

## Metro DNA Meeting Notes 7-13-16

Present: Brian Kurzel, Susan Daggett, Emily Patterson, Leslie Pickard, Heidi Sherk, Luann Rudolph, Jennifer Grace-Ewa, Jen Henderson, Alyssa Von Lehman Lopez, Stephanie Stowell, Jennifer Riley-Chetwynd, Bill Fulton

### 1. Scope of work for strategic planning consultant

Scope of work: Summary situational analysis, finalized mission and vision (more than the vision statement, but the regional conservation vision – where we see the metro region in 30 years), action steps, business plan, governance plan, evaluation plan. Product is an Action Map (as an alternative term to a strategic plan)

Is outreach done by the time we are doing the strategic planning? At some point it is up to the leading group to come up with the new innovative thing (Brian conversation with Beth Conover). Planning process is value added, not just a restatement of what the community is already doing/saying. There should be a sharing back with the stakeholders, at minimum, or a circling back for some verification or testing of relevance, but not a full scale outreach again.

What contractor will push us in this direction of bold, long-term thinking with specific, strategic action steps (Phase I of regional conservation plan), as well as internal work (strategic plan)? We might be talking about two different contractors.

What is the timeline of the Action Map? Perpetual – it is a living document. Breese might have an example of this. Emily will share with group.

Best to think of everything we need, then parse it out who can do what. Alyssa to re-share the table we came up with before.

Need to coordinate this progress with GOCO.

SOW description by mid-September so we can include it in the Gates proposal. Specific person would be identified later since work doesn't start until Jan 2017.

Our goals for the planning phase are to address/discover: What are broader needs in community, what are the holes, how can Metro DNA meet those needs. Define what is Metro DNA (internal structures). Launch a pilot project to gain exposure (channel Pokemon Go).

Next steps: Subgroup to continue to develop the SOW: Emily, Stephanie, Jen Henderson (and anyone else who is available and wants to join)

### 2. Gates Family Foundation

Darcy had conversation with Beth a few weeks ago. Gates wants to hear from us soon. Many of us are having conversations with her, we need to make sure we are saying the same things. We should have a sub group (Heidi, Susan, Darcy) meet with her soon.

Next steps: Heidi, Susan, and Darcy to set up meeting with Beth. Alyssa to share updated proposal.

### **3. List of stakeholders for data focus groups**

Emily has a list started as a Google Doc and had shared it and invited comment following our last meeting. Should we ask GOCO what kind of data they'd be most interested in?

As a reminder, the categories were Engagement (emotional connection), Equity, Access, Conservation/nature/functional ecosystem. Some discussion of potential names and sectors.

- Pew Charitable Trust as a potential partner – Pew Denver (data, resources, funding)?
- Piton Foundation – resource for data
- Stapleton Foundation?
- RTD
- Bike Denver
- Walk Denver

Next step: Everyone needs to look at the google doc (go back to Emily's last email), comment as needed, this week.

### **4. New MOU**

Need to check in with LiveWell to see if they still want to be involved. Emily has digital signatures from each organization from when we did the letter of surety. When your organization approves, let Emily know that she has the go-ahead to add your digital signature.

Next steps: Jen Henderson to reach out to LiveWell. Everyone to get organizational approvals for signatures.

### **5. Technical stakeholder engagement**

Half day convening/workshop with working lunch in August or early September facilitated by Civic Canopy (refer to bulleted list above and Emily's Google Doc for ideas on people we need to invite).

This would be in addition to a broader stakeholder outreach. This convening will be data-focused. Will need to have a plan for how others can get engaged in Metro DNA, even if the answer is to wait until we are in implementation phase in 2018.

Partner engagement: There are others who want to get involved somehow. Dana Forest Service – Urban Field Station, Brian Mueller,

### **6. Partner roles and Executive Team discussion**

Executive Team: 2-3 people, to help the group get ready for the next meeting and keep their eye on the big picture. These folks would be a logistics lead. Nominees: Alyssa (thru October, then Jen Henderson), and Emily. We can rotate this role.

Partner roles tabled until next meeting. Idea for Pecha kecha presentations so that the group can better know each organization.

7. **Press release:** on hold until there is something newsworthy to share.

Overall next steps:

Emily setting up a conversation with Jackie from GOCO: Jen Grace-Ewa, Emily, Stephanie, maybe Alyssa.  
Emily also starting a list of concerns/questions we need to touch base with GOCO on.