

MEETING NOTES

Metro DNA

March 22nd, 2017 | 8:30am

In Attendance

Jeff Su, Susan Daggett, Sara Abdulla, Sarah Thomas, Liz Drogen, Delissa Padilla, Melake Getabecha, Stephanie Stowell, Jes Ward, Ann Grodnik-Nagle, Dana Coehlo, Iza Petrykowska, Anne Zawisza, Asnoldo Benitez, Leslie Pickard

Today's Purpose

- 1) Review findings from Gap Analysis and receive feedback.
 - 2) Using the Gap Analysis findings, revisit preconditions that Metro DNA seeks to influence
 - 3) Identify most promising opportunities and supporting activities for Metro DNA
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Gap Analysis Presentation & Discussion

Please review the attached presentation.

Subsequent discussion focused on:

- Tension between championing a collective vision and starting small (as recommended by experts)
 - The value of becoming experts on collaboration and the need to focus on relationship building
 - Ongoing communication and transparency (e.g. need "bare bones" website to post minutes, etc.)
 - Importance of Knowledge Advisors (integral to working groups)
 - Uses of shared data: moving from shared measurement to shared learning
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Activity 1: Revisiting Preconditions

Steering Committee members reviewed preconditions generated during the last Steering Committee meeting and added missing preconditions surfaced by the Gap Analysis. Steering Committee members then identified the top three preconditions that Metro DNA should try to influence for each result area.

The following nine preconditions were identified (and displayed on large white paper in front of room):

- Gap Analysis: know where we are
- Regional shared vision: know where we're going
- Human connection & relationships: means to get there
- Understanding barriers
- Information about where parks, trails and pathways are located
- Marketing and communication about nature (e.g. why important, how to engage)
- Information about nature-based programming in neighborhoods
- Natural spaces that reflect what communities need
- Personal connections to nature (e.g. culture, family, fun/positive experience)

Activity 2: Identifying Promising Opportunities & Supporting Activities

Steering Committee members then reviewed the summary tables from the Gap Analysis (attached) and: 1) added Opportunities and Activities members felt were missing from the tables; 2) identified the 2 most promising Opportunities and 3 Activities for each potential Metro DNA Role: Convener, Champion, and Capacity Builder; 3) put the 2 opportunities and 3 activities on white paper and linked (drew line) from Opportunities and Activities to key preconditions supported; and, 4) voted for the most promising Opportunities (^ symbol) and Activities (asterisk symbol).

1. Convener

- Promote coordination/collaboration^^^
- Shared regional vision and priorities (shared trails, “people” version)^^^^^
 - Convenings and forums*****
 - Communications platforms*
 - Working groups**
 - Training**
- High-level Communication – “Got Milk?”***

2. Champion

- Raise profile and deepen understanding of issues
- Elevate visibility of current organization and coalition efforts^^^^^
 - Communications plan, Co-branding*****
 - Training (internal, organizations)

3. Capacity Builder

- Promote Coordination and Communication^^^^^
 - Infrastructure (e.g. website, listserves, working groups)
 - Formal (e.g. yearly meetings, networks)
 - Informal* (e.g. personal relationships, community, culture, work in communities, Comic-Con for nature)
- Collaborative Funding and Leverage Resources^^^
 - “SCFD” nature***
 - Public-private partnerships

Collective reflections on “what’s missing” focused on:

- Data collection: less prominent than in previous conversations, but that feels okay. We can let the vision drive the need for data.
- This is an **aspirational vision**. Metro DNA can create and hold the vision; others will join into the vision.
- Still need the “branding” for nature (e.g. “Got Milk?”)
- Equity is infused throughout the Opportunities and Activities, but do we need a stand-alone equity strategy?
- Concerns about language of SCFD for nature – **better to say funding streams for nature**

If you were unable to attend the meeting, please email Sarah and Liz with your additional thoughts. We would appreciate your input as we move forward with the strategic planning process.

Announcements & Updates

- Please email Sarah and Liz with feedback on the Gap Analysis by **COB on March 31**.
- On April 12, we will discuss: 1) internal equity training for the Steering Committee; 2) creating a web presence for Metro DNA; and, 3) developing criteria for selection of pilot projects.
- **Please make every effort to attend the meeting on April 26 when we will build out the Metro DNA strategies.** If you are unable to attend in-person, please let us know. There will be an opportunity to join the conversation remotely.