



# Video

## Glen Echo Park Advisory Services Panel: Final Presentation

Date: March 11, 2022

00:00:00 --> 00:00:02: Welcome, welcome to Glen Echo Park.  
00:00:04 --> 00:00:06: We are very excited this morning.  
00:00:06 --> 00:00:10: I'm Martha Morris, president of the board of Glencoe Park  
00:00:10 --> 00:00:11: partnership.  
00:00:11 --> 00:00:15: This morning we have a wonderful opportunity to hear from  
00:00:15 --> 00:00:15: our  
00:00:15 --> 00:00:19: new friends the urban Urban Land Institute.  
00:00:19 --> 00:00:23: Visiting panel, who's been here for the last week.  
00:00:23 --> 00:00:25: They're gonna tell you all about the exciting  
00:00:25 --> 00:00:28: things they've learned about us and their thoughts for the  
00:00:28 --> 00:00:29: future of our program.  
00:00:29 --> 00:00:33: I want to especially say thank you to Kelson Stephen  
00:00:33 --> 00:00:33: Kelsey,  
00:00:33 --> 00:00:35: who basically put this all together  
00:00:35 --> 00:00:37: for us and guided us through the process.  
00:00:37 --> 00:00:39: Since we've never done anything like this before,  
00:00:39 --> 00:00:41: it's really been exciting. We've learned a lot from it,  
00:00:41 --> 00:00:46: so thank you, Kelsey, and your friends and other members  
00:00:46 --> 00:00:47: of your ally,  
00:00:47 --> 00:00:49: and also to Emily Rogers.  
00:00:49 --> 00:00:51: Emily, are you still in the room?  
00:00:51 --> 00:00:53: Yes, he's always behind the scenes.  
00:00:53 --> 00:00:56: But Emily and Claire Claire Ferrari have done a fabulous  
00:00:56 --> 00:00:59: job of guiding us as well and making sure that  
00:00:59 --> 00:01:02: we stay on on point and get all the information  
00:01:02 --> 00:01:03: we need so the staff,  
00:01:03 --> 00:01:05: the board, the stakeholders,  
00:01:05 --> 00:01:07: resident artists are partners  
00:01:07 --> 00:01:10: from the National Park Service in Montgomery County are all

00:01:11 --> 00:01:12: part of this process.  
00:01:12 --> 00:01:15: We're all very excited to see what your thoughts are  
00:01:15 --> 00:01:16: today,  
00:01:16 --> 00:01:18: so I'm going to introduce you to Michael Stern who  
00:01:18 --> 00:01:21: is the panel chair for the Li Advisory Group.  
00:01:21 --> 00:01:24: That would be this gentleman here on my right.  
00:01:24 --> 00:01:26: And you're in charge now,  
00:01:26 --> 00:01:35: Mike. Thank you. Well, thanks very much and thank you  
00:01:35 --> 00:01:38: for having us here.  
00:01:38 --> 00:01:41: Yeah, it's really been a wonderful week,  
00:01:41 --> 00:01:42: well less than a week,  
00:01:42 --> 00:01:47: but it's been great. Learning about Glen Echo Park meeting.  
00:01:47 --> 00:01:52: All of you and brainstorming what we hope are useful  
00:01:52 --> 00:01:57: suggestions and conclusions that that we've arrived at.  
00:01:57 --> 00:02:02: Before we get too far into this,  
00:02:02 --> 00:02:04: I ought to remind you what you lie is all  
00:02:04 --> 00:02:04: about.  
00:02:07 --> 00:02:10: The mission of the organization is to shape the future  
00:02:10 --> 00:02:15: of the built environment for transformative impact in  
communities worldwide.  
00:02:15 --> 00:02:19: And when I say worldwide that's really the case and  
00:02:19 --> 00:02:23: organization of over 45,000 people across the world,  
00:02:23 --> 00:02:26: they growth internationally has been,  
00:02:26 --> 00:02:29: I think, one of the main drivers in recent years,  
00:02:29 --> 00:02:33: and I think that's really a testament to the value  
00:02:33 --> 00:02:36: of the organization fact that it's.  
00:02:36 --> 00:02:41: Really committed to shaping great communities anywhere,  
00:02:41 --> 00:02:44: but we can have an impact.  
00:02:44 --> 00:02:48: The organization conducts research, provides forums,  
00:02:48 --> 00:02:54: meetings, publishes books, and to the point today conducts  
these  
00:02:55 --> 00:02:57: advisory services panels.  
00:02:57 --> 00:03:01: These are panels that have been done with over 700  
00:03:01 --> 00:03:04: communities around the world.  
00:03:04 --> 00:03:07: Since 1947. And you know it.  
00:03:07 --> 00:03:09: I think it's really interesting to reflect on it.  
00:03:09 --> 00:03:12: You know you well. I was really founded by a  
00:03:12 --> 00:03:16: group of developers and has grown to include everyone  
interested  
00:03:16 --> 00:03:19: in land use questions and sort of the future of  
00:03:19 --> 00:03:24: our communities and so. You know,  
00:03:24 --> 00:03:29: it really has become. I would say the premier organization  
00:03:29 --> 00:03:32: addressing land use issues,

00:03:32 --> 00:03:35: but then again, I'm biased.

00:03:35 --> 00:03:39: 'cause they keep inviting me to these fascinating panels and

00:03:39 --> 00:03:40: fascinating places.

00:03:40 --> 00:03:44: And I keep saying yes because of all the great

00:03:44 --> 00:03:46: people I meet.

00:03:46 --> 00:03:49: But before I get any further.

00:03:49 --> 00:03:52: And want to thank our sponsors who are the Glen

00:03:52 --> 00:03:55: Echo Park Partnership for Arts and Culture.

00:03:55 --> 00:03:59: Most of you in the room represent that organization and

00:03:59 --> 00:04:01: the JPB Foundation.

00:04:03 --> 00:04:06: And everyone else who contributed their time,

00:04:06 --> 00:04:12: interest, expertise, thoughts. Problems complaints,

00:04:12 --> 00:04:16: however, frustrations and that's what we need.

00:04:16 --> 00:04:18: We need to hear the honest.

00:04:20 --> 00:04:21: Condition of what's going on.

00:04:21 --> 00:04:25: Before we can really come up with any recommendations.

00:04:25 --> 00:04:30: So thank you all. As I said,

00:04:30 --> 00:04:34: one of the real pleasures of of doing this these

00:04:34 --> 00:04:36: panels is the people that I get to meet,

00:04:36 --> 00:04:39: and more importantly, the people.

00:04:39 --> 00:04:44: I spent the last three days and nights with.

00:04:44 --> 00:04:47: To my colleagues here on the panel they include Billy

00:04:47 --> 00:04:50: Grayson with the Urban Land Institute,

00:04:50 --> 00:04:54: Juanita Hardy with Tiger Management Consulting Group who

00:04:55 --> 00:04:56: be with us here today.

00:04:56 --> 00:05:00: But she has been a valuable contributor to this process

00:05:00 --> 00:05:03: and we thank her for her time.

00:05:03 --> 00:05:07: Eileen corn with KGD architecture.

00:05:07 --> 00:05:13: Or Moyer with Jacobs Jamie Weinbaum with mid city.

00:05:13 --> 00:05:17: Audrey weneck. The Metropolitan Planning Council.

00:05:17 --> 00:05:19: And as has already said,

00:05:19 --> 00:05:21: the staff who really make this happen,

00:05:21 --> 00:05:24: we couldn't do it without them.

00:05:24 --> 00:05:30: Kelsey, Stephen, Rea Burke and McKay Liller have all really.

00:05:30 --> 00:05:34: Made it possible for us to do this today,

00:05:34 --> 00:05:40: so thank you all. So as we start,

00:05:40 --> 00:05:45: you know, dug in to kind of understand Glen Echo

00:05:46 --> 00:05:47: Park and what is.

00:05:48 --> 00:05:52: Past and future might be we kind of started to

00:05:52 --> 00:05:57: create 3 buckets of thinking about the place and we

00:05:57 --> 00:06:00: broke that down into organization.

00:06:00 --> 00:06:05: The place itself, and then the resources we need to  
00:06:05 --> 00:06:07: ensure a vibrant future.  
00:06:11 --> 00:06:15: So the big picture we're gonna address today are those  
00:06:15 --> 00:06:17: three buckets.  
00:06:17 --> 00:06:23: We really believe that. The GP and its board.  
00:06:23 --> 00:06:27: Need to rethink their relationships with their partners and  
00:06:27 --> 00:06:29: within  
00:06:27 --> 00:06:29: the organization itself.  
00:06:31 --> 00:06:35: We want to elevate the importance of the park.  
00:06:35 --> 00:06:38: To the same level as the programs that happen within  
00:06:38 --> 00:06:38: it,  
00:06:38 --> 00:06:41: we'll talk a lot more about all of these different  
00:06:41 --> 00:06:45: aspects and then clearly everyone has told us that you  
00:06:45 --> 00:06:49: need to grow visitation to expand the potential for new  
00:06:49 --> 00:06:53: revenue streams. Bring new constituencies to the park,  
00:06:53 --> 00:06:57: and make it a vibrant place for the future.  
00:06:59 --> 00:07:04: So I'm gonna speak a little bit about internal organization  
00:07:04 --> 00:07:06: and then we'll continue.  
00:07:06 --> 00:07:11: The other panels will expand on some of these ideas.  
00:07:11 --> 00:07:16: Before you know, we get into any kind of recommendations.  
00:07:16 --> 00:07:20: I think it's really important to celebrate the accomplishments that  
00:07:20 --> 00:07:21: you've already made.  
00:07:21 --> 00:07:23: You've really done a phenomenal job.  
00:07:23 --> 00:07:26: I think over the last 20 years of maintaining the  
00:07:26 --> 00:07:29: historic character of the park.  
00:07:29 --> 00:07:33: Not no easy task when you're dealing with 130 year  
00:07:33 --> 00:07:35: old place that has.  
00:07:35 --> 00:07:39: Gone through so many iterations and has had you know.  
00:07:39 --> 00:07:42: Lots of twists and turns in that life span.  
00:07:44 --> 00:07:48: So Tate and supported all of these different editing  
00:07:48 --> 00:07:49: organizations  
00:07:48 --> 00:07:49: and supported them,  
00:07:49 --> 00:07:53: and that is remarkable just to be able to coordinate  
00:07:53 --> 00:07:55: all of those people.  
00:07:55 --> 00:07:58: And you're moving forward with the future strategic and  
00:07:58 --> 00:07:59: master  
00:07:58 --> 00:07:59: planning.  
00:07:59 --> 00:08:01: You have a bold vision for the future.  
00:08:01 --> 00:08:06: And we think that that is very exciting for you,  
00:08:06 --> 00:08:09: and the fact that you thought that far.  
00:08:09 --> 00:08:12: And you have a really strong commitment from the board.  
00:08:12 --> 00:08:15: You know we, we understand that you really care about

00:08:16 --> 00:08:16: this place.

00:08:16 --> 00:08:19: And the staff has really.

00:08:19 --> 00:08:23: Gotten above it gone and short of keeping this place

00:08:23 --> 00:08:25: going through all of this.

00:08:29 --> 00:08:34: However, I think we're we believe you're at your limit.

00:08:34 --> 00:08:37: As someone said during the panel you squeeze the orange

00:08:38 --> 00:08:38: dry.

00:08:38 --> 00:08:43: We thank you notes. The staff is beyond their capacity

00:08:43 --> 00:08:44: right now.

00:08:44 --> 00:08:46: The board needs new blood.

00:08:46 --> 00:08:50: You need to think about how to bring in those

00:08:50 --> 00:08:54: new constituencies and and and new abilities.

00:08:54 --> 00:08:57: The cooperators who are the lifeblood of this place are

00:08:57 --> 00:09:01: not have not been involved in strategic planning.

00:09:01 --> 00:09:05: And you need these diverse new audiences and visitors to

00:09:05 --> 00:09:07: to create that figure for the future.

00:09:07 --> 00:09:11: Your partnerships are not functioning well.

00:09:11 --> 00:09:16: We really believe you need to rethink how those relationships

00:09:16 --> 00:09:17: work.

00:09:17 --> 00:09:20: And of course, fund raising is fairly limited given the

00:09:20 --> 00:09:23: vision that you have for the future.

00:09:23 --> 00:09:26: We gotta figure out how to raise the funds to

00:09:26 --> 00:09:28: actually do that.

00:09:28 --> 00:09:30: And your revenue streams. They don't generate the income

00:09:30 --> 00:09:31: you're

00:09:30 --> 00:09:31: gonna need for that long term.

00:09:31 --> 00:09:36: Financial sustainability. And in spite of all your efforts,

00:09:36 --> 00:09:39: this the physical plant is deteriorating.

00:09:39 --> 00:09:43: It's not sustainable for the future given all the issues

00:09:43 --> 00:09:45: of climate change,

00:09:45 --> 00:09:47: etc that we're all facing.

00:09:47 --> 00:09:51: So these are challenges, but we think we know that

00:09:51 --> 00:09:52: you're up to the task.

00:09:56 --> 00:09:58: And what am I doing?

00:09:58 --> 00:10:03: OK, So what would this new organization look like?

00:10:03 --> 00:10:07: Well, how do we create this new cultural identity at

00:10:07 --> 00:10:09: based in the sense of place?

00:10:09 --> 00:10:12: It looks at the park as a holistic element that

00:10:12 --> 00:10:14: ties everything together.

00:10:17 --> 00:10:20: There's been a sort of a fragmented thinking about the

00:10:20 --> 00:10:23: different pieces and parts we want to bring you back

00:10:23 --> 00:10:24: to the hole,

00:10:24 --> 00:10:29: and the place itself. We want to focus on the  
00:10:29 --> 00:10:31: landscape itself.  
00:10:31 --> 00:10:35: As the unifying element that brings all the pieces together,  
00:10:35 --> 00:10:38: and I say that not only because I'm a landscape  
00:10:38 --> 00:10:38: architect,  
00:10:38 --> 00:10:41: but because this place is so compelling.  
00:10:43 --> 00:10:47: We think collaborative culture based on your existing  
relationship is  
00:10:47 --> 00:10:48: really in order.  
00:10:48 --> 00:10:52: We need to think about how to work together in  
00:10:53 --> 00:10:54: a better way.  
00:10:54 --> 00:10:57: And how do we create synergies between all these  
overlapping  
00:10:58 --> 00:11:01: uses and activities that creates a larger whole?  
00:11:01 --> 00:11:04: How do we connect the pieces and parts to make  
00:11:04 --> 00:11:07: something bigger and stronger?  
00:11:07 --> 00:11:10: The staff clearly needs to be expanded.  
00:11:10 --> 00:11:14: If you're gonna make these new demands and new uses.  
00:11:14 --> 00:11:18: And we really believe that.  
00:11:18 --> 00:11:20: You can only move forward with a master development plan.  
00:11:20 --> 00:11:25: After you've reformed these relationships clarified roles,  
00:11:25 --> 00:11:30: strengthened connections and opportunities within.  
00:11:30 --> 00:11:33: The the You know you have so many groups that  
00:11:33 --> 00:11:36: you're you're dealing with here.  
00:11:36 --> 00:11:38: I'm sure it's overwhelming, but we need to figure out  
00:11:38 --> 00:11:40: a better mechanism to connect the parts.  
00:11:44 --> 00:11:48: So. How would this organization work?  
00:11:48 --> 00:11:52: We think you need to think about creating a strong  
00:11:52 --> 00:11:54: community among the cooperators.  
00:11:54 --> 00:11:57: We didn't understand that that we didn't see a lot  
00:11:57 --> 00:11:59: of relationship between them.  
00:11:59 --> 00:12:02: And we think there's great opportunities.  
00:12:02 --> 00:12:07: One example that someone mentioned was the the  
glassblower,  
00:12:07 --> 00:12:10: who apparently unfortunately didn't get to meet him.  
00:12:10 --> 00:12:13: But apparently it's just a phenomenally talented artists.  
00:12:13 --> 00:12:16: But he doesn't really know how to develop an arts  
00:12:16 --> 00:12:16: program,  
00:12:16 --> 00:12:20: whereas the Potter has been doing it for 30 some  
00:12:20 --> 00:12:20: years,  
00:12:20 --> 00:12:23: he could be the perfect mentor for the glassblower,  
00:12:23 --> 00:12:26: but we don't have those connections right now.  
00:12:26 --> 00:12:28: And if we want to grow activity,

00:12:28 --> 00:12:35: grow connections. They're there. And so making a stronger community

00:12:35 --> 00:12:40: of the cooperators is just a huge opportunity that we

00:12:40 --> 00:12:43: think is being missed right now.

00:12:43 --> 00:12:45: We gotta plan a way to work in the park

00:12:46 --> 00:12:46: shows.

00:12:46 --> 00:12:49: We know that they're hugely frustrating I.

00:12:49 --> 00:12:53: I think everyone in this room has told us that.

