

## Summary of Minutes - CFNA and Coalition meeting held 11/15/07 at Hillside JHS

1. Paul Werner welcomed everyone to the meeting. The main purpose of the meeting was to discuss strategies and also to select non-profit partner(s) to help preserve the open space foothills property located North of Hill Road between N. 36<sup>th</sup> Street and Harrison Hollow Lane.
  - a. 58 people were present, 27 CFNA members
  - b. Three guest speakers on meeting agenda. For background information, Kastera (DBSI) owns the foothills property being discussed. They have not yet filed an application to develop the property. They are currently concentrating on developing other properties they own such as Shadow Valley, Nampa equestrian property, and others.
  - c. Fundraising possibilities and ideas. We want to be proactive rather than reactive. If a development application is filed, all efforts will be reactive.
  - d. Fundraising strategies: work with the City Foothills Committee and Levy, use cash donations and pledges, partner with non-profit organization(s) to accept the donations.

Mollie Holt and Tim Breuer discussed how they can partner with us.

2. Mollie Holt of Boise Parks and Recreation:
  - P&R has a Heritage Trust Fund that earns interest
  - they can accept donations for things that fall under their mission statement
  - they are not a 501c3 but can accept tax deductible donations
  - their money is part of the city coffers and they have a Heritage Trust Fund
  - they can provide documentation on donations to the Heritage Trust Fund and funding analysis
  - they do not need to own the project

Question: can a donation be earmarked for this land specifically - yes

Q: do they charge for services - no

Q: what if we don't meet the fundraising goal - would need to put something in the contract of where it would go, like be transferred to another organization or possibly be used for future stewardship of public open space or public trails on the property if annexed into the city

Q: how much money is in their fund now - 1.2 million for 100 projects

Q: is Kastera open to negotiations - yes, they are still talking

Q: how much did Kastera pay for the land - no reply. Paul Werner responded he had heard estimates of between 2.5 and 3 million but exact amount not known. Currently it is county land in the city area of impact

Q: does the city match any donations - they do all varieties of things, matches, get grants, federal dollars, etc

Q: would they (P&R Heritage Trust) help keep track of pledges - not really
3. Tim Breuer Executive Director of Land Trust of the Treasure Valley:
  - a non profit, ngo (non-government organization)

- they work to preserve wild and scenic places close to the Treasure Valley in SW Idaho
- they are a small organization, Tim Breuer and one part-time person are the staff
- they do operate under a board of directors
- they can receive funds, they are tax deductible, the money can be put into a separate interest earning fund
- when they do conservation easements they request endowment money to cover their expenses (was not stated how easement management expenses are determined)
- a capital campaign to collect money is a difficult endeavor
- he would be willing to be part of something else to help protect the area
- a model we might use is pledge forms
- he/we could work with the city to develop and/or protect the land
- how he could help most: messaging - how to get our message out
- one thing he stresses most is to thank donors ASAP, not wait for checks to clear or pledges to actually be fulfilled
- He, Kastera, and the Foothills Conservation Committee (Levy Committee) have talked. He says they are still open to ideas but they have stars (dollars) in their eyes.

Q: did Kastera have a price - not really, they want to develop some and exchange the rest. The city may sell some of its excess properties. Kastera may want to trade for some of the city's excess properties.

Paul Werner responded that to his knowledge, a current slope analysis of the 270 acres has not been conducted. When it was owned by the Smith family several years ago a slope analysis was done and at that time only about 60-70 acres or so were buildable. There are 3 or 4 areas that are flatter that Kastera probably could develop under the Foothills Policy Plan ordinance. If developed, the flatter areas might qualify for higher density.

Q: can you help us with accounting - yes, funds versus pledges are easy, its all just using spreadsheets

Q: should we spell out how the funds would be spent - yes

Q: would there be an agreement between the Land Trust and CFNA (or whoever is the preservation group) - yes

Q: could there be "contingency" pledge types - yes

Q: could we do "challenge" pledge drives like KBSU - yes

Q: how does this situation compare with Hammer Flats - there they have a proposed development plan. Their fight is against the actual development. Here we are still talking about preservation since there is not yet a development plan.

Q: could a developer plan a development with trail protection - yes, they could and since much of it is so steep they likely would

Q: if the developer plans a development with trails, who would own the trails, the developer, the new neighborhood, or the public - the trails would likely become public via an easement to the city

Q: many developers just flatten/level hilltops to get around the steep slope issue - if the land is in the county jurisdiction they could, but this land would likely be

annexed into the city, once annexed into the city they have to conform to the city rules like the Foothills Ordinance. It's easier to build under county code.

