

MINUTES

Colorado WaterWise Board Meeting

Thursday, August 13, 2015

Boulder, 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
	Alyssa Quinn	Platte Canyon W&S District	alquinn@plattecanon.org
X	Amy Conklin	Barr Lake/Milton Watershed	conklin3@ix.netcom.com
X	Brenda O'Brien	Colorado WaterWise/GreenCO	brenda.obrien@comcast.net
	Becky Fedak	Brendle Group	bfedak@brendlegroup.com
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
X	Lindsay Weber	Denver Water	lindsay.weber@denverwater.org
P	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

P	Diana Denwood	Aurora Water	ddenwood@auroragov.org
P	Aimee Reisbeck	EPA	Reisbeck.Aimee@epa.gov
X	Michael Thomas	Denver Water	michael.thomas@denverwater.org

Frank called the meeting to order at 10:05AM

Board Business and Action Items

Approval of July meeting minutes – Leslie made a motion to approve July's board minutes. Seconded by Nona. Approved by board.

Business Plan and Membership Structure 2016 – *Second Reading* - Amy reviewed categories of the utility memberships and defined what is considered a small utility (10 or less employees), medium utility (11 to 50 employees) and large utility (more than 50 employees). Board reviewed utilities on the list to make sure they are in the right categories. Brenda suggested CWW continue to target covered entities vs. focusing on companies and individuals. There have been a few non-member utilities that have signed-up for the M-36 training. Frank said he will be doing a pitch for CWW, with an "invitation" to participate. Amy suggested that the Management Team draft language for letters that will accompany QuickBooks invoices that are tailored to categories. Letters will be sent before the September Board Meeting. Brenda will use WildApricot since it will send automatic reminders. Frank suggested adding a phone call for certain strategic customers. Motion Revised: Amy made a motion to authorize the Management Team to draft language for invoice emails to entities listed in the spreadsheet. Emails and invoices are to be sent by the September Board Meeting. Follow-up phone calls can happen as appropriate thereafter. Seconded by Frank. Approved by the Board. Frank said he can draft language after today's meeting. Frank is willing to be the contact for various businesses with appropriate Board assistance identifying contact information. Amelia asked what we do with Fountain who just contributed \$3000 and when their new invoice would be \$500. Lindsey B. responded that we wouldn't invoice until membership is due again. Brenda confirmed. Leslie asked if we decide on rolling membership? Nona responded yes. It was the coconscious of the Board that invoices will automatically be sent as memberships are due.

Financial Report

Ruth had the June financials included in the packet. She noted that CWW's position has improved and we can write checks quicker. CWW recently received large checks from Loveland Water and Power and Northern Water for LLYLI. Amy asked how much CWW had in savings? Ruth replied around \$58,000. Frank noted that it is still above reserve and we are still in good shape. Ruth also mentioned that we will be paying insurance at the end of this month.

Frank mentioned that as a state-sanctioned non-profit, CWW is required to annual register with the CO Secretary of State as an organization that pursues Charitable Solicitations. This involves entering a variety of data. Frank filed and received approval earlier this week. There is a \$10 fee to register.

Frank mentioned that CWW was interested in participating in Colorado Gives Day however we missed the deadline to register CWW for 2015. Lindsey B. knows when registration will open again, added it to her calendar and will look into applying next year.

Colorado Water: Live Like You Love It

Laura – The Committee met with Lisa Sigler on the three year plan. LLYLI has a communications plan but the Committee wanted to break