

MINUTES



Colorado WaterWise Board Meeting

Thursday, April 9, 2015
Loveland Public Works
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	Amy Conklin	Barr Lake/Milton Watershed	conklin3@ix.netcom.com
X	Brenda O'Brien	Colorado WaterWise/GreenCO	brenda.obrien@comcast.net
X	Becky Fedak	Brendle Group	bfedak@brendlegroup.com
	Kate Gardener	Center for ReSource Conservation	kgardener@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	City of Loveland	Lindsey.Bashline@cityofloveland.org
X	Lindsay Weber	Denver Water	lindsay.weber@denverwater.org
	Lyle Whitney	Aurora Water	gwhitney@auroragov.org
X	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
X	Nona Shipman	One Water One World	nshipman@msudenver.edu
X	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com

Guests

X	Renee Davis	Fort Collins	redavis@fcgov.com
X	Dana Miller		

Alyssa called the meeting to order at 10:04 am.

Board Business and Action Items

Approval of March meeting minutes – Approved by board.

Legislative Update - The rain barrel bill passed the House and will be coming up for vote in Senate Ag committee on April 16. The rainwater harvesting bill passed House and Senate with some small amendments and is on to the Governor for signatures. Bill to repeal Water Sense was not passed. Bill to direct CWCB to provide free training programs passed the House and Senate (SB 15-008).

Business Plan - The CWW Business Plan Committee met to revise the current proposal. The plan Amelia worked on will retain some membership levels and include an "a la carte" option for some items. The group will be editing the proposal and Amy plans to schedule a future meeting soon. The committee conversations are open to all board members but Business Plan Committee members should be actively involved.

Financial Report

March Financials - (See quarterly board financial report doc for details.) Amelia introduced Dana Miller, new CFO for CWW. Amelia, Ruth, and Dana have been working together to transfer files. First financial report has been completed. Future reports will be monthly or quarterly. Dana reviewed the financial report. Financial reports include balance sheets and income statements. Balance sheets assets are everything is owned. CWW has two checking and savings accounts with year over year comparisons. Most of the funds for memberships and events go into the 1st Bank account. Prepaid expenses are funds that have been spent ahead of time (\$250.00). Total \$79,000 in assets. Liabilities are everything CWW owes. Net assets are money that has come in that CWW is able to spend how they see fit. Net income for March is 1,085.91. Total assets should

match total liabilities. The profit and loss statement is how much money has come in for the first quarter and how much has gone out. The more detailed version compares the actual budget to the proposed budget. Project grants includes smart phone app grant and the \$2,500 budgeted for project support from members at \$100/user. Donations and sponsorships is money to Live Like You Love It. Bank charges are credit card fees. Laura and Ruth have discussed using a new processor because the fees are high. Board development costs are lunch costs for meetings. The storage unit was budgeted for but no money was spent on it. Alyssa explained that Platte Canyon is going to store everything instead of getting a storage unit. Amelia asked if we should leave the budget as is or modify it? Dana responded that for June she can assemble a forecast of actual costs to compare against the previously set budget and money spent to get a better ideal of how CWW will land at the end of the year. Brenda's time was budget under admin services but paid under contract services, so those amounts even out. Dana said that she would like to break out Brenda's payment by tasks. Lisa Sigler is also included under contract services. Insurance has been budgeted for but CWW hasn't received an insurance bill. Ruth said that normally the insurance bill comes in the third quarter. Dana asked what taxes CWW pays? Ruth said CWW has a tax license for Denver and state of Colorado though Ruth doesn't think we have ever used the amount budgeted. Dana said she'd like to sit down with Dan to better understand some of the numbers he produced in the past. Currently there is \$1,085 in profit but CWW had budgeted for \$8,475 in profit. Laura said that some of the discrepancy might be because Northern Water paid their membership early and it was recorded in December instead of January and into the first quarter. Amy requested the P&L detail from 2011-2014 to identify trends and how much CWW needs to be sustainable. Amy would also like to track in-kind expenses and Dana said that CWW should be doing that. Dana just needs to know what they are and keep it updated. Frank agreed and that it would help with grants as well. Brenda asked if in-kind would include board attendance? Dana said that volunteer hours are not tracked in the books but can be tracked off-line. Laura asked about time spent on projects by board members? Dana said it would be helpful to track that if you want to show that more paid staff members would be necessary. Dana recommended tracking it in 30-60 minute increments. **Brenda asked if it would be helpful to ask board members to send in monthly hours? Dana said that there is a Google Doc form that would input all the data into a spreadsheet and it is free to use.** Dana created budget pages for each of the departments that Dan previously identified. No budget for Project Wet but CWW received revenue for it so Dana started to track it. In the future, Dana will provide collapsed information and give Ruth and Amelia the detailed information so that should anyone at the Board level want the detailed info, they can access it through Ruth and Amelia.

Colorado Water: Live Like You Love It

Website Development – Lisa Sigler should have something to CWW by next week. The website will be up and running by the end of the month.

Partnership Meetings – Alyssa presented at the Northern Water Users meeting. It went really well and there was really positive feedback. Alyssa had several people request more information. Lisa Sigler met with Colorado Restaurant Association and they are going to perhaps sponsor at \$1,000 for access to current items and create new restaurant appropriate items. Amy said that LLYLI and the Storm Water Council (SWC) education committee met to come up with language about outdoor water use. Alyssa said there isn't a budget to ask Lisa to make changes but CWW should get the files to make any future edits and changes without incurring extra costs. Amy said that if CWW chooses to incorporate SWC edits, it would allow both parties to move down a path together. SWC does a lot of implementation, which would be good for LLYLI. Ultimately this is related to keeping some semblance of control over how the 14ers and logo are used. Brenda asked should users be able to manipulate? Or just cobrand? Alyssa said using the logo how you want is different than manipulating content on fact sheets and 14ers. Lindsey B. said she has collected some language from similar campaigns on this issue and the LLYLI committee can address it at a future meeting. Committee needs to decide how they want to address the issue of logo and content use by supporters. Laura said if we are going to make new products we should ask Watermark to do it but if small edits need to be made to pre-existing items, CWW should be able to make those changes without paying Watermark. Alyssa met with Kate and Becky from CWCB and they were very supportive. **Alyssa plans to touch base with them again after they have had a chance to speak with James Ecklund about formally supporting LLYLI.** CWCB doesn't have a lot of money but each basin has money and CWCB would like to approach basins for support. **Alyssa is going to set up a committee meeting soon to discuss other presentation opportunities.**

Laura mentioned bulk purchasing of items. Laura did some research and found an organization that can take the orders, house them, and ship them out when orders are placed. Possible items are tshirts, pint glasses, cozies, color changing water bottles, and bags. Purchasers would order from Zamar directly, CWW would not be the middleman.

Smart Phone App Update

Lindsey W. said that next week is the marketing plan meeting with different stakeholders. Frank sent Lyle a spreadsheet with interested parties. Lyle compiled a list of Aurora ordinances that will be included in the app to be included in the content behind the categories. **Brenda asked about soliciting utilities to put data in? The committee will address that soon.**

Annual Event

The annual event is on October 29, 2015. Brenda shared a draft agenda (See draft agenda doc for reference). Brenda reached out to Ken Salazar to be the lunch speaker. Instead of having competing sessions, there could be rotating sessions where speakers present multiple times. This way people don't feel as if they are missing anything. Dr. Nichols, A Blue Mind, spoke at Water Congress and it would be a great addition to the annual event and will let people leave feeling good. Brenda has reached out to his people to inquire cost for visit. Brenda would like to show "The Great Divide" as an early evening event and wrap up by 5:30pm. Budget for speakers is \$1,500 so CWW may not be able to get all of these speakers. Laura mentioned asking Tonya Martin to present. Ruth said Doug McKenzie Moore is going to be here in June for a two-day seminar. Brenda suggests Frank do a session. Frank said AWWA sent out a thing about a scavenger hunt that could be a fun option.

Board Recognition Gifts

Ideas and Budget – CWW should recognize Esther for her years spent on the board. Frank sent out a link to the board from the website Colorado Crafted and it seemed the responses he got were for the "Nymph" basket. Frank asked if CWW should recognize only last year's members at the annual event or go further back? Brenda asked about recognizing former board members that are still active versus an individual award? Frank moved to recognize past board members at the summit with Colorado Crafted materials as a way to show appreciation. Ruth asked where the money would come from? Frank suggested using \$500 as the max spent on recognition. Alyssa thinks there should be some criteria on who should be recognized, not just all past board members. Frank suggested nominating some people for are worthy of recognition. Brenda offered to compile a list of past board members. **Frank moved and Amy seconded a motion to recognize former Board members at the annual event. Amy made a friendly amendment that Frank accepted to have identification of the Board members to be recognized done by the Event Committee. The Event Committee will bring the draft list of people to be recognized to the entire Board for their input.** The motion passed unanimously.

Roundtable Discussion

Frank received a proposal to work with Cavanaugh and Associates about water loss training. It would include 5 trainings across the state and would not need much support from CWW. This would be a good way to show CWW is offering technical tools. The training is free for utilities. CWW would determine when trainings are. Trainings are at least a half-day. CWCB would provide a grant to put on the trainings. **Frank will send out a strawman to the board.** Board thinks it will be beneficial for CWW to hold registration on our website to drive traffic. CWW may have to write the grant. Amelia asked what their timeline is? Frank said they would like to host the training in July. Leslie would like to put it in the newsletter which is coming out in June so if the trainings are voted on in May, that is enough time. Frank would like to hold an email vote since we have had a chance to discuss it now. Ruth would like a date for the training. If partnering, CWW technically would be required to do a 25% match, which CWW would contribute through in-kind donation. **Dana asked about getting a fee as acting as the middleman between CWCB and Cavanaugh? Frank said he would look into it.**

Leslie said the upcoming newsletter theme is "Outdoors" and anyone should submit for the newsletter by May 1st.

Becky said she is interested in reviving the ICI submitting. Anyone interested contact Becky.

Wrap up and Adjourn

Alyssa adjourned the meeting at 12:11 pm.

Submitted by:

Nona Shipman and Lindsey Bashline