

WELCOME

NYS FRIENDS GROUP REGIONAL CONFERENCES
PALISADES AND TACONIC



**Parks, Recreation
and Historic
Preservation**

AGENDA



10.10AM -- Remarks from State Parks Leadership

- Andy Fyfe, Assistant Deputy Commissioner
- Message from Erik Kulleseid, Commissioner
- Updates from the Div. of Environmental Stewardship and Planning

10.45AM -- Parks & Trails New York: Past, Present, Future Initiatives for Friends groups

- Including updates from the Friends Leadership Council

11.15AM -- Break

11.30AM -- Deep Dive into the Future: The Centennial Celebration and Park and Trail Partnership Grants Expansion

- Centennial presentation by Sally Drake, *Executive Director, Natural Heritage Trust*
- PTPG Expansion: how the grants are expanding, special focus areas, potential partnerships and how the grants can be leveraged into group's Celebration plans

12.15PM -- Lunch

- Group Photo
- Themed conversation tables
- "Live" Registrations for The Friends Group Gateway and Friends by the Numbers Survey

1.30PM -- Special Session on DEI: Open Spaces for All

- The Open Space Institute presents the Open Spaces for All report
- State Parks DEIA Team presents "DEI 101" for Friends Groups (by Owen Gilbo, Equal Opportunity Specialist, OPRHP)

2.30PM -- Refreshments Break

2.45PM -- Curated Panel Discussion with OPRHP Leadership, Regional Directors, Regional Park Commission Chairs

3.30PM -- Closing Remarks

4:00PM -- Optional Site Tour provided by Zach Wesley-Krueger, park supervisor



WELCOME, STATE PARKS LEADERSHIP

Andy Fyfe

Assistant Deputy Commissioner

Erik Kulleseid

Commissioner

Ron Rausch

*Director, Division of Environmental
Stewardship and Planning*

Mills Mansion at Staatsburgh State Historic Site



PARKS & TRAILS NEW YORK

PAST, PRESENT AND FUTURE INITIATIVES FOR FRIENDS

Will Coté

Parks Program Director

Shaina Hogan

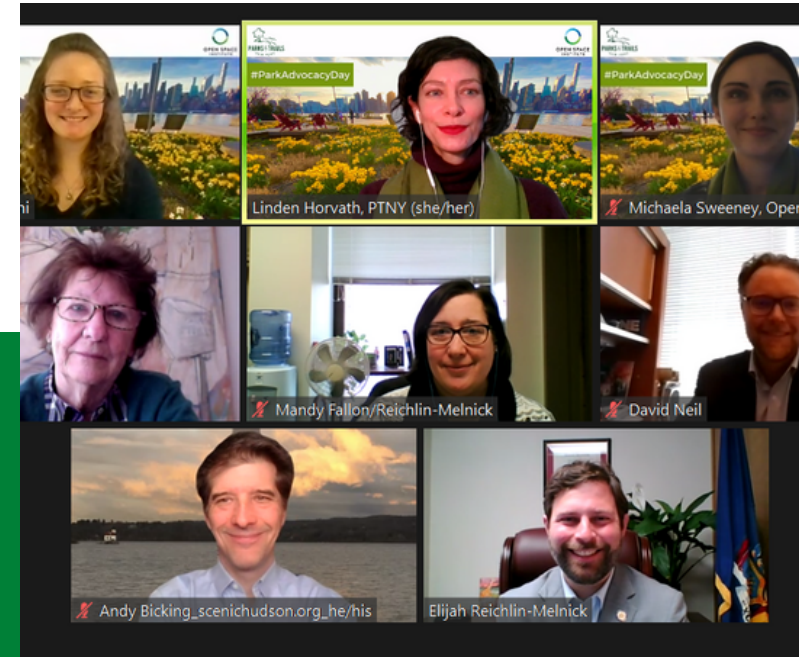
Parks Program Coordinator





PARK ADVOCACY DAY 2022

16TH ANNUAL, 2ND VIRTUAL



52 individuals...

including 20 Friends groups,
5 state park commissioners,
and 7 partner organizations
joined us on March 10

25 virtual meetings

with legislators across
the state

50+ partner orgs...

