

**The State Board of The Great Outdoors Colorado Trust Fund  
Board Retreat  
Steamboat Springs Colorado  
Thursday, October 22<sup>nd</sup> 2015**

Board Members: Jason Brinkley, Tom Burke, Heather Carroll, Katie Cattanach, Jenn Dice, Hollie Velasquez Horvath, John Howard, Bill Kane, Tony Lewis, Chana Reed, Jacy Rock, Jody Rogers, Alan Schwartz, Jim Spaanstra and Linda Strand

Board Members

Not Present: Mike King and Dave Palenchar

GOCO Staff Present: Lise Aangeenbrug, Madison Brannigan, Laura Cardon, Todd Cohen, Joe Davidson, Peter Ericson, Michele Frishman, Jacqueline Grantz, Amanda Hill, Jake Houston, Jackie Miller, Emily Orbanek, Jim Ott and Chris Yuan-Farrell

Public Present: Jim Pribyl (Colorado Parks and Wildlife/CPW), Madeleine West (Department of Natural Resources), Tom Hoby (Jefferson County), Emily Patterson (Parks for People), Justin Spring (Trust for Public Land), Kerri Rollins (Larimer County), Brian Lorch (CPW), Heidi Sherk (The Nature Conservancy), Reid DeWalt (CPW), Alice Pugh (Lake County), Nadine Castillo (Family Leadership Training Institute/FLTI), Erika Lagunas-Mendoza (FLTI), Angela Myers (Thorne Nature Experience), Corrie Colvin Williams (Blue Lotus), and Kelly Keena (Blue Lotus)

**I. GOCO Accomplishments and Jeopardy**

Ms. Aangeenbrug presented the history of GOCO and the board played a Jeopardy-style question and answer game on GOCO facts.

**II. Connect Panel**

Tom Hoby presented on filling critical gaps in regional trails, Brian Lorch discussed connected communities via regional trails and Emily Patterson presented the Trust for Public Land's program Parks for People.

**III. Protect Panel**

Justin Spring presented on urban and suburban conservation, Kerri Rollins spoke about landscape scale conservation along the northern Front Range and Reid DeWalt discussed the habitat protection program.

**IV. Inspire Panel**

Alice Pugh along with Nadine Castillo and Erika Laguna-Mendoza discussed increasing access to the outdoors through community engagement. Angela Myers, Corrie Colvin Williams and Kelly Keena presented ways to measure and evaluate outdoor education and resources.

## **V. Communications Update**

Ms. Dice provided an overview of the communications committee meeting. Traditionally, the GOCO board made a deliberate effort to not spend significant funding on marketing. However, recent surveys by GOCO and Lottery indicate low recognition of GOCO and how the funds are used. The conversation the committee had was to significantly increase that budget in order to get more Colorado residents to know where GOCO spends the money and how the investments benefit communities. Staff suggestion is to increase the communications budget for better marketing and branding while keeping the budget in context with other industry standards which is 3%. Staff's recommendation is an increase up to 1% of revenue.

Mr. Cohen offered a summary of GOCO's communication plans. In the last two years, the logo was updated to be more recognizable and eliminate confusion with other entities called great outdoors. The updated website has doubled in page views in the last two years. Social media presence was expanded which is the most affordable way to reach a large crowd. Collateral items were also invested in for people to remember and recognize the brand. One of the major projects in the last two years was changing the signage; multiple signs are now given out instead of just one per project and 2,000 signs have gone up in the last two years, more than the previous six years combined.

Mr. Brinkley asked if the current signs are replacing the old signs on older projects.

Mr. Cohen noted that the first priority was getting new signs to current projects but that staff is slowly working backwards to get new signs to all 4,700 projects. Moving forward, the biggest challenge is reaching more people; they recognize the logo but don't know what it represents or means. With additional funds there are a lot of different options; social media campaigns, working with local companies and celebrities, digital or transit media. A targeted approach is possible or an earned media/offbeat approach. The options are dependent on the budget. The start will be targeting specific audiences like millennials or the business community.

Ms. Aangeenbrug added that historically GOCO has spent less than 0.5% of the operating budget on marketing. The benefits of doing this now is to align it with the Connect Protect and Inspire initiatives not just a communications tool but a part of getting communities excited our new opportunities.

Mr. Brinkley noted that marketing has been preaching to the choir, it reaches people who are already GOCO fans.

Ms. Cattnach agreed that the vast majority of people do not know GOCO, and thinking ahead to the election it is critical that GOCO do this.

Mr. Lewis noted that he doesn't disagree with spending more money. However, a variety of goals have been stated as to what we want the money to do, and the end goal needs to be very clear.

Ms. Aangeenbrug agreed. A strategy has not been chosen because a larger goal hasn't been identified. The two leading goals have been getting kids outside and the Inspire Initiative. If the goal is to market GOCO for reauthorization subpopulations and targets need to be identified.

Ms. Rock added that it's our obligation to let people know what we have been doing with all this money for accountability purposes. Communities are directly impacted and helped with our funds and they need to know that.

Mr. Brinkley mentioned it's important to include the CPW partners, since they don't receive general fund dollars.

Mr. Howard suggested we add the branding that CPW feels strongly about, someone fishing or at a state park.

Mr. Lewis added that all of GOCO's partners should be engaged in this effort. As good as the board is at spreading the message, the grantees will always be better.

## **VI. Adjourn**

**The State Board Of The Great Outdoors Colorado**  
**Board Meeting**  
**Steamboat Springs Colorado**  
**Friday, October 23<sup>rd</sup> 2015**

Board Members: Jason Brinkley, Tom Burke, Heather Carroll, Katie Cattanach, Jenn Dice, Bill Kane, Tony Lewis, John Howard, Chana Reed, Jacy Rock, Jody Rogers, Alan Schwartz, Jim Spaanstra, Linda Strand, and Hollie Velasquez Horvath

Board Members

Not present: Dave Palenchar, Mike King

GOCO Staff Present: Lise Aangeenbrug, Madison Brannigan, Laura Cardon, Todd Cohen, Andrea Conrad, Joe Davidson, Michele Frishman, Jacqueline Grantz, Jake Houston, Jackie Miller, and Emily Orbanek

Public Present: Adam Eichberg (GOCO Lobbyist), Madeleine West (Department of Natural Resources/DNR), Rick Akers (City of Lamar), Kate Kramer (Sand Creek Regional Greenway), Liz Cohen (Evergreen Park and Recreation District/EPRD), Ellen O'Conner (Evergreen Park and Recreation District/EPRD), Ron Velarde (Colorado Parks & Wildlife/CPW)

*Board Chair Heather Carroll called the meeting to order at 8:45 a.m.*

**I. Executive Director and Board Update**

Ms. Aangeenbrug reminded the Board about upcoming meetings, including the annual breakfast with Colorado Lottery on December 9<sup>th</sup> and a January dinner with the CPW Commission.

Regarding Inspire: the Colorado Health Foundation has asked GOCO to submit a proposal for a matching funds similar to the proposal they awarded for School Play Yards. Also, the Blue Sky Funders forum has invited GOCO to make an Inspire presentation to the Environmental Grant Makers Network and the Intermountain Funders Network would like an Inspire presentation in the spring.

From a federal standpoint, the Land and Water Conservation Fund, a major matching program, expired last month and its fate is unclear. Ms. Dice noted that the Transportation Alternatives Program has moved into the Surface Transportation Program which will be about \$820 million for sidewalks, bike paths and bike lanes.

Ms. Aangeenbrug added that the Enhanced Federal Easement Tax Credit was allowed to expire.

Ms. Aangeenbrug stated that GOCO committees are flexible and to move/add or change committees just let Ms. Carroll know, we just need to have a minimum number on each committee which hasn't been a problem.

Ms. Carroll noted that Ms. Strand will be the Chair of the Open Space Committee. Everyone is currently on the Inspire Committee which is chaired by Mr. Brinkley.

## **II. Legislative Update**

Mr. Eichberg presented the legislative update; Ms. Mary Marchun was unable to attend. The legislative session is just around the corner, convening on January 13<sup>th</sup>. The Senate is held by the Republicans with an 18- 17 majority and the Democrats hold the House with a 34-31 majority. The only change was John Buckner from Aurora passed away and his wife took his seat. The Governor will present his budget to the JBC in a few weeks and cuts across the board are expected to be up to \$60 million. The Hospital Provider Fee is expected to dominate conversations. Every year it is likely that someone will try to re-direct GOCO money and this year is no different, we just don't know who it will be yet. The Governor and the leadership in the House have been very supportive in protecting GOCO money.