Q: many developers provide open spaces in their plans, Hammer Flats did - Paul Werner mentioned we want to work for preservation with the City Levy Committee and with pledges, donations etc. rather than development.

#### 4. Anne Hausrath

- I will wear several hats tonight, I was an organizer to protect Hulls Gulch, I am on the Foothills Levy Committee, and I was a city council member

- I will talk about some of the lessons learned from Hulls Gulch

- in 1989 they cared about one specific area (similar to what we are talking about tonight), but the land was not recently sold, it was owned by the water company not a developer.

Lesson1: be clear on your goal - something like permanent public preservation of a specific area

Lesson2: capture the public's imagination in all ways - use kids, build coalitions with people's and groups' strengths (Nature Conservancy, Golden Eagle Audubon Society, Native Plant Society, Native American Tribes).

Lesson3: get smart and learn fast - you will become the experts, share your knowledge

Lesson4: develop effective spokespeople - to talk to the city council, the developers, have multiple people, they should be graceful, you want them to win people over rather than antagonize

Lesson5: have sound fundraising - need good mechanisms, the pledge idea is good.

Woman who worked on Hulls Gulch Trust: it was the money, not just the pledges coming into the trust which really made a difference. The exact deal came later. A local lawyer wrote up the trust's documents.

Anne Hausrath: we had old ladies go door-to-door asking for donations.

Lesson6: you don't need to agree on only one strategy, you can have several as long as they don't compete

Lesson7: set goals - but be willing to compromise. With Hulls Gulch they were not able to prevent all the development but they did prevent most of it.

Anne Hausrath: with the Levy Fund, this Kastera piece was not on the original priority list but due to all our efforts at raising awareness of it, it was moved onto the list. Currently there is a more receptive Mayor and City Council. We should also talk to Castle Rock organizers in the East End. Another thing we can mention to people is that by preserving this it could be something they help with as "leaving a legacy for the city". Public pressure helps make the city council and the developer more willing to negotiate

Lesson8: ordinary people can do extraordinary things

Lesson9: have fun along the way - have dances, parties

Q: best fund raiser - the small contributors made a big difference (the old ladies and little kids especially) plus via word of mouth

Q: what is the current interaction between the Foothills Levy Committee and Kastera - they were made an offer which was rejected, it was a reasonable offer that she thinks should not have been refused

Q: did the Halls Gulch group offer the water company anything other than money - yes there was also a land swap but now land swaps are more difficult

Q: do you see the city doing another levy - yes, there is so much more land to preserve. We should all talk to Parks & Rec, the Mayor, the City Council.

Q: can the Foothills Levy group put something out to show where all the money is or will be spent, even if they have to leave specific ownership or location names out of unfinished deals - yes they will shortly, in the paper and on the web site

Q: do the Mayor and City Council place as much priority on land preservation as transportation and libraries - yes, all are important to the current people but the public should put pressure on for the issues they care most about. Good resources to use are Boy/Girl Scouts, letters to editors, internet blogs

Q: Halls Gulch and the market value that was accepted for it versus what Kastera might accept - Halls Gulch is a wetlands and it was owned by a public entity not a developer

Anne Hausrath: the fact that no specific development proposal has been released yet is in our favor. Also, if a developer knows someone might take him to court, that would also be a straw to play

Tim Breuer: Castle Rock is a good example for us to reference since it was similar. Native American tribes also got involved with that

5. Who do we want to partner with? Anyone present can vote not just CFNA members. Cash donations could be for acquisition and/or future maintenance. Pledges could also be used. The group voted and approved using both the Boise Parks & Rec. Heritage Trust Fund and the Land Trust of the Treasure Valley for holding tax-deductible donations, pledges and providing appropriate support.

Bob Weppner - Fundraising Committee

- this committee is open to everyone, not just CFNA.
- he's happy we voted for both partners because they bring lots of experience and connections
- the draft definition statement is on the back of the agenda
- we'll get moving more so come January we should have more details worked out
- we need lots of volunteers
- a brochure has been started which is floating around

Michelle Cooper - Fundraising Committee, among other hats

- we need a slogan and/or name for the cause, this seems to be the first priority
  - one good idea mentioned including "North Mountain" in the name
- it's not going to be easy but we can accomplish this by being committed to the cause

6. Next general meeting will be January 17, 2008. It will likely be another joint meeting with the CFNA, Boise Central Foothills Coalition supporters and the newly forming (as yet unnamed) Coalition Fundraising and Volunteer Committee open to people from "all areas" in Boise

7. Adjourned