

MINUTES



Colorado WaterWise Board Meeting

Thursday, July 14, 2016

Brendle Group – 212 W Mulberry St, Fort Collins, CO

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
X	Brenda O'Brien	Colorado WaterWise/GreenCO	brenda.obrien@comcast.net
X	Becky Fedak	Brendle Group	bfedak@brendlegroup.com
X	Diana Denwood	Aurora Water	ddenwood@auroragov.org
	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
	Leslie Martien	AquaCraft	leslie@aquacraft.com
X	Lindsey Bashline	Loveland Water and Power	lindsey.bashline@cityofloveland.org
X	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
	Renee Davis	Fort Collins Utilities	Redavis@fcgov.com
P	Rose-Marie Clouse	City of Fountain	rclouse@fountaincolorado.org
X	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com

Guests

	Rick Schultz	Town of Castle Rock	rschultz@crgove.com
	Jon Klassen	Centennial Water and Sanitation District	
	Liesel Hans	Fort Collins Utilities	lhans@fcgov.com

Ruth and Alyssa called the meeting to order at

Executive Session

Board Business and Action Items

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

Financial Report

Amelia and Lyndsey have been working with Dana to switch from quarterly financial reports to monthly. They sent out the financial report to the board before the meeting. Amelia feels the total balance and equities is healthy for this point in the year. Membership dues are a little below the quarterly goal but very close. Project support, aka Live Like You Love It sponsorship, is behind the quarterly goal by quite a bit. Administrative services, Brenda's time, are a bit above the initial prediction and Brenda feels comfortable with the allocation for the rest of the year. Net income is down \$8,000 but Amelia thinks this is because of Brenda's time being used more quickly than expected and the low LLYLI sponsorship support. Brenda thinks there are some large membership dues and LLYLI sponsorship that were allocated for 2015 when they should have been put into 2016. Brenda, Ruth, Alyssa, Amelia, and Lyndsey will communicate with Dana to clear up this confusion.

Regular Agenda

Tools Committee Update

The Committee has been working on creating an audit workshop for people to share thoughts and ideas for indoor/outdoor audits. The survey was sent out to CWW members about this idea and there was a lot of positive feedback and interest. There were also helpful event and agenda suggestions. The Committee is considering charging a registration fee for the event with one price for members and a different price for non-members. Becky believes this event aligns really well with the goals of the conservation community.

Smart Phone Update

The Tools Committee has been brainstorming ways to incentivize utilities to keep pushing the cell phone app and develop value in it. The Committee is open to suggestions for opportunities for outreach and gain some traction. Rick shared information about the app with the South Metro group but has not had a chance to follow up yet but he plans to discuss the app with the group. Becky thinks there are other groups, such as stormwater groups and others engaging with contractors, which may find a lot of value in the phone app. The Committee wants to make sure the phone app is successful. Brenda asked what the push is for groups to upload their information into the app? She is concerned the green industry and groups who invested money into the development of the phone app are not getting what they were promised. She believes there should be a push for content before marketing and outreach. Brenda reviewed the initial scope of work and goals for the phone app for the guests in the room. Frank doesn't feel that all the weight of pushing content and coverage should be put solely on the shoulders of the Committee and CWW when the app has been made available for free and at a reduced cost to utilities and other marketing blasts. Amelia mentioned that perhaps this is an area an intern could be helpful. Michael wanted to remind the group that for some utilities, like Denver Water, using an app like this could be complicated. Brenda suggested making this a part of the 2017 strategic plan.

Lunch 'n Learn Update

The second Lunch 'n Learn was held at MSU Denver with a presenter from Water Smart. It was a smaller turn out but the Committee is planning to hold one more Lunch 'n Learn this year. The presenter is still to be determined. Amelia feels the sessions are successfully avoiding being a sales pitch. Amelia hopes that more board members will attend in the future.

Live Like You Love It Update

New material has been created and is ready to be shared. 5 fact sheets and 3 graphics have been created. Lindsey is working on adding the information to the LLYLI website. The Committee will also be working on the membership access so that only LLYLI sponsors and higher-level members will have access to the new materials. Colorado Stormwater Council created 2 LLYLI bus ads running in Mesa County. Ruth also had 5 bus barns created using facts from the original fact sheets. The bus ads created by CSC are available for everyone to use. Frank asked when sponsors would know that their access has expired? Alyssa asked if Brenda could look into reminding sponsors to re-up their LLYLI sponsorship. The LLYLI Committee will be meeting soon to discuss next steps. There should not be any more invoices coming from Lisa Sigler.

Survey Request

The Water Research Foundation is currently distributing a survey about land/water use planning. Becky is hoping to share the survey with the CWW mailing list. Amelia said the survey is meant to help get a sense of how planning is or isn't integrated. The survey is going out nation wide but they expect most responses to come from the west. Becky will craft an email with the survey to be sent to CWW members. Diana asked if it would be helpful to put the survey on the CWW website. Laura reminded the group to send news and events to Diana to be added to the website.

AWWA's National Survey of CII Efficiency Programs

Frank presented a summary a survey of CII water efficiency programs. The presentation was provided before the meeting to board members.

Other Business

Diana shared with the board that Aurora has been working on z-zones to create more no-water landscaping. There will be a piece on this in the next newsletter. Diana is also working on a z-zone demonstration garden within the Aurora demonstration garden. Ruth suggested having a Lunch 'n Learn on this project.

Amelia shared that she was given an award to host a workshop in different regions of Colorado. She will be reaching out to board members who attended last year's workshop and those in the new regions to discuss topics and options.

Michael shared that Denver Water is conducting a test pilot using community based marketing techniques on water efficiency. It has been interesting to connect with the communities through this project. If successful this project will hopefully replace other water efficiency projects at Denver Water. The target neighborhood is North Park Hill.

Diana shared that Aurora Water are testing Dog Tuff™ grass – a new hybrid from South Africa. They have planted some and are visually monitoring the grass.

Jon shared that they will be submitting their updated efficiency plan to the CWCB pretty soon.

Rose-Marie shared they have been dealing with the new EPA guideline that suggests some of their water may be contaminated. Fortunately the City of Fountain has been able to stay ahead of it all and doing pretty well using only surface water and is in better shape than some of their neighbors. Although this has been controversial, Fountain has been able to double their outreach to their communities.

Ruth shared that Greeley is moving forward with their new educational water bill and system. Their new water budget is going to be live and based on weather data.

Frank asked that if anyone is doing an AWWA M36 audit, you could send it to an AWWA committee for a free objective review of your audit. If you're interested, Frank can put you in touch with the chair of the committee.

Wrap up and Adjourn

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

Submitted by:

Nona Shipman and Lindsey Bashline