

Meeting Minutes – CO Wilderness @ 50 meeting, May 2, 2013

American Mountaineering Center, Golden, CO

Attending:

Misi Ballard – Great Old Broads

Chris Shaver - Great Old Broads

Ann Baker Easley – VOC

Kyle Sullivan – BLM

Lisa Cashel – CMC

Scott Braden – CMC

Jennifer Dickson – the Wilderness Society

Phil Hanceford – the Wilderness Society

Mark Guebert-Steward – interested citizen (Guebsteward@gmail.com)

Kate Jerman – USFS

Ralph Swain – USFS

Marcia deChadenedes – BLM

Jim Kroll – Denver Public Library (jkroll@denverlibrary.org)

Structure & Organization

- Ann – we should build some structure, get a chairperson to lead meeting
 - Marcia elected chair
- What should we call our effort?
 - #COWilderness@50
 - Wilderness 50th CO
 - Social media
- Need for a communications team or lead
 - Kyle to coordinate communications
- Secretary – Scott
- Denver Public Library Conservation Collection
 - Wants to host exhibit
 - Wants to host next meeting
 - Wants to host reception
- Need a fiscal agent non-profit – discussed VOC, CMC, CC and TWS
 - Make decision by next meeting unless we need immediate
 - ACTION: Phil, Ann & Scott to follow up with recommendation at the next meeting
 - Society for Wilderness Stewardship the fiscal agent for national effort

Updates & Announcements:

- USFS Ralph – Seed money approved by FS Chief, commitment made to the commemoration
 - USFS will use term “commemorate” instead of celebration due to austerity

- \$40,000 for each region, or about \$4,300 per forest committed to 50th anniversary activities with required accomplishment report in December
- Funding in 2014 will be contingent upon successful use of seed money
- ACTION: Load memo on Google Drive
- ACTION: Ralph will communicate with individual forest wilderness leads, may add them to the Google Group
- White River, Black Hills, Buffalo WY, Rio Grande and Arapaho-Roosevelt all planning Walk for Wilderness weekend events
- Banners printed for Walk for Wilderness, and Wilderness 50th printed and available for loan from Ralph
- You can print more at Fastsigns in Lakewood
- Artwork available at wilderness50th.org
- Ralph has begun paperwork on permit for Evergreen event. Need non-profit to take over
- Need one day event insurance
- ACTION ITEM: CMC will look into insurance for walk for wilderness event
- Idea to do something in Denver – but large logistical lift
- Denver event could engage new audiences and coordinate with GetOutdoorsColorado.org
- Folks who could be involved: Governor (proclamation), Senators, etc.
- Ralph will focus on Evergreen event
- Need to figure out downtown event, would require a ton of work
- *Ann: we need to look through the lens of what we want to achieve, otherwise we will be overcommitted, we should take a step back, broaden the coalition, focus on outcomes*
- Could we link into existing events? Parades? Partner with Get Outdoors Day
- Colorado Rockies are willing to do PSA next year, but also in talks with Major League Baseball for PSAs on Jumbotrons nationally
- TWS
 - Working on poster
 - Interest in an event in Montrose or on western slope
 - Durango crew could work with Ska Brewery
 - Reaching out to media and musicians about a possible Redrocks event
 - National office linked in and excited to work on this
 - Marcia – develop toolbox for events? Website is already a great resource.
- CMC
 - How to use American Mountaineering Center/Mountaineering Museum exhibit
 - 2014 the Year of the Mountaineer at CMC – could present opportunities
 - Scott Braden transitioning from CMC to Conservation Colorado
 - Discussion of potential exhibits (AMC, Denver Public Library, DIA, etc.)
 - Trail & Timberline cover story issue, highlighting in our social media and e-newsletters
- Denver Public Library

- Looking at exhibit space on 7th floor in Sept-Oct
- Part history of Wilderness; part a contest where top photos are bought into Western History Collection – working with CPAC
- Reception
- Work into Childrens’ Library programming
- BLM – Kyle
 - “50 things to do before a wilderness trek” idea
 - Wilderness booth at Elitch Gardens in May of 2014 end of school year youth event
 - Wilderness presence at ORIC booth at REI
- VOC – Ann
 - Expertise is getting folks on the ground involved in work
 - 14 projects this year in wilderness
 - Outdoor Stewardship brief goes out to all volunteers, a vehicle to promote info on wilderness
 - Using existing communication & social media to educate and promote; guest blogging
 - Rotating artist displays at VOC, all outdoor related art, juried opportunity
- Great Old Broads
 - Tactile/fabric arts guild display, etc
 - 50 miles in wilderness event idea
 - Involving bookstores and libraries
 - Rocky Mountain Land Library (South Park)
 - Tattered Cover – wilderness related marketing
 - Reading lists focusing on good reads related to wilderness
 - Colorado State Library – great outreach to rural children’s libraries
 - Circulated to Broadband network
 - Engage corporate partners, utilities like Xcel & Denver Water
 - Approach SCFD for sponsoring student art related stories
 - Passport for CO Wilderness, with App
 - Storytelling (have some theater people)
- BLM – Marcia
 - Making connections and appointments to meet with stakeholders
 - Denver Museum of Science
 - Colorado Tourism – would

Conclusions

- Our name is **WildernessCO@50**
- Dedicated email address? (Kyle)
- QR quote, external page
- Easy signup for our email list

Who Should be here who is not?

Trout Unlimited

Fish & Wildlife

Society for Wilderness Stewardship

American Alpine Club

CO Alliance for Environmental Ed

Conservation Colorado

Environment Colorado

Governors office

TRCP

CO 14ers Initiative

CTF

ACTION: circulate this list and ask for more contacts

ACTION: make sure Google Docs site works, folks can post

Next Meeting:

July 9th, @ Denver Public Library

ACTION: find out if we can meet there with Jim Kroll