Mr. Eichberg explained that Mr. Sonnenberg, the Chair of the Senate Agriculture Committee, convened a special hearing to look at conservation easements. There is talk about reforming easements but no one knows what that will look like just yet.

Mr. Brinkley asked how the Board can be proactive about educational outreach with the legislators.

Mr. Eichberg answered that Inspire will offer a great opportunity for Board members to advocate.

## **III. Financial Update**

Ms. Conrad presented the finance review. The year-end audit is just wrapping up; this is later than usually due to a delay in CPW's report on 2015 expenses. Audit results will be finalized in November and the Legislative Audit Committee (LAC) meeting is scheduled for December. Lottery proceeds are sufficient to reach GOCO's expected cap. However, lottery sales continue to decline as has been the case since 2013. More conservative estimates were made for the spending plan and budget. Grant expenditures through August 31<sup>st</sup> are under-budget by \$8.8 million, due to a delay in CPW invoices and a slowdown in River Initiative payouts. Operating budget is under-budget purely due to timing. Cash balance is at \$56 million; 45% of outstanding grants and 13 months ahead of lottery. Staff is working on a plan to get 18 months ahead of lottery and also on new cash flow forecasting model.

Ms. Aangeenbrug thanked the accounting staff for building the cash flow model from the ground up; it is a more refined and sensitive tool to use. An amendment to the spending plan is also needed. It's not an increase in funds but a shift. For the first time in a very long time the open space grants are under-prescribed, and staff is recommending a move of funds for open space grants to the Inspire Initiative.

*Mr. Burke moved Resolution 2015- 20, seconded by Ms. Rock. Motion passed unanimously.*

Ms. Aangeenbrug explained the proposed five-year spending plan timeline. In December, staff will present a five-year plan for open space and local government dollars; it will also include a one year plan for CPW. The next four years of CPW funding will be taken up after CPW finishes operational planning.

#### **IV. Inspire Grant Decisions**

Ms. Miller presented the recommended projects for the Inspire grants. Staff received 34 applications, requesting \$2.9 million in funding. Staff recommends that the board award up to \$1,488,224.00 to fund six pilot project grants and 13 level two project grants.

*Ms. Reed moved resolution 2015-21 and Ms. Strand seconded. Motion passed unanimously.*

Mr. Akers and Ms. Kramer thanked the Board and Staff.

Ms. Miller added that the next steps will be site visits to the pilot communities and shared learning opportunities for all the grantees. The RFP for measurement and evaluation will go out soon and will likely be a collection of consultants.

Mr. Schwartz asked if one of the measurements will be estimating how much funding is needed.

Ms. Miller answered yes, we will know much more in the coming months.

#### **V. State Trails Scope Change and Extensions**

Ms. Orbanek presented the extension request for Parks and Wildlife projects and a funding increase for state trails operating grants. Staff recommends a project extension for five parks projects and 1 wildlife project until June 30<sup>th</sup>, 2016. Staff also recommends an increase of \$20,000 to the State Trails Operating grant in order to accommodate a Colorado the Beautiful Project Manager.

*Ms. Cattanach moved to accept Resolution 2018-18, Ms. Strand seconded. Motion passed unanimously.*

*Mr. Howard moved to accept Resolution 2018-19, Ms. Reed seconded. Motion passed unanimously.*

#### **VI. CPW Update**

Mr. Velarde presented an update on Colorado Parks and Wildlife projects in the area.

## **VII. Overdue Grants**

**Grantee:** Colorado Cattlemen's Agricultural Land Trust – White River Valley  
**Ranchland Conservation Initiative**

**Award Date:** Fall 2013

**Amount Funded:** \$1,850,000.00

**Original**

**Completion Date:** June 2015

**Staff Extension:** April 23rd, 2016

**Comments:** The project is delayed due to issues associated with the Natural Resources Conservation Service and the Colorado Division of Real Estate.

