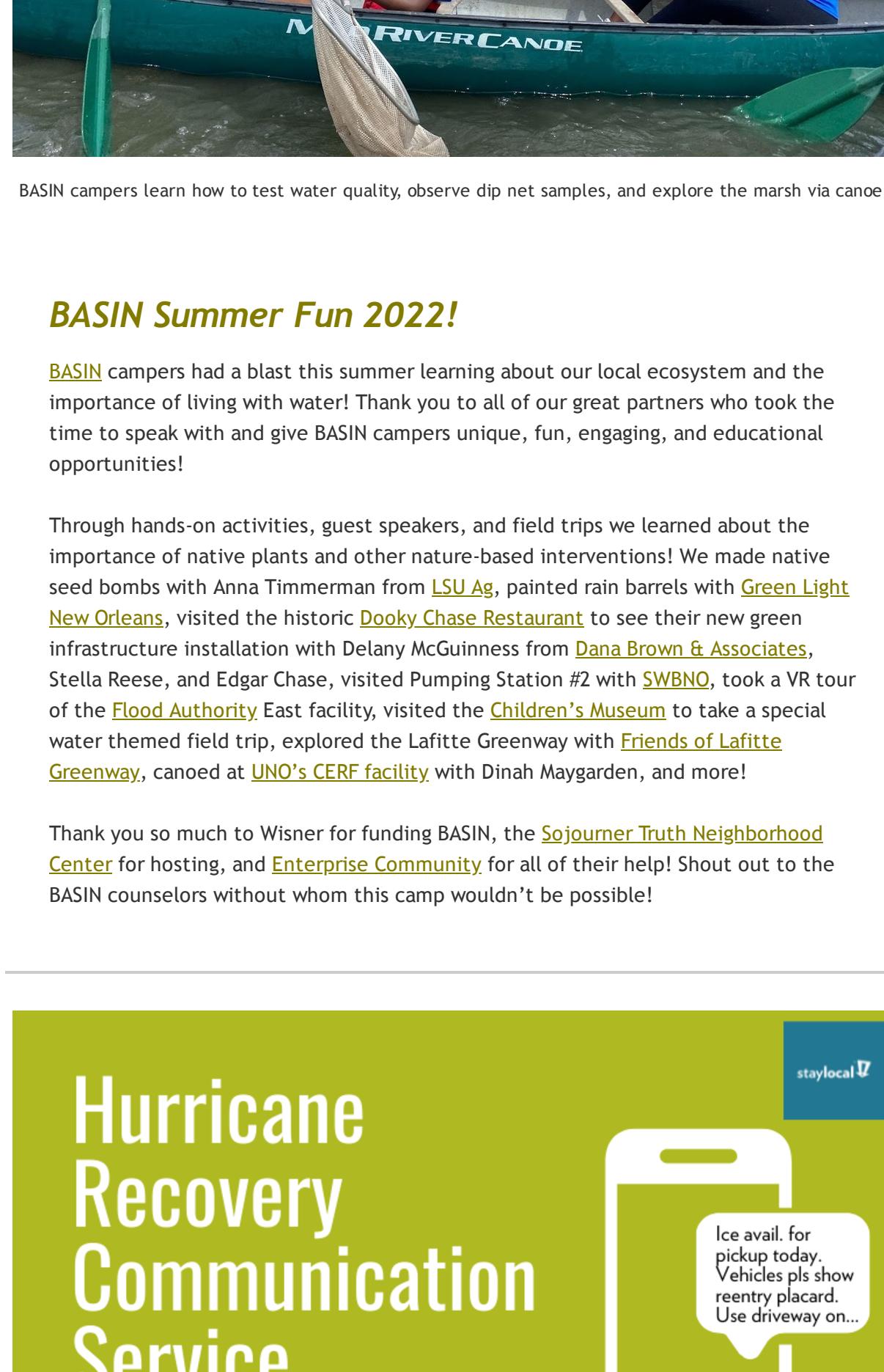


# Urban Conservancy

August 19, 2022



BASIN campers learn how to test water quality, observe dip net samples, and explore the marsh via canoe.

## BASIN Summer Fun 2022!

BASIN campers had a blast this summer learning about our local ecosystem and the importance of living with water! Thank you to all of our great partners who took the time to speak with and give BASIN campers unique, fun, engaging, and educational opportunities!

Through hands-on activities, guest speakers, and field trips we learned about the importance of native plants and other nature-based interventions! We made native seed bombs with Anna Timmerman from [LSU Ag](#), painted rain barrels with [Green Light New Orleans](#), visited the historic [Dooky Chase Restaurant](#) to see their new green infrastructure installation with Delany McGuinness from [Dana Brown & Associates](#), Stella Reese, and Edgar Chase, visited Pumping Station #2 with [SWBNO](#), took a VR tour of the [Flood Authority](#) East facility, visited the [Children's Museum](#) to take a special water themed field trip, explored the Lafitte Greenway with [Friends of Lafitte Greenway](#), canoed at [UNO's CERF facility](#) with Dinah Maygarden, and more!