00:12:53 --> 00:12:56: But we know also that even if you work on

00:12:57 --> 00:13:01: a strategy to extract yourself from the Park Service,

00:13:01 --> 00:13:04: that's a long term program and you don't want to

00:13:04 --> 00:13:07: sit around and wait for that to happen.

00:13:07 --> 00:13:10: We want to move forward.

00:13:10 --> 00:13:14: And there are resources in Montgomery County who you know

00:13:14 --> 00:13:15: are still your overseers,

00:13:15 --> 00:13:19: for lack of a better term.

00:13:19 --> 00:13:22: And that that that we don't think are being utilized

00:13:22 --> 00:13:22: there.

00:13:22 --> 00:13:27: There's resource there and then within GDP we think there's

00:13:27 --> 00:13:32: a need to reorganize your board and we'll talk more

00:13:32 --> 00:13:33: about that.

00:13:33 --> 00:13:36: But also your staff and your operations so that you

00:13:36 --> 00:13:40: have a centralized CEO and Operations Director who does all

00:13:41 --> 00:13:45: the kind of day-to-day coordination and a financial director can

00:13:45 --> 00:13:49: really driving forward on fund raising and dancing and.

00:13:49 --> 00:13:54: So the the master planning that's you been working on?

00:13:57 --> 00:14:02: So that that kind of capital campaign is a huge

00:14:02 --> 00:14:02: lift.

00:14:02 --> 00:14:08: We we know that. Any organization like yours is facing

00:14:08 --> 00:14:12: a major challenge when that comes up.

00:14:12 --> 00:14:15: You know, if you want to build out your dreams

00:14:15 --> 00:14:16: for the centers of excellence,

00:14:16 --> 00:14:19: we gotta figure out how to how to get that

00:14:19 --> 00:14:20: money.

00:14:20 --> 00:14:26: So you. Have a plan from 2020 that Kelly Strategies

00:14:26 --> 00:14:28: developed.

00:14:28 --> 00:14:29: We think that's a good plan.

00:14:29 --> 00:14:32: We think that has some serious.

00:14:32 --> 00:14:36: Useful recommendations like we understand you've started to implement that

00:14:36 --> 00:14:37: by hiring.

00:14:39 --> 00:14:41: A marketing and development person,

00:14:41 --> 00:14:45: but it's a big lift that one person isn't going

00:14:45 --> 00:14:47: to be able to do that.

00:14:47 --> 00:14:52: So how do we restructure to the donor centered fundraising

00:14:52 --> 00:14:56: so that it includes a a really active friends of

00:14:56 --> 00:14:57: Glen Echo program?

00:14:58 --> 00:15:01: Enhanced membership brings people and gets them to make real

00:15:02 --> 00:15:05: commitments without the complexity that we understand.

00:15:05 --> 00:15:07: Your program now has where it's actually,

00:15:07 --> 00:15:13: apparently. Costs more to administer the program than.

00:15:13 --> 00:15:15: Then the revenue actually get from it.

00:15:15 --> 00:15:18: Well, we gotta rethink that one.

00:15:18 --> 00:15:23: And and adjust how organizational leadership operates.

00:15:23 --> 00:15:27: So we think you know if you can find the

00:15:27 --> 00:15:28: right CEO.

00:15:28 --> 00:15:31: That should be their top priority.

00:15:31 --> 00:15:35: And how they actually implement and organize and coordinate things?

00:15:38 --> 00:15:42: And then. The staff person should start to execute the

00:15:43 --> 00:15:46: plan and coordination with that CEO,

00:15:46 --> 00:15:48: and as we've heard from many of you,

00:15:48 --> 00:15:52: a new board subcommittee with Real.

00:15:52 --> 00:15:57: Muscle in the fund raising space needs to needs to

00:15:57 --> 00:15:59: be brought in to help you.

00:15:59 --> 00:16:02: We think all of these things are.

00:16:02 --> 00:16:06: Are clearly achievable, but we need we need to rethink

00:16:06 --> 00:16:08: how we're gonna do that.

00:16:08 --> 00:16:10: So let me turn it over to Paul lawyer and

00:16:10 --> 00:16:13: he's going to talk about external organization.

00:16:16 --> 00:16:20: Thank you Michael. I'm going to actually stand on the

00:16:20 --> 00:16:21: little box here.

00:16:21 --> 00:16:23: 'cause I was supposed to do that?

00:16:23 --> 00:16:27: I know you did. Surprised you didn't.

00:16:27 --> 00:16:30: I wanna be nice and tall for the five minutes

00:16:30 --> 00:16:31: I'm of fame I have here.

00:16:31 --> 00:16:35: Alright so Michael talked a lot about a number of

00:16:35 --> 00:16:39: things and where the rest of us are going to

00:16:39 --> 00:16:42: dive into some aspects that first slide.

00:16:42 --> 00:16:45: Is really just trying to talk trying.

00:16:45 --> 00:16:48: We were thinking about the organization and I'm going to



00:16:48 --> 00:16:51: be talking about the partnerships in the relationship with the  
00:16:51 --> 00:16:52: partnership.  
00:16:52 --> 00:16:57: So the the the organization chart on your on your  
00:16:57 --> 00:16:58: left is.  
00:16:58 --> 00:17:01: Is the origin is the existing one that we were  
00:17:01 --> 00:17:03: provided and the one on the right we as we  
00:17:03 --> 00:17:07: were thinking through this thinking about how the the Board,  
00:17:07 --> 00:17:11: the organization, the gap, the GPP organization CEO,  
00:17:11 --> 00:17:15: really the center of this and need to coordinate with  
00:17:15 --> 00:17:18: both the county and the Park Service and really become  
00:17:19 --> 00:17:23: that that central point of coordination with those with those  
00:17:23 --> 00:17:29: directive operations and financial development up director  
that Michael.  
00:17:29 --> 00:17:31: Talked about. So as you know,  
00:17:31 --> 00:17:34: we one of the things was made clear to us  
00:17:34 --> 00:17:36: is to really actually take a hard look at the  
00:17:36 --> 00:17:39: cooperative agreements that you have in place.  
00:17:39 --> 00:17:42: So we we at least look through them.  
00:17:42 --> 00:17:44: They're very complex. There's a lot of.  
00:17:44 --> 00:17:48: There's the part that relationship with the overall cooperative  
agreement  
00:17:48 --> 00:17:50: between the Park Service and Montgomery County.  
00:17:50 --> 00:17:54: And then there are other agreements then that establish GE  
00:17:54 --> 00:17:57: PP as well as the they have with the Co-op  
00:17:58 --> 00:18:01: the the various groups that are part of the.  
00:18:01 --> 00:18:05: The park but that the overall.  
00:18:05 --> 00:18:08: Cooperative agreement, we understand, establish is all these  
roles and  
00:18:08 --> 00:18:11: responsibilities for the Park Service for Montgomery County  
that was  
00:18:12 --> 00:18:14: signed in 2018 and that actually has a 10 year  
00:18:14 --> 00:18:18: term. So that's important to kind of everybody knows that,  
00:18:18 --> 00:18:21: but there's a lot of information in there that was  
00:18:21 --> 00:18:24: useful and important for us to at least think about.  
00:18:24 --> 00:18:25: So as as Michael mentioned,  
00:18:25 --> 00:18:29: we heard there's a lot of challenges as you're trying  
00:18:29 --> 00:18:31: to implement things here at projects.  
00:18:31 --> 00:18:33: Other activities on the site,  
00:18:33 --> 00:18:37: and you know specifically, we heard this idea of can  
00:18:37 --> 00:18:41: we extract from the National Park Service and and move  
00:18:41 --> 00:18:44: the property and transfer it to the county?  
00:18:44 --> 00:18:46: We're not necessarily experts on this,  
00:18:46 --> 00:18:50: but we think from experience I'll say I've been in

00:18:50 --> 00:18:52: the DC area for 35 years.

00:18:52 --> 00:18:55: Transferring property is not a short term process.

00:18:55 --> 00:18:57: It could. Maybe you could do it in five years.

00:18:57 --> 00:18:59: It's it's going to take legislative action.

00:18:59 --> 00:19:00: If you have the right people,

00:19:00 --> 00:19:02: but it could take up to 20 years.

00:19:02 --> 00:19:04: I was involved in popular point a few different times.

00:19:04 --> 00:19:07: It's still not transferred. It can take a long time,

00:19:07 --> 00:19:11: so we just want to make we feel it's important

00:19:11 --> 00:19:13: to be realistic about that.

00:19:13 --> 00:19:16: In this process, and then also as part of that,

00:19:16 --> 00:19:19: there's going to be requirements for some type of swap,

00:19:19 --> 00:19:20: some type of land swap,

00:19:20 --> 00:19:24: or other financial compensation for this land that could make

00:19:25 --> 00:19:26: it challenging.

00:19:26 --> 00:19:28: Again, we don't. You know we're not the experts,

00:19:28 --> 00:19:30: but we know it's taken a long time in other

00:19:30 --> 00:19:30: cases,

00:19:30 --> 00:19:33: so being honest and realistic about that.

00:19:35 --> 00:19:39: So, knowing that one of the things we in and

00:19:39 --> 00:19:41: Michael sort of said it is,

00:19:41 --> 00:19:43: you know we got to work with the Park Service.

00:19:43 --> 00:19:48: That's that's key. Particularly here for the for the time

00:19:48 --> 00:19:48: being,

00:19:48 --> 00:19:50: so you know, we we're,

00:19:50 --> 00:19:54: our thoughts were making sure everybody understands the

00:19:54 --> 00:19:55: cooperative agreement

00:19:54 --> 00:19:55: that exists at the various ones,

00:19:55 --> 00:19:57: and there there are several of them,

00:19:57 --> 00:20:01: making sure everybody understands their roles and

00:20:01 --> 00:20:02: responsibilities supporting those

00:20:01 --> 00:20:02: cooperative agreements.

00:20:02 --> 00:20:04: Sometimes I'm not sure from what we heard,

00:20:04 --> 00:20:08: everybody was fully aware of that.

00:20:08 --> 00:20:11: You know, I think it's perfectly fine to continue on

00:20:11 --> 00:20:14: the side looking at a long-term option for land transfer,

00:20:14 --> 00:20:18: but in the meantime, focus on what you can do.

00:20:18 --> 00:20:21: The other thing we felt and heard about was the

00:20:21 --> 00:20:24: importance of the proactive communication process.

00:20:24 --> 00:20:29: There were comments that communication to us about things

00:20:29 --> 00:20:34: being

00:20:29 --> 00:20:34: thought about discussed that weren't really all the parties

00:20:29 --> 00:20:34: weren't

00:20:34 --> 00:20:34: aware of.

00:20:34 --> 00:20:36: Or when they were brought into the picture,

00:20:36 --> 00:20:37: it was later in the process.

00:20:37 --> 00:20:41: So for the example I'm I'll mention is the HV

00:20:41 --> 00:20:43: AC in the Spanish ballroom.

00:20:43 --> 00:20:44: We think that's a great,

00:20:44 --> 00:20:48: interesting idea. Could obviously make it more useful year round,

00:20:48 --> 00:20:52: but the actual technical requirements for implementing that are are

00:20:52 --> 00:20:56: challenging process as well as the financial implications and how

00:20:56 --> 00:20:59: much is that going to cost so you know important

00:20:59 --> 00:21:02: that everybody is on the on the same page through

00:21:02 --> 00:21:04: the any discussions of something such as that.

00:21:08 --> 00:21:10: So again, talking about communication.

00:21:10 --> 00:21:12: Make sure there's clear protocols,

00:21:12 --> 00:21:16: how when everybody is involved in any particular topics,

00:21:16 --> 00:21:19: making sure everybody is again on the same page about

00:21:19 --> 00:21:20: those.

00:21:20 --> 00:21:24: Those communications may even be that there needs to be

00:21:24 --> 00:21:28: a point person that is responsible for coordinating all the

00:21:28 --> 00:21:29: communication,

00:21:29 --> 00:21:33: making sure everybody is following through on their roles and

00:21:33 --> 00:21:34: responsibilities.

00:21:34 --> 00:21:36: I I thought. You know,

00:21:36 --> 00:21:39: again, somebody who's looking at this with fresh guys is

00:21:39 --> 00:21:42: not reading the cooperative agreements every day.

00:21:42 --> 00:21:44: It's a lot of different things going on there,

00:21:44 --> 00:21:46: and I'm not sure how much the board knows all

00:21:46 --> 00:21:47: the different things,

00:21:47 --> 00:21:50: but it would be helpful to actually create maybe a

00:21:50 --> 00:21:54: a more graphic list to matrix something so everybody understands

00:21:54 --> 00:21:58: and is clear about everybody's roles and responsibilities and

00:22:00 --> 00:22:01: and.

00:22:00 --> 00:22:01: Agrees to it and understands it,

00:22:01 --> 00:22:04: and then the last thing I want to mention that

00:22:04 --> 00:22:06: Michael mentioned a little bit was there's there's other parts

00:22:06 --> 00:22:08: of the county from what we saw,

00:22:08 --> 00:22:12: it's DGS. That's really the primary focus,

00:22:12 --> 00:22:14: but we see this as more than just buildings.

00:22:14 --> 00:22:16: It's a park and it's,

00:22:16 --> 00:22:18: you know, there's a Parks Department.  
00:22:18 --> 00:22:19: There's probably other parts of the county.  
00:22:19 --> 00:22:22: The transportation department. You know,  
00:22:22 --> 00:22:25: making sure those folks are engaged in discussions or ideas,  
00:22:25 --> 00:22:29: or how does this park fit into larger.  
00:22:29 --> 00:22:32: You know county wide or Regional Park system,  
00:22:32 --> 00:22:34: so those those are ideas that we had.  
00:22:34 --> 00:22:37: That would be things to pursue as as you move  
00:22:37 --> 00:22:38: forward.  
00:22:38 --> 00:22:40: So with that I'm going to turn it over to  
00:22:40 --> 00:22:42: Audrey to talk about,  
00:22:42 --> 00:22:53: start talking about place. Alright,  
00:22:53 --> 00:22:56: so before we get into talking about more details of  
00:22:56 --> 00:22:57: the place itself,  
00:22:57 --> 00:22:59: I want to talk about access.  
00:22:59 --> 00:23:03: That's a very big part of the story here at  
00:23:03 --> 00:23:04: Glen Echo.  
00:23:04 --> 00:23:09: You are obviously founded based on some of your  
geologically  
00:23:09 --> 00:23:13: unique aspects on the cliffs overlooking the Potomac.  
00:23:13 --> 00:23:17: It's a beautiful sight. But it's also in a lot  
00:23:17 --> 00:23:21: of ways isolated and difficult to access.  
00:23:21 --> 00:23:23: The good news is that you actually aren't that far  
00:23:23 --> 00:23:25: from a lot of large population centers.  
00:23:25 --> 00:23:32: Obviously DC and Bethesda and McLean and Chevy Chase.  
00:23:32 --> 00:23:35: But the question is how to get people here.  
00:23:35 --> 00:23:38: More people here in a sustainable fashion.  
00:23:40 --> 00:23:42: This is a limiting factor.  
00:23:44 --> 00:23:48: As you have observed, you know this that this limits  
00:23:48 --> 00:23:52: the diversity of the people that have come to the  
00:23:52 --> 00:23:52: park.  
00:23:52 --> 00:23:54: We know that a large share of the population doesn't  
00:23:54 --> 00:23:55: drive there.  
00:23:55 --> 00:23:58: Probably a lot of households in DC that are zero  
00:23:58 --> 00:24:01: car households or people have chosen to leave a car  
00:24:01 --> 00:24:02: free lifestyle.  
00:24:02 --> 00:24:05: Low income households may not have a car.  
00:24:05 --> 00:24:07: People with disabilities may not drive,  
00:24:07 --> 00:24:11: so there's a lot of people that can't get here  
00:24:11 --> 00:24:13: if they must have a car.  
00:24:13 --> 00:24:15: And so this is something that.  
00:24:15 --> 00:24:19: You know, really needs to be thought about in terms

00:24:19 --> 00:24:20: of creating new options.

00:24:20 --> 00:24:22: I would also say that we need to think about

00:24:23 --> 00:24:24: the sustainability of driving too.

00:24:24 --> 00:24:28: This is a park. Parks are looking to decarbonize national

00:24:28 --> 00:24:28: parks.

00:24:30 --> 00:24:33: You really are going to want to do everything you

00:24:33 --> 00:24:35: can to avoid building additional parking.

00:24:35 --> 00:24:37: Giving the storm water management issues.

00:24:37 --> 00:24:40: You have the fact that you have so much impervious

00:24:40 --> 00:24:41: surface already.

00:24:41 --> 00:24:44: The fact that there are climate action plans in the

00:24:44 --> 00:24:47: region that Billy is going to talk about and transportation

00:24:47 --> 00:24:49: is a huge contribution to the climate.

00:24:49 --> 00:24:54: So building the other options to access the park.

