

Congress Park Green Team

Steering Committee Meeting 5/8/17

Present: Becky, Liz, Joan, Emily, Mary, Yvonne

Agenda:

- Debrief Congress Park Earth Day Festival
 - Exhibitors feedback - BC
 - Participants & Pledges Feedback - LG
 - What went well, what can be improved upon - ALL
 - After Festival followup - ALL
- Introduction to Accelerate Neighborhood Climate Action proposal (10 mins) - LG
- Planning assistance for upcoming events - ALL
 - May 20 Great Denver Cleanup,
 - May 23 Water Conservation Workshop,
 - other?
- SEED Circle, Plastic, Plastic free July
- Eco-Cycle / Jasmin follow-up
- Movie: "Inconvenient Truth Sequel - "watch party" - July 28-29

Earth Day Festival Debrief

Becky shared the results of the Exhibitor Feedback Survey. So far, 8 exhibitors have responded (although one might be Liz's test answers). Overall, feedback was very positive.

Registration - the process was good and should be kept for next year. Joan suggested figuring out how to integrate with MailChimp so that we can keep the addresses and other information.

Participation - was good. Exhibitors were pleased with turnout.

Scavenger Hunt - was a good way to engage and involve participants. More direction was needed for exhibitors (e.g. how to mark it). Mary suggested that we could also redo the graphic to make it more readable.

Prizes - were good (and all donated!). One comment was to have "more kid prizes", which was good feedback. The intent this year was to have more kid activities (e.g., scavenger hunt game, face painting, kite-making), all of which was good. Still it would be great to have more kid-oriented prizes.

Volunteers - there seemed to be plenty (Julie did a great job getting volunteers). The ST discussed challenges with keeping volunteers at table (some just didn't stay or engage), but this varied with different tables/exhibits. It was also felt that we could do a better job training volunteers beforehand, given more lead time. A volunteer **orientation** of some sort would be helpful, where we set the expectation that the volunteered will be assigned to someone/topic.

It was discussed that the ST needs to find out from Julie what she learned re: engaging volunteers, what was hard, what didn't work. We also need to figure out how do we keep engaging volunteers over the whole year?

What went well:

All in all we had **lots** more people there this year, which was fantastic.

Also had excellent Exhibitor coverage.

And Prize donations were excellent!

Community involvement, Activities and Pledges made our Earth Day Festival very different from Denver Earth Day. In a good way.

Participants Feedback

28 participant feedback forms were collected. The last question asked participants to rate overall experiences: 24 were Positive, 3 were marked neutral, and 2 were marked negative (although on one form the positive comments suggest that the participant may have mismarked her form).

Favorite things about the festival included: Passion & prizes; kid activities teaching about sustainability; garden,; the turn out; free food; native plants; the Pollinator table; ALL of the information provided; everyone coming together for an important cause; friendly wonderful educational opportunities; the whole experience was amazing; that people could walk around and talk; the games!; all the seeds!; we learned so much about composting and what's recyclable; new ideas & music; really fun, festive and educational; music & tables; face painting and bikes.

Suggestions for improvements included: keep it going (5); more food; better way to track participants; more petitions, letters to reps as "call to actions"; sound buffers between tables; filter people thru front door - we almost missed main floor; have it outside (4); more prizes for kiddos; more signs for kid activities. Most forms left this field blank.

Action Item: Be sure to encourage Green Team table exhibitors to do their "Call to Action" followups

Action Item: Get feedback from Julie re: recruiting/engaging volunteers, and invite what she'd like to do going forward. - Liz will contact Julie

Action Item: Earth Day Planning improvements: Back up planning to a year in advance (i.e., now), and also set *preparation due date* to be a week BEFORE Earth Day. Establish an **EarthDay Festival Planning Committee**, use the document that Joan wrote up, and be sure key roles are filled early (i.e., a point person for various key roles), especially the EarthDay coordinator. Have more proactive project management.

Action Item: Identify Earth Day 2018 Coordinator/Co-Coordinator and include these people on the ST for the year.

Action Item: Identify a Volunteer Coordinator for the Green Team, focused on enlistment and engagement skills.

Action Item: Cleanup/"mine" mailing list for volunteers/volunteer coordinators. Liz will organize, ST will divy up and make calls. Include asking about block leader.

Action Item: Revisit EarthDay Festival "parking lot items" (i.e., things that we knew we wanted to do but could not be accomplished this year) to fine tune the event.

Action Item: For next year, considered different venues. Sewall? Teller? Rotate around different places? Congress Park? Need a Venue Captain. Use the Congress Park Meeting Location Directory.

Action Item: Clarify data collection for next year's event.

Other Agenda Items:

Liz presented proposal to work with Accelerate Neighborhood Climate Action group in organizing CPNGT efforts for next year. ANCA would like to present their Forum Workshop approach to CPNGT Steering Committee and, if approved, begin planning for workshop in early Fall. Liz will circulate their proposal to ST, and will invite Karmen Burchett and team to present at next ST meeting (June 5th).

Steering Committee discussed several follow-up activities and what actions were needed to promote each.

May 20: Great Denver Cleanup @ Congress Park

May 23: Water Conservation Workshop

July: Plastic Free July

?: Eco-Cycle workshop

July 28-29: "Inconvenient Truth Sequel" Watch Party.

Steering Committee discussed agenda for Saturday Green Team meeting:

- Debrief Earth Day Festival
- Write Your CongressPerson Postcard Party (bring your favorite issue)
- Green Door Fitness Hike/Cleanup activity

Liz requested input for upcoming CPNGT eNewsletter. Yvonne will send information on Great Denver Cleanup and Water Conservation Workshop, Mary will send information on Plastic Free July. It was suggested that we also include information on the Denver Botanic Gardens' series on Water in the Semi-Arid West.