

# urbanconservancy

February 7, 2022



## FYI Direct: A Slam Dunk for Expanding Green Infrastructure

In the Spring of 2021, experienced green infrastructure contractors Arien Hall and Luisa Aballe, co-owners of [Mastodont, LLC](#), conducted a site visit with Miss Julie in the Hoffman Triangle. They carefully listened to her explain her drainage issues and observed the property for signs of standing water. But they didn't just talk about stormwater. Miss Julie also spoke lovingly about her young grandsons, who come to visit her often, and how upset she was that they didn't have a safe place to play basketball.

Arien and Luisa's solution? A permeable basketball court that Miss Julie's grandkids can safely play on while it manages stormwater. Her project, which has an estimated 650 gallons of stormwater holding capacity, not only reduces her flood risk but also contributes to her family's health and safety.

Miss Julie is a recent participant in FYI Direct, an expansion of the [Front Yard Initiative](#). FYI Direct is designed to make the benefits of green infrastructure accessible to New Orleanians most at risk of displacement due to flooding.

We are very grateful for the generous support from the funders that making the benefits of green infrastructure accessible to Miss Julie, her neighbors, and other New Orleanians: the Wisner Donation fund, the [Albert and Elaine Borchard Foundation](#), the [Greater New Orleans Foundation](#), [Entergy's Environmental Initiatives Fund](#), and you, our [individual donors](#).

[Read more and hear what Miss Julie has to say about her project here.](#)



## Local Businesses Focus on Success in 2022

Last month, [StayLocal](#) member business owners gathered on Zoom for a facilitated focus group that invited their reflections on the pandemic and Hurricane Ida, and asked them to predict the 5-year future of New Orleans' business climate. StayLocal will incorporate what the business owners shared into our 2022 goals for creating an environment in which independent business owners can thrive.

We owe a debt of gratitude to Alonzo, Sinnidra, Josh, Nicole and Michelle (owners of [Backatown Coffee Parlour](#), [Codey's NOLA](#), [QSM](#), [Ubuntu Construction Company](#) and [Zeus' Place](#) respectively) for taking time out of their busy days to participate!

Want to connect peer-to-peer with other local business owners? Attend our next event, "Breakfast with a Banker", virtually or in-person, on February 15. To learn more, check out StayLocal's event page [here](#).



## A Warm Welcome to Our Newest Board Members

Please meet the newest members of the Urban Conservancy's brain trust: Juan Barreto, Anthony Davis, and Meghan Garhan.

All three bring diverse skills and backgrounds to their board service, but they also have a lot in common: they are all energetic, committed civic leaders with a deep and abiding love for New Orleans and the people who live here. We are so appreciative of their willingness to lend their hearts and heads and hands to guide the Urban Conservancy for the next few years. [Acquaint yourself with Juan, Anthony, and Meghan \(and the rest of our board and staff\) here.](#)

## Together, We Did It!

We exceeded our year-end fundraising goals in 2021 thanks to support from donors like you.

If life got in the way way of making a donation to the UC in December, we have good news. Thanks to generous matching support from the Albert and Elaine Borchard Foundation, [gifts in 2022 can have double the impact](#) on our work to promote sustainable responses to New Orleans' environmental and economic challenges.

[Donate Today](#)

## Our Initiatives

We create projects to meet the needs of our constituents; that's how FYI, BASIN, and StayLocal came about. Sometimes we just lend a hand to get big ideas off the ground. The Greater New Orleans Water Collaborative and the Lafitte Greenway are examples of some of our most recent collaborative efforts.



[Learn more](#)

Connect with us on [Facebook](#), [Twitter](#), and [Instagram](#)

Share this email:



[Manage](#) your preferences | [Opt out](#) using TrueRemove™  
Got this as a forward? [Sign up](#) to receive our future emails.

View this email [online](#).

1239 Baronne St. Ste. A  
New Orleans, LA | 70113 US

This email was sent to .  
To continue receiving our emails, add us to your address book.

emma

[Subscribe](#) to our email list.