00:24:54 --> 00:24:55: Or is it going to be really,

00:24:55 --> 00:25:01: really important? We do suggest that you really acknowledge the

00:25:01 --> 00:25:05: fact that demand for parking is really high,

00:25:05 --> 00:25:07: only actually a few days a year from what we

00:25:07 --> 00:25:07: hear,

00:25:07 --> 00:25:11: there's the Folk Festival you've done satellite parking that did

00:25:11 --> 00:25:12: work.

00:25:12 --> 00:25:14: It's it's a very big temptation in America to want

00:25:15 --> 00:25:17: to build parking for your busiest day.

00:25:17 --> 00:25:18: And then the other

00:25:19 --> 00:25:21: 363 days. You don't need all the parking,

00:25:21 --> 00:25:25: so maybe you can really focus on those satellite parking

00:25:25 --> 00:25:29: solutions and other solutions for those peak days.

00:25:29 --> 00:25:34: And avoid. Building expensive parking that is not

00:25:34 --> 00:25:37: environmentally sustainable.

00:25:37 --> 00:25:40: We also think you may want to consider after you've

00:25:40 --> 00:25:41: made some other improvements that I'll talk about that you

00:25:41 --> 00:25:41: consider.

00:25:41 --> 00:25:44: Even charging for parking, but it's it's sort of a

00:25:44 --> 00:25:48: carrot and stick approach in terms of encouraging people to

00:25:48 --> 00:25:51: use other modes and disincentivizing driving.

00:25:51 --> 00:25:53: And also you need revenue.

00:25:53 --> 00:25:55: And if you want to build up some of the

00:25:55 --> 00:25:58: other modes of transportation you you need funding sources

00:25:58 --> 00:25:58: for

00:25:58 --> 00:25:58: that.

00:26:01 --> 00:26:05: So I want to highlight the huge opportunity that you

00:26:05 --> 00:26:06: have with cycling.

00:26:06 --> 00:26:10: You are connected. First of all you have MacArthur Blvd,  
00:26:10 --> 00:26:14: a trail you've dedicated trail right at your front door  
00:26:14 --> 00:26:18: and that trail connects into regional networks of trails.  
00:26:18 --> 00:26:21: And there's a huge cycling community in this region,  
00:26:21 --> 00:26:24: and there are a ton of people that cycle past  
00:26:24 --> 00:26:25: Glen Echo,  
00:26:25 --> 00:26:27: so there's sort of two ways of looking at this.  
00:26:27 --> 00:26:31: One is certainly people can get that here via that  
00:26:31 --> 00:26:32: mode of transportation,  
00:26:32 --> 00:26:36: but also there's a huge marketing opportunity to tap into  
00:26:36 --> 00:26:37: these hundreds of.  
00:26:37 --> 00:26:41: Thousands of people that are going along these trails and  
00:26:41 --> 00:26:42: increasing signage.  
00:26:42 --> 00:26:47: For example on the towpath you have 5,000,000 visitors a  
00:26:47 --> 00:26:52: year and we were getting into our mapping and saw  
00:26:52 --> 00:26:56: that Block 5 on the towpath crosses over and then  
00:26:56 --> 00:27:00: there is a connection. It's cycling connection just a couple  
00:27:00 --> 00:27:01: miles up and you're at clinic.  
00:27:01 --> 00:27:05: Oh what about signage on the towpath that millions of  
00:27:05 --> 00:27:08: people could see and they would learn about Glen Echo?  
00:27:08 --> 00:27:09: And they may not take,  
00:27:09 --> 00:27:11: you know, they may not divert their trip that moment,  
00:27:11 --> 00:27:14: but they might plan ahead for next time and more  
00:27:14 --> 00:27:17: people will learn about were gonna go is.  
00:27:17 --> 00:27:20: Similarly with the Capital Crescent Trail huge popular trail,  
00:27:20 --> 00:27:22: lots of bike groups. So you can.  
00:27:22 --> 00:27:25: You can be exposing this place to whole new audiences  
00:27:25 --> 00:27:28: that are oriented around biking that think nothing of cycling  
00:27:28 --> 00:27:30: a few miles to go somewhere.  
00:27:36 --> 00:27:38: We also want to, you know,  
00:27:38 --> 00:27:43: highlight that Montgomery County is doubling down on  
multimodal  
00:27:43 --> 00:27:45: transportation as well.  
00:27:45 --> 00:27:49: They have a bike plan and they're committing to upgrade  
00:27:49 --> 00:27:51: their cycling network.  
00:27:51 --> 00:27:54: So it's really important that you be aware of that  
00:27:54 --> 00:27:58: and continue to advocate for implementation of these things.  
00:27:58 --> 00:28:01: Goldsboro Blvd obviously goes right to your front door.  
00:28:01 --> 00:28:04: There are other major corridors that connect to the network.  
00:28:04 --> 00:28:08: So making sure that protected lanes are as plentiful and  
00:28:08 --> 00:28:10: and installed as quickly as possible  
00:28:10 --> 00:28:13: will be. Will be great for access.

00:28:13 --> 00:28:16: I also want to mention making sure that you develop  
00:28:16 --> 00:28:20: attractions on this site that supports cycling bike parking.  
00:28:20 --> 00:28:22: I'll make sure you have bike racks,  
00:28:22 --> 00:28:24: they can be even artistic bike racks.  
00:28:24 --> 00:28:28: I've seen lots of different versions around the country.  
00:28:28 --> 00:28:32: You could develop a repair center so have air and  
00:28:32 --> 00:28:35: tools for all these cycling groups.  
00:28:35 --> 00:28:37: And then they might really stop if somebody airing their  
00:28:37 --> 00:28:39: tires and they go to the cafe and spend money  
00:28:39 --> 00:28:42: and just get them onto the property and just show  
00:28:42 --> 00:28:44: that you're encouraging cycling and you're supporting it.  
00:28:47 --> 00:28:52: The pedestrian environment walking is obviously very.  
00:28:52 --> 00:28:56: Very important. Like we do see that there are some  
00:28:56 --> 00:29:00: challenges with the pedestrian environment accessing the  
property.  
00:29:00 --> 00:29:03: The crosswalk here is at some distance from the main  
00:29:03 --> 00:29:04: entrance.  
00:29:04 --> 00:29:08: There's no crosswalk of the property.  
00:29:08 --> 00:29:12: It's not always clear how to enter and you you  
00:29:12 --> 00:29:15: need to think about Ed accessibility.  
00:29:15 --> 00:29:16: The stairs that come down the front.  
00:29:16 --> 00:29:19: You know that that your main entrance in front of  
00:29:19 --> 00:29:20: the sign is not a D.  
00:29:20 --> 00:29:24: Accessible from this standpoint, so just increasing wave  
finding and  
00:29:24 --> 00:29:27: you may even want to do a pedestrian audit where  
00:29:27 --> 00:29:30: you have a multidisciplinary team come walk around  
together.  
00:29:30 --> 00:29:33: Really look and really identify pedestrian improvements  
which are really  
00:29:33 --> 00:29:34: relatively inexpensive.  
00:29:39 --> 00:29:44: In terms of transit, know you've struggled with this and  
00:29:44 --> 00:29:50: you've fought to keep this Montgomery County bus  
operating.  
00:29:50 --> 00:29:52: We would say that the stop is really in a  
00:29:52 --> 00:29:54: suboptimal location.  
00:29:54 --> 00:29:56: It's it. It doesn't give dignity.  
00:29:56 --> 00:29:58: Writing transit. This is part of why people choose not  
00:29:58 --> 00:29:59: to ride transit.  
00:29:59 --> 00:30:02: They need to feel like it's a safe and welcoming  
00:30:02 --> 00:30:06: and that they're given they're given space,  
00:30:06 --> 00:30:07: and it's clear where they should be.  
00:30:07 --> 00:30:10: You know people would have difficulty finding this if they

00:30:10 --> 00:30:11: were leaving the property.

00:30:11 --> 00:30:13: It just doesn't feel good staying on the side of

00:30:13 --> 00:30:14: the road like that.

00:30:14 --> 00:30:17: So I would move the to advocate for the bus

00:30:17 --> 00:30:20: stop to be moved onto the property so it's much

00:30:20 --> 00:30:24: more direct connection with Glen Echo and then secondly.

00:30:24 --> 00:30:27: I would encourage you to think about trying to develop

00:30:27 --> 00:30:29: a shuttle between the metro.

00:30:29 --> 00:30:31: Obviously the metro system is is a huge system,

00:30:31 --> 00:30:34: and by having a really good connection for the last

00:30:34 --> 00:30:34: mile,

00:30:34 --> 00:30:38: you have the ability to access so many people.

00:30:38 --> 00:30:40: Everyone that lives near a metro station in the entire

00:30:40 --> 00:30:43: DC area could get here if they can get to

00:30:43 --> 00:30:46: friendship heights and they have a reliable way to get

00:30:46 --> 00:30:49: from the station. So the branded shuttle costs money,

00:30:49 --> 00:30:52: but that might be why you would want to charge

00:30:52 --> 00:30:54: for parking to to finance that.

00:30:54 --> 00:30:56: Or or do other have other fund raising that goes

00:30:56 --> 00:30:59: into a mobility fund and you you have a very

00:30:59 --> 00:31:01: sophisticated county in Montgomery County.

00:31:01 --> 00:31:03: They have a Department of Transportation they can help you

00:31:03 --> 00:31:04: with these things.

00:31:07 --> 00:31:11: And then lastly, again with the last mile problem,

00:31:11 --> 00:31:14: you know our our mobility system is evolving and now

00:31:14 --> 00:31:16: we have shared use mobility.

00:31:16 --> 00:31:20: So promoting Lyft and Uber making sure that people think

00:31:20 --> 00:31:24: about that as a way to get from the transit

00:31:24 --> 00:31:26: station or even ride here,

00:31:26 --> 00:31:28: that that helps your parking problem so people don't have

00:31:28 --> 00:31:29: to park.

00:31:29 --> 00:31:30: Or even if they are in a car,

00:31:30 --> 00:31:34: you have to park and it just opens things up.

00:31:34 --> 00:31:37: Your teenagers and young adults.

00:31:37 --> 00:31:40: They're used to using that that market will be very

00:31:40 --> 00:31:42: open to it and then capital bike share.

00:31:42 --> 00:31:45: We do see that it's not there isn't service rate

00:31:45 --> 00:31:47: in this area right now,

00:31:47 --> 00:31:48: but it's not that far.

00:31:48 --> 00:31:50: They they do serve the the metro station,

00:31:50 --> 00:31:53: so maybe there's a possibility of talking with them and

00:31:53 --> 00:31:56: getting a station here so people can borrow a bike



00:31:56 --> 00:31:58: and ride a bike from the transit station.

00:31:58 --> 00:32:01: So yeah, so with that I will turn it over

00:32:01 --> 00:32:04: to Billy to talk about sustainability.

00:32:09 --> 00:32:14: Audrey so one of the four primary questions that our

00:32:14 --> 00:32:21: sponsors ask US is what environmental strategy should be integrated

00:32:21 --> 00:32:24: into the parks master plan.

00:32:24 --> 00:32:27: But we believe the most important environmental strategy for the

00:32:27 --> 00:32:29: park are the ones that are connected to climate change,

00:32:29 --> 00:32:33: tackling climate mitigation, and a path to net zero carbon

00:32:33 --> 00:32:37: and addressing climate resilience by addressing extreme heat and stormwater

00:32:37 --> 00:32:38: management.

00:32:38 --> 00:32:40: These are also the priorities of your partners.

00:32:40 --> 00:32:43: The National Park Service in Montgomery County.

00:32:43 --> 00:32:46: The federal government is requiring every agency to develop a

00:32:46 --> 00:32:48: climate action plan and to get to.

00:32:48 --> 00:32:51: Net 0 by 2040 and to start implementing those plans

00:32:51 --> 00:32:52: as soon as possible.

00:32:52 --> 00:32:54: Montgomery County is even more ambitious.

00:32:54 --> 00:32:57: They plan to get to net zero in just 10

00:32:57 --> 00:32:57: years.

00:33:00 --> 00:33:03: The best way to get started with this is climate

00:33:03 --> 00:33:04: mitigation,

00:33:04 --> 00:33:08: starting with energy audits to identify energy efficiency opportunities for

00:33:08 --> 00:33:10: new and existing buildings.

00:33:10 --> 00:33:13: Electrification of the campus. No new fossil fuels,

00:33:13 --> 00:33:16: electric vehicle ready parking lot.

00:33:16 --> 00:33:20: The only path to net zero is all electric,

00:33:20 --> 00:33:25: highly efficient. Powered by renewables and a rapidly decarbonizing grid.

00:33:25 --> 00:33:28: On site, renewable energy, is it also an important part

00:33:28 --> 00:33:29: of this strategy?

00:33:29 --> 00:33:31: There is a big parking lot that could use some

00:33:31 --> 00:33:35: covered parking and that covered parking could be covered by

00:33:35 --> 00:33:36: solar panels.

00:33:36 --> 00:33:39: And then finally, and enhanced energy management system.

00:33:39 --> 00:33:41: I saw the plan for a microgrid that would be

00:33:42 --> 00:33:45: a really great step to optimizing the performance of this

00:33:45 --> 00:33:45: new,

00:33:45 --> 00:33:49: cleaner, more efficient, more connected campus.  
00:33:49 --> 00:33:52: And then it would also improve the economics of that  
00:33:52 --> 00:33:55: campus microgrid by being able to sell energy to the  
00:33:55 --> 00:33:56: city of Glen Echo,  
00:33:56 --> 00:34:00: or just into the Maryland grid when you're producing more  
00:34:00 --> 00:34:01: than you need.  
00:34:01 --> 00:34:03: And then to be able to draw energy when you  
00:34:03 --> 00:34:04: need more than you can produce.  
00:34:08 --> 00:34:13: The other side of climate change is climate adaptation and  
00:34:14 --> 00:34:15: resilience.  
00:34:15 --> 00:34:18: Country is gonna cause an increase in the frequency and  
00:34:18 --> 00:34:22: magnitude of extreme weather events and long term impacts  
and  
00:34:22 --> 00:34:24: sea level rise and extreme heat.  
00:34:24 --> 00:34:26: Measured every agency is developing a path to.  
00:34:26 --> 00:34:29: Net 0. Every agency is also developing a climate risk  
00:34:29 --> 00:34:31: and resilience strategy,  
00:34:31 --> 00:34:32: and I'll talk a little bit more about this later.  
00:34:32 --> 00:34:36: But they are pumping tons of money into making federal  
00:34:36 --> 00:34:40: agencies and federal properties more resilient and through  
the federal  
00:34:40 --> 00:34:41: infrastructure bill,  
00:34:41 --> 00:34:45: they're pumping billions of dollars to state transit agencies  
and  
00:34:45 --> 00:34:49: to city and local governments to enhance the resilience of  
00:34:49 --> 00:34:52: infrastructure to a changing climate.  
00:34:52 --> 00:34:54: The biggest threats to Glen Echo when it comes to  
00:34:54 --> 00:34:55: long term impacts.  
00:34:55 --> 00:35:00: Climate change are extreme storm water events and and  
extreme  
00:35:00 --> 00:35:01: heat.  
00:35:01 --> 00:35:03: The extreme storm water events are the biggest threat to  
00:35:04 --> 00:35:05: the physical infrastructure of the park,  
00:35:05 --> 00:35:09: but extreme heat is a tremendous threat and already a  
00:35:09 --> 00:35:12: growing impact to the programming and the people who are  
00:35:12 --> 00:35:14: visiting the park everyday.  
00:35:14 --> 00:35:18: Glen Echo can tackle climate adaptation and resilience via  
the  
00:35:18 --> 00:35:22: strategies for storm water that can include incrementally  
moving to  
00:35:22 --> 00:35:24: more permeable surfaces for pavers,  
00:35:24 --> 00:35:29: rain gardens and bioswales. And a more effective channeling  
to

