

## mDNA

### Planning Meeting

July 26, 2016 – 9:00 – 11:00 am

@ The Denver Zoo, Old Board Room

#### Attendees:

1. John Demboski, Denver Museum of Nature and Science
2. Mary Hacking, Denver Museum of Nature and Science
3. Graeme Patterson, Denver Zoo
1. Emily Patterson, Trust for Public Land
2. Stephanie Stowell, Denver Zoo
3. Jennifer Henderson, Denver Zoo
4. Heidi Shirk, The Nature Conservancy
5. Susan Daggett, Rocky Mountain Land Institute at DU
6. Brian Kurznel, National Wildlife Federation
7. Alyssa Von Lehman Lopez - Denver Museum of Nature and Science
8. Jennifer Riley-Chetwynd, Denver Botanic Garden
9. Leslie Pickard - Boys and Girls Club

Civic Canopy: Emily Holcomb, Ana Soler

1. Partner presentation (mission moments) – Denver Botanic Garden – 15 minutes
  - Denver Botanic Garden Year in Review – excellent video!
  - DBG struggles with being boxed into idea of what they are: wedding, conservation, science, fun, art, music. Challenge is getting people to care and understand, placing the gardens as they view it in a larger context. Multi prong approach to expand gardens and engage public.
  - Core values: diversity, sustainability, transformation and relevance. Want every person to connect on more than one level when they go to DBG, whether research or wedding.
  - Many gardens in one. Trying to promote the semi-arid Steppe ecosystem, which we reside in in Colorado. Trying to popularize the term and new Steppe garden and science pyramid (Colorado 101). Expand research and reframe through center for science art and education.

Denver Botanic Garden's Primary interest in Metro DNA: community engagement and outreach.

Examples of coordinated/collaborated efforts:

- Connect to Westwood neighborhood pollinator garden.
- Boys and Girls Club day
- Pilot program?

Needed: a way to capture stories and collaborations made possible by the Metro DNA work: YMCA, conservancy groups, WF, nature alliance – people who have made connections.

Action: Jennifer will start a Google Document for all to fill in on a monthly basis. DONE

2. Update on technical workshop, 10-minute brain dump on what this should accomplish – 20 minutes
  - Reached out to GIS associate director. Found a date in September, may have conflict with a Westwood event. September 8. Bob work with us to develop agenda with bill and others.

Pre-meeting on the 7<sup>th</sup> with Canopy. ½ day workshop, another small group meeting afterward for brain dump and processing. Need to find another day to make sure all are included – mid October?

- Emily shared a Google doc with lots of ideas and names of results statements
- Added inspire hubs

Action: All please look at list, add/refine names. Good that the list is big, need to be as inclusive as possible. Also need to include names from GOCO January sign in sheet.

- Whoever was engaged early on needs to be brought back in. Add forward thinking people. Add line item of data thinkers, and community thinkers.
- We need to get started, but we don't want to overburden others.
- Good to reach out, maintain intent of workshop as largely technical. Trying to come up with what data we need for success. Opportunity to hone in, and re-engage on vision and opportunity to dive in deeper for data dive.

Action: Jen Henderson, Jen Riley Chetwynd and Ana will meet to mine focus group information to inform the next agenda.

Technical Workshop Brain dump – What do we want to accomplish?

- 1) Vet results statements and vision
  - 2) Determine what data is needed and how to collect that data.
  - 3) Need to engage broad audience for result statements; we want them relevant to those who will use them. This is not going to be found in data committee.
- Send out survey to get information regarding feedback around statements to community teams.
  - Since we already have the work put together, people who know will appreciate it is an online tool. Some people can do prep leg work.
  - The project is so complex and intangible still, so a survey may be too ambiguous and not achieve accurate or focused responses. Also need vetting per grant.
  - One approach: 1 large full day meeting, or 2 separate meetings? – No more than 4 hours.
    - Split agenda: morning about result statements, input and impact. Afternoon determine what data we need to move forward.
      - It is good to have data people and community people together to hear each other's side. The community people need to be what informs the data people's decisions.
      - Will data people be able to attend both sessions?
  - Logic of 2 meetings, yet opportunity of getting a full meeting together and having breakout sessions is great. Breaking meetings apart adds delay, we need to capitalize now. Don't have time to reach out to community deeply before our timeline for data runs out. Can we streamline connects for efficiency?
    - Broad meeting with focused survey (to data?) then changes sent out and ask for response. Have several open meetings.
    - People want to be engaged, we don't know when.
  - Need to be ready to adjust the results statements and data requirements

- Results statements from 3-10-16
  - We are giving the statements out asking for specific feedback by demonstrating our process to get there
  - Data and community piece is critical to outcomes and buy in, if we see the included data people as inaccurate after the meeting, focused reach out, e.g., the Platte River coalition.
- Have had a lot of meetings, have many data people in the room – diverse group, broad audience. If we invite them, they will come by knowing what it is about.
- Need to do pre work of engagement

Two different audiences:

- a. Data people: CDPHE, CNHP, Colorado State Forest Service, DBG, DPH, earth economics, EPA, Kaiser, NRDC, MPS, Parks, TNC, TPE, UC Boulder, UC Denver, USFS
  - b. Community piece: is there something we could do before the September date?
- Open up august meeting to discuss vision and results statements? Then ready for the data meeting to take place as scheduled. 8/24/16. Invitation should be to all, but with targeted agenda for accurate self selection.
  - Final decision: 2 events. The Metro DNA meeting scheduled for 8/24 will be expanded to include community members in an engagement session. A separate data workshop will take place on September 8 (not a conflict with the Westwood event because they will be invited to the 8/24 session).

