



MOTIVATING LANDOWNERS TO PURSUE, COMMIT, AND DELIVER ON-THE-GROUND CONSERVATION PRACTICES

MIDDLE PARK CONSERVATION DISTRICT

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Quarterly Meeting of the MPCD Board of Supervisors

July 19, 2023 – Noon, In-Person and Zoom

<https://us02web.zoom.us/j/83487492930?pwd=WmpUZXRiTctUanpxZjk3NXlQUUpVUT09>

Call to Order:

Attendees Present:

Deb Wood, President		Kara Vigneau, NRCS Resource Con	
Jay Yust, Vice President		Stephen Jaouen, NRCS Team Lead	
Justin Fosha, Sec/Treas		Brianna Osbourne, CSU Extension Grand	
John Longhill, Board Member		Dan Schroder, CSU Extension Summit	
Brien Rose, Board Member		Ryan McNertney, CSFS Granby Office	
Katlin Miller, District Manager			
Mark Volt, DCT			

Approval of Agenda:

MOTION:		
<u>Motion Made By:</u>	<u>Second Made By:</u>	<u>Vote Outcome</u>

Approval of Past Meeting Minutes (Mar 2023): <https://www.middleparkcd.com/board-meetings>

MOTION:		
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Partner Reports:

NRCS:

CSU Extension:

CSFS:

MPCD Reports:

DM:

- 4-H Day Camp Mud & Muck
- New GCWIN Education Coordinator: Continuing Watershed Week Field Trips, adding Elementary Field Trips, and Summer “Learning Labs” at Headwaters Center (Winter Park)
- Continuing Fall Tree Sale with OneCanopy in Loveland (Fall Sale Currently Active)
- Worked with Streamline to update new website
- “Digitized” landowner guide on the website (new page for each section).

<https://www.middleparkcd.com/ultimate-landowner-guide>

DCT:

Financials:

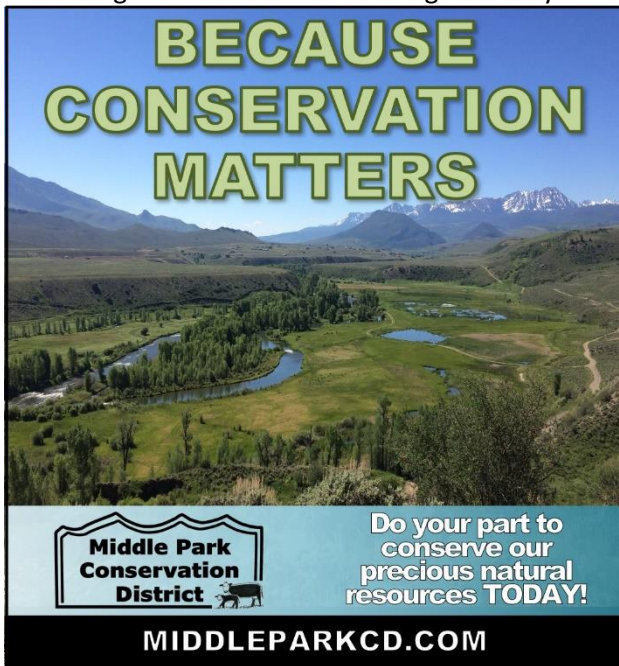
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Old Business

New Website: New website by Streamline is up and running. Check it out. www.middleparkcd.com

2022 Matching Grant Program Application

This quarter, 4 newspaper educational ads were placed in the Sky-Hi and Summit Daily. These ads will be used as match for the digital and radio ads that began in May. An example of the newspapers ads is included here...



Summary of Radio Ads: (\$450/month)

- River Report every morning Monday-Sunday
- :15 intro "This River report is brought to you by Middle Park Conservation District"
- 1 :30 second ad that follows directly after River Report
- 1 primetime spot every Monday-Sunday
- 2 best times available every Monday-Sunday
- Total of 5 ads per day or 35 per week

Summary of Digital Ads: (\$500/month)

<https://eleven11ds.com/gallery/mpcd.042723.html>

- 42,917 Targeted Display impressions per month
- 16,667 Geo-Fence impressions per month
- 166 clicks on Targeted Ad. Our click through rate for Targeted Display is .80%. The national average is 0.05%.
- 28 clicks on Geo-fencing. Our click through rate for Geo-Fencing is 0.28%. The national average is 0.05%.

One reimbursement request will be submitted at the end of the grant period unless you desire more regular reimbursement requests.

New Business:

Election of Officers (Pres, VP, Sec/Treas):

MOTION:		
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2023 Matching Grant Program Application

2023 DCT Application

MOTION:		
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MPCD Policy Book & Bylaws Update

MOTION:		
<u>Motion Made By:</u>	<u>Second Made By:</u>	<u>Vote Outcome</u>

Closing Round Table:

Adjourn: