

MINUTES



Colorado WaterWise Board Meeting

Thursday, August 11, 2016

Center for Resource Conservation

10:00 a.m. – 12:00 p.m.

P: Called-in via phone

X: Attended in-person

Board:

X	Amelia Nuding	Western Resource Advocates	amelia.nuding@westernresources.org
X	Alyssa Quinn	Platte Canyon W&S District	alquinn@plattecanyon.org
P	Brenda O'Brien	Colorado WaterWise/GreenCO	brenda.obrien@comcast.net
	Becky Fedak	Brendle Group	bfedak@brendlegroup.com
	Diana Denwood	Aurora Water	ddenwood@auroragov.org
X	Kate Larson	Center for ReSource Conservation	klarson@conservationcenter.org
X	Frank Kinder	Colorado Springs Utilities	fkinder@csu.org
X	Laura Wing	City of Thornton	laura.wing@cityofthornton.net
X	Leslie Martien	AquaCraft	leslie@aquacraft.com
X	Lindsey Bashline	Loveland Water and Power	lindsey.bashline@cityofloveland.org
P	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
X	Michael Thomas	Denver Water	michael.thomas@denverwater.org
X	Nona Shipman	One Water One World	nshipman@msudenver.edu
X	Renee Davis	Fort Collins Utilities	Redavis@fcgov.com
X	Rose-Marie Clouse	City of Fountain	rclouse@fountaincolorado.org
X	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com

Guests

X	Rick Schultz	Town of Castle Rock	rschultz@crgove.com
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Ruth and Alyssa called the meeting to order at 10:02am.

Executive Session

Board Business and Action Items

Approval of July Meeting Minutes – Frank made a motion to approve the July board meeting minutes. Seconded by Michael.
Approved by Board.

October meeting announcement – There will be an in person board meeting on October 13 at Rampart Supply in Denver. There will be a Lunch n' Learn following the board meeting. Toto will be presenting at the Lunch n' Learn and will supply \$300 for food. The topic is high efficiency plumbing.

Financial Report

Amelia sent out the financial report a few days before the Board meeting. There weren't too many changes from last month's report. There is close to \$30,000 in Membership with a goal of \$40,000. Amelia has been working on saving about \$20/month on credit card processing fees. Frank helped register with the state and annual insurance expenses. Lyndsey said there have been some issues in regards to LLYLI funds not being recorded in the right areas because some of the checks for 2016 actually were deposited in 2015. Alyssa said this has been confusing for the LLYLI Committee to figure out how much money there is available and there needs to be away to make this clearer. Amelia said Dana is aware of this problem and suggested the Management Team meet offline and figure out a solution.

Budget for Swag

Due to the room costs being very low for the Annual Event, there was an idea to spend the extra funds on swag items. Ruth said she has glasses and t-shirts but suggested purchasing more stickers. There is \$2,000 in the LLYLI budget for swag and an additional \$1,750 from CWW for general purchases.

Regular Agenda

New Project Strawman Template

Becky sent out a strawman template her and Brenda had worked on previously. Frank added that the strawman template now includes some additional questions. **Leslie moved to approve the new template. Seconded by Renee. Board approves.**

Water Audit Workshop Strawman, 1st Reading

The water audit workshop was designed in response to a couple water audit surveys that had been distributed. The workshop would be for all customers. The timeline proposed would be in the fall seeking grant funding. The workshop would be held in spring 2017 or fall 2017 if needed. It is estimated it would cost between \$10-15,000. Frank, Rick, and Becky are leading this effort and are still open to input and suggestions on this event. The event would be a half-day and focus on the value and implementation of water audits as well as related tools and resources. There have been conversations about offering the workshop in more than one location as well as through a webinar. As long as there isn't a conflict applying for a CWCB grant, CWW could charge non-members a registration fee. Renee suggested including an indoor component to appeal to areas without growing seasons. Ruth suggested including a best practices guidebook to those who register for the workshop.

Membership Update

Membership is at about \$30,000 and Denver Water just renewed. Brenda sent out an invoice to Loveland Water for their LLYLI sponsorship. Letters to potential members have not been sent out.

Live Like You Love It

Lindsey is crafting emails to send out to CWW members, LLYLI partners, and potential partners. Brenda will be working on the website to update current LLYLI partner materials access. Amy Conklin was at the Committee meeting and gave an update on the transportation ads the Colorado Stormwater Council contracted. The transportation graphics will be available on the website for download by anyone. Kate suggested keeping track of the web analytics to see if there would be an increase in web traffic from these ads. Lindsey is working on keeping track of web data and social media data. Alyssa spoke with Lisa and Jason about creating a shopping cart for the LLYLI website as well as instructions to join as a partner directly on the LLYLI website instead of on the CWW website to cut down on confusion. Jason will be coming back with a cost estimate on these items.