Flow of meetings:

- a. 8/10 Metro DNA and report out
  - b. 8/24 Community meeting (anyone on list – agenda to describe 2 meetings, self-select for engagement. Send out survey beforehand to get quick information about values of DBG and fit with result statements)
  - c. 9/8 data meeting (also to whole list, detailed agenda – have targeted invite)
    - Send out save the date for both groups as a placeholder
    - Have 2 difference email lists, who we really need at each date
    - Community + data, and data only.
- Send survey for community to participate 8/24 even if they cannot attend (send survey in their place). Don't forget the Focus Group data. Survey monkey POST meetings
  - After 8/24 meeting – someone communicate with each hub to gather final reflections.
1. Scope of Work Meetings
 

Invitation sent out, few people responded

    - Look for 1 other date after the Scope of Work Conversation
  2. Best practices research – updates? Anything you need from us? – 5-10 minutes - Susan
    - Coming along well. Scheduling phone interview for next week and by the 10<sup>th</sup> will have preliminary information to present
    - Focus on four agencies:

- a. Portland intertwine
- b. Chicago wilderness
- c. Houston
- d. Puget Sound Regional Open Space
- Students are deep in the weeds, can lose sight about big picture of the work we are doing.
  - Context of lessons learned, best practices.
- Independent contractor agreement discussion about how to pay the students.

### 3. Start scope of work discussion

From last meeting: Summary and analysis, finalize mission and vision, regional conservation vision, action steps, business plan, govt plan, eval plan, product is an action map (strategic plan).  
Is outreach done by end of planning? Who will push us forward toward bold steps?

- Timeline for action map? – Perpetual
- Scope of work mid-September - Needs to include nuts and bolts of how we are going to get the work done, and SOW for our action plan and second phase of plan

Want strategic plan not to be without component of what we are doing with community, more than strategy mission vision (has implementation component so communities see self)

- Conservation plan for Front Range seems like Action Items
- Create vision and plan with community input, then connect others to get it done.  
Implementation itself needs to be partners. Our action items are all about how we facilitate collaboration with partners and vision piece. Regional conservation vision (facilitators + consultants).
- Action items: create maintain website, blogs, newsletters, regular meetings, create hub to provide info about funding sources or outdoor organizations or citizen bio blitz things. We can decide those things in addition to communications piece.

#### Communication coordination vision

- Potential flow of plan -
  - a. Strategic Action Plan
    - Sit Area
    - Mission vision
    - Business government
    - Evaluation
    - Strategic actions
    - Community
  - b. Conservation plan
    - 1. Parks
    - 2. Fracts
  - c. Pilot
  - d. Funding

We need to figure out how GOCO fits in, what is it that we as a community need?

- Additional funding is for the strategic action planning. Our work is to implement ideas from consultant planning
- Are we funding other people's activities or leveraging funding? Catalyst for connecting groups to funding
- Identify what we would do with Actions, bring that to Gates/Funders for \$

- Midstream show of work to Gates. More concrete than January, but we are still in the midst of planning.
- Need to align with GOCO evaluation. Our work needs to build on it/complement it

We need action steps – Nature Alliance needs more steps beyond planning, Beth Conifer.

Action: Compelling project for funders, bring ideas for pilot project to next meeting.

- DBG: intersection of art and science, and through social justice art can save the world. Need to bring that into community.
- Capturing stories
- How and when do we start talking about the pilot?

Actions:

- Communications committee – to know how to reach out, create surveys, communicate values - Brian, Stephanie, Emily. Stephanie connect with her survey people, Brian draft save the date for next week.
- Find list of people early engaged in Metro DNA
- Add foundations to list, data collector - Everyone look at list by Friday
- 9/8 date – everyone look for location
- Connect with LiveWell – Olga hard to reach, someone else from LiveWell is also welcome then move to connect with Kaiser. Engage Shephard Neville?

Updates

1. DMNS Imax film screening with Sierra Club. Beautiful film, National Parks Adventure. Extreme athletes in film – all white, upper middle class. Following film there was a great conversation about equity of access to nature generally and National Parks specifically. Perceptions of Access – there is a perception that you need a lot of gear to get out in nature, so how do you start to get out?
  - a. Start in backyards and urban areas, start to change that perception
  - b. Not seeing a lot of people of color visiting national parks and/or working in national parks.
  - c. How was the diversity? Many people in attendance, panel afterward enhanced experience to create context and dialogue around the topic. Young crowd, outdoor enthusiasts, little obvious diversity, not affiliated with museum, English speaking. This event was very intentionally tied to the work DMNS is doing now in better understanding Latino communities and their relationship with nature. Just started a quantitative research project on Latinos and nature. Co-visioning with community on what the museum should be going forward.
2. RMLI conference – conversation around inclusivity. Have a panel?
3. Make clear that we are moving ahead – we have done great work already! Don't forget!
4. GOCO wants to check in!
5. Alyssa will miss both August meetings. Canopy will cover notes for August