

mDNA Planning Meeting
Meeting Minutes
April 14, 2016 @ Denver Zoo – Old Board Room

1. Alyssa Von Lehman Lopez – Denver Museum of Nature and Science
2. Susan Daggett – Rocky Mountain Land Institute at DU
3. Jim Peterson - Trust for Public Land
4. Jennifer Henderson - Denver Zoo
5. Brian Kruzell – National Wildlife Federation
6. Tina Martinez – Boys and Girls Club of Metro Denver
7. Scott Sampson – Denver Museum of Nature and Science
8. Stephanie Stohl – Denver Zoo
9. Brian Acone – Denver Zoo
10. Jen Ewa – Post-doctoral Fellow in the Provision of Open Space
11. Heidi Shirk - Nature Conservancy
12. Jennifer Riley Chetwynd – Denver Botanic Gardens

Announcements

1. Missy had her baby three days early! Welcome to Harrison!
2. Need to make sure we have the right contact information for all group members as not everyone is receiving emails.
3. Veronika Hall from the Museum of Denver Nature and Science is shifting positions and will no longer be scheduling meetings. Alyssa volunteered to take over the logistics for the group.

Results and Indicators

Bill displayed the results and indicators that we landed on based on the following criteria: data, communicative and proxy power.

Tree Canopy -

- Brian has resources in Baltimore and Phoenix for metrics for the functional ecosystem.
- Susan – Shared a potential resource, David Carlson, who teaches a class at the Graduate School around the contribution of ecosystem services to health and well-being. He is interested in how you quantify the benefits of nature to people. Class has 15 graduate students. Susan has met with him and talked about the overview of what we are trying to accomplish. They have started a lit review and are poised to take on the results and indicators. All of the indicators need a deeper dive. They only have 8 weeks but the plan is for the class to repeat. Task 2 of the GOCO grant is the research; so this could be a great connect.
Decision: Keep tree canopy separate; it helps with functional ecosystem but it addresses the heat effect.

Economic –

- Lots of research about corporations moving where economic stability and/or progress is happening. Price of real estate is one data point.

Stewardship -

- More than connecting to nature, actually owning and being invested in nature, e.g., planting a garden, going to a local event. We don't want to split this off because you'll end up with too many indicators. Engagement rates might be a better term than usage rates.

Equity rate -

- Do we need a preamble? How can we make sure it doesn't fall off?

Decision: Group gave a thumbs up for the current state of the data and indicators.

Action:

- Review the next steps of the GOCO planning grant – this will bring data to life.

Values

Why are they important?

Great resource: Starbucks Experience: Five Principles for Turning the Ordinary into the Extraordinary - Michelli

- They should come to life. Should not be just painted on the wall. DMNS and Botanic Gardens just went through a process.
- Be sure to have the equity frame at the top of the list of the results and indicators

Values

- Future sustainability and responsibility
 - Hope for a better future
 - Future (3)
 - Desire to address the sustainability crisis
 - Responsibility
 - Raise awareness--of existing nearby nature, of the possibility for the future
 - Tangible, long lasting results
 - Sustainable urban environment
- Health
 - Healthy people and healthy places
 - Health and well-being
 - A needed health intervention
- People Focused
 - People
 - Kids
 - It's about people
 - Much more than an environmental project
- Community Building
- Passion for Nature
 - Helps heal our estrangement from the world
- Equity
- Notes:
 - We shouldn't just create information that isn't thorough in its whole context, leaving out

- the equity issues. That is what integrity really means
- Want to make this isn't top down, this is what communities need. We can be collaborative around this table, but not necessarily with communities themselves. Need to emphasize our connection with communities.
 - We are really science-based, driven by the data behind this work. Whether environmental data or social data, there needs to be objectivity. We might switch the title "expertise" to "science based."
 - We are looking to both access, and engagement. Breeds responsibility for themselves, and for the community. It says more than just "We are building something for the future," but we want people to be getting dirty,
 - "Thrivability" is different than "sustainability,"--who would want a "sustainable marriage?"
 - Not sure if "science based" captures it--do we mean its data driven? Not sure we need for everyone needs to be a scientist.
 - What is the audience here--internal, external? Probably both?
 - Should we think about action as a core value? Something that drives people to engage. Engage at the affective level, and the motion
- Jen and Tina will take to the next stage.
 - Tips: Have a short descriptor of the value, then a longer explanation. A few words or phrase, and then explanation.
 - We want to engage heads, hearts, and hands--their understanding, their passion, and action. That's a failure of past environmental work--just believing that if we present the facts, they will take action.

Action:

- Tina and Jen will take a first look at the list of drafts. Group discussed that the ideal number of values is 5.

Next steps for GOCO

- If we take the GOCO money then we are committing to raising match. The match is 45k. How much time do we have? 18 months? Before the grant is over? What defines match?
 - Gates was tabled. May be time to look at that again.
 - We made a decision to not use contributed time because tracking would've been a challenge and we need to bring more cash to the table.
 - Does Canoemobile costs count as match (\$7k)? These funds are more for an event than for the project, so probably not.
 - Makes sense to identify other sources, besides Gates, to approach for match.
- Next meeting – dive in and make sure we understand the mechanics of the grant as well as the scope of work.
- Jim will let us know when the contract is signed.
- Scott suggested The Colorado Health Foundation as a source for match. He had conversations with the previous executive director who was excited about mDNA. Piton and Walton Family Foundation could be a candidates as well.
- Canopy will be transitioning to coaching – how will that be structured? What do the next pieces of the grant look like?

Action:

- Jim and Emily will present at next meeting on the mechanics.
- Civic Canopy - compile best practices for governance.
- Susan, Emily – get together and look at the research needs/requirements for grant.
- Jen, Alyssa and Heidi – connect on resources funding / match.
- Civic Canopy signup for webinar and record; schedule a time to meet that is not during an mDNA grant.
- All review the grant prior to the next meeting.

Canoemobile

- Expenses for transportation for Globeville?
 - This would be in addition to the 5k of GOCO funds. Would this be setting a precedent that we would not want to set? Access is a barrier to youth participating. Funding this moves us even more into the programming realm.
 - *Decision was to **not** fund the transportation request from Westwood.*
- Emily had asked for people to volunteer to be on a committee to assist with Canoemobile – Stephanie volunteered to be on the committee.

Press Release

- GOCO has a new communications person that we should connect with to make the press release happen. Jen will take the lead. Alyssa suggested that all social media should be coordinated. Susan suggested we include the Canoemobile in the press release.

Action:

- Jen and Heidi will connect on this.
- Request for all organizations to promote the funding news through their channels.