**Staff Recommendation:** Staff recommends approval of the grantees request for April 23<sup>rd</sup>, 2016. The entire project and the final report must be submitted by that time or the funds will be automatically deauthorized without any action from the board being necessary.

**Grantee:** Poudre River Trail Corridor Improvement Project

**Award Date:** June 2012

**Amount Funded:** \$5,098,150.00

**Original**

**Completion Date:** June 19<sup>th</sup>, 2015

**Staff Extension:** June 16<sup>th</sup>, 2016

**Comments:** The project is delayed due to the 2013 flooding which resulted in reduced appraisal values and delays in surveys and assessments

**Staff Recommendation:** Staff recommends approval of the grantees request to June 16<sup>th</sup>, 2016. The entire project and the final report must be submitted by that time or the funds will be automatically deauthorized without any action from the board being necessary.

**Grantee:** Fountain Creek Watershed Trails and Recreation Project

**Award Date:** June 2012

**Amount Funded:** \$2,500,000.00

**Original**

**Completion Date:** June 19<sup>th</sup>, 2015

**Staff Extension:** March 31, 2016

**Comments:** The project is delayed due to staff changes at Black Hills Energy, resulting in a delayed approval of undergrounding utility lines. The city also lost 15 days of work due to the wet spring season.

**Staff Recommendation:** Staff recommends approval of the grantees request to March 31<sup>st</sup>, 2016.

The entire project and the final report must be submitted by that time or the funds will be automatically deauthorized without any action from the board being necessary.

**Grantee:** **Peaks to Plains: Clear Creek Canyon Phase**

**Award Date:** June 2012

**Amount Funded:** \$4,600,000.00

**Original**

**Completion Date:** June 19th, 2015

**Staff Extension:** June 16<sup>th</sup>, 2016

**Comments:** While the majority of the Clear Creek Trail is complete, the county experienced long delays in the permitting process; they were also delayed due to the 2013 floods.

**Staff Recommendation:** Staff recommends approval of the grantees request to June 16th, 2016.

The entire project and the final report must be submitted by that time or the funds will be automatically deauthorized without any action from the board being necessary.

**Grantee:** **Denver South Platte River Vision Implementation Project**

**Award Date:** June 2012

**Amount Funded:** \$4,600,000.00

**Original**

**Completion Date:** June 19<sup>th</sup>, 2015

**Staff Extension:** December 8<sup>th</sup>, 2016

**Comments:** The project is delayed due the 2013 floods and availability of contractors and materials.

**Staff Recommendation:** Staff recommends approval of the grantees request December 8th, 2016.

The entire project and the final report must be submitted by that time or the funds will be automatically deauthorized without any action from the board being necessary.

**Grantee:** **Yampa River System Legacy Project**

**Award Date:** June 2012

**Amount Funded:** \$300,000.00

**Original**

**Completion Date:** June 19th, 2015

**Staff Extension:** June 1<sup>st</sup>, 2016

**Comments:** The City of Steamboat managed to get three river access points approved, completed and under-budget. With the cost savings, the city would like to include an additional access point.

**Staff Recommendation:** Staff recommends approval of the grantees request to June 1st, 2016.

The entire project and the final report must be submitted by that time or the funds will be automatically deauthorized without any action from the board being necessary.

**Grantee:** **Genesee Mountain Trail Project**

**Award Date:** April 2013

**Amount Funded:** \$154,840.00

**Original**

**Completion Date:** April 2015

**Staff Extension:** December 1st, 2016

**Comments:** The project is delayed due to discovering a water line under the proposed bridge site. Additional time is needed to redesign and relocate the pedestrian bridge.

**Staff Recommendation:** Staff recommends approval of the grantees request December 1st, 2016. The entire project and the final report must be submitted by that time or the funds will be automatically deauthorized without any action from the board being necessary.

**Grantee:** **Pagosa Springs Town to Lake Trail – Segment 1**

**Award Date:** April 2012

**Amount Funded:** \$200,000.00

**Original**

**Completion Date:** April 10<sup>th</sup>, 2014

**First Extension:** Awarded through November 20<sup>th</sup>, 2015

**Second**

**Staff Extension:** December 31st, 2016

**Comments:** The project is delayed due to substantial setbacks with easement acquisitions from private land owners. Staff turnover also contributed to the delays.