signed on in support of
our legislative asks

400+ letters to legislators

in support of a \$1 million
increase for the Park and
Trail Partnership Grants

***Park Advocacy Day:
The Importance of
Making Your Voice
Heard***

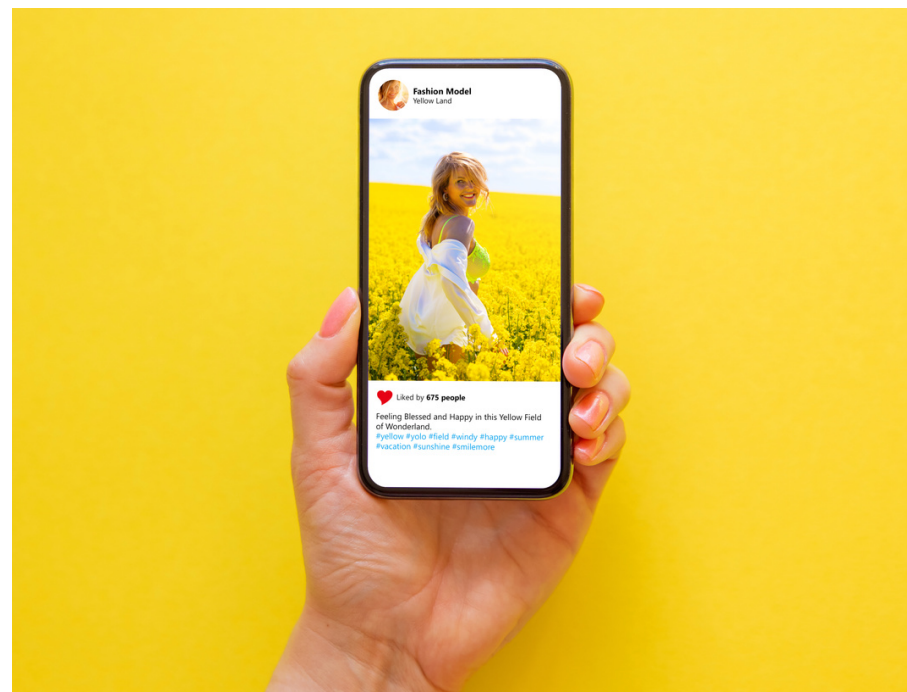
***Updating and
Maximizing Your MOA
with State Parks***

***Engaging, Recruiting
and Retaining
Volunteers***

***The Natural Heritage
Trust: What is it and
What does it mean
for Friends?***

***Cultivating and
Strengthening Your
Board***

***The Power of
Instagram***



FRIENDS-TO-FRIENDS WORKSHOP SERIES

2021-2022

This past year, PTNY hosted a number of professional development workshops and trainings for Friends groups. These workshops featured knowledgeable panelists, a wealth of resources, and opportunities for Friends to share best-practices and collaborate.

All recordings are available on the Friends Group Gateway and our YouTube channel!





FRIENDS GROUP GATEWAY

POWERED BY PARKS & TRAILS NEW YORK

- An all-inclusive virtual community designed for Friends groups
- A place for groups to share best-practices, technical assistance, resources and knowledge through a peer-to-peer network
- The next step in PTNY's evolution to advance the impact of Friends groups



ptnyfriends.org

Friends Resource Kit

This online Friends Resource Kit is designed to provide the board, staff and volunteers of nonprofit Friends groups with the tools and resources needed to grow and strengthen your organization. From templates and sample documents, to our *Friends in Focus* fact sheet series which explores in-depth topics, to links to key resources and video recordings of our Friends-to-Friends workshops, there's something here for every organization. If you have a suggestion for a topic not covered, [let us know](#).

NONPROFIT AND GROUP MANAGEMENT

BOARD GOVERNANCE

DEVELOPMENT AND FUNDRAISING

COMMUNICATIONS AND TECHNOLOGY

VOLUNTEER MANAGEMENT

DIVERSITY, EQUITY, AND INCLUSION

RELATIONSHIPS WITH STATE AGENCIES

Schunnemunk Mountain State Park

FRIENDS GROUP GATEWAY

FEATURES

- **Friends Forums**
 - 26 current forums--ask questions, get event updates, share best-practices and knowledge
- **Find a NYS Friends group and Interactive Map**
- **Friends Directory**
- **Events Calendar**
- **Extensive Resource Library**

For full access to the Friends Group Gateway and to our additional suite of benefits, become a member!

ptnyfriends.org

MEMBER BENEFITS

- **Quarterly members-only newsletter, You Gotta Have Friends!**
- **Events:**
 - Early registration access to events
 - Discount for paid events
 - Invitation to “members-only” cocktail hour at each Statewide Conference
 - Two invitations to Park Advocacy Day
- **Trainings & Workshops:**
 - VIP access to 2, one-hour workshops focused on fundraising and development each year
- **Digital Marketing & Promotion**
 - One custom online advocacy campaign per year
 - Share 3 member events on PTNY’s social media platforms, per year
- **Corporate volunteer group registration and facilitation**



#Perks

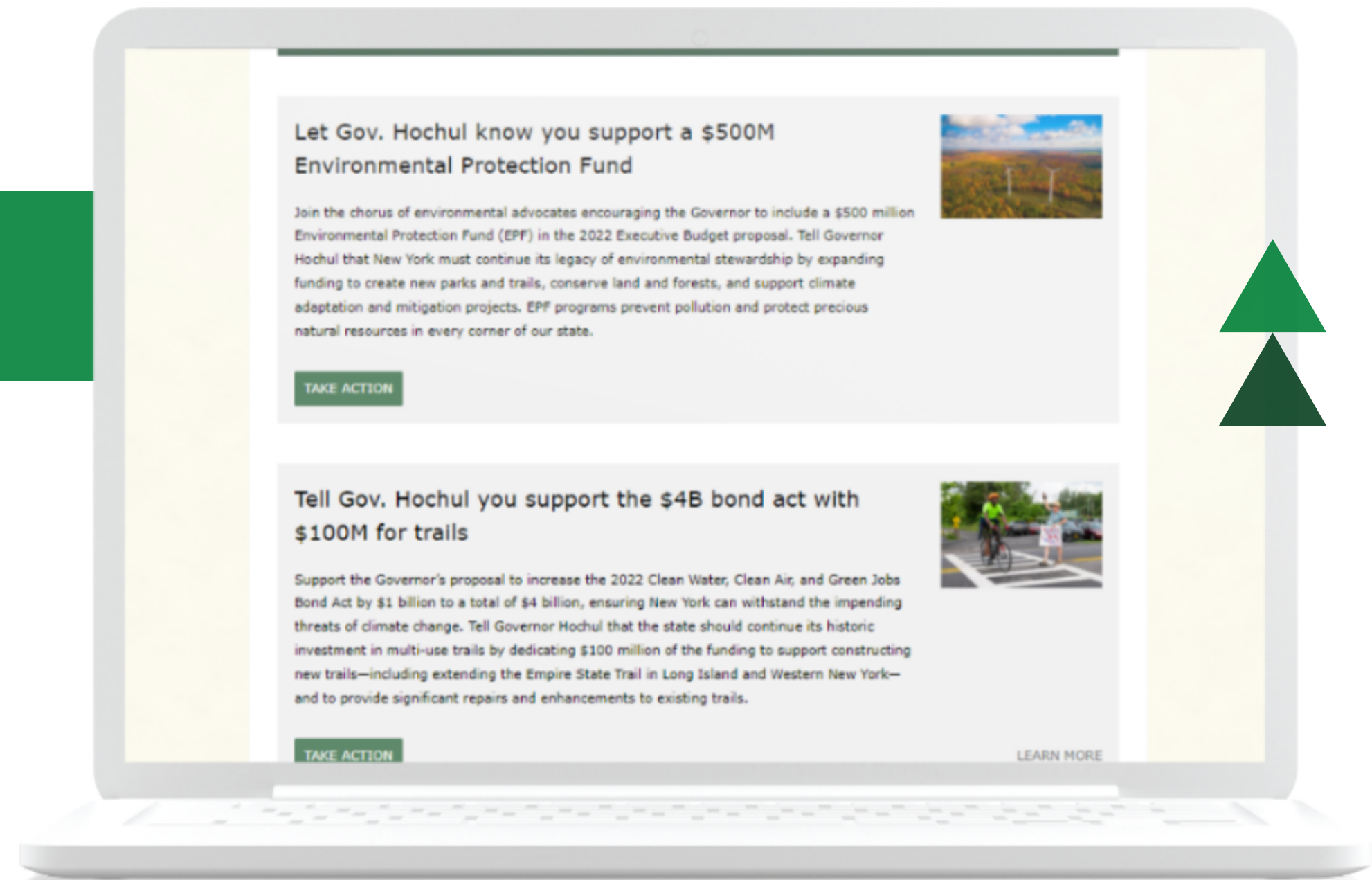


MEMBER BENEFITS



ADVOCACY

- One custom online advocacy campaign per year through PTNY Congress Plus account
- Customizable sign-on letter campaign
- Virtual sticker that can be shared on your group's site or SM pages
- Advance your own advocacy agenda, raise awareness, or engender action



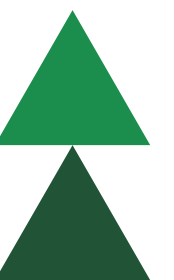
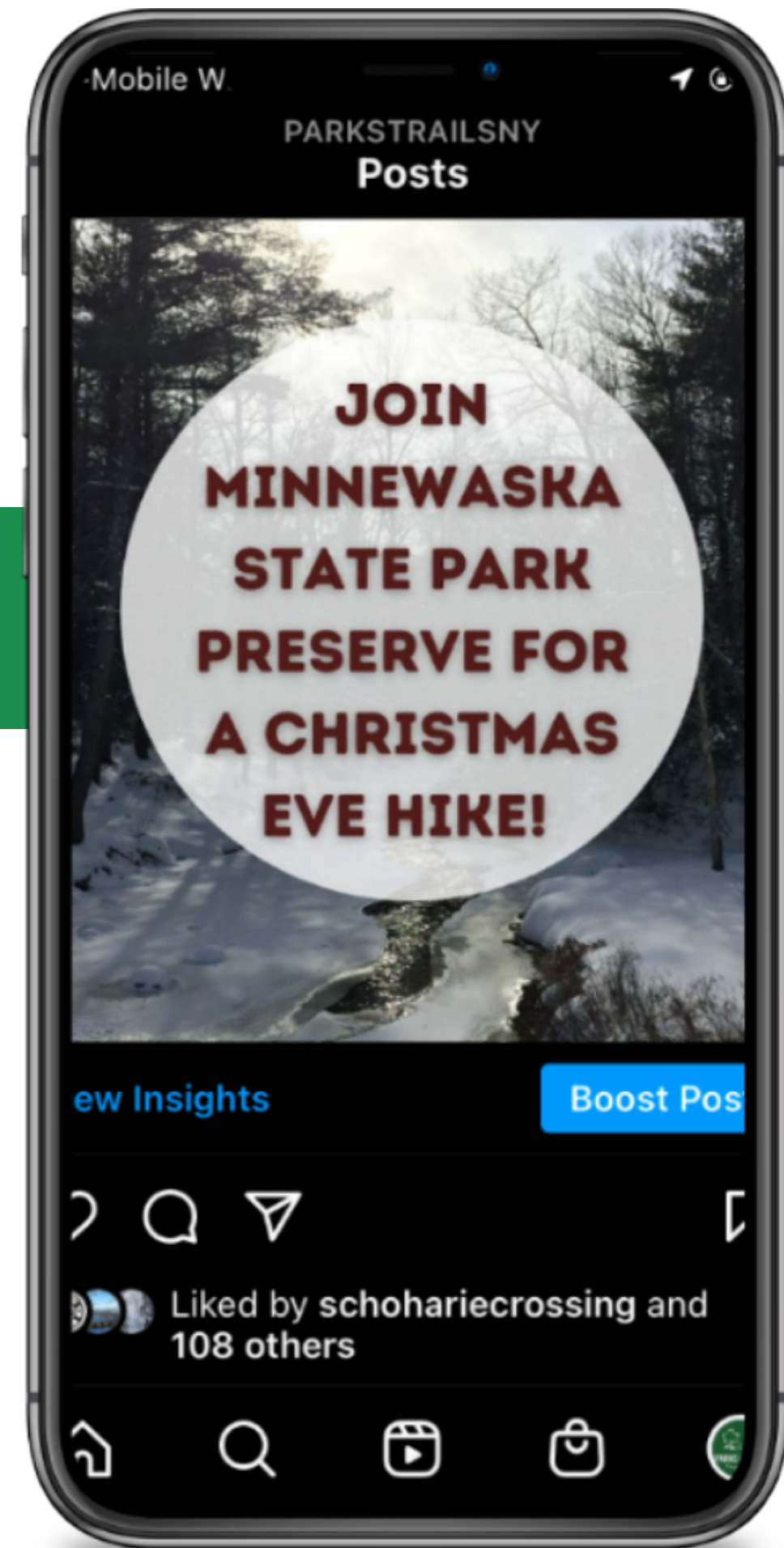


