase?

- Every meeting will include talking about actual work that is happening, e.g., Canoemobile. Might need to have a small committee working on this.
- Gates Family Foundation (GFF) – Alyssa proposed that we might need a group of people working on this. We do need to bring back proposed final products for input. GFF is asking specifically about metrics and outcomes. Beth has been supportive by sharing what the board needs to see. We need to be ready to explain what our measurements are but also know that they might change based on the Impact Planning. Bill shared that we do not want to make artificial promises to meet their deadline. Scott has been working on this project with Beth. Jennifer shared that GFF has mixed feelings about collective impact but that we need more clarity around the comments from Beth. Might be good to differentiate that we need technical assistance and not programmatic funding. Might be appropriate for Scott and Susan to reach out to Beth to have this conversation? When is the right time to go to GFF? Meeting match is an issue.

- Propose that Susan, Scott and Heidi meet with Beth to share GOCO experience and content. Meantime, Grants folks will meet, review application pull together everything we can with the understanding that the meeting with Beth will help fill in what we can't. Also suggested that TPL is at the meeting with Beth as well as the actual applicant.
- Grant questions and points:
 - Would a regional conservation plan be a good deliverable? Is it how many people are we going to engage? We need to explain to Beth the role of Metro DNA (it is not to engage people directly).
 - Over 18 months we could show progress on network weaving.
 - We are applying under the category of being an initiative. Beth does conservation/natural resources and rural issues, not education.
 - Grant is due on February 8, which is before our next meeting on February 11.

ACTION: Bill will share Collective Impact research that shows direct connects between activity and impact, e.g. obesity.

- We need to show Gates that regionally we are making a difference by aggregating the outcomes of all the activities.
- Might be better to not frame this with collective impact. Canopy ready to explain and support this part of the conversation.

Comments on Impact Planning Overview:

Is there a way to accelerate this or do we have to do all of these things? We will be doing the Discovery work that will inform this process. There was at least one person who said they wanted to be involved in Discovery, Ford Church.

When do we talk about structure and governance?

- Rather than having a governance structure, it will be a part of the plan for the next year. This will allow for the inclusion of other voices in how the governance should be structured.

ACTION: Jennifer to revise 2 Pager and send to full group for review.

ACTION: Organization Logos and names are included currently. Change that to text, no logos. Add Metro DNA logo.

ACTION: Call the group the Interim Steering Committee.

Review draft set of questions for Discovery Interviews

1. What are your hopes for this effort?
2. What challenges and dynamics should Metro DNA be aware of?
3. Community engagement - Set the stage by explaining that the "community" is defined as the network of organizations made up of nonprofits, companies, state, federal organizations. This is the broader alliance. The organizations at the table currently are not Metro DNA, just an interim steering committee.
 - a. But when we talk about reaching the broader community, we can ask: How can we serve the broader community (e.g. residents, parents, youth) through our organizations?

- i. How can working with community leaders make Metro DNA's work relevant?
 - ii. As we engage with organizational leaders what is the most effective way to make impact?
 - iii. How can we work with organizational leaders to get the voice of the community?
 - 1. At what level?
 - 4. This is the proposed direction. Does that benefit you and how?
 - 5. Are you a part of other networks? More on the landscape?
 - 6. Governance – These organizations at the table currently are not Metro DNA.
 - a. How would you want to participate?
 - 7. Anything else we need to know?

Decided not to invite new organizations at this time to join the Interim Steering Committee. There was some conversation that Metro DNA reach out to hubs as defined by GOCO and see who they would send.

- NE Metro Denver
- Westwood/Cole
- Lafayette
- Jeffco
- Sheridan

It was then proposed that Metro DNA wait and plan for a workshop to engage the next wave of participants, which would include the GOCO hubs and a wider invite to other local partner lists. In the meantime, we continue to meet as the Interim Steering Committee and move the work forward.

Brainstorm list of people to reach out to

Discovery - Turn this into a Google Doc with columns: Interview, Focus Group, Name, Organization, Email, Phone Number, Notes

Individual Interviews

- 1. Kate Cramer
- 2. Jeff Su
- 3. Ford Church - Cottonwood Institute
- 4. ELK
- 5. Keith ? – Thorne Institute
- 6. Wendy Hawthorne - Livewell / food dessert
- 7. Kim Yugh-Ferrell - The Park People (Jeff)
- 8. Jeff Shoemaker – Greenway Foundation
- 9. Devin Buckles – now @ Greenway Foundation – was with Urban Waters Partnership – local federal state – watershed protection
- 10. Dana (Tina sending info) - Urban and Community Forestry
- 11. Susan Alden Winegart – Forest Service – Get Outdoors (Susan)
- 12. David Lucas – Rocky Mountain Arsenal

13. Allen Reagins? - Park Service – trails
14. Katie Navin – Colorado Association for Environmental Educators
15. Brad Calbert - DRCOG
16. Mark Kaselia or Jim Lockhead (CEO) - Denver Water – Water Conservation Specialist
Melissa Elliott - Assistant Director of Public Affairs
Melissa.elliott@denverwater.org
17. Gordon? – City of Denver Parks and Recs or at the state level
18. Tabby Kinion - CPW Education Person
19. Madeline West – DNR
20. Dave Anderson - Biodiversity – Colorado Natural Heritage Program
21. Ken Gart - Bike Czar! – Represents the Governor’s Office

Jackie from GOCO has a master list from the training.

A second Discovery process was identified. Canopy will work with Metro DNA to host a Focus Group of 8-12 individuals from hub groups.

ACTION: Ana acquire list of hubs from GOCO.

Other opportunities to connect on a focus group:

1. DU Rocky Mountain annual conference – Susan’s conference - is 3.10 and 3.11 – has a Saturday workshop
 - a. While this year’s focus is probably not conducive for a focus group, Susan has list of participant emails from last year and offered to host a Focus Group at DU.
2. Greenway Foundation for Focus Group (are they affiliated with a hub)

ACTION: Ana to make the Google doc and send link.

ACTION: All review and add information/contact information and comments to determine who will be on Discovery list and who is best for a focus group.

Evaluation of progress to date

Community Learning – Canopy asked for input on the work to date.

Useful

- Relief to know there is a place to collect info and someone is in charge.
- Providing structure
- Doing work outside of the meeting

Keep on:

- Providing time for people to digest and provide info
- Reminding us of where we are and where we are going and why we are doing that

Do more of this:

- The follow through – Notes summarized, key themes and how are we responding
- Schedule Happy Hours