00:35:29 --> 00:35:32: use the natural hydrology that the site used to have  
00:35:32 --> 00:35:36: to get water into the Minihaha brook as efficiently as  
00:35:36 --> 00:35:40: possible while not overloading it and hopefully getting as  
much  
00:35:40 --> 00:35:44: of that water into it downstream as you possibly can  
00:35:44 --> 00:35:45: versus upstream.  
00:35:45 --> 00:35:50: Extremely provides an opportunity for some activation of the  
park  
00:35:50 --> 00:35:51: as well.  
00:35:51 --> 00:35:54: Benches and tents that are out there for the full  
00:35:54 --> 00:35:57: play festival become a seasonal amenity.  
00:35:57 --> 00:36:00: They're temporary, so hopefully you can get the Park Service  
00:36:00 --> 00:36:02: to agree to let you deploy them,  
00:36:02 --> 00:36:05: and they also extend the optimal season for people to  
00:36:05 --> 00:36:08: be able to experience the arts and culture here and  
00:36:08 --> 00:36:11: also to have a place to sit so they are  
00:36:11 --> 00:36:14: more likely to stay awhile and maybe have some food.  
00:36:14 --> 00:36:18: Which we'll talk about a little bit later.  
00:36:18 --> 00:36:21: These additional Brazilian strategies can also be tide to arts  
00:36:21 --> 00:36:24: and culture as well as the educational mission and Hanst  
00:36:24 --> 00:36:25: program.  
00:36:25 --> 00:36:28: So I mentioned money and I mentioned threats.  
00:36:28 --> 00:36:31: So climate change presents a threat to the park and  
00:36:31 --> 00:36:33: and it also presents opportunities.  
00:36:33 --> 00:36:36: The federal and state government are funding,  
00:36:36 --> 00:36:39: climate mitigation and resilience in a number of ways.  
00:36:39 --> 00:36:41: And we think that this funding and a lens focus  
00:36:41 --> 00:36:44: on client mitigation and resilience could be not only a  
00:36:44 --> 00:36:47: way to pay for Glen Echo's development concept that you  
00:36:47 --> 00:36:50: shared with us, but could be a way to actually  
00:36:50 --> 00:36:53: pay for implementing the future master plan and to help  
00:36:53 --> 00:36:55: finance the infrastructure.  
00:36:55 --> 00:36:58: Necessary to make that master plan a reality.  
00:36:58 --> 00:37:01: This includes federal funding for client mitigation and  
resilience.  
00:37:01 --> 00:37:04: State and county funding for infrastructure enhancements,  
00:37:04 --> 00:37:07: state and county funding and financing.  
00:37:07 --> 00:37:10: Maryland has a number of really creative financing  
opportunities for  
00:37:10 --> 00:37:12: energy efficiency and renewable energy,  
00:37:12 --> 00:37:15: including renewable energy credit market that was set up  
here  
00:37:15 --> 00:37:18: through the state's renewable portfolio standard and C PACE

financing,  
00:37:18 --> 00:37:21: which allows you to make investments with no upfront cost  
00:37:22 --> 00:37:24: and then pay for them over the lifetime of those  
00:37:24 --> 00:37:25: investments.  
00:37:25 --> 00:37:28: Sustainability also might be something that you can send her  
00:37:28 --> 00:37:29: a fund raising campaign around.  
00:37:29 --> 00:37:32: We talked about the fact that people fund programs and  
00:37:32 --> 00:37:34: they don't always fund maintenance,  
00:37:34 --> 00:37:37: but some people can get really fired up about funding  
00:37:37 --> 00:37:40: a solar panel for the Pottery studio where they could  
00:37:40 --> 00:37:43: get fired up about a really artistic rain garden.  
00:37:43 --> 00:37:45: That would be a part of living art on the  
00:37:45 --> 00:37:45: campus,  
00:37:45 --> 00:37:50: so they might be opportunities to selectively fundraise around  
some  
00:37:50 --> 00:37:52: of these mitigation strategies.  
00:37:52 --> 00:37:54: I don't know this for sure.  
00:37:54 --> 00:37:55: We talked, we went back and forth about this,  
00:37:55 --> 00:37:58: but I also think some of these.  
00:37:58 --> 00:38:01: If you tie something to resilience and climate mitigation,  
00:38:01 --> 00:38:03: it also might be a way to expedite the permitting  
00:38:03 --> 00:38:05: process and fast track some of the projects that may  
00:38:05 --> 00:38:07: have been languishing for you.  
00:38:07 --> 00:38:09: If you can tie it to an NPS priority and  
00:38:09 --> 00:38:11: to accounting priority.  
00:38:13 --> 00:38:15: And finally, my colleagues are going to talk a little  
00:38:15 --> 00:38:17: bit more about place making in a minute,  
00:38:17 --> 00:38:20: but sustainability can enhance the place making and also  
elevate  
00:38:20 --> 00:38:22: the centers of excellence if you do it in the  
00:38:22 --> 00:38:23: right way.  
00:38:23 --> 00:38:26: You know renewable energy being visible shows the park's  
commitment  
00:38:26 --> 00:38:28: to federal and state goals and plans.  
00:38:28 --> 00:38:31: Bioswales and Rain gardens can become part of your  
environmental  
00:38:31 --> 00:38:33: education and opportunity for visual art.  
00:38:33 --> 00:38:39: Stormwater management becomes your educational program  
around the unique geology,  
00:38:39 --> 00:38:42: hydrology and ecology of the Potomac River Valley.  
00:38:42 --> 00:38:45: And it also ties to the mission that the GW  
00:38:45 --> 00:38:48: Park was created for in the 1st place.  
00:38:48 --> 00:38:49: And I mentioned heat mitigation.

00:38:49 --> 00:38:52: It's a great way to enhance the visitor experience and  
00:38:53 --> 00:38:56: create more space and more time for those centers of  
00:38:56 --> 00:38:58: excellence to driving growth.  
00:38:58 --> 00:39:00: With that, I'd like to turn it over to Eileen  
00:39:00 --> 00:39:01: to talk a little bit about placing.  
00:39:08 --> 00:39:08: I think I'm gonna  
00:39:08 --> 00:39:10: use this little box too.  
00:39:12 --> 00:39:18: So we're focusing today on this magically eclectic part with  
00:39:18 --> 00:39:21: a rich 130 year history.  
00:39:21 --> 00:39:24: We have learned just how much this hidden gem is  
00:39:24 --> 00:39:27: supported by an enthusiastic community,  
00:39:27 --> 00:39:30: eager to introduce introduce it to a greater audience.  
00:39:30 --> 00:39:34: We believe that placemaking strategies can reflect  
effectively.  
00:39:34 --> 00:39:37: Make this park a regional destination increase.  
00:39:37 --> 00:39:42: Visit visitor engagement and help drive future revenues for  
the  
00:39:42 --> 00:39:43: park.  
00:39:43 --> 00:39:46: To make this work, the public must be the part  
00:39:46 --> 00:39:46: as a whole.  
00:39:50 --> 00:39:56: Placemaking leverages the physical space and programming  
to drive participation,  
00:39:56 --> 00:39:59: engagement, and building and build community spirit.  
00:39:59 --> 00:40:03: Creative placemaking is a distinct because it leverages arts  
and  
00:40:03 --> 00:40:07: culture to bring activities to the communal space.  
00:40:07 --> 00:40:11: The Co operators on site are well positioned to enliven  
00:40:11 --> 00:40:13: the space with their expertise.  
00:40:13 --> 00:40:18: We believe that augmenting creative activities and activities  
we have  
00:40:18 --> 00:40:22: termed amusements will expand the audience,  
00:40:22 --> 00:40:25: establish the landmark, and extend the influence of the  
Centers  
00:40:25 --> 00:40:27: for influence excellence.  
00:40:29 --> 00:40:33: These entitlements will engage and use new park goers to  
00:40:33 --> 00:40:35: visit often stay longer and spend more.  
00:40:35 --> 00:40:40: How could multiple opportunities for casual interactions with  
the arts  
00:40:40 --> 00:40:41: not entice new students?  
00:40:42 --> 00:40:45: We will discuss strategies for the near term and then  
00:40:45 --> 00:40:49: longer term efforts requiring requiring greater investments in  
time and  
00:40:49 --> 00:40:49: effort.  
00:40:49 --> 00:40:53: I will walk you through some effort to opportunities built

00:40:53 --> 00:40:56: upon synergies with the Centers for Excellence and Jamie will

00:40:56 --> 00:40:59: explore reintroducing amusements to the park.

00:40:59 --> 00:41:03: Our list includes strategies found in internationally renowned parks in

00:41:03 --> 00:41:04: Copenhagen and Madrid,

00:41:04 --> 00:41:06: New York and San Francisco,

00:41:06 --> 00:41:09: as well as other organizations in our own backyard.

00:41:09 --> 00:41:12: Public spaces, like the National Zoo and the National Mall

00:41:12 --> 00:41:15: and private spaces like the Navy Yard and the Wharf

00:41:15 --> 00:41:16: in DC.

00:41:19 --> 00:41:24: Creating the Centers of excellence by grouping the existing cooperators

00:41:24 --> 00:41:25: makes sense.

00:41:25 --> 00:41:28: It highlights the caliber of artisans within the park and

00:41:28 --> 00:41:32: broadens the awareness of your passionate and dedicated students to

00:41:32 --> 00:41:35: the breadth of expertise in the park.

00:41:35 --> 00:41:39: During our conversations with the leaders of the parks cooperators,

00:41:39 --> 00:41:42: we were struck by the artists mutual respect for each

00:41:42 --> 00:41:47: other and the appreciation that being among accomplished peers increases.

00:41:47 --> 00:41:51: Their cachet and enhances their reputation.

00:41:51 --> 00:41:56: We've identified several benefits of increasing the opportunities for collaboration

00:41:56 --> 00:41:57: among the cooperators.

00:41:59 --> 00:42:03: Creating a central gallery and store to represent the breadth

00:42:03 --> 00:42:04: of the Glen Echo artist community.

00:42:04 --> 00:42:09: We even discussed I was talking to Walt Bartman from

00:42:09 --> 00:42:14: the Yellow Barn and Marsha from the pottery and they

00:42:14 --> 00:42:18: don't usually talk to each other.

00:42:18 --> 00:42:20: They talked about my why couldn't we?

00:42:20 --> 00:42:22: We could even do in this store.

00:42:22 --> 00:42:27: An exhibit that combined pottery and painting that had a

00:42:28 --> 00:42:29: relationship.

00:42:29 --> 00:42:33: There's there's amazing opportunities here for collaboration.

00:42:33 --> 00:42:36: You have amazing, excellent artists.

00:42:36 --> 00:42:38: Regular conversations

00:42:38 --> 00:42:40: to to about for

00:42:40 --> 00:42:43: working together, possibly monthly

00:42:43 --> 00:42:46: councils of those cooperators bringing

00:42:46 --> 00:42:50: would also help to bring activities out of the studio.

00:42:50 --> 00:42:53: The planning for bringing activities out of the studios and  
00:42:54 --> 00:42:55: into the park public space.

00:42:55 --> 00:42:58: We know that people have no idea what's happening behind  
00:42:58 --> 00:43:00: closed doors and it's amazingly rich.

00:43:00 --> 00:43:04: What's happening here? We really need to bring what's  
happening  
00:43:05 --> 00:43:07: inside outside in any way we can.

00:43:07 --> 00:43:12: To give that feeling that that interest to draw people  
00:43:12 --> 00:43:13: back in.

00:43:13 --> 00:43:17: There's also a real opportunity for sharing resources to  
enhance  
00:43:17 --> 00:43:21: the effectiveness of each organization and the marketing of  
the  
00:43:21 --> 00:43:22: park as a whole.

00:43:22 --> 00:43:25: Each of these cooperators is doing their own marketing.  
00:43:25 --> 00:43:26: They have their own lists.

00:43:26 --> 00:43:28: The park has a separate list.  
00:43:28 --> 00:43:33: They are not combined. So the the pottery patrons may  
00:43:33 --> 00:43:37: not know what's going open happening with the glass works  
00:43:38 --> 00:43:42: right or or potentially the yellow barn yellow barn has  
00:43:42 --> 00:43:47: an incredibly rich communication. Plan right that they  
implement.

00:43:47 --> 00:43:50: I have a lot of communications that.  
00:43:50 --> 00:43:57: Uhm? And then implementing branding to communicate  
community.

00:43:57 --> 00:44:00: The cumulative expertise of the community there.  
00:44:00 --> 00:44:06: Cooperators are incredibly rich resource for getting the  
message out.

00:44:06 --> 00:44:09: In our brief, we were asked to discuss strategies for  
00:44:09 --> 00:44:12: expanding the audience and broadening student bodies.

00:44:12 --> 00:44:13: Diversity  
00:44:13 --> 00:44:15: of background and experiences,  
00:44:16 --> 00:44:21: building partnerships with community service organizations is  
a really good  
00:44:21 --> 00:44:22: way to do that.

00:44:22 --> 00:44:25: The Co operators, many of them are already doing this,  
00:44:25 --> 00:44:30: promoting and enhancing the existing outreach efforts by  
individual cooperators  
00:44:30 --> 00:44:33: making it part of the message for the park.

00:44:33 --> 00:44:40: So the parks images improved by these already existing  
efforts.  
00:44:40 --> 00:44:43: Is is it's just right there.

00:44:43 --> 00:44:47: To continue to develop and promote programs that to take  
00:44:47 --> 00:44:51: the arts into the underrepresented communities and then to

bring  
00:44:51 --> 00:44:52: those students to the campus.  
00:44:52 --> 00:44:56: There is interest in making sure that all Montgomery County  
00:44:56 --> 00:44:58: students come to the park once a year,  
00:44:58 --> 00:45:01: right? That is that that can be done,  
00:45:01 --> 00:45:03: and it really does. I mean,  
00:45:03 --> 00:45:06: art is magic, right? We know that we need to  
00:45:06 --> 00:45:08: get more people to see it.  
00:45:08 --> 00:45:13: Expanding the programming and communication for  
teenagers and young adults.  
00:45:13 --> 00:45:14: We talked about bike riding.  
00:45:14 --> 00:45:16: That's the way people are moving.  
00:45:16 --> 00:45:17: The young people are moving.  
00:45:17 --> 00:45:19: They want to get out.  
00:45:19 --> 00:45:21: They're coming to the park anyway.  
00:45:21 --> 00:45:25: Let's get them involved. Let's have incorporate them as part  
00:45:25 --> 00:45:28: of this community and not let them age out at  
00:45:29 --> 00:45:29: age  
00:45:29 --> 00:45:31: 10 because they don't feel like there's programming for them.  
00:45:32 --> 00:45:35: Puppets are not just for 10 and under.  
00:45:39 --> 00:45:44: At their root. The success of near term strategies requires  
00:45:44 --> 00:45:48: a fundamental change in perception.  
00:45:48 --> 00:45:53: The deliberative process required for permanent installations  
is not a  
00:45:53 --> 00:45:53: hindrance,  
00:45:53 --> 00:45:56: but a catalyst for creativity.  
00:45:56 --> 00:46:00: It becomes the engine driving the energy and anticipate it.  
00:46:00 --> 00:46:07: Anticipation generated by constant reinterpretation and  
reinvention of the physical  
00:46:07 --> 00:46:08: environment.  
00:46:08 --> 00:46:11: The genesis for our program of performance art,  
00:46:11 --> 00:46:16: and temporary installations. To enhance the entrance  
experience and wayfinding  
00:46:16 --> 00:46:19: that makes visitors aware of the many activities on the  
00:46:19 --> 00:46:20: campus.  
00:46:20 --> 00:46:23: This is a short list of the many ideas that  
00:46:23 --> 00:46:27: we heard from you and that we riffed on for  
00:46:27 --> 00:46:28: hours at dinner.  
00:46:28 --> 00:46:32: Sheltered, flexible outdoor spaces in infused with the arts you  
00:46:32 --> 00:46:34: already know how to set up,  
00:46:34 --> 00:46:38: but you have the tent city infrastructure for the festivals.  
00:46:38 --> 00:46:41: Use it as a place that that that can have  
00:46:41 --> 00:46:45: this demonstrations for your artists on a regular basis so



00:46:45 --> 00:46:47: people know that they come.

00:46:47 --> 00:46:52: They're gonna see something. Outdoor spaces that again that allow

00:46:52 --> 00:46:56: for the expansion of programming for the centers of excellence.

00:46:56 --> 00:46:59: The puppet theater can't come outside and put on a

00:46:59 --> 00:47:03: puppet show because they don't have a smooth enough surface.

00:47:03 --> 00:47:07: They sit on stools with wheels and behind the stage

00:47:07 --> 00:47:08: to move the puppets around.

00:47:08 --> 00:47:11: If they can't move around on their wheels,

00:47:11 --> 00:47:13: they they can't do the show.

00:47:13 --> 00:47:14: They would love to do it.

00:47:14 --> 00:47:17: This is an amazing place for outdoor activity,

00:47:17 --> 00:47:20: so we just need to do some more brainstorming about

00:47:20 --> 00:47:23: how to find the place that makes this work or

00:47:23 --> 00:47:26: fund the temporary floor that they could take out there.

00:47:26 --> 00:47:29: We don't have the resources for that resources for that,

00:47:29 --> 00:47:31: but this is an amazing.

00:47:31 --> 00:47:35: This is right here. A community based art project.

00:47:35 --> 00:47:39: We talked about the rain gardens and and really engaging

00:47:39 --> 00:47:40: the making,

00:47:40 --> 00:47:43: not just the funding of of that.

00:47:43 --> 00:47:46: Those gardens as a place to see B and participate

00:47:47 --> 00:47:50: and understand it becomes educational as well,

00:47:50 --> 00:47:53: right? Why the rains are digital murals to add to

00:47:53 --> 00:47:54: nighttime experience,

00:47:54 --> 00:47:57: perhaps even on MacArthur Blvd,

00:47:57 --> 00:47:59: right? Maybe this is going to be a temporary change?

00:47:59 --> 00:48:03: Maybe it's a projection. But it's there right?

00:48:03 --> 00:48:05: And it becomes gets in the news like we've all

00:48:05 --> 00:48:06: seen on the cathedral.