Thank you so much to Wisner for funding BASIN, the [Sojourner Truth Neighborhood Center](#) for hosting, and [Enterprise Community](#) for all of their help! Shout out to the BASIN counselors without whom this camp wouldn't be possible!

**Hurricane Recovery Communication Service FOR GNO BUSINESSES**

opt in at [www.staylocal.org](http://www.staylocal.org) or text "add my biz" to 504-252-1259

## Disaster Communication for Business Owners

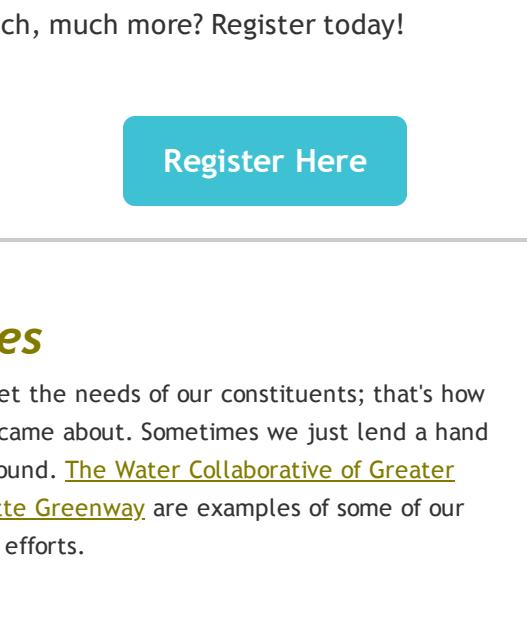
[StayLocal](#) is improving communication among local businesses and other resource providers for disaster prep and recovery with a new text messaging service.

Weather events cause costly business interruptions, especially during hurricane season. We've heard from business owners asking for better access to pertinent response and recovery resources, and timely updates which inform their disaster preparation and reopening plans. In response, StayLocal is launching a text service exclusively for independent business owners.

The communication system will also enable businesses to share information in the immediate aftermath of a major weather event about their status, including temporarily revised hours of operation and payment systems, as well as goods and services they can provide. "We know from past weather events that the faster businesses can get up and running, the faster recovery is for the entire New Orleans community," says Maryann Miller, StayLocal program manager. "We see this as an efficient way we can better help connect businesses to businesses and businesses to customers post-disruption."

If you own a business and would like to stay connected during this and future hurricane seasons, please [sign up with your cell phone number here](#), then watch for a welcome text. To opt out, simply reply OPT OUT at any time.

## Board Member Spotlight



**Juan Barreto**

By R. Stephanie Bruno

"I believe in what the Urban Conservancy is all about, especially the StayLocal program," said UC Board member Juan Barreto. "As the owner of a small business, I appreciate the organization's focus on encouraging residents to spend their dollars at local businesses rather than at national retailers. That way, dollars circulate in the community and support it."

Barreto understood the importance of community long before he joined the board about 6 months ago. Having grown up in Nicaragua under the regimes of Anastasio Somoza and Daniel Ortega, he learned at a young age how a strong community of family and neighbors can preserve a sense of wellbeing, even in the darkest of times.

Barreto came to New Orleans about 30 years ago to attend Loyola University, where he studied business and marketing. After he graduated, he launched a marketing business that he ran for 10 years.

"When I got out of Loyola in the 1990s, I was marketing companies internationally, especially in Latin America. But when the owner of the embroidery business I relied on for goods for my clients retired, I bought the business and equipment from him," he explained. "That's how [Orleans Embroidery](#) was born."

In recent years, Barreto has refocused his business on local clients, exemplifying his belief that a strong local economy is good for the community. There is almost no team, no school, no business and no corporation for which the company has not embroidered logos on hats, shirts, bags, and anything imaginable.

Volunteerism is embedded in Barreto's character and his outlook. His work on the Urban Conservancy board is just beginning but he finds it exhilarating to be involved with the group.

"I have always believed in getting involved and participating locally," he said. "Participation is everything; you can't just sit back let and someone else do it. You have to participate if you want your community to be strong and a good place to live."

**REGISTER TODAY!**

The 2022 ACGA "Rooted in Green Community" Conference is now available!

October 6th - October 9th in New Orleans!

Scan QR Code for our registration page or visit the ACGA website [www.communitygarden.org](http://www.communitygarden.org)

#ACGANOLA2022

The American Community Gardening Association (ACGA) is a grassroots non-profit advocacy organization focused on community gardening. Their mission is to build community by increasing and enhancing community gardening and greening across the United States and Canada. This year, the ACGA is holding their annual national conference in New Orleans from October 6-9, and the Urban Conservancy is a member of the planning committee. Interested in learning more about urban farming, green infrastructure, and much, much more? Register today!

[Register Here](#)

## 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 Water Collaborative of Greater New Orleans](#) and the [Lafitte Greenway](#) are examples of some of our most recent collaborative efforts.



The generous support of our funders makes our work possible. We want to give a special thanks to the Wisner Donation fund, [Albert and Elaine Borchard Foundation](#), [Greater New Orleans Foundation](#), [Entergy's Environmental Initiatives Fund](#), and you, our all-important [individual donors](#).

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