MEMBER BENEFITS



SOCIAL MEDIA

- PTNY can help you reach more people for events through our growing SM presence
- We will share 3 of your events on our platforms per year
- We can help you design dynamic graphic content
- Create resources you can share with your network



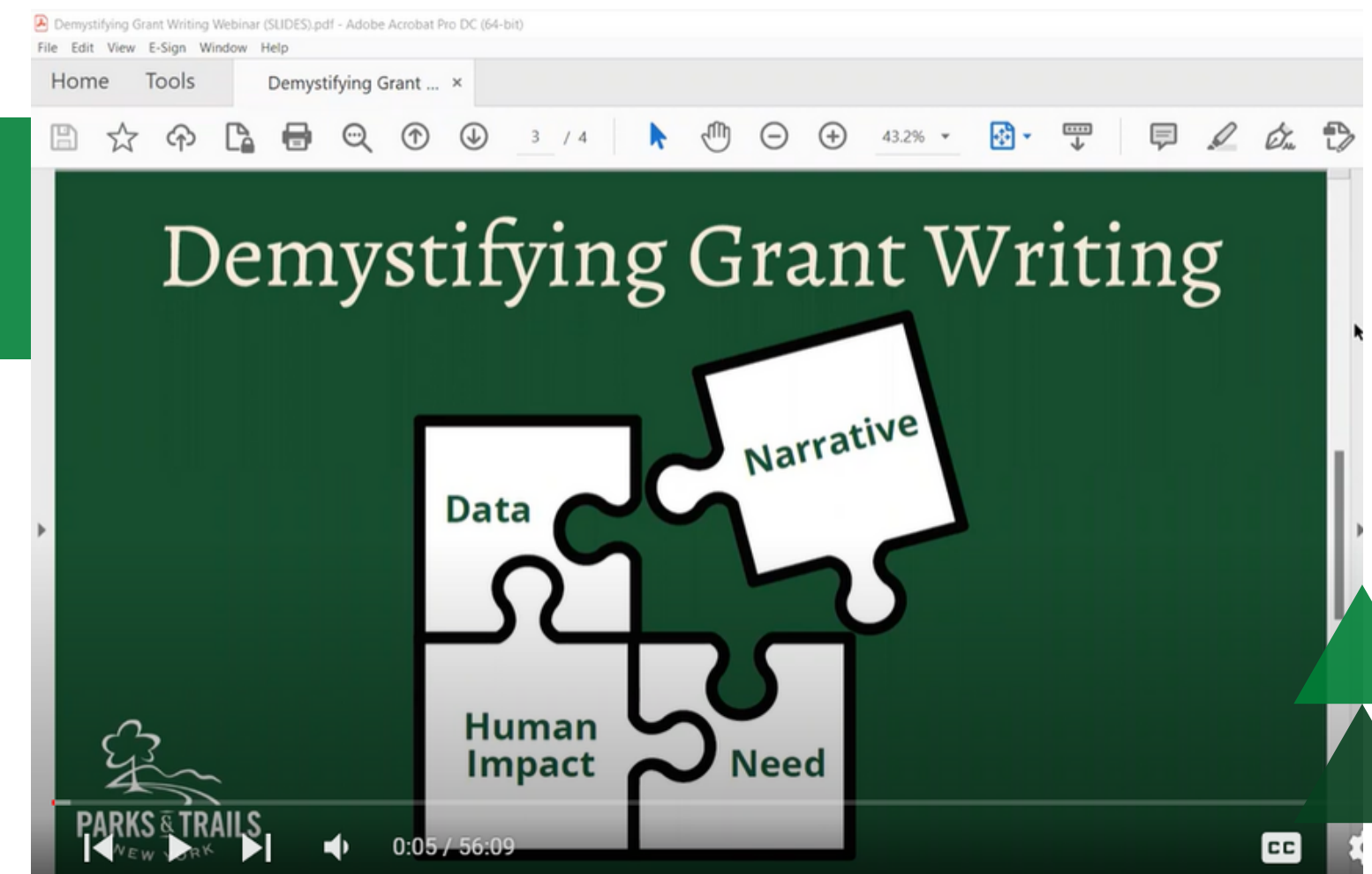


MEMBER BENEFITS



DEVELOPMENT WORKSHOPS

- Developed in response to feedback we have heard from you, the Leadership Council, and Regional Directors at State Parks
- 2 workshops per year hosted by PTNY Development Director
- Content will be created based on your needs, questions, and discussions that you foster through the Gateway



