



OPEN SPACE ALLIANCE  
Annual Report  
2014

If we did this report chronologically, the first OSA date was January 2014 Annual Meeting, quickly followed by selection of the Open Space Gift Shop (OSGS) manager, Kristina Anderson. The gift shop has blossomed under Kristy's leadership, knowledge and creativity. The gift shop always welcomes more volunteer aid, but in the interim, Elizabeth Young transferred her devotion and skills from OSA Board Treasurer to Gift Shop volunteer. Anticipating that the first year of the Gift Shop would show below profit, OSA has seen a slow and steady increase over the eight months of its residency in the Open Space Visitor Center (OSVC). OSA thanks the OSVC for their cooperation and participation in the planning of the gift shop. Shop hours will continue on the weekends.

The Alliance, a 501(c)(3) organization, works to support the activities of the Open Space Division(OSD), and within it, the OSVC. The OSA Mission is to promote public awareness and conservation of open space areas, and to educate the public about the natural, historic, cultural, education and recreational aspects of open space. The Board aims to accomplish this through fundraising and education/outreach. Open Space education is well established by OSD through Foothills Cleanup, National Trails Day, National River Cleanup and Make a Difference Day. OSVC education is carried out through singular events such as Recycled Art Fair, Urban Farm Fest, Return of the Cranes Day and Pollinator Awareness Day. OSA supports these activities financially and as table volunteers. In 2014, OSA made bigger steps into the community through tabling presence at the 50<sup>th</sup> Anniversary Wilderness Act national conference, an updated brochure, a Facebook page, a webmaster for web outreach, and a Geocache activity to launch the UCTMB project with United States Fish and Wildlife Service. The project will observe bird migrations throughout the Rio Grande River corridor. Named the Urban Conservation Treaty for Migratory Birds, the project will see full flower in 2015. Partners in this endeavor will be the Rio Grande Nature Center, Valle de Oro NWR, Central NM Audubon, Bernalillo County Open Space and others.

Membership in the Alliance continues to be important. This year a special letter was sent to invite non-renewing members from 2010/2011 to come back. Regular renewal letters were sent to members of 2012/2013. A membership listserve was created for membership communications while mail/phone communications is used to reach members without email addresses.

Fundraising is a primary focus of OSA. In addition to future steady funding from the gift shop, OSA seeks corporate donation, especially from entities which use open space lands for profit. We raised funds and did outreach with B2B, a local restaurant, in early December. OSA board members volunteered with KUNM-FM during their fund drive in exchange for a public service announcement. Finally, we are grateful for grants which helped OSD with Get Into Open Space and with trail maintenance and recreational enhancement throughout the 29,000 acres of public lands. Regular and memorial donations from people who value open space are gratefully received.

Under the care of past Treasurer, Elizabeth Young, the financial picture of OSA is strong and healthy. We welcomed a new treasurer in September. The yearend statement for 2014 is attached.

The 2014 Board members are Ellen Burgess, Clay Campbell, Jack Clifford, Steve Glass, Jill Greene, Sallie McCarthy, Monica Yapple, and Jodi Hedderig (OSVC Facilities Manager). We alternate between functioning as a committee-of-the-whole and a task force of one. We are a small board but vigorous. We welcome more board members in the future. Goals for 2015 have been identified and will be available on the website, [www.openspacealliance.org](http://www.openspacealliance.org)

Sallie McCarthy  
President