



THE STATE BOARD OF THE GREAT OUTDOORS COLORADO TRUST FUND  
BOARD MEETING – COMMERCE CITY, COLORADO  
THURSDAY, DECEMBER 8, 2016

Board Members Present: Jason Brinkley, Heather Carroll, Katie Cattanach, Jenn Dice, John Howard, Bill Kane, Dave Palenchar, Chana Reed, Jacy Rock, Alan Schwartz, Linda Strand, Hollie Velasquez-Horvath, Madeleine West

Board Members Not Present: Tom Burke, Karma Giulianelli, Tony Lewis, Bob Randall, Jody Rogers

Staff Present: Matt Brady, Madison Brannigan, Laura Cardon, Andrea Conrad, Rosemary Dempsey, Peter Ericson, Michele Frishman, Amanda Hill, Jake Houston, Dylan Lewan, Erika Meyer, Jackie Miller, Emily Orbanek, Jim Spaanstra, Chris Yuan-Farrell

Public Present: Katie Baldassar (Lake County), Jeanne Beaudry (Mountain Area Land Trust), Val Beck (Colorado Lottery), Bob Brocheid (Colorado Parks and Wildlife), Aaron Clark (Adams County), Julia Curry (Mile High Youth Corps), Adam Eichberg (Headwaters Strategies), Becca Katz (Lake County), Bill Mahar (Norris Design), Mary Marchun (The Capstone Group, LLC), Julie Mardecai (Rio Grande Farm Park), Hillary Merritt (The Trust for Public Land), Scott Segerstrom (Colorado Youth Corps Association), Pat Schuler (City of Aurora), Wade Shelton (The Trust for Public Land), Laura Solano (Colorado Lottery), Justin Spring (The Trust for Public Land), Lauren Truitt (Colorado Parks and Wildlife), Colin Waters (Colorado Lottery)

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*Board Chair Jason Brinkley called the meeting to order at 8:32 AM.*

Mr. Brinkley began with introductions and an update on the Executive Director search. He cited that to-date 170 applications have been submitted. The board will stop accepting applications on December 14 and begin the screening and interviewing phase, ideally having a candidate recommendation brought to the full board at the March 23 board meeting in Alamosa.

**Approval of Meeting Minutes**

*Ms. Cattanach moved that the minutes from October's board meeting and retreat be approved. Ms. Velasquez-Horvath seconded, motion carried unanimously.*



### **Legislative Update**

Both of GOCO's lobbyists, Mr. Eichberg and Ms. Marchun, presented the legislative update. Mr. Eichberg began by summarizing results from the November 8 election, citing the Colorado General Assembly remains split with a Democrat-controlled Senate and a Republican-controlled House of Representatives. He went on to highlight specific areas of turnover and future opportunities and challenges of the incoming legislative makeup. Ms. Marchun continued by sharing that transportation continues to be the number one threat to GOCO funding. Lastly, they discussed GOCO's outreach efforts, both past and future, and the importance of building relationship and legislative champions.

The board then talked through strategic ways for board members to foster connections with local legislators, as well as discussed foreseeable impacts from the Office of the State Auditor's recent audit of the Colorado Department of Real Estate's conservation easement program.

### **Lottery Update**

Ms. Solano presented the update on Colorado Lottery. She shared innovative ways Lottery is engaging Millennials and gearing up for holiday sales. She went on to talk about how Lottery's newest game, Lucky for Life, is going, as well as winners from this year's Starburst awards. Ms. Solano concluded by sharing current and projected trends in lottery revenue.

### **Communications/Marketing Update**

Ms. Rock began the marketing update by providing context on the history of a proposed communications program, and how it fits into GOCO's current strategic plan and its aim to inspire children and families to get outdoors. Ms. Dempsey continued by recapping the timeline of events that have gone into the development of the program and reiterated the various ways it aligns with GOCO's mission and strategic plan. She cites that while the program stems from Connect: Priority C within the strategic plan, it also has the potential to align with and elevate Inspire goals and encourage all Coloradans to care for and protect the outdoors.