Membership Structure

Leader Friends Group

Org. Budget= \$0-10,000
Annual dues= **\$50**

Ambassador Friends Group

Org. Budget > \$100,000
Annual dues= **\$150**

Champion Friends Group

Org. Budget = \$10,001-100,000
Annual dues= **\$100**

Outdoor Recreational Professional

\$75 / individual

Monthly Breakdown

for **Champion Friends** groups, org. budget between \$10,001-\$100,000

Yearly for Organization

\$100

If 5 members of your Friends group join...

\$20 per person/ year

Per month...

\$1.67 per person

FRIENDS GROUP GATEWAY

MEMBERSHIP INFO

- PTNY is offering 4 types of membership
 - 3 types for Friends groups:
 - Ranging \$50-150/year per group depending on organization's budget
 - 1 type for "Outdoor Recreational Professionals"
- ***All members of your group will be able to join at no extra cost!***
- ***DEAL: Join now or before November 15 to get the rest of 2022 included with your membership for 2023***



Questions about the Friends Group Gateway?

Contact us: friends@ptny.org



FRIENDS LEADERSHIP COUNCIL

- Steering committee of Friends groups launched in July 2021
- **Goal:** strengthen Friends organizations and enhance stewardship of state public lands
- **Focus:** information sharing, capacity building, identifying best-practice resources, and providing a unified voice for Friends groups across NY.
- Phase 1 focused on developing the council's function, identifying topics for workshops, updating *Friends by the Numbers*, and assessing the value of the initiative.

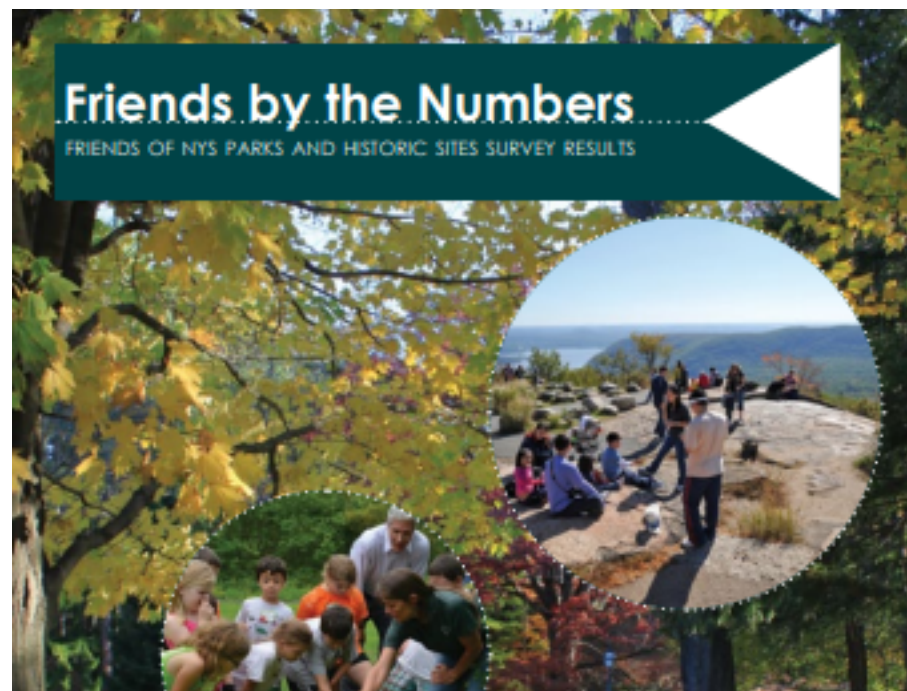


Increasing positive communications with state agencies (OPRHP + DEC)

Planning Regional Conferences and Friends-to-Friends Workshops

Informing strategies for Friends by the Numbers Survey for 2022

Advising aspects of Park and Trail Partnership Grant Expansion



LEADERSHIP COUNCIL PHASE 2: GOALS

2022

This year, the council is expanding in size and scope, incorporating two new sub-committees: Communications and Technical Assistance.