00:48:06 --> 00:48:10: They make a big projection and it's everywhere and everybody

00:48:10 --> 00:48:11: comes down just to see that,

00:48:11 --> 00:48:15: right? So let's use what we have.

00:48:15 --> 00:48:19: You the YouTube channels that shared demonstrations of arts and

00:48:19 --> 00:48:22: culture and online classes connected with centers of excellence.

00:48:22 --> 00:48:25: Some of the centers are already doing this,

00:48:25 --> 00:48:28: making this big these videos and and using media to

00:48:29 --> 00:48:29: do that.

00:48:29 --> 00:48:31: Let's enhance that. Let's give the others,  
00:48:31 --> 00:48:35: but don't have the resources or the knowledge to support  
00:48:35 --> 00:48:38: your really developing incredible set of technology to be able  
00:48:38 --> 00:48:41: to take advantage of of what we've had to learn  
00:48:41 --> 00:48:43: to use during the pandemic.  
00:48:43 --> 00:48:46: So let's let's use that because who who is listening,  
00:48:46 --> 00:48:49: who's watching those videos, the teenagers,  
00:48:49 --> 00:48:52: the young adults. This is the communication that they use,  
00:48:52 --> 00:48:54: and this. This is what entice them  
00:48:54 --> 00:48:56: to come and get their hands  
00:48:56 --> 00:49:01: dirty. Involved, right? Construction of trails and planting of  
gardens.  
00:49:01 --> 00:49:04: It is is apart less embrace it.  
00:49:04 --> 00:49:07: Let's feel that we can enjoy the nature this year.  
00:49:07 --> 00:49:10: This is really just a very short list and I'm  
00:49:10 --> 00:49:11: sure you have many  
00:49:11 --> 00:49:26: more. Longer term strategies we  
00:49:26 --> 00:49:27: know will take more time,  
00:49:27 --> 00:49:31: obviously. And and really needs to happen right hand hand  
00:49:31 --> 00:49:35: facilities to have more places for for the arts to  
00:49:36 --> 00:49:39: be in sheltered indoor conditioned environments.  
00:49:40 --> 00:49:43: New facilities that provide more and better space to grow,  
00:49:43 --> 00:49:49: the centers of excellence and include more communal  
performance performances  
00:49:49 --> 00:49:53: with more people and everybody being artists,  
00:49:53 --> 00:49:56: especially our are all about flexibility and sharing.  
00:49:56 --> 00:49:59: We do not have to create dedicated spaces for.  
00:49:59 --> 00:50:02: Each center we need to create provide resources that are  
00:50:03 --> 00:50:06: part resources that are used by the centers of excellence.  
00:50:06 --> 00:50:11: Increasing accessibility and the experience making parts  
accessible to all,  
00:50:11 --> 00:50:14: and we need to think about mobility and we also  
00:50:14 --> 00:50:18: need to think about other issues of accessibility,  
00:50:18 --> 00:50:21: including sensory issues. And and the like,  
00:50:21 --> 00:50:24: right there, there's a. There's a population that is having  
00:50:24 --> 00:50:27: that was having difficulty accessing what's here,  
00:50:27 --> 00:50:31: and they can really benefit from what there is here,  
00:50:31 --> 00:50:35: even if it is a helping hand just to get  
00:50:35 --> 00:50:35: here.  
00:50:35 --> 00:50:39: Infusing the outdoor space with arts and culture with the  
00:50:39 --> 00:50:41: benches that we talked about with raingardens.  
00:50:41 --> 00:50:45: Really making that arch. Finding the magic.  
00:50:45 --> 00:50:47: Those those gems hidden all over it's,

00:50:47 --> 00:50:50: you know that that as you walk around.

00:50:50 --> 00:50:54: And it's constantly changing. It can be constantly changing and

00:50:54 --> 00:50:58: even potentially leveraging the Clara Barton House to expand and

00:50:58 --> 00:51:02: enhance Clinicos connection to the history and the space.

00:51:02 --> 00:51:04: We can't tell you that that is the right thing

00:51:04 --> 00:51:04: or the wrong thing,

00:51:04 --> 00:51:07: but it is definitely worth considering.

00:51:07 --> 00:51:09: And it's also a longer term,

00:51:09 --> 00:51:14: so you need to really understand how you're going to.

00:51:14 --> 00:51:17: Time these events, these these when these things might happen,

00:51:17 --> 00:51:20: so that you really year your efforts in the right

00:51:20 --> 00:51:21: direction,

00:51:21 --> 00:51:23: and you have the right group of people focusing on

00:51:23 --> 00:51:23: short,

00:51:23 --> 00:51:26: enforcing on mid and long term so that so that

00:51:26 --> 00:51:28: not one doesn't solve the other.

00:51:31 --> 00:51:33: It's clear from your plans that you are prioritizing the

00:51:33 --> 00:51:35: centers of excellence.

00:51:35 --> 00:51:38: You have included the cooperators and building a program for

00:51:38 --> 00:51:40: your long term planning efforts.

00:51:40 --> 00:51:43: I am sure you will revisit this program as you

00:51:43 --> 00:51:48: restructure and strengthen your relationships with your partners and stakeholders.

00:51:48 --> 00:51:52: I would encourage you to treat your partners and cooperators

00:51:52 --> 00:51:55: as your client and continue to include them in the

00:51:55 --> 00:51:58: design and enhancement of facilities,

00:51:58 --> 00:52:01: developing project champions and advocates.

00:52:01 --> 00:52:06: Among this group will benefit the partnership and it engages

00:52:06 --> 00:52:10: the partners increasingly complex approval process.

00:52:10 --> 00:52:13: Access for the public and integrating art into the environment

00:52:13 --> 00:52:14: directly addressed.

00:52:14 --> 00:52:19: The GPS mesh mission along with new and enhanced facilities.

00:52:19 --> 00:52:22: I would caution you to respect the scale of the

00:52:22 --> 00:52:24: park structures as you plan these enhancements.

00:52:24 --> 00:52:28: You are lucky to have such a knowledgeable and committed

00:52:28 --> 00:52:32: board members to shepherd this process and now I will

00:52:32 --> 00:52:35: ask Jamie to come and talk about amusing amusements.

00:52:42 --> 00:52:43: I get the fun part.

00:52:47 --> 00:52:51: Alright. So as as we were saying earlier,  
00:52:51 --> 00:52:53: and as Eileen laid out,  
00:52:53 --> 00:52:56: we discussed the idea of how you elevate arts and  
00:52:56 --> 00:52:58: culture to activate the park.  
00:52:58 --> 00:53:01: Other piece of this is really looking at the park.  
00:53:01 --> 00:53:03: It's not just a part of arts and culture enhancement  
00:53:04 --> 00:53:05: but also the amusement,  
00:53:05 --> 00:53:07: and we use the word amusement 'cause obviously it harks  
00:53:07 --> 00:53:09: back to the fact that for people who come here  
00:53:09 --> 00:53:10: who have not experienced before,  
00:53:10 --> 00:53:13: they say, wow, this is an amusement park and we  
00:53:13 --> 00:53:14: don't talk about that.  
00:53:14 --> 00:53:16: Maybe as much as we could.  
00:53:16 --> 00:53:19: And so when we start thinking about how you frame  
00:53:19 --> 00:53:20: the ideas around getting more.  
00:53:20 --> 00:53:23: Visitors to the park. The phrase amusement,  
00:53:23 --> 00:53:26: the thoughts of what that might conjure were were important  
00:53:26 --> 00:53:27: to us.  
00:53:27 --> 00:53:29: So I want to think about that in terms of  
00:53:29 --> 00:53:33: near term activation strategies as well as longer term  
activation  
00:53:33 --> 00:53:34: strategies.  
00:53:34 --> 00:53:37: So we started thinking about what will just actually bring  
00:53:37 --> 00:53:39: more people here that is shorter term and that we  
00:53:39 --> 00:53:40: can focus on now.  
00:53:40 --> 00:53:43: So we thought about the trails and the gardens that  
00:53:43 --> 00:53:46: that could be leveraged for people to come to experience  
00:53:46 --> 00:53:48: the nature of the site.  
00:53:48 --> 00:53:51: We have incredible topography here already we talked about.  
00:53:51 --> 00:53:53: Food trucks and again some of these are ideas that  
00:53:53 --> 00:53:53: we heard.  
00:53:53 --> 00:53:55: You express that we're giving back to you,  
00:53:55 --> 00:53:59: but we want to really encourage you to think about  
00:53:59 --> 00:54:02: how you can really cultivate these types of uses,  
00:54:02 --> 00:54:06: bark socials, or things where people bring their dogs and  
00:54:06 --> 00:54:07: they come,  
00:54:07 --> 00:54:09: they socialize. Obviously there's a lot of dog owners in  
00:54:09 --> 00:54:10: the area.  
00:54:10 --> 00:54:12: We think that you can leverage that.  
00:54:12 --> 00:54:15: We talked about a pop up beer garden where you  
00:54:15 --> 00:54:18: can have local breweries who would come and host events  
00:54:18 --> 00:54:21: where people can come and drink and spend money.

00:54:21 --> 00:54:25: A weekly summer movie, nights or trivia nights or bingo  
00:54:25 --> 00:54:26: nights.  
00:54:26 --> 00:54:29: You can really get more activation of people enjoying the  
00:54:29 --> 00:54:32: park throughout the days of the week.  
00:54:32 --> 00:54:35: Purchasing life size games for the park,  
00:54:35 --> 00:54:37: so corn hole or movable chests.  
00:54:37 --> 00:54:40: These are the kind that people come to communal places  
00:54:40 --> 00:54:42: where they know they want to enjoy and just spend  
00:54:42 --> 00:54:44: time and that they'll find things to do once they're  
00:54:44 --> 00:54:48: already there. Another example is large format toys that  
could  
00:54:48 --> 00:54:50: be on the lawn that could be brought out for  
00:54:50 --> 00:54:52: kids to play with throughout the day to enjoy.  
00:54:52 --> 00:54:55: We see so many. We even saw this this week.  
00:54:55 --> 00:54:57: People coming with kids, you know,  
00:54:57 --> 00:55:00: nannies or parents who are spending time throughout the  
day  
00:55:00 --> 00:55:03: with their children in the park looking for something to  
00:55:03 --> 00:55:04: do.  
00:55:04 --> 00:55:07: So those are just some of the the more short-term  
00:55:07 --> 00:55:08: ideas.  
00:55:08 --> 00:55:11: And then when you think about some longer term activation  
00:55:11 --> 00:55:12: strategies.  
00:55:12 --> 00:55:14: One idea that I've spoken to a few of you  
00:55:14 --> 00:55:19: all about is building a first in class accessible playground.  
00:55:19 --> 00:55:21: If you look at Clement John Tree Park,  
00:55:21 --> 00:55:24: which is very close by here in Fairfax,  
00:55:24 --> 00:55:26: it's it's a draw. I mean,  
00:55:26 --> 00:55:28: I come there and bring bring my children there.  
00:55:28 --> 00:55:29: We live right around here,  
00:55:29 --> 00:55:31: but we'll go over there because it's an incredible playground.  
00:55:31 --> 00:55:34: If you had a playground of that size and scale,  
00:55:34 --> 00:55:36: it would be a regional draw,  
00:55:36 --> 00:55:38: not just for folks in Montgomery County,  
00:55:38 --> 00:55:40: but in the district and in Arlington as well.  
00:55:40 --> 00:55:42: And the more people you bring to the park enjoying  
00:55:42 --> 00:55:42: the.  
00:55:42 --> 00:55:44: Park spending money at the park.  
00:55:44 --> 00:55:47: It helps sustain the entire mission and provide funding as  
00:55:47 --> 00:55:50: we're going to speak about or enhancing the centers of  
00:55:50 --> 00:55:51: excellence.  
00:55:51 --> 00:55:56: Another idea is a splash park to provide summertime relief  
00:55:56 --> 00:55:57: for children.

00:55:57 --> 00:56:00: Cooperating and working with a destination restaurant and bar that

00:56:00 --> 00:56:01: could be a regional draw,

00:56:01 --> 00:56:05: perhaps within entertainment component. People are looking for restaurants where

00:56:05 --> 00:56:07: they can actually enjoy and engage.

00:56:07 --> 00:56:10: So some ideas here are pinstripes which exist in Georgetown and Rockville that has bowling and food and beverage.

00:56:10 --> 00:56:13: There's axe throwing places. There's a bar called Boardwalk Bar

00:56:13 --> 00:56:17: and Arcade,

00:56:17 --> 00:56:18: which is down at the Wharf,

00:56:18 --> 00:56:19: which is a bar, but it also has arcade games.

00:56:19 --> 00:56:22: Again, it could sort of harken back to what this

00:56:22 --> 00:56:24: place was,

00:56:24 --> 00:56:25: and bring people who want to come and enjoy.

00:56:25 --> 00:56:27: And have an experience. We also think it makes sense

00:56:27 --> 00:56:30: to consider exploring a catering facility with an indoor and

00:56:30 --> 00:56:34: outdoor component that could host events 365 days a year

00:56:34 --> 00:56:37: and then would not compete with some of the facilities

00:56:37 --> 00:56:40: you have today which are focused on the centers of

00:56:40 --> 00:56:43: excellence.

00:56:43 --> 00:56:44: So we we heard that that challenge and we spoke

00:56:44 --> 00:56:46: to Emily about the idea that you want to make

00:56:46 --> 00:56:49: revenue.

00:56:49 --> 00:56:49: But you also want to make sure you're not doing

00:56:49 --> 00:56:51: it at the expense of the artists that are here

00:56:51 --> 00:56:53: and the culture that's here.

00:56:53 --> 00:56:55: So having a facility would do that would.

00:56:55 --> 00:56:57: Would make a lot of sense,

00:56:57 --> 00:56:59: so with that we need to talk about money.

00:56:59 --> 00:57:03: Or resources, he said money first,

00:57:03 --> 00:57:06: but we changed it to resources.

00:57:06 --> 00:57:07: But now I gave it away and said money.

00:57:07 --> 00:57:10: So it is Buddy's resources,

00:57:10 --> 00:57:13: so we know that we gave you a lot of

00:57:13 --> 00:57:15: recommendations today and we have even more.

00:57:15 --> 00:57:18: It's not simple and we sort of sprinkled in here

00:57:18 --> 00:57:21: some ways that you might look at funding to pay

00:57:21 --> 00:57:24: for this,

00:57:24 --> 00:57:25: but I want to sort of boil it down to

00:57:25 --> 00:57:28: three main mechanisms that can be used to.

00:57:28 --> 00:57:29: three main mechanisms that can be used to.

00:57:29 --> 00:57:33: three main mechanisms that can be used to.

00:57:33 --> 00:57:37: Ensure the sustainability of Glen Echo Park and further the  
00:57:37 --> 00:57:39: centers of Excellence.  
00:57:39 --> 00:57:40: That's what we want to do here.  
00:57:40 --> 00:57:43: We want to further the centers of excellence by using  
00:57:43 --> 00:57:44: these different mechanisms.  
00:57:44 --> 00:57:47: There's a reason that we're making these kinds of  
00:57:47 --> 00:57:50: suggestions.  
00:57:50 --> 00:57:53: So the first one obviously is going to be a  
00:57:53 --> 00:57:57: fund raising campaign and to get there,  
00:57:57 --> 00:58:00: it's going to require restructuring the GPP board and then  
00:58:00 --> 00:58:04: the staff so the board we think you're going to  
00:58:04 --> 00:58:06: need to look at your bylaws and consider whether you  
00:58:06 --> 00:58:11: want to have a distinct class of board members.  
00:58:11 --> 00:58:14: Who have fund raising expertise and can provide the needed  
00:58:14 --> 00:58:18: executive leadership to do a campaign of the type that  
00:58:18 --> 00:58:22: will be required to really enhance the funding that you  
00:58:22 --> 00:58:25: need and then thinking about the staff and hiring a  
00:58:25 --> 00:58:29: CEO who could then oversee 2 divisional leaders.  
00:58:29 --> 00:58:33: As Michael spoke about an operations director who runs the  
00:58:33 --> 00:58:36: day-to-day and then a planning and finance director who  
00:58:36 --> 00:58:40: would  
00:58:40 --> 00:58:43: oversee other fund raising personnel and a much more.  
00:58:43 --> 00:58:45: Intense fund raising campaign. So the first one is the  
00:58:45 --> 00:58:47: fund.  
00:58:47 --> 00:58:50: Raising. The second is the new revenue that comes from  
00:58:50 --> 00:58:53: activating this park.  
00:58:53 --> 00:58:56: So the reason you want to draw all these additional  
00:58:56 --> 00:58:59: people to the park via all the short and longer  
00:58:59 --> 00:59:01: term means that we mentioned is to enhance revenue and  
00:59:01 --> 00:59:04: think about the fact that if you treat this park  
00:59:04 --> 00:59:06: more holistically rather than just having your centers of  
00:59:06 --> 00:59:09: excellence  
00:59:09 --> 00:59:10: that are distinct but tie it all together,  
00:59:10 --> 00:59:14: you're going to bring people here so you synergize the  
00:59:14 --> 00:59:16: centers of excellence to enhance revenue.  
00:59:16 --> 00:59:18: And then you program the park with the short and  
00:59:18 --> 00:59:22: longer term amenities.  
00:59:22 --> 00:59:25: And that amusement plus the the synergizing of the centers  
00:59:25 --> 00:59:28: will lead to more revenue.  
00:59:28 --> 00:59:31: That's the second mechanism. And then the third,  
00:59:31 --> 00:59:34: which Billy spoke about, is the federal and state resources  
00:59:34 --> 00:59:37: that you can tap into deploying this new restructured staff  
00:59:37 --> 00:59:40: who would hopefully have the capabilities,

00:59:28 --> 00:59:30: the time, and the bandwidth to focus on this.

