

## CONSERVATION LAB MINUTES OF 12-7-2019

1. The WCAS Conservation Lab met at 1:00 p.m. on December 7, 2019 at Bethany Church to plan our activities for 2020. Attending were Kurt Miske, Pat McGuigan, Amanda Sebrosky, Karen Czerniawski, Jess Bibbo, Julie West, Joe Reardon, Monica Marshall, Paula Miller, Betsey O'Hagan, Janelle Reardon, Bruce Missig, Tom Romito, Mary Romito, and Kaoru Tsubone. Kurt opened the lab and Tom facilitated the conservation.

2. AGENDA. Tom presented the following agenda:

- a. Review the goal and mission of the Urban Birding Cleveland initiative.
- b. Develop a vision statement for the Urban Birding Cleveland initiative.
- c. Review the results of the Urban Birding Cleveland Festival after-action review.
- d. Hear from the Urban Birding Route Committee.
- e. Hear from the Urban Birding Outreach Committee.
- f. Begin planning the 2020 native plant sales.

3. GOAL. Tom said that the lab developed the following goal statement at its November 7, 2019 meeting: The goal of Urban Birding Cleveland is to increase the diversity and number of guardians of nature in Cleveland.

4. MISSION. Tom said that the Lab developed the following mission statement at its November 7, 2019 meeting: The mission of Urban Birding Cleveland is to engage and educate people about birding and improve our neighborhoods..

5. VISION. Then worked on a vision statement for UB Cleveland. Tom explained that in strategic planning for non-profit organizations, a goal is the “what” that an organization does, the mission is “how” the organization does it, and the vision is “why” the organization does it, or what Cleveland would look like if we accomplished our goal by performing our mission. We brainstormed some ideas of what the vision is. Here are those ideas:

- There would be more native plantings, which would attract more birds.
- Cleveland would reduce its crime rate by redirecting positive energy toward its citizens.
- The networking and cross-fertilization of people would break down barriers.
- Workforce development would expand people’s horizons and increase civic pride.

Tom later blended these ideas together and drafted the following vision statement:

The vision of Urban Birding Cleveland is to build a citizen-friendly city that redirects energy toward crime rate reduction, growing of native plants, attraction of birds, networking that removes barriers among citizens, and workforce development that puts people to work and increases their civic pride in our city.

6. AFTER-ACTION REVIEW. We then reviewed the results of the UB Cleveland Festival after-action meeting, which took place at 4310 Bush Ave. on November 24, 2019. Tom presented the following output from that meeting, along with critiques that Lab members made:

#### ORGANIZATION

Volunteer orientations were useful.  
 ID tasks before volunteer orientations.  
 Registration tables were necessary.  
 Formation of subcommittees was good.  
 Internal communications were essential.  
 Provide ID lanyards for workers.  
 Schedule festival over two weekends.  
 Start marketing the festival in January.  
 Name tags were useful.  
 Train workers on Payroll/technology.  
 Engage diverse audiences.  
 Form a logistics team to plan support issues.  
 Find a way to build teamwork and ID skills/roles.  
 Find a strong leader to manage the event.

#### FOOD

Catering at Bethany was plentiful.  
 Box suppers at WCAS got people talking.  
 Dinner at Stone Mad Pub was a treat.  
 Ask people in advance what they eat.

#### VENUES

Bethany was good for meetings.  
 Back room at Market Garden was ideal.  
 LBGT Center was ideal for meetings.  
 Signage at event venues was helpful.

We must pre-test technology.  
 Check venues in advance for safety.  
 Go where diverse audiences are.

#### EVENTS

Orient attendees at bird walks.  
 Post someone at start points.  
 Preview future events.  
 Get GLBT Center to market events.  
 Encourage people to bring friends.  
 Discuss climate change at all events.  
 Discuss how UB and remediation drive each other.  
 Hold events on the east side of Cleveland.  
 Design Labs were essential for planning.  
 Assign 3-4 leaders at bird walks, stagger starts.  
 Ask minority group people what their needs are.

#### SPONSORS

Survey what they need in advance.  
 Acknowledge their reps at events.  
 Ask them to market our events.  
 Sign partnership agreements.  
 Approach them in January.

#### MEDIA

Design a brochure to publicize festival  
 Design a rack card to publicize festival.

Design an instructional flyer on volunteer tasks.

Design a timeline for planning.

Design events calendar for the whole festival.

Design a t-shirt for volunteers.

7. NATIVE PLANT SALE. Lastly, we laid down some basic ideas about renewing our Native Plant Sale Project in 2020. Here are those ideas:

- a. We should sell in mid-May and during the summer, but not in the fall.
- b. We should sell colorful plants, because people tend to buy them.
- c. The Native Plant Subcommittee will meet to plan the logistics for the spring sale, including a venue.
- d. We must notify the nurseries of the days and times of our plant sales.
- e. We should buy plants from more than one source.

8. NEXT LAB. Kurt led the group in deciding when the Lab should meet again. We agreed to meet on Saturday, January 4, 2020 at Bethany Church.

9. ADJOURNMENT. Kurt adjourned the Lab at 3:30 p.m.