Achievements: launch of Friends by the Numbers survey and their support in outreach to groups, regional listening sessions with regional directors, our PTPG outreach strategy and these conferences!



COMMUNICATIONS COMMITTEE

Planning one listening session for each State Park region

Advise and support Big Check Events and Ribbon Cuttings for grant recipients

Supporting aspects of our 2022 Friends by the Numbers Survey

Contribute to our You Gotta Have Friends newsletter

LEADERSHIP COUNCIL

PHASE 2: EXPANSION

2022

Based on feedback from the pilot year of the council, we have created two sub-committees that will not only support PTNY staff on upcoming projects but create a succession plan for the core Leadership Council, enabling new perspectives to be included each year.



TECHNICAL ASSISTANCE COMMITTEE

Advising sessions within the Regional Conferences

Supporting development of future Friends-to-Friends workshops

Launching a “peer-to-peer support network” to engage and support Friends groups that are forming and/or need targeted support

WELCOME, LEADERSHIP COUNCIL

Jessika Creedon

Friends of the Rockefeller State Park Preserve

Joe Grimaldi

Friends of Fort Crailo State Historic Site





LEADERSHIP COUNCIL INITIATIVE

PEER-TO-PEER NETWORK



Aim to connect
groups across the
state



Reach out to us at
friends@ptny.org to
learn more



Identify strengths
and weaknesses:
how can groups
help each other



Stay connected
through the Friends
Group Gateway

FRIENDS BY THE NUMBERS

SURVEY AND REPORT



- Report produced by PTNY that highlights the impact of Friends groups on New York's state park system. Previous two reports were created in 2016 and 2019.
- ***2022 survey is out now and we need your voice! Only takes 10 minutes***
- **Taking our *Friends by the Numbers* Survey helps to:**
 - Help us to quantify and report on the impact that Friends groups, as a collective, have on the park system, the economy, and in your communities across NY.
 - Advocate for additional funding for NY state parks, historic sites, public lands and Friends groups like yours.
 - Inform the development of future workshop content, resources, and support for Friends groups across the state.



Quick break

- See you in 15! -



Harriman State Park

LOOKING TO THE FUTURE: CENTENNIAL CELEBRATION

In 2024, NYS Parks will be hosting a state-wide, year-long celebration to acknowledge the 100 year anniversary of the legislation that officially formed the parks system. This is an opportunity to envision the future- what will the next 100 years of our parks, historic sites and public lands look like? And what can we do to ensure it is an asset for all New Yorkers?



WELCOME, SALLY DRAKE

Executive Director
National Heritage Trust



Natural
Heritage Trust

www.naturalheritagetrust.org





LOOKING TO THE FUTURE:

\$2 MILLION PARK AND TRAIL PARTNERSHIP GRANTS

Round 8 of the Park and Trail Partnership Grants opened on **September 15** with an **additional \$1 million available** for Friends organizations! One way that Friends groups can engage with the celebration is by leveraging these grants from PTNY to actualize your ideas. Since the current round will provide funding in early summer 2022- with project completion in summer 2024, its perfect time to apply for a project that aligns with the Centennial Celebration.



➤ Accessibility

➤ Diversity,
Equity and
Inclusion

➤ Partnerships

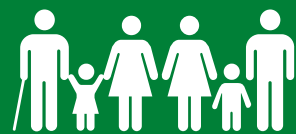


HOW ARE THE GRANTS EXPANDING? SPECIAL FOCUS AREAS

During the current application round our review team will be giving extra consideration to applications that can “move the needle forward” on the following 3 areas that are a priority for PTNY, and our partners.

1

Accessibility



Autism Nature Trail, Letchworth SP

#1: Accessibility

Whether it be race, religion, age, gender, language, sexual orientation, ability, or a combination thereof...

We are looking for proposals that

- engage or amplify the voices of diverse communities and
- reduce barriers to access and enjoyment of our state public lands by all communities

Could focus on outreach, event planning, creative promotional strategies, and new program initiatives.