00:59:30 --> 00:59:34: They could pursue leveraging federal infrastructure dollars as well as

00:59:34 --> 00:59:38: climate mitigation dollars to try to think through and obtain

00:59:38 --> 00:59:42: the new facilities and the necessary infrastructure to get there.

00:59:42 --> 00:59:45: These are the buckets that we think you should pursue.

00:59:45 --> 00:59:48: Now that's a lot. Gonna turn it back over to

00:59:48 --> 00:59:51: Michael to wrap us up and then we'll take questions

00:59:51 --> 00:59:54: and accusations and everything else.

00:59:54 --> 01:00:00: Thank you. Well thanks Jamie.

01:00:00 --> 01:00:04: I'm gonna get on the box now since I'm here.

01:00:04 --> 01:00:05: Well done, I'll get up here.

01:00:07 --> 01:00:10: We're not done because I think the most important part

01:00:10 --> 01:00:14: probably is to hear your thoughts and comments and questions.

01:00:16 --> 01:00:22: I hope you found our suggestions and ideas and responses

01:00:22 --> 01:00:23: useful.

01:00:23 --> 01:00:25: And if not, you should tell us.

01:00:25 --> 01:00:30: But you know, I just want to thank you again

01:00:30 --> 01:00:32: for having us here,

01:00:32 --> 01:00:35: and I think it's been a really stimulating few days.

01:00:35 --> 01:00:37: So with that I will.

01:00:40 --> 01:00:44: Turn it over to questions and I think the process

01:00:44 --> 01:00:49: we identified is that we'd like to take questions from

01:00:49 --> 01:00:53: the physical room here and then Kelsey is gonna monitor

01:00:53 --> 01:00:58: questions from our virtual world and then hopefully we can

01:00:58 --> 01:01:00: address all of those.

01:01:00 --> 01:01:01: So I'm gonna get off the box and sit with

01:01:02 --> 01:01:02: my colleagues.

01:01:02 --> 01:01:05: Now. Yeah, I will do that.

01:01:05 --> 01:01:08: Thank you. Which put it right there.

01:01:11 --> 01:01:13: No, I think if you speak up,

01:01:13 --> 01:01:17: it's from what we think it'll work.

01:01:17 --> 01:01:18: Yeah, we can do that too.

01:01:18 --> 01:01:19: So sorry there was a question,

01:01:19 --> 01:01:20: yeah?

01:01:22 --> 01:01:26: So I have a question because this is been back

01:01:26 --> 01:01:32: really enabled us to. We think we were going how

01:01:32 --> 01:01:35: to approach it etc and

01:01:35 --> 01:01:38: where we should place analysis.

01:01:38 --> 01:01:40: Pull back my question is,

01:01:40 --> 01:01:43: it's a long list. It's a huge venue.



01:01:43 --> 01:01:44: It's a huge  
01:01:44 --> 01:01:49: list. So. My question is.  
01:01:49 --> 01:01:50: Where do we start?  
01:01:50 --> 01:01:53: I mean, like if you were to say to us.  
01:01:53 --> 01:01:56: Here is the pattern of what we need  
01:01:56 --> 01:02:00: to do. I'm I'm sitting here and I'm trying to  
01:02:00 --> 01:02:01: pay you  
01:02:01 --> 01:02:04: put it all together. Now I'm trying to sort of  
01:02:04 --> 01:02:06: take it apart in my head and figure out.  
01:02:07 --> 01:02:11: What's the first step? When I walk out of this  
01:02:11 --> 01:02:12: room, what do I do?  
01:02:15 --> 01:02:19: Another cup of coffee. Better than Martin.  
01:02:22 --> 01:02:25: As to where do you where do we  
01:02:25 --> 01:02:28: start? I think Jamie wants to address that.  
01:02:28 --> 01:02:31: I'll jump in. I don't know.  
01:02:31 --> 01:02:35: I don't reach out. So so we we stated it  
01:02:35 --> 01:02:40: a few times this idea that we recognize and appreciate  
01:02:40 --> 01:02:44: what this board and this staff has been able to  
01:02:45 --> 01:02:47: accomplish. But what was it?  
01:02:47 --> 01:02:49: We squeezed the orange or the lemon,  
01:02:49 --> 01:02:52: the fruit, whatever? And so the question is,  
01:02:52 --> 01:02:55: it's a lot that we're handing to you.  
01:02:55 --> 01:03:00: So one Ave is going down the road of exploring,  
01:03:00 --> 01:03:04: hiring a there are nonprofit board consultants.  
01:03:04 --> 01:03:07: Who can help you think through how to restructure your  
01:03:07 --> 01:03:08: board?  
01:03:08 --> 01:03:10: What kind of board members do you need?  
01:03:10 --> 01:03:12: What kind of board structure you need,  
01:03:12 --> 01:03:14: and what kind of staff structure you need?  
01:03:14 --> 01:03:17: So, for example, we set a number of times hiring  
01:03:17 --> 01:03:20: CEO to oversee a staff so you can actually hire  
01:03:20 --> 01:03:24: somebody who can help you think through that process.  
01:03:24 --> 01:03:26: But then there's the implementation side.  
01:03:26 --> 01:03:28: I mean, we, you know we saw the Kelly strategies  
01:03:28 --> 01:03:30: report that was over a year ago,  
01:03:30 --> 01:03:32: and you know, we weren't exactly sure how much that  
01:03:32 --> 01:03:33: had been acted upon,  
01:03:33 --> 01:03:36: so. It's it's not just engaging other consultants,  
01:03:36 --> 01:03:38: but it's then taking those steps.  
01:03:38 --> 01:03:40: And that's just on the one piece around staff and  
01:03:40 --> 01:03:40: board.  
01:03:40 --> 01:03:43: There's lots of other short term activation and other things

01:03:43 --> 01:03:43: as well,  
01:03:43 --> 01:03:45: but I wanted to mention that on on structure  
01:03:45 --> 01:03:48: and I would like to add something we did not  
01:03:48 --> 01:03:49: include we had we did.  
01:03:49 --> 01:03:51: There's a lot of things that got left on the  
01:03:51 --> 01:03:51: table.  
01:03:51 --> 01:03:54: One of them is Bell marketing and communication,  
01:03:54 --> 01:03:58: and really the internal and external communications you  
need to  
01:03:58 --> 01:04:01: do there needs to be some real thought given to  
01:04:01 --> 01:04:03: targeted campaigns for.  
01:04:03 --> 01:04:06: Each of these efforts there would be a short term.  
01:04:06 --> 01:04:10: There would be a. Each campaign would be focused on  
01:04:10 --> 01:04:13: an initiative and you were going to have one initially  
01:04:13 --> 01:04:17: just to sort of introduce the changes coming right and  
01:04:17 --> 01:04:20: and even to engage people and and you need to  
01:04:20 --> 01:04:23: have somebody who really works through that.  
01:04:23 --> 01:04:29: But a targeted campaign at each level of change,  
01:04:29 --> 01:04:32: right? So that you get the biggest bang for the  
01:04:32 --> 01:04:35: bucks that everybody talked about this hidden gem.  
01:04:35 --> 01:04:38: Nobody knows where here. You need to elevate not only  
01:04:38 --> 01:04:41: the the position among the community,  
01:04:41 --> 01:04:43: but in the arts community.  
01:04:43 --> 01:04:46: There needs to be real effort to to to bring  
01:04:46 --> 01:04:50: the arts communities awareness to what's happening here,  
01:04:50 --> 01:04:54: right? We have a very rich community in DC and  
01:04:54 --> 01:04:56: and and it expands outwards,  
01:04:56 --> 01:04:59: right? Those institutions need to be aware that we're here  
01:04:59 --> 01:05:02: and there are various ways to do that.  
01:05:02 --> 01:05:04: This was a very short week to come up with  
01:05:04 --> 01:05:05: everything.  
01:05:05 --> 01:05:08: Right are you going to add something about?  
01:05:11 --> 01:05:15: Yes, we will put some of that in.  
01:05:15 --> 01:05:22: The expert. Is true. So it started to say one  
01:05:22 --> 01:05:29: thing and I know you guys have lots on your  
01:05:29 --> 01:05:30: mind.  
01:05:30 --> 01:05:36: You really were listening obviously not only to stand for  
01:05:36 --> 01:05:37: but.  
01:05:37 --> 01:05:38: Great job and  
01:05:39 --> 01:05:46: hours work. Getting sleep. So I just wanted to compliment  
01:05:46 --> 01:05:46: you.  
01:05:50 --> 01:05:57: Right? Alright, thank God I was really got that.

01:06:00 --> 01:06:02: I think Jamie hit on the big thing is you  
01:06:02 --> 01:06:05: need to build the structure necessary to execute a really  
01:06:05 --> 01:06:07: strong capital campaign,  
01:06:07 --> 01:06:10: and that is a senior person for development that 100%  
01:06:10 --> 01:06:14: of their job is that capital campaign and the CEO  
01:06:14 --> 01:06:16: who isn't spending 5%  
01:06:16 --> 01:06:17: of their time on it.  
01:06:17 --> 01:06:19: But it can spend 51%  
01:06:19 --> 01:06:21: at least of their time executing neck applique campaign.  
01:06:21 --> 01:06:24: But the reason we have a long list is there's  
01:06:24 --> 01:06:27: a lot of little low hanging fruit that cost either  
01:06:27 --> 01:06:28: a little money or no money.  
01:06:28 --> 01:06:30: And all it costs is time,  
01:06:30 --> 01:06:33: so you know one recommendation I would have is get  
01:06:33 --> 01:06:36: all the Co creators in a room and get them  
01:06:36 --> 01:06:38: all to agree to go do their art outside every  
01:06:38 --> 01:06:41: weekend and build a schedule where that Co creation is  
01:06:41 --> 01:06:44: visible so that people like Jamie who are coming to  
01:06:44 --> 01:06:47: the park with their kids will see some dance and  
01:06:47 --> 01:06:50: see somebody making some art and that's the foot in  
01:06:50 --> 01:06:53: the door to get people exposed to these programs.  
01:06:53 --> 01:06:55: No only time, no money.  
01:06:55 --> 01:06:58: And look at the list and see the things that  
01:06:58 --> 01:06:59: fit in that category.  
01:06:59 --> 01:07:00: And do as many of them.  
01:07:00 --> 01:07:02: Try as many of them as you think are gonna  
01:07:02 --> 01:07:04: be fun and interesting to enhance the park.  
01:07:05 --> 01:07:07: Yeah, and building on that I think  
01:07:08 --> 01:07:09: communicating about it I mean,  
01:07:09 --> 01:07:11: what if people walk in the door and they know  
01:07:11 --> 01:07:12: that there's be glass?  
01:07:12 --> 01:07:15: A glass blower at 10:00 AM and there's gonna be  
01:07:15 --> 01:07:18: a Potter at 2:00 PM or at that's on  
01:07:18 --> 01:07:18: and they  
01:07:18 --> 01:07:18: the  
01:07:18 --> 01:07:18: can plan  
01:07:18 --> 01:07:19: website  
01:07:18 --> 01:07:19: their day. And  
01:07:19 --> 01:07:21: they know that they're going to make 1/2 day of  
01:07:21 --> 01:07:22: it or full day of it.  
01:07:22 --> 01:07:25: I think just the the transportation part.  
01:07:25 --> 01:07:29: Just communications. The website doesn't list bicycle as a

mode  
01:07:29 --> 01:07:29: of access,  
01:07:29 --> 01:07:31: but if you get some maps up there,  
01:07:31 --> 01:07:34: talk to Montgomery County dot and see how long it  
01:07:34 --> 01:07:34: would take.  
01:07:34 --> 01:07:37: Just make some signs. Maybe they can make them there  
01:07:37 --> 01:07:40: in their own department with the other trails and get  
01:07:40 --> 01:07:43: those up even though season just to build awareness that  
01:07:43 --> 01:07:46: it's only a couple miles it could there be a  
01:07:46 --> 01:07:50: sign at the transit station promoting Glen Glen Echo?  
01:07:50 --> 01:07:52: And then it's only so many miles from the transit  
01:07:52 --> 01:07:54: station in this direction.  
01:07:54 --> 01:07:58: So just I think wayfinding is relatively cheap and fast  
01:07:58 --> 01:08:02: and communications is relatively cheap and fast.  
01:08:02 --> 01:08:10: Yeah. You're online, thank you.  
01:08:13 --> 01:08:19: First of all. Having spoken to Unication.  
01:08:19 --> 01:08:23: Great way to start bringing together and that was delivered.  
01:08:23 --> 01:08:28: Really appreciate the feedback. As you see,  
01:08:28 --> 01:08:30: some of those problems we have,  
01:08:30 --> 01:08:34: and I guess I'm one actually money,  
01:08:34 --> 01:08:35: takes care of most of this,  
01:08:35 --> 01:08:44: but. See. Serious improvements to happen over a  
reasonable amount  
01:08:44 --> 01:08:45: of time.  
01:08:45 --> 01:08:48: Bring him together 'cause I think you know you got  
01:08:48 --> 01:08:49: a lot of energy in the.  
01:08:49 --> 01:08:53: And seeing it As for a federal project,  
01:08:53 --> 01:08:57: it could go on for many generations and be funded  
01:08:57 --> 01:09:01: generations. With a strong  
01:09:01 --> 01:09:05: strong drive private entity trying to drive,  
01:09:05 --> 01:09:06: you know I I don't know if we have that  
01:09:07 --> 01:09:07: stamp,  
01:09:07 --> 01:09:12: so I'm just wondering what would the trajectory look like?  
01:09:12 --> 01:09:17: And how quickly could we see some long-term  
transformation?  
01:09:19 --> 01:09:21: Yes, we need to, yeah.  
01:09:21 --> 01:09:22: Well, let's repeat the question,  
01:09:22 --> 01:09:26: yeah, and I'm trying to think about how to simply  
01:09:26 --> 01:09:26: stated,  
01:09:26 --> 01:09:30: yeah, I mean, I think the question is what's the?  
01:09:30 --> 01:09:34: What's the way to move forward with improvements and  
changes  
01:09:34 --> 01:09:38: to the site and in the context of the organization

01:09:38 --> 01:09:39: you have now,  
01:09:39 --> 01:09:43: as well as working with the Park Service and willing  
01:09:43 --> 01:09:44: partners?  
01:09:44 --> 01:09:46: And that's that's a. It's a.  
01:09:46 --> 01:09:52: It's a good question. One that I think you know.  
01:09:52 --> 01:09:54: Is not easy to add you know wish there was  
01:09:54 --> 01:09:55: a magic bullet.  
01:09:55 --> 01:09:57: I mean, I guess my initial reaction is I mean  
01:09:57 --> 01:10:00: the other sort of near term thing I think needs  
01:10:00 --> 01:10:03: to happen again with this reflecting what we heard.  
01:10:03 --> 01:10:08: The relationship with the Park Service really needs to be.  
01:10:08 --> 01:10:11: Improved I guess and and really focus on that.  
01:10:11 --> 01:10:15: And you know, getting you know getting the Park Service  
01:10:15 --> 01:10:18: engaged early in the process to see if their ways  
01:10:18 --> 01:10:23: that from their their requirements you can move things  
certain  
01:10:23 --> 01:10:25: types of things forward in a more.  
01:10:25 --> 01:10:29: In a quicker way, where or what things take longer  
01:10:29 --> 01:10:32: or what things they they would be they see as  
01:10:32 --> 01:10:33: priorities as well.  
01:10:33 --> 01:10:36: 'cause to me that's their their key partner and I  
01:10:37 --> 01:10:38: don't see that changing.  
01:10:38 --> 01:10:42: Like I said soon. So it's really important to figure  
01:10:42 --> 01:10:45: out how to work with them in the most effective  
01:10:45 --> 01:10:46: and efficient way,  
01:10:46 --> 01:10:49: and I realize that's easy for me to say.  
01:10:49 --> 01:10:51: I've worked with the Park Service and I understand,  
01:10:51 --> 01:10:54: you know they have their set of requirements you need  
01:10:54 --> 01:10:56: to follow and you just got to sort of figure  
01:10:56 --> 01:10:56: out together.  
01:10:56 --> 01:10:59: What are some strategies to work within that framework to  
01:11:00 --> 01:11:00: move things along?  
01:11:00 --> 01:11:02: If I can add to that,  
01:11:02 --> 01:11:05: I think you know. My colleagues have talked quite a  
01:11:05 --> 01:11:06: bit about sort of.  
01:11:09 --> 01:11:13: Interventions that can be described as temporary.  
01:11:13 --> 01:11:18: And whether it's a an artist designed bench or a  
01:11:19 --> 01:11:20: small festival,  
01:11:20 --> 01:11:24: or even programming that happens on a Saturday is as  
01:11:24 --> 01:11:25: Billy talked about,  
01:11:25 --> 01:11:28: I think. To Paul's point,  
01:11:28 --> 01:11:31: if you can talk to the Park Service and identify

01:11:31 --> 01:11:36: the things that they're willing to consider temporary things that

01:11:36 --> 01:11:37: you could do tomorrow.