The Committee discussed a 2017 plan for LLYLI including an event such as a hiking 14er event or partnering with a group such as the Greenway Foundation on an event. The plan is to focus on fundraising through hiring a contract employee or an intern. The proposed budget for 2017 is \$20,000; LLYLI brings in on average \$18,000 a year. The budget would also include marketing costs, Brenda's time, swag purchases, and other items. The Committee would like to propose that the money brought in by LLYLI be used specifically on LLYLI. In the past LLYLI money was added to CWW and this would change that so LLYLI money would be used on enhancing LLYLI materials and resources. The Committee would also like to propose 5% of yearly CWW memberships go to LLYLI since CWW members are receiving LLYLI benefits as well.

Alyssa was contacted by a group in Summit County to utilize LLYLI and is planning to meet with the group tomorrow.

Tools Committee

Becky emailed out the Tools Committee 2017 plan to the Board. The group has decided to change the name of the Committee to "Tools & Resources".

Smart Phone App – Ruth said there are 140 zip codes in the app and that seems like a significant accomplishment to approach GreenCo with. Rick would like to hear some follow up from Brenda's discussion with GreenCo about the app. Frank suggested doing something more formal about the app at ProGreen. Ruth suggested GreenCo could include the app in their Friday newsletter. Michael admitted that Denver Water is frustrated with the app because they have put a lot of time and effort into the app and it hasn't really gone anywhere. Denver Water and other groups have tried pushing the app out to

various groups and industries but Denver Water feels it would probably be more meaningful if the push were coming from the green industry. Brenda agreed and suggested conducting a session in the Learning Lounge at ProGreen. Frank is adding South Adams to the app and Rick is working on adding areas.

Case Studies – The committee is interested in incorporating case studies into their efforts. Kate agreed that it would be helpful to have the case studies within the Tools & Resources Committee. Frank will add Kate to the monthly Committee meetings.

Lunch n' Learn

The committee discussed if there should be an attendance charge on Lunch n' Learns and to charge if a company was presenting. It was agreed to not charge if a company was presenting but to charge for other Lunch n' Learn topics. Amelia would like to step back from planning Lunch n' Learns because of the time she spends on her other CWW responsibilities and asked if there is anyone interested in taking lead on these events. If so, than that person and the committee should make the final decision on attendance fees and logistics. Rose-Marie said she wouldn't mind helping with the planning and coordination but is concerned about being able to bring in an audience and would want help with that. Ruth said the Board could help with some of that. Brenda could handled website stuff for the events. Amelia and Frank said they could help Rose-Marie transition into taking lead on these events with Brenda's support. The Committee will create a budget recommendation and plan for 2017 before the next Board meeting.

Annual Event

The Annual Event group will be meeting soon to finalize the agenda and work on opening up the early bird registration. The 2017 proposed budget would be \$6,000 for registration and \$17,250 for sponsorship. Expenses include Brenda's time, materials, swag and graphic design, printing and coping, programs, equipment, facility rental, food and beverage, speaker honorariums, etc. Expenses are estimated to be around \$10,000. Amelia suggested adopting a provisional event budget since this year's event is much different than past annual events.

Website

The Committee is continuing to keep to the website current. The budget for 2017 is nothing new and includes Wild Apricot fees.

Newsletter

The newsletter budget for 2017 includes a small bump to the graphic designer and the purchase of some stock photos. Amelia mentioned that WRA have a library of stock photos that perhaps CWW could have access to. The newsletter Committee is on target to release the next newsletter on September 1st. The following newsletter will be released December 1st. Alyssa mentioned that perhaps her and Brenda could write something about their upcoming presentation at the SDA Conference for the December newsletter. Ruth asked if anyone would be interested in taking lead on the CWW "News and Notes" section of the newsletter and to send updates to Renee.

Year End Report

Brenda will bring examples of a year-end report template to the next Board meeting in September.

Other Business

Alyssa announced that Michael, Nona, and Leslie will not be renewing their Board seats so there will be three seats open. There will need to be some campaigning to fill these seats.

Wrap up and Adjourn

Ruth and Alyssa adjourned the meeting at 11:44am.

Submitted by:

Nona Shipman and Lindsey Bashline