Supported by forthcoming Open Spaces for All report

2

Diversity, Equity and Inclusion



Ganondagan State Historic Site

#2: Diversity, Equity and Inclusion

Ensuring that our parks and sites are welcoming and safe for all users is critical for the future of our public lands, and for grassroots nonprofits

Addressing DEI is integral to the future of OPRHP and DEC, as well as Friends groups that support these lands

Proposals could focus on strategic visioning & board recruitment strategies that aim to connect you with folks that represent the whole of your community or professional consulting services to help you incorporate DEI into all aspects of your work.

3

Partnerships



Fillmore Glen State Park



#3: Partnerships

Developing community-level partnerships can help to engage and welcome visitors who may not have traditionally thought of your park, site or land as a place for them to connect

May require thinking "outside the box" with programming: arts, cultural, music, etc.

In our conversations with organizations who have been able to successfully expand their reach to new audiences, we found that one of the most effective ways is through partnerships

Letter of Support required

Partnership Ideas

PTNY staff have connected with organizations across the state whose missions focus on accessibility and diversity. We want to learn more about what their needs are and how a potential partnership with a friends organization can help them further their mission.



LADDERS TO THE OUTDOORS

A community outreach organization that connects youth from the region's underserved communities to New York State Parks in Western New York. Ladders to the Outdoors will work closely with school districts, corporate partners, and local youth organizations to offer programming and activities to help connect kids with state parks, nature and foster a lifelong love of the outdoors.

<https://ladders-to-the-outdoors.square.site/>

Contact: KeJuan Harmon, KeJuan.Harmon@parks.ny.gov, (716) 225-0389



ASSOCIATION ON AGING IN NEW YORK

By providing home and community-based services, the Area Agencies on Aging (AAAs) make it possible for older adults to live with independence and dignity in their homes and communities. Katy has offered to help you find potential senior or disability focused groups in your area. agingny.org.

Contact: Kathryn Carroll, Disability and Program Director, kathryn@agingny.org



NEW YORK OUTDOOR RECREATION COALITION (NYORC)

Members of NYORC are committed to building a more equitable outdoors through investment and creating welcoming spaces for historically marginalized and underrepresented communities. NYORC is made up of policymakers, industries, communities, educators, and other stakeholders looking to work together to bring forth a new way of being with nature.

Contact: To find NYORC members, go to <https://www.nyoutdoorrecreationcoalition.org/home>





Other partnership ideas?

JUST THE TIP OF THE ICEBERG! Consider reaching out to the following organizations in your area:

- Lions Clubs or Key Clubs
- Boys & Girls Clubs
- Senior centers or independent living centers
- New York Council on the Arts affiliates
- Local colleges and universities
- LGBTQ+ community centers
- BIPOC-led outdoor recreation groups
- Faith-based organizations
- Public schools
- Local cultural or historic centers

QUESTIONS? GRANTS@PTNY.ORG | (518) 434-1583



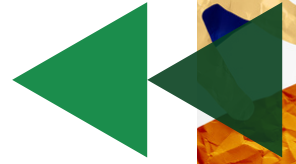
Group Photo & Lunch

provided by Cranberry's Catering

BE SAFE
DON'T WALK ON
THE ROAD!
FOLLOW THIS PATH
TO THE TRAIL
HEADS AND
LITTLE STONY
POINT



OPEN SPACE
INSTITUTE



**A SPECIAL SESSION ON
DIVERSITY, EQUITY,
INCLUSION AND ACCESS
(DEIA): *OPEN SPACES
FOR ALL***



Parks, Recreation
and Historic
Preservation



WELCOME

Michaela (Sweeney) Roberts

*Parks Project Manager,
Open Space Institute*

Owen Gilbo

*Equal Opportunity Specialist,
OPRHP*

Little Stony Point





Quick Break

- Enjoy refreshments and snacks -



PARKS & TRAILS
NEW YORK



CURATED PANEL DISCUSSION

STATE PARKS LEADERSHIP



**Parks, Recreation
and Historic
Preservation**

**Natural
Heritage Trust**



PANELISTS

Andy Fyfe, Assistant Deputy Director, OPRHP

Sally Drake, Executive Director, NHT

Owen Gilbo, Equal Opportunity Specialist OPRHP

Linda Cooper, Taconic Regional Director

Josh Laird, Palisades Regional Director

*Edgar Masters, Taconic Regional Commission
Chair*

Fred Osborn, Taconic Regional Commissioner



THANK YOU

friends@ptny.org



Parks, Recreation
and Historic
Preservation

