



DEVELOPMENT, PROGRAMMING & MARKETING

- **Alpine Bank**
 - Applied for the *Alpine Bank Community Matching Grant Fund* that gives up to \$500 in matching for KSUT underwriting. 4CORE could use this underwriting for general public engagement, event promotion, recruiting volunteers and basic outreach. They will make their selection in March, which is perfect timing for the roll out of the Home H2O Program and possibly Raise the Solar Bar this summer.
 - I inquired with Beth Drum about 4CORE becoming a recipient of the Alpine Bank Environment Card and she informed me that we are already connected to the card, which is great to hear! We will begin promoting the card through social media, eNews and on our website as a way to support the environment and 4CORE indirectly.
 - *** It may be a good time to switch our banking from Bank of the San Juans to Alpine Bank because **1. THEY ARE THE MOST GREEN & LOCAL BANK** possible! Please take the time and check out their [Green Initiative](#) which shares their environmental policy and ISO 14001 Certification and [Community Involvement](#) page to learn more about why we should be banking with them. **2.** Beth Drum of Alpine Bank is one of the most philanthropic givers in Durango and it may be in our best interest to team up with them in this way. Beth recently said “I very much appreciate 4CORE considering Alpine Bank for their banking needs. I believe that we would be a good partner particularly since being environmental stewards of our community is a value that we both share.”

- **Raise the Solar Bar Program at Socorro Senior Living Center**
 - Program roll-out is on hold until the funds are released and received by 4CORE.
 - Next Steps:
 - Steering Committee formation with Elizabeth Salkin of Housing Solutions for the Southwest, Jeff Fait – manager at Socorro Senior Living, Pagosa Springs Town Council member John Eagan, 4CORE Board Member Doug Large and Jonathan Dobson of Dobson Solar.
 - Talked to Greg Schulte, Pagosa Springs Town Manager about potential community funding or grants to support this program. He said that they’re already into their 2017 funding cycle and don’t really have anything to specifically support a program like this.

- **Sunshot’s Solar in Your Community Challenge**
 - Application deadline is **March 17, 2017** / late-start application: August 1, 2017
 - Next steps:
 - **Consider if this is in 4CORE’s best interest in regards to capacity, funding, mission, etc. and looking at other possible programs coming online.**
 - We need to form the project team consisting of multiple stakeholder representatives: government, higher education (FLC), non-profit partners (Engineers Without Borders), solar professionals, utility (LPEA, Empire),



banks (Alpine Bank), tribal government/group (Southern Ute, Navajo, Ute Mountain Ute)

- Select project(s) and sites
- Consider steps and necessities for making the application video.
 - Equipment
 - Focus, copy, spokespersons, locations, materials
 - Do we need to seek in-kind donation of videography service?
- **Working with Grantiplly**
 - Grantiplly is an online training for busy nonprofit professionals that embeds grant-writing insight into a series of actionable tools.
 - Looking in to potential foundations through the Foundation Directory through the Foundation Center, a database at the Durango Public Library.
- **Marketing, Community Collaborations & Events**
 - Recent Durango Herald interview/article including 4CORE: “Obama’s Conservation Legacy in the Four Corners” <https://durangoherald.com/articles/129299-obama-x2019-s-conservation-legacy-in-the-four-corners>
 - Our 1st 100 Days Campaign organized by San Juan Citizen’s Alliance:
 - Community Partner supporting campaign with cross-promotion
 - Gathered 15 new newsletters subscribers from the Kick Off Party
 - 4CORE will present at Durango Green Drinks **April, 27 2017**
 - Looking at announcing the Home H2O Program at the Growing Partner's 9th Annual Homegrown Food Retreat: **April 8th, 2017**