01:11:37 --> 01:11:39: If you found the right person to do it,

01:11:39 --> 01:11:42: and I'm sure I'm sure it'll be challenging,

01:11:42 --> 01:11:45: but I'm sure you can find some space is that

01:11:45 --> 01:11:50: they will acknowledge that it could be a temporary intervention.

01:11:50 --> 01:11:54: That's an activation, and whether it's it's an event or

01:11:54 --> 01:11:56: or a physical invention.

01:11:56 --> 01:12:00: That kind of helps you get momentum of you feel

01:12:00 --> 01:12:05: like you're making the changes that you're after while you're

01:12:05 --> 01:12:05: sort of.

01:12:05 --> 01:12:10: Negotiating long term with them or negotiating how you want

01:12:10 --> 01:12:12: to restructure your organization,

01:12:12 --> 01:12:17: which is obviously also a time consuming process,

01:12:17 --> 01:12:19: but you know, I think I think what we're trying

01:12:19 --> 01:12:22: to say is we don't want you to feel frustrated

01:12:22 --> 01:12:25: by all the suggestions we've made and all the changes

01:12:25 --> 01:12:29: were proposed. We know that you wanted to get some

01:12:29 --> 01:12:30: stuff done.

01:12:30 --> 01:12:33: So, but I think you need to think about those

01:12:33 --> 01:12:36: two kind of strategies running in parallel.

01:12:46 --> 01:12:50: Today, part of the. The quick fix for climate change

01:12:51 --> 01:12:52: that Billy brought up.

01:12:52 --> 01:12:56: For me would be actually to the enhance your canopy.

01:12:56 --> 01:12:59: The tree canopy that we have here to protect what

01:12:59 --> 01:13:01: we already have and put as we are right now.

01:13:01 --> 01:13:05: New native trees that we've cleared invasives to replace with

01:13:05 --> 01:13:06: new native trees,

01:13:06 --> 01:13:09: of course. The best time to plant a tree was

01:13:09 --> 01:13:09: 20

01:13:09 --> 01:13:11: years ago. The second best

01:13:11 --> 01:13:13: is tomorrow or today,

01:13:13 --> 01:13:17: so to that there is a program called Tree Montgomery.

01:13:17 --> 01:13:21: And I'm wondering if we would be eligible for that

01:13:21 --> 01:13:22: here at the park.

01:13:22 --> 01:13:23: Is that a yes?

01:13:25 --> 01:13:29: More than like, OK? They're free,

01:13:29 --> 01:13:30: that's why it's important,

01:13:30 --> 01:13:32: and they're quite sizable.

01:13:34 --> 01:13:39: Just on that that point about the county and the

01:13:39 --> 01:13:39: the.

01:13:39 --> 01:13:41: I mean, I think the the process like.

01:13:41 --> 01:13:46: So. For example, I'll say with the HV AC specifically.

01:13:46 --> 01:13:48: You know, I'm part of the challenge with that is

01:13:48 --> 01:13:52: getting everybody agree that that's making sure everybody getting everybody

01:13:52 --> 01:13:54: or making sure everybody agrees,

01:13:54 --> 01:13:57: including the Park Service. So that's a priority.

01:13:57 --> 01:13:58: There's the money side of it,

01:13:58 --> 01:14:01: which is a longer term thing.

01:14:01 --> 01:14:02: But there's all the like,

01:14:02 --> 01:14:05: how much? Can you making sure you you've addressed all

01:14:05 --> 01:14:07: the concerns as you're moving through?

01:14:07 --> 01:14:09: I mean doing the proper study so you don't get

01:14:09 --> 01:14:10: through and say,

01:14:10 --> 01:14:11: hey, this is what we want to do,

01:14:11 --> 01:14:14: and then you have to take three steps back because

01:14:15 --> 01:14:18: you didn't answer the right questions to get approvals,

01:14:18 --> 01:14:20: particularly federal. In part service approval.

01:14:20 --> 01:14:23: So making sure what what is it going to take

01:14:23 --> 01:14:26: to get approvals and and trying to make sure you

01:14:26 --> 01:14:30: find the right expertise to to answer those questions?

01:14:30 --> 01:14:33: Those putting that into that bill?

01:14:33 --> 01:14:36: There will be an I'm I'm a planner.

01:14:36 --> 01:14:38: I'm not a mechanical engineer,

01:14:38 --> 01:14:39: but I'm sure a very.

01:14:39 --> 01:14:44: You know carefully thought through process and and design as

01:14:44 --> 01:14:46: I'm sure you know.

01:14:46 --> 01:14:49: But not across. There are people who have done this

01:14:49 --> 01:14:50: building.

01:14:55 --> 01:15:00: But not impossible. There are other historic buildings that that

01:15:00 --> 01:15:03: the entire department has approved.

01:15:03 --> 01:15:07: You know how that these these installations could go forward

01:15:07 --> 01:15:11: and they are about sustainability and resilience,

01:15:11 --> 01:15:14: right? That is absolutely this conditioning of the space.

01:15:14 --> 01:15:16: You're not only preserving the building,

01:15:16 --> 01:15:20: but you are. You are making it habitable.

01:15:20 --> 01:15:21: Right,

01:15:21 --> 01:15:23: it is. And you're doing it.

01:15:23 --> 01:15:24: You do it in a sustainable way,

01:15:24 --> 01:15:27: right? The the techniques that you use to do it.

01:15:27 --> 01:15:29: Whether you look at you know,

01:15:29 --> 01:15:31: geothermal, or or something else,  
01:15:31 --> 01:15:31: right? But  
01:15:31 --> 01:15:35: you have you have options that are not just off  
01:15:35 --> 01:15:38: the shelf. That, but  
01:15:38 --> 01:15:40: that could be used here and then that becomes a  
01:15:40 --> 01:15:42: learning and a teaching opportunity  
01:15:42 --> 01:15:50: as well. Question,  
01:15:51 --> 01:15:53: has anyone? Out here in the room,  
01:15:53 --> 01:15:55: particularly our other board members.  
01:15:55 --> 01:16:06: Sam have any questions? My big question is.  
01:16:06 --> 01:16:09: 10 years. Wait, hold on I can.  
01:16:09 --> 01:16:13: I can repeat the question if it's.  
01:16:13 --> 01:16:37: There's nothing. Getting where we are today.  
01:16:37 --> 01:16:48: Right? Challenge. Yes, money. Solution.  
01:16:57 --> 01:17:05: Thank you very much. So how is?  
01:17:08 --> 01:17:12: Yes. So what are the immediate next steps and how  
01:17:12 --> 01:17:17: its implementation take place over the next few months  
beyond  
01:17:17 --> 01:17:18: money?  
01:17:20 --> 01:17:22: I'm sure my colleagues will.  
01:17:22 --> 01:17:25: Also, I think you know,  
01:17:25 --> 01:17:28: Jamie kind of touched on that.  
01:17:28 --> 01:17:32: In the previous question, but you know there are a  
01:17:32 --> 01:17:38: lot of organizations that would be grantmaking organizations  
that could  
01:17:38 --> 01:17:42: give you a grant for your own organizational needs.  
01:17:42 --> 01:17:45: Another is to hire the kind of consultant that Jamie  
01:17:45 --> 01:17:46: was referring to I.  
01:17:46 --> 01:17:50: I think I would target that for your fundraiser to  
01:17:50 --> 01:17:55: go find you an organizational grant to bring in someone  
01:17:55 --> 01:17:59: to facilitate the the kind of work we've been talking  
01:17:59 --> 01:18:02: about. In terms of reorganizing your board and staff,  
01:18:02 --> 01:18:05: and perhaps even helping you start to read some of  
01:18:05 --> 01:18:07: your partnership relationships,  
01:18:07 --> 01:18:11: it it seems like perhaps a frustrating step,  
01:18:11 --> 01:18:14: but I think it will serve you really well in  
01:18:14 --> 01:18:17: the sense that we really think you got to get  
01:18:17 --> 01:18:20: your house reorganized to move forward.  
01:18:20 --> 01:18:22: With most of these initiatives.  
01:18:22 --> 01:18:25: And there I know there are many grants for that  
01:18:26 --> 01:18:26: out there.  
01:18:26 --> 01:18:29: They're competitive because there's a lot of nonprofits.



01:18:29 --> 01:18:32: Across the country, but but I think you'd be a  
01:18:32 --> 01:18:33: really strong candidate.  
01:18:36 --> 01:18:36: I I  
01:18:36 --> 01:18:45: would like to say. To join our.  
01:18:45 --> 01:18:50: Blocker. We consume but boy would it be found was  
01:18:50 --> 01:18:51: to have  
01:18:51 --> 01:18:52: you a little bit longer.  
01:18:52 --> 01:18:59: So we nominated Jamie. I'm on my way.  
01:18:59 --> 01:19:01: It's long as it's not a powder day.  
01:19:01 --> 01:19:02: I'll do it.  
01:19:03 --> 01:19:08: James Archer. I wasn't  
01:19:08 --> 01:19:14: sure how that long. Just leave the kids at home.  
01:19:16 --> 01:19:19: Another thing that could be short term is there's so  
01:19:19 --> 01:19:22: many people that love this park and that want to  
01:19:22 --> 01:19:25: volunteer leveraging that and organizing that.  
01:19:25 --> 01:19:30: How can you organize a volunteer cohort even this summer  
01:19:30 --> 01:19:32: to do some of this activation?  
01:19:32 --> 01:19:37: Marketing communications? Maybe you can rustle up a little  
bit  
01:19:37 --> 01:19:40: of money to pay a a young professional early professional  
01:19:41 --> 01:19:44: to do a part time contract job for the summer  
01:19:44 --> 01:19:46: and organize a whole volunteer.  
01:19:46 --> 01:19:50: Effort just to give you more capacity that's very low  
01:19:50 --> 01:19:50: cost.  
01:19:50 --> 01:19:52: Yeah, your your neighbour next door,  
01:19:52 --> 01:19:54: a little tiny town of Glen Echo,  
01:19:54 --> 01:19:57: has been able to secure a state grant and a  
01:19:58 --> 01:20:02: foundation grant to help them pay for some stormwater  
assessment  
01:20:03 --> 01:20:03: work,  
01:20:03 --> 01:20:04: for example.  
01:20:06 --> 01:20:07: Was there a consultant  
01:20:07 --> 01:20:10: so you know they they've leveraged their relationships and  
they've  
01:20:10 --> 01:20:12: identified volunteers within their community.  
01:20:12 --> 01:20:15: They have some expertise with grant writing,  
01:20:15 --> 01:20:18: for example, so now probably within your network there are  
01:20:18 --> 01:20:21: some people that would be willing to put some pro  
01:20:21 --> 01:20:24: bono time into serving some of these roles.  
01:20:24 --> 01:20:26: If you can't immediately get the grants,  
01:20:26 --> 01:20:29: there might be a grant writer within your network who  
01:20:29 --> 01:20:30: can really help you out.  
01:20:30 --> 01:20:33: Or you know, on the federal and state funding.

01:20:33 --> 01:20:36: A good lobbyist or somebody who really knows how to  
 01:20:36 --> 01:20:39: write fundraising proposals for federal,  
 01:20:39 --> 01:20:40: state, and local projects.  
 01:20:42 --> 01:20:45: I would say on the art side there are emerging  
 01:20:45 --> 01:20:46: artists here.  
 01:20:46 --> 01:20:49: Their art schools there are lots of art programs.  
 01:20:49 --> 01:20:52: Montgomery County. Montgomery College has an amazing  
 programs on high  
 01:20:52 --> 01:20:52: schools,  
 01:20:52 --> 01:20:55: have amazing programs. We've seen it already in the  
 photography,  
 01:20:55 --> 01:20:58: right? Yet you know, if you could,  
 01:20:58 --> 01:21:02: even if it's a, it's a volunteer group to create  
 01:21:02 --> 01:21:04: an opportunity.  
 01:21:04 --> 01:21:08: Whether there's a jury or not to start having some  
 01:21:08 --> 01:21:10: performance art here too,  
 01:21:10 --> 01:21:13: you know. You know, come and welcome,  
 01:21:13 --> 01:21:16: welcome you as you as you walk up the trail  
 01:21:16 --> 01:21:19: and you know or this is the sign for here  
 01:21:19 --> 01:21:20: or there or whatever.  
 01:21:20 --> 01:21:22: I mean, there's an incredible amount of stuff.  
 01:21:22 --> 01:21:25: This is an amazingly rich place and there are artists  
 01:21:25 --> 01:21:27: every looking for exposure and  
 01:21:27 --> 01:21:33: opportunities. Did you get  
 01:21:33 --> 01:21:41: past visit? We saw the popcorn gallery.  
 01:21:41 --> 01:21:44: We saw the gallery up here.  
 01:21:44 --> 01:21:46: I didn't get to the stone tower yet.  
 01:21:46 --> 01:21:49: I will. They're amazing, yes.  
 01:21:56 --> 01:21:58: I mentioned that we should visit the stone tower in  
 01:21:59 --> 01:22:01: the Popcorn garden to see some of the amazing artists.  
 01:22:01 --> 01:22:12: Popcorn gallery, sorry. Yeah. From you.  
 01:22:13 --> 01:22:15: So far I have  
 01:22:15 --> 01:22:18: a comment slash question and I have a few comments  
 01:22:18 --> 01:22:19: that before like share,  
 01:22:19 --> 01:22:20: do you want to take?  
 01:22:24 --> 01:22:28: Games. It won't you do.  
 01:22:31 --> 01:22:32: OK, so from  
 01:22:32 --> 01:22:35: Jan Pettit she said a great vision with many tripic  
 01:22:35 --> 01:22:36: specifics.  
 01:22:36 --> 01:22:39: Very gratifying to hear you propose many of these done,  
 01:22:39 --> 01:22:44: done in environmental scan, interviewed cooperators and  
 heard delicious years  
 01:22:44 --> 01:22:44: ago.

01:22:44 --> 01:22:47: Can this talented team help with accountability and support to

01:22:47 --> 01:22:49: get commitment to real change?

01:22:49 --> 01:22:51: That's a question which I think.

01:22:51 --> 01:22:54: Body was sort of alluding to.

01:22:54 --> 01:23:00: I'm here. But that was the slash question.

01:23:00 --> 01:23:04: Otherwise I can yeah. So a couple more comments from

01:23:04 --> 01:23:08: Jane from Jane at two things with very little money

01:23:08 --> 01:23:13: required and maximum benefit for moving forward are one to

01:23:13 --> 01:23:16: set up a Volunteer Corp as a first step to

01:23:16 --> 01:23:19: their becoming committed fundraisers.

01:23:19 --> 01:23:22: Do you have drop in Arts Act fun activities Sorry

01:23:22 --> 01:23:27: Arts Act fun activities that don't have to cost anything.

01:23:27 --> 01:23:30: Many outside artists will contribute time and money to help

01:23:30 --> 01:23:32: enliven drop in experiences.

01:23:32 --> 01:23:35: She also says Cooperators will give much more to the

01:23:35 --> 01:23:37: whole as soon as they are consulted and involved in

01:23:37 --> 01:23:38: planning for the park's future.

01:23:41 --> 01:23:44: Nazet wanted to note that to please consider the importance

01:23:44 --> 01:23:47: of having a Glen Echo Park artist on the board

01:23:47 --> 01:23:50: to provide insight into the demands and miss societies of

01:23:50 --> 01:23:54: the Creative and educational processes.

01:23:54 --> 01:23:56: And then a comment from Aaron Larocco at the National

01:23:56 --> 01:23:57: Park Service.

01:23:57 --> 01:24:00: He said the National Park Foundation has a lot of

01:24:00 --> 01:24:03: opportunities that support nonprofits in their growth,

01:24:03 --> 01:24:09: capacity and sustainability work. Yes,

01:24:09 --> 01:24:11: that concludes the

01:24:12 --> 01:24:17: online commentaries. Yeah, I spoke to a friend who's a

01:24:17 --> 01:24:21: neighbor who's on the National Park Foundation,

01:24:21 --> 01:24:23: so if that's an Ave you're interested in because they

01:24:24 --> 01:24:27: can direct funds through the National Park Service for

01:24:27 --> 01:24:27: particular

01:24:27 --> 01:24:27: nonprofits,

01:24:27 --> 01:24:29: we can talk about that offline as well,

01:24:29 --> 01:24:29: so.

01:24:37 --> 01:24:38: I'm very interested in yourself.

01:24:41 --> 01:24:45: The resident artist program. Peace,

01:24:45 --> 01:24:48: because that was one of the first things you talked

01:24:48 --> 01:24:50: about was exactly the ornata particles,

01:24:50 --> 01:24:55: strategic planning, etc. They certainly are aware of it and

01:24:55 --> 01:25:01: then they contributed information to the Master Planning initiative.

01:25:01 --> 01:25:04: So. Are you put some ideas about how we go  
01:25:04 --> 01:25:05: about doing  
01:25:05 --> 01:25:07: that and so? Not necessarily,  
01:25:07 --> 01:25:08: maybe  
01:25:08 --> 01:25:11: just. Communication fees is not like a restructuring in  
anyway.  
01:25:11 --> 01:25:15: I would say the first thing is to call a  
01:25:15 --> 01:25:17: meeting and have a monthly meeting.  
01:25:17 --> 01:25:23: Oh, sorry so. The question was about how to engage  
01:25:23 --> 01:25:29: the collaborate the cooperators in this process.  
01:25:29 --> 01:25:31: So is that enough? Yeah,  
01:25:31 --> 01:25:33: OK, and I would say the first thing is to  
01:25:33 --> 01:25:34: gather them together,  
01:25:34 --> 01:25:37: invite them to talk to each other,  
01:25:37 --> 01:25:39: even if you don't have anybody  
01:25:39 --> 01:25:40: from the board in the room  
01:25:41 --> 01:25:44: that they can just have regular meetings of artists to  
01:25:44 --> 01:25:45: artists,  
01:25:45 --> 01:25:49: neighbors, right? This is a little bit like a town,  
01:25:49 --> 01:25:52: right? This is a town and the neighbors should be  
01:25:52 --> 01:25:52: talking  
01:25:52 --> 01:25:55: to each other. I I'd even go a step further  
01:25:55 --> 01:25:57: and say if you're using the space here and it's  
01:25:57 --> 01:26:01: a prerequisite that you send a representative of every you  
01:26:01 --> 01:26:05: know different artist community to whatever you want to call  
01:26:05 --> 01:26:05: it.  
01:26:05 --> 01:26:09: Advisory Board meeting a steering committee meeting of the  
artists  
01:26:09 --> 01:26:10: where they have they,  
01:26:10 --> 01:26:12: they gather where you know you're going to get that  
01:26:12 --> 01:26:13: participation in the synergy that will come.  
01:26:13 --> 01:26:16: With that you know that that there'll be a lot  
01:26:16 --> 01:26:17: of benefits.  
01:26:29 --> 01:26:32: The question is whether it would be possible in name  
01:26:32 --> 01:26:35: of liaison from each of the Co creators to the  
01:26:35 --> 01:26:37: board or at least one to the board.  
01:26:37 --> 01:26:42: I say you can restructure.  
01:26:42 --> 01:26:45: That guy. Who read the bylaws,  
01:26:45 --> 01:26:48: the best? There he is right,  
01:26:48 --> 01:26:51: yeah? So I mean your bylaws,  
01:26:51 --> 01:26:54: though, do give you the the the right to change  
01:26:54 --> 01:26:55: and expand the board.

01:26:55 --> 01:26:57: And of course you have all that flexibility.  
01:26:57 --> 01:27:00: So again, I would start more holistically to look at  
01:27:00 --> 01:27:03: your structuring of your board and one component of that  
01:27:04 --> 01:27:07: one suggestion would be to consider a representative from  
the  
01:27:07 --> 01:27:10: arts. But yes, you certainly have the flexibility to add.  
01:27:10 --> 01:27:14: I personally would not suggest a liaison from every different  
01:27:14 --> 01:27:15: artist community.  
01:27:15 --> 01:27:18: Onto the board that will overtake the entire board.  
01:27:24 --> 01:27:29: So in the past. In the past has come  
01:27:29 --> 01:27:33: up in an effort to incorporate younger people onto the  
01:27:33 --> 01:27:35: form to get younger people.  
01:27:35 --> 01:27:37: You know, our bylaws currently,  
01:27:37 --> 01:27:39: and we do have the ability to  
01:27:39 --> 01:27:41: make these changes is a  
01:27:41 --> 01:27:44: \$3000. Lyrics  
01:27:44 --> 01:27:46: period I think anybody with  
01:27:47 --> 01:27:50: any boards where you perhaps like a.  
01:27:50 --> 01:27:57: Multi level multi levels of giving requirements or or dues  
01:27:57 --> 01:28:02: or anything so that younger people I don't know say  
01:28:02 --> 01:28:03: under 40  
01:28:03 --> 01:28:08: under 35 people. Pick a number right we could get  
01:28:08 --> 01:28:10: more people involved.  
01:28:10 --> 01:28:13: When they don't feel that pressure that they have to  
01:28:13 --> 01:28:16: find 2000 because their friends aren't yet making that kind  
01:28:17 --> 01:28:17: of money,  
01:28:17 --> 01:28:19: they're not making that kind of money,  
01:28:19 --> 01:28:22: but to bring people in various ages.  
01:28:22 --> 01:28:25: Yeah, yeah. So, so you're asking about how to get  
01:28:25 --> 01:28:29: younger people onto the board and whether the giver get  
01:28:29 --> 01:28:34: commitment is a hindrance to getting more broad  
representation and  
01:28:34 --> 01:28:36: and that's why we made this suggestion around.  
01:28:36 --> 01:28:38: Considering two classes of board member,  
01:28:38 --> 01:28:39: we saw the opportunity we.  
01:28:39 --> 01:28:43: So right now it's written that there's one class of  
01:28:43 --> 01:28:44: of member director,  
01:28:44 --> 01:28:46: but if you work with a consultant they will show  
01:28:46 --> 01:28:48: you lots of different models.  
01:28:48 --> 01:28:51: There are models that have broader advisory boards and  
then  
01:28:51 --> 01:28:55: specific directors that are a smaller cohort within the Advisory  
01:28:55 --> 01:28:55: Board,

01:28:55 --> 01:28:58: so you could have artists young representatives.

01:28:58 --> 01:29:01: Obviously this is where your town of Glen Echo and

01:29:01 --> 01:29:05: your banning burden representative could sit and then more executive

01:29:05 --> 01:29:07: class who has a much more significant give or get

01:29:07 --> 01:29:09: requirement. They may have more significant.

01:29:09 --> 01:29:12: Fund raising experience and they may be more of your

01:29:12 --> 01:29:13: executive leadership team,

01:29:13 --> 01:29:15: so you still have a broad base,

01:29:15 --> 01:29:18: but then you have that kind of core who's running

01:29:18 --> 01:29:18: things?

01:29:18 --> 01:29:20: Who who has a more business orientation?

01:29:20 --> 01:29:24: That's one suggestion. So two other quick recommendations.

01:29:24 --> 01:29:27: One is, get the county to appoint somebody with one

01:29:27 --> 01:29:28: of their seats.

01:29:28 --> 01:29:31: That is a younger person and the second one is.

01:29:31 --> 01:29:34: And I've I've I've actually done this with my board

01:29:34 --> 01:29:34: before.

01:29:34 --> 01:29:39: Have another board member. Give you \$6000 and cover the

01:29:39 --> 01:29:43: cost of one of the giver get commitments on behalf

01:29:43 --> 01:29:44: of that board member.

01:29:44 --> 01:29:47: It's a way you know to to sponsor or subsidize

01:29:47 --> 01:29:48: 'cause you can.

01:29:48 --> 01:29:51: Still, you know a young person can raise 1000 bucks

01:29:51 --> 01:29:53: so you could also have have the rest of the

01:29:53 --> 01:29:55: board subsidized that position.

01:29:56 --> 01:30:00: Also remind you that you have a very large group

01:30:00 --> 01:30:04: of alumni who have been to classes and who have

01:30:04 --> 01:30:04: grown up,

01:30:04 --> 01:30:08: and that's a really deep resource that you should be

01:30:08 --> 01:30:12: looking at. Daughters they were turned back.

01:30:12 --> 01:30:15: Yeah yeah, we talked about a homecoming day idea.

01:30:15 --> 01:30:16: Didn't make it into the report.

01:30:16 --> 01:30:20: The idea of inviting anyone who's an alum of the

01:30:20 --> 01:30:23: camps or the classes to come back and hosting a

01:30:23 --> 01:30:26: big day at the park for everybody.

01:30:26 --> 01:30:28: I was a camper when I was eight.

01:30:30 --> 01:30:38: It is. Target. I wouldn't be scared because

01:30:38 --> 01:30:40: \$3000 is not a lot.

01:30:40 --> 01:30:43: It's a lot of money to give.

01:30:43 --> 01:30:49: Right? Themselves. Make it easy for them and point out

01:30:49 --> 01:30:53: the way so if your employer has a match then

01:30:53 --> 01:30:58: there really only having to raise 15115 hundred.

01:30:58 --> 01:31:02: Maybe the board sponsors a special dinner where they can

01:31:02 --> 01:31:06: sell \$100 tickets to the table to their Prince.

01:31:06 --> 01:31:09: You know something that that that feels exclusive,

01:31:09 --> 01:31:13: but you I think with the younger board members you

01:31:13 --> 01:31:16: just need to make it easy for them and spell

01:31:16 --> 01:31:18: out the steps.

01:31:18 --> 01:31:20: Show why it's you don't have to write that.

01:31:20 --> 01:31:23: Check it once. When you spread it out over the

01:31:23 --> 01:31:25: course of a year,

01:31:25 --> 01:31:25: they give us

01:31:26 --> 01:31:29: \$100 a month, but. But I wouldn't be afraid of,

01:31:29 --> 01:31:30: I think so

01:31:30 --> 01:31:32: often that we say, oh,

01:31:32 --> 01:31:35: that's too much money for you and it is if

01:31:35 --> 01:31:37: you think of it as a one time.

01:31:37 --> 01:31:41: But then we show them how it's empowering and set

01:31:41 --> 01:31:42: door open.

01:31:42 --> 01:31:44: And that can matter is you need the money,

01:31:44 --> 01:31:54: right? So right, right? Anyone else have a question?

01:31:57 --> 01:31:59: I'm surprised you had to say anything yet.

01:32:02 --> 01:32:05: I'll just say that I'm relatively huge back here.

01:32:05 --> 01:32:08: One of the things that I've been thinking about from

01:32:08 --> 01:32:12: a fundraising perspective is thinking about all the different

01:32:12 --> 01:32:13: visitors

01:32:12 --> 01:32:13: we have at the park,

01:32:13 --> 01:32:15: right on the weekends during the week.

01:32:15 --> 01:32:18: But people take classes. What have you?

01:32:20 --> 01:32:24: Have you seen any creative ways to get that message

01:32:24 --> 01:32:25: out there that hey,

01:32:25 --> 01:32:28: we're not profit here and we need the funding,

01:32:28 --> 01:32:31: right? You've got all the different partners,

01:32:31 --> 01:32:31: so

01:32:31 --> 01:32:32: somebody may be funding you,

01:32:32 --> 01:32:34: know, they've taken pottery classes.

01:32:34 --> 01:32:37: They obviously donate to pottery,

01:32:37 --> 01:32:38: but also the same time.

01:32:38 --> 01:32:39: Like just reminding people that,

01:32:39 --> 01:32:42: hey, we're here. We're part.

01:32:42 --> 01:32:44: You know we're not profit,

01:32:44 --> 01:32:49: any stops. So the question was go ahead.

01:32:49 --> 01:32:50: You can repeat it. The question was.

01:32:51 --> 01:32:52: How do you get people to  
01:32:53 --> 01:32:54: donate to the park? In addition,  
01:32:54 --> 01:32:58: maybe paying for their classes or other direct costs.  
01:32:58 --> 01:32:59: I mean, I don't know if you do this,  
01:32:59 --> 01:33:02: but give a line every time they register for the  
01:33:02 --> 01:33:04: class that they can make a donation at the same  
01:33:04 --> 01:33:05: time.  
01:33:05 --> 01:33:08: Just have that option always available so that they're  
reminded  
01:33:08 --> 01:33:08: of it,  
01:33:09 --> 01:33:13: and maybe they'll choose to add 10 to \$20 to  
01:33:13 --> 01:33:15: every registration.  
01:33:15 --> 01:33:18: Is 1 idea. I don't know other ideas that rounding  
01:33:18 --> 01:33:18: up.  
01:33:21 --> 01:33:23: Like I I to expand on that idea.  
01:33:23 --> 01:33:27: I think the suggestions about.  
01:33:27 --> 01:33:30: Link community among the cooperators.  
01:33:30 --> 01:33:33: I think will be helpful because I think one of  
01:33:33 --> 01:33:35: the risks probably is that.  
01:33:35 --> 01:33:39: The operator might not necessarily want the person to be  
01:33:40 --> 01:33:44: donating to the park because they need the funds and  
01:33:44 --> 01:33:49: so strengthening your community of cooperators has partner  
in the  
01:33:49 --> 01:33:54: park. Would sort of. Eliminate some conflicts of interest,  
01:33:54 --> 01:33:57: perhaps so that they didn't feel like they were getting  
01:33:57 --> 01:33:58: shortchanged.  
01:33:58 --> 01:34:02: They saw the benefit of having their patrons contribute to  
01:34:02 --> 01:34:03: the larger park,  
01:34:03 --> 01:34:05: so that's an ephemeral answer,  
01:34:05 --> 01:34:08: but I think from a from a long term strategy  
01:34:08 --> 01:34:09: of building community,  
01:34:09 --> 01:34:11: I think it might be helpful.  
01:34:21 --> 01:34:25: And, well, you know if if we.  
01:34:25 --> 01:34:26: If we're done, we can be done.  
01:34:26 --> 01:34:29: If there are. If there are no questions,  
01:34:29 --> 01:34:31: no more. Well, we're done,  
01:34:31 --> 01:34:37: you're not. I just fabulous a lot for us to  
01:34:37 --> 01:34:39: think about.  
01:34:39 --> 01:34:41: It was good to know that you weren't  
01:34:41 --> 01:34:45: listening for minute. Things that we are concerned about and  
01:34:45 --> 01:34:50: our stakeholders as well. Do you like her centers of  
01:34:51 --> 01:34:52: excellence?



01:34:52 --> 01:34:56: Uh. And it's just not that I wasn't expecting this,  
01:34:56 --> 01:34:58: but there will be more for us too.  
01:34:59 --> 01:35:04: Funny. Well, in that light I just  
01:35:04 --> 01:35:06: for all of you who are local I I don't  
01:35:06 --> 01:35:09: think I don't think my thing really want to fly  
01:35:09 --> 01:35:10: into this,  
01:35:10 --> 01:35:12: but it would be great if you did well.  
01:35:12 --> 01:35:13: My son lives here so.  
01:35:16 --> 01:35:18: We are having our annual gala  
01:35:19 --> 01:35:22: on the 14th of May at 6:00  
01:35:22 --> 01:35:31: o'clock. It starts. And. Our major fundraisers and being this  
01:35:32 --> 01:35:33: year is.  
01:35:33 --> 01:35:36: Carousel Carnival, which we were going to do two years  
01:35:36 --> 01:35:39: ago when we couldn't hold it and we didn't do  
01:35:39 --> 01:35:40: it for two years  
01:35:40 --> 01:35:42: but we are doing it again.  
01:35:42 --> 01:35:44: It will be a lot of fun.  
01:35:44 --> 01:35:47: We are going to have artists walking around like still  
01:35:48 --> 01:35:48: walkers  
01:35:48 --> 01:35:50: and. Absolutely.  
01:35:52 --> 01:35:56: And I. I think that we are going to have  
01:35:56 --> 01:36:00: you know different like circus type  
01:36:00 --> 01:36:02: of people walking around and  
01:36:03 --> 01:36:06: it's it's cocktails and dinner and the honorable Jamie Raskin  
01:36:06 --> 01:36:11: is going to be our honorary chair this year,  
01:36:11 --> 01:36:16: so. We are very proud to have him as our  
01:36:16 --> 01:36:17: congressman,  
01:36:17 --> 01:36:23: and so I welcome all of you to come.  
01:36:23 --> 01:36:30: Lot of fun. Like crap.  
01:36:30 --> 01:36:34: Is that? Well, really all I have to say is  
01:36:35 --> 01:36:36: thank you.  
01:36:36 --> 01:36:37: It's been a great week.  
01:36:37 --> 01:36:41: We've learned so much it's been fantastic place.  
01:36:41 --> 01:36:46: You have a great community of supporters here and and  
01:36:46 --> 01:36:47: we wish you luck.  
01:36:47 --> 01:36:49: And we know you'll succeed.  
01:36:49 --> 01:36:50: So thank you.

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