Middle Park Colorado Broadband meeting notes February 25, 2021

Attendees: Sarah Bransom, Sharry Erzinger, Anne Gerleman, Sally Sharp, Pat Welch, Travis Wright, Melanie Zwick

**March activity**

Sarah reported that Joyce would like to host a snowshoe for the March activity.

**Land exchange**

Sarah has drafted a letter for Broads to send to the Forest Service. She hopes to be able to have it finalized soon. Until the letter is sent, it is to remain confidential within Broads.

Travis reported that Colorado Preservation, Inc., lister of most endangered places, sent a letter to the Forest Service. The Forest Service is required to address these types of issues during the land exchange process. Travis will send Broads a copy of the letter.

The exchange is still in the Feasibility Analysis stage.

Travis received a call from Harris Sherman, Fanch’s attorney for the exchange. Travis will be meeting with H. Sherman, Jeff Vogel (Fanch’s developer representative) and Bob Fanch next week. They want to know what the GC Historical Assn’s objections to the land exchange are.

Travis will be contacting Senator Bennett next week. A congressional review will be part of the exchange process. Travis has already presented to Neguse’s office.

It was agreed that it is beneficial for Broads to leave the door open with both the Forest Service and Fanch.

**Campaign Strategy**

Sally said a campaign is basically telling a story and learning how to do it.

She presented power point slides outlining the process of writing a compelling story. The parts of the story to include are: Introduction, problems (wildlife, cultural, water), hurdles (developer), urgency (act now), actions (letter, engaging FS), solution (reframe issue), goal (stop land swap)

Sally presented a technique called power mapping to figure out who has influence and who will contact those parties. Our Target is the Forest Service. Areas of influence mentioned are Businesses, Governmental entities including national, state and local, the public, conservation organizations such as Sierra Club, Colorado Preservation, Inc, National Trust Historic Preservation, Native tribes – Ute and Arapaho, residents of Winter Park, neutral groups such as the GC Wilderness Group, HTA.

The issues mentioned were wildlife, water, historical, cultural and recreation.

Sharry volunteered to put this information onto a spread sheet.

As part of the strategy, there will be a letter writing campaign.

Submitted by Melanie Zwick