**Staff Recommendation:** Staff recommends approval of the grantees request to December 31<sup>st</sup>, 2016. The entire project and the final report must be submitted by that time or the funds will be automatically deauthorized without any action from the board being necessary.

**Grantee:** **Costilla County Outdoor Fitness Center and Exercise Park**

**Award Date:** December 2012

**Amount Funded:** \$166,030.00

**Original**

**Completion Date:** September 30, 2015

**Staff Extension:** December 15, 2015

**Comments:** The project is delayed due to construction schedules and delays.

**Staff Recommendation:** Staff recommends approval of the grantees request December 15th, 2015.

The entire project and the final report must be submitted by that time or the funds will be automatically deauthorized without any action from the board being necessary.

**Grantee:** Mesa County – Youth, Families and the Outdoors; Gap and Opportunity Analysis  
**Award Date:** June 2013  
**Amount Funded:** \$37,000.00  
**Original Completion Date:** June 11, 2015  
**Staff Extension:** February 28th, 2016  
**Comments:** The project is delayed due to multiple staffing changes.  
**Staff Recommendation:** Staff recommends approval of the grantees request February 28<sup>th</sup>, 2016. The entire project and the final report must be submitted by that time or the funds will be automatically deauthorized without any action from the board being necessary.

*Mr. Spaanstra moved to approve overdue grants, Mr. Brinkley seconded. Motion passed unanimously.*

Mr. Houston presented a request from the Evergreen Park and Recreation District (EPRD). The EPRD received a grant in spring of 2012 for \$249,938 to build the Evergreen Lake Loop trail. Today they are requesting an additional \$35,000 due to cost overruns experienced during construction. Staff does not recommend approval of additional funds due to concerns with precedent setting and because granting additional funds would mean taking away monies from other sources such as future grant cycles.

Mr. Lewis asked if the \$249,938 was the total project cost.

Mr. Houston answered no, that all GOCO grants are matching grants. The total project cost was closer to \$350,000.

Ms. O’Conner thanked the GOCO board for their support and for listening to the situation. This is a very unusual request. The project is finished and it is wonderful. The cost overages for this project were \$111,000 but really much higher than that; their partners have helped out tremendously.

Ms. Cohen explained that the project is over-budget due to surface instabilities and voids in embankment under Highway 74.

Ms. Carroll asked if the issue should be resolved by CDOT.

Ms. Cohen answered that since EPRD discovered the issue they are tasked with fixing it.

Ms. Velasquez Horvath asked if projects and grantees typically go over budget.

Mr. Houston answered yes, more often than not projects go over budget and the grantees absorb those costs or conduct additional fundraising.

*Mr. Brinkley moved to accept staff's recommendation on EPRD's request of additional funding. Ms. Strand seconded, motion passed unanimously.*

### **VIII. Setting Dates and Locations for 2015**

Ms. Grantz reviewed the proposed dates and locations for 2015. The following was adopted.

**March 17<sup>th</sup> – Committee Meeting – GOCO**  
**April 7<sup>th</sup> - Board Meeting – Limon**  
**May 19<sup>th</sup> - Committee Meeting – GOCO**  
**June 13<sup>th</sup> – Board Meeting – Buena Vista**  
**November 10<sup>th</sup> - Committee Meeting – GOCO**  
**December 8<sup>th</sup> - Board Meeting – Evergreen**

A supplemental poll will be emailed to all board members in order to finalize a date for the board retreat and meeting. The options will be September 29<sup>th</sup> and 30<sup>th</sup>, 2016 or October 6<sup>th</sup> and 7<sup>th</sup>, 2016.

### **IX. Election of Officers**

Ms. Strand stated that no objections were made in regards to continuing the current board of officers.

### **X. Approval of Meeting Minutes**

Ms. Carroll noted a change in the June board minutes, removing Mr. Palenchar from the list of attending board members.

*A motion was made by Mr. Brinkley to accept the corrections to June's meeting minutes. Seconded by Mr. Burke. Motion carried unanimously.*

### **XI. Adjourn**

The meeting adjourned at 12:38p.m.