

Steering Committee Meeting, October 10th
738 Columbine Ave
6:30-8:30pm

Attendees: Patrick Treleani, Liz Goehring, Becky Coughlin, Emily Hunter, Yvonne Salfinger

Agenda:

- Review newest version of Communications Strategy and discuss next steps (Patrick, Emily, Marilyn to lead) (See latest version attached)
- Report on new CPNGT banner and Peace Walk event (Liz) (see pic below)
- Review SNN Projects (approved and in queue) and discuss what is needed to support them (Becky to lead)
- Prepare questions for Tom Fesing (President, East Montclair Neighborhood Association) (Liz to lead)
- Discuss Green Team/Steering Committee role given involvement in Sustainable Neighborhood Program (Beck to lead)
- Present project on Certifiably Green Denver (Liz to lead)
- Update on REACH Academy project/proposal (Emily?)
- Other?

Note-taker/Time-keeper: Liz

Meeting facilitator: Becky

General consensus: Green Team/ST needs to be FUN!

And we need to be respectful of everyone's time with all of the meetings.

Communications Strategy Discussion - Patrick Treleani

Patrick reviewed and discussed the Tactics slide with the ST.

We are on our way with Phase 1, creating awareness, and consistency.

Need to also be focused on Growth (always an issue with volunteer organizations), i.e., who's on the bench? "Principal, and Asst Principal training to be the next Principal"

Also need to be thinking about the Feedback part.

Becky discussed how we can have a learning cycle on each thing we do, eg. with the Peace Walk, pause and reflect: "what was our aim? did we achieve that? and what went well/what would we do differently?"

This generated discussion about how neighborhoods with multi-generations are sustainable neighborhoods. **Emily and Liz are looking into writing up some thoughts on that, to be posted possibly on our website or the CPN facebook page?**

Becky will write up a proposal for a "Neighborhood Resource" project - "Lessons Learned Proposal" Use Survey Monkey?

Becky will follow up with Taylor on how/can we get credit on foundational work e.g. banner, newsletter, logo, feedback processes...

It was suggested that we review the Tactics slide quarterly, revisit how well we've done, and what do we need to do to progress.

For now, continue to be consistent with our messages and to use the tools we have available to us, until we are able to form a communications team with key skills.

AND to focus on DOING activities.

CPNGT Banner / Peace Walk Event

The CPNGT participated in the neighborhood Peace Walk, at the invitation of the organizer, Gerry Marnie. The CPNGT saw this as an opportunity to help establish the CPNGT within the neighborhood, and importantly, to build relationships with neighbors. It was important to respect the purpose of the event - i.e., to focus on peace. The new banner was used at the event. Mary Sullivan, Mario Rivera, Taylor Moellers and Liz Goehring attended the event and told interested participants about the CPNGT efforts. At least one new neighbor picked up a card and expressed interest.

Important note: Gerry Marnie had been ill and was in hospice care up to the event on Oct 8th. She passed away while Peace Walkers were singing her favorite songs of peace, outside her window.

Emily suggested that we consider continuing to sponsor the Peace Walk as an annual event, in honor of Peace Pilgrim AND Gerry. All agreed this was a great idea. **ACTION: Submit a proposal for future Peace Walks? Might want to coordinate with Joan Gregerson and Mario Rivera first.**

Review SNN Projects Discussion

The following list of projects are in the works:

Leaf cleanup
Alley Cleanup
SEED circle
Solar Webinars
Tour of Recycling Facility
Speaker on how to do recycling properly.
Peace Walk (completed)
Earth Day
Certifiably Green Denver

ACTION: Let's get them submitted!!

Questions for Tom Fesing

Tom Fesing will be joining our Green Team meeting on Saturday, October 15. In preparation, the ST identified the following questions for him:

- How are they getting people engaged?
- How are they advertising?
- How are they doing 'awareness'?
- Do they have a growth strategy?
- Do they collect feedback?
- What would he attribute their success to?
- How many are doing the work? How many are participating?
- What's your organization?
- How did you decide to get involved in SNN? Your RNO? A couple of passionate people?

CPNGT/ST role(s) given SNN program

The ST discussed what might be the role of the green team and steering committee, given our involvement in the SNN program, with its built-in structure. The following words/ideas were put

forth: Cheerleader, support, to encourage people who have ideas to go forward, coach them on how to get going, coaching on a successful outcome, manage expectations, guidance on how to put a proposal together, plugging people into existing projects, and network with other projects

We also discussed the general proposals process and how to present projects to GT, AND how to communicate projects to larger neighborhood, to generate awareness and participation.

(Possible) ACTION: Write an article for ??CPN News/Website/CPN eNewsletter on how to organize your own SNN Project

Certifiably Green Denver Proposal

Liz updated the ST on work with the Certifiably Green Denver program, and a proposal in the works to involve the green team. Liz and Lisa have met with CGD to discuss how our GT may work with local businesses. To learn about the program, Liz and Lisa “shadowed” Emily Backus, one of the CGD Sustainability Advisors, while she conducted an assessment of the Wag Shop. Liz has continued to work with the WagShop towards their certification, learning more about what it takes for a business to become certified. The WagShop is likely to be certified in October. Liz also had a followup meeting with the CGD to discuss and plan a neighborhood event where all local businesses will be invited to learn about the program and sign up for an assessment. She would like to present this plan to the Green Team to seek volunteers who can help recruit businesses for the event.

General reaction from the ST was positive.

REACH Academy Update

Emily provided an update on this project. This will also be presented at the Green Team meeting on Saturday.

A graduate student (Catherine from the Landscape department) has partnered with the REACH academy to create the special needs sensory garden. Catherine is working on a grant for this project. She'll be soliciting participation from GT members on donating plants and time to create garden .

ACTION: Emily will contact Taylor to figure out how to propose project.

Summary of Actions:

- **Emily and Liz are looking into writing up some thoughts on CPNGT involvement in PeaceWalk, to be posted possibly on our website or the CPN facebook page?**
- **Submit a proposal for future Peace Walks? Might want to coordinate with Joan Gregerson and Mario Rivera first. Who to lead??**
- **Becky will write up a proposal for a “Neighborhood Resource” project - “Lessons Learned Proposal”**
- **Becky will follow up with Taylor on how/can we get credit on foundational work e.g. banner, newsletter, logo, feedback processes...**
- **Let's get some SNN Projects submitted!!**
- **(Possible) ACTION: Write an article for ??CPN News/Website/CPN eNewsletter on how to organize your own SNN Project.**
- **Emily will contact Taylor to figure out how to propose SEWELL/REACH/CPNGT project.**