The communications committee and staff recommended the board invest in a two-year budget of \$4.3 million for this program, for fiscal years 2017 and 2018, with the expectation that the board will regularly revisit program progress and will consider future investments (estimated at \$10.9 million over five years). Ms. Dempsey detailed what the two-year recommended budget would accomplish. This integrated, statewide program would commence with an eight-week launch in May or June of 2017 and would include mass media, digital/social media, and community outreach. Public and private partnerships also have potential to help spread program messages. Ms. Dempsey discussed initial proposed measurement and evaluation tactics and the board's ongoing



supervisory role, as well as impacts on GOCO's operating budget if approved.

The board then asked questions about and discussed potential strategic partnerships, measurement and evaluation opportunities, budget implications, and public opinion.

*With that, Ms. Rock moved a motion to approve the two-year marketing budget as presented in the memo. Ms. Cattnach seconded, motion carried unanimously.*

### **Finance and Spending Plan Update**

Ms. Conrad presented the finance update. She began by sharing first quarter results on FY17 by summarizing revenues received thus far from Lottery and grant/operating expenditures. She then presented the financial dashboard, showcasing past and future projections on cash flow and budget models. Ms. Conrad noted that overall, GOCO is 2% underbudget.

Mr. Ericson continued by discussing changes to the FY17 spending plan as outlined in the memo, the largest of which comes from updates to CPW investments in parks and wildlife purpose funding for FY17 (\$16.6 million per purpose). He expressed that CPW's investment proposal should be available for review and approval at the March board meeting.

Mr. Palenchar asked for clarification on shifts in Protect Initiative funding for FY17 found in the memo. Mr. Ericson shared that while the overall Protect budget within the 2015 strategic plan and five-year spending plan remains the same, GOCO is shifting \$2 million allotted for FY18 Protect forward to FY17 to balance available funding for the remaining Protect Initiative rounds.

*Ms. Strand moved to approve Resolution 2016-27; Ms. Dice seconded. Motion carried unanimously.*

### **Board/Committee Structure Discussion**

Mr. Brinkley led the discussion on updating GOCO's committee structure. He shared his views on how GOCO's current committee meetings often replicates board meetings and therefore don't foster conversation when items are brought to the full board for discussion/approval. He envisions committee chairs and members taking greater ownership in recommendations brought to the full board for approval and cooperation with staff committee leads.

Mr. Brinkley also outlined the six permanent committee recommendations moving forward and if approved, sought board member input on which committees they'd have interest to serve on.

Ms. Strand encouraged staff to look into modern conferencing options to allow greater



board member engagement if participating in meetings remotely.

Mr. Howard brought up how he'd like to see the executive committee brief the full board during meeting on work that conspired between meetings. Mr. Brinkley agreed.

Finally, Mr. Brinkley laid out the plan to roll out the new committee structure as presented in the memo.

*Ms. Cattanach moved to approve Resolution 2016-38; Ms. Reed seconded. Motion carried unanimously.*

### **Youth Corps Grants**

Ms. Brannigan presented on Youth Corps grants citing that staff received 32 applications and recommended to the board to fully fund the top 15 projects for a total of \$500,000 equally split between local government and open space purpose funds. She shared highlights from each recommended project and noted this year's projects focus on restoration, trail construction, fire mitigation, and invasive species removal.

*Ms. Strand moved Resolution 2016-28; Ms. Dice seconded. Motion passed unanimously.*

### **CYCA Update**

Moving on, Ms. Brannigan welcomed CYCA Executive Director Scott Segerstrom and MHYC Corps Member Julia Curry to give an update on the organization.

Mr. Segerstrom opened by providing a brief overview of CYCA and invited Ms. Curry to talk about her experience with MHYC. She detailed the projects and highlights of her 11 months of service working on diverse conservation projects and the doors it's opened towards future endeavors.

Mr. Segerstrom closed by detailing programmatic changes and updates.

Mr. Brinkley shared how an increasing number of GOCO projects are popping up on the Eastern Plains and inquired about progress towards youth corps expanding east. Mr. Segerstrom expressed that due to the large distances between public land eligible for youth corps projects, it makes a sustainable business model hard to come by. Alternatively, the increase in GOCO projects on the Eastern Plains is fueling greater demand for Youth Corps expansion. CYCA is looking into replicating a targeted pilot corps program from Gunnison somewhere on the Eastern Plains.



### **Volunteer & Stewardship Planning Grant Program**

Mr. Yuan-Farrell presented on GOCO's new volunteer & stewardship grant program, which stems from Inspire: Priority E within the strategic plan titled Take Care of Our Great Outdoors. He outlined the detail that went into the structuring of this new program. This included receiving feedback from partner organizations already working in the outdoor stewardship field. Mr. Yuan-Farrell shared that out of this research staff learned that beginning with a pilot planning phase will ensure maximum impact of any future grant round. He then outlined the four strategic goals of Colorado Outdoor Stewardship Coalition's (COSC) submitted planning proposal summarized in the memo. Each goal works to advance outdoor stewardship across the state.

COSC will have 15 months to complete the four outcomes which include: creating a statewide stewardship database to improve resource and information sharing, drafting a best practices guide for environmental stewardship organizations, assembling a set of universal standards and metrics for reporting stewardship outcomes, and designing collaborative, at-scale, pilot projects showcasing the collective impact model outlined in the proposal. Pilots will then be eligible to come back to GOCO for a future funding round.

Staff recommended the board fund \$100,000 for this planning phase. Funds will be equally split between the local government and open space purpose.

*Mr. Schwartz moved Resolution 2016-39; Ms. Reed seconded. Motion carried unanimously.*

### **Inspire Initiative Grants**

Ms. Miller presented on the first round of Inspire Initiative implementation grants, describing the tremendous work that went into getting this new program off the ground and the unique review process pilot coalitions went through. As a program of this size and nature has never been done at a state or national level, the development process was extensive and intentionally tapped partnerships from across the country for feedback. Ms. Miller shared highlights of the places, programs, and pathways from each recommended project.

Staff recommended the board award \$13.5 million to fund all six pilot applications. Funds will be split between the local government and open space purpose.

Ms. Miller wrapped up by sharing that pilot coalitions will be hosting site visits for GOCO staff and board starting in February and that staff will continue to support Tier II coalitions.

*Mr. Brinkley moved Resolution 2016-36; Mr. Velasquez-Horvath seconded. Motion carried unanimously.*



## **Colorado Parks and Wildlife Update**

Ms. Orbanek opened the parks and wildlife update by introducing CPW Director Bob Broscheid and Statewide Public Information Officer Lauren Truitt to add context to CPW's annual reauthorization request and share some exciting initiatives CPW's working on for 2017. A big focus for CPW in 2017 is a new experiential outdoor adventure expo that's goal is to break down barriers to accessing Colorado's outdoors and expanding the Partners in the Outdoors Conference to tap into statewide initiatives.

Mr. Spaanstra commented the alignment of GOCO and CPW's mission is stronger than ever.

Ms. Orbanek then went into detail on two CPW requests outlined in the memo, one regarding reauthorization of CPW funds and the other involving a scope change on Boyd Lake State Park's road paving project which was approved in the 2015-2016 Investment Proposal.

*Mr. Howard moved Resolution 2016-37; Ms. Cattanach seconded. Motion carried unanimously.*

*Mr. Howard moved Resolution 2016-40; Ms. Strand seconded. Motioned carried unanimously.*

Before closing, Ms. Carroll asked if there were any results from November's Fresh Air Friday. Ms. Truitt shared that preliminary number show some 2,000 vehicles visited the 42 state parks and that many parks hit record numbers. 74% of vehicles did not have a state parks pass and CPW's social media marketing efforts played a big role in informing visitors.

## **Protect Initiative Grants**

Ms. Frishman presented on the Fall 2016 cycle of the Protect Initiative. She shared details on the four projects invited to submit full applications and recommended the board approve full funding for each, totaling just under \$11 million. Funds will be split between local government and open space purposes.

*Ms. Dice moved Resolution 2016-32; Ms. Cattanach seconded. Motion carried unanimously.*

*Ms. Strand moved Resolution 2016-33; Ms. Reed seconded. Motion carried unanimously.*

*Ms. Rock moved Resolution 2016-34; Ms. Dice seconded. Ms. Strand abstained; motion carried.*

Project representatives were invited to share a few words.



### **Open Space Grants**

Ms. Frishman presented the Fall 2016 open space grant cycle recommendations, citing that staff received 18 applications and recommended the board to fully fund nine and partially fund two of the top 11 projects in the amount of \$6,675,000 from open space purpose funds. She shared highlights from each recommended project and noted projects recommended to received additional funding through two of GOCO's new pilot funding opportunities for projects that incorporate connecting youth to open space and/or storytelling.

*Ms. Velasquez-Horvath moved Resolution 2016-24; Mr. Palenchar seconded. Motion carried unanimously.*

*Ms. Strand moved Resolution 2016-25; Ms. Dice seconded. Motion carried unanimously.*

*Ms. Velasquez-Horvath moved Resolution 2016-35; Ms. Strand seconded. Ms. Rock abstained; motion carried.*

Projects representatives were invited to share a few words.

### **Transaction Cost Grants**

Ms. Hill continued by presenting the Fall 2016 transaction cost cycle recommendations citing that staff received eight applications and recommended the board to fully fund the top seven projects in the amount of \$331,300 from open space purpose funds. She shared highlights from each recommended project.

Mr. Brinkley asked for clarification on why transaction costs requests seem high. Ms. Hill expressed that appraisal fees remain the largest contributing factor though are in line with projects submitted through the regular open space grant program. Staff and board agreed to better present budget line items in future transaction cost grant cycles, as well as review eligible costs for the grant program as part of a general program review.

*Ms. Strand moved Resolution 2016-26; Ms. Cattnach seconded. Mr. Brinkley opposed; motion carried.*

### **Habitat Restoration Grants**

Mr. Yuan-Farrell presented on the Fall 2016 habitat restoration grant recommendations citing that staff received 22 applications and recommended the board to fully fund the top eight projects in the amount of \$499,532 from open space purpose funds. He shared highlights from each recommended project and noted this year's projects focus on wetland, grassland, and riparian restoration, as well as invasive species management.

*Ms. Strand moved Resolution 2016-30; Ms. Cattnach seconded. Motion carried.*



### **Connect Planning Grants**

Mr. Houston presented the Fall 2016 Connect Initiative planning grant recommendations citing that staff received 12 planning applications and recommended the board full fund nine and partially fund two of the top 11 projects in the amount of \$1,000,000 from local government purpose funds. He shared highlights from each recommended project.

*Ms. Strand moved Resolution 2016-31; Ms. Reed seconded. Motion carried unanimously.*

### **Overdue Grants**

<b>Grantee:</b>	Pagosa Springs – Town to Lakes Trail Segment 1
<b>Award Date:</b>	April 2012
<b>Amount Funded:</b>	\$200,000
<b>Original Completion Date:</b>	April 2014
<b>Board Extension:</b>	December 12, 2016
<b>Comments:</b>	The project requires additional time to complete after receiving higher than expected bids. Town Council rejected all bids and directed staff to rebid in the winter of 2017. The town is staged and ready to re-advertise for construction bids this winter and start construction by April 2017
<b>Staff Recommendation:</b>	Staff recommended the board issue an extension to July 31, 2017. Staff further recommended that if the project is not closed by its extension date deadline, funds allocated to it will be automatically deauthorized with no further action by the board being necessary.

*Ms. Strand moved to approve the overdue grant. Ms. Reed seconded, motion carried.*

### **ADJOURN**

*Meeting adjourned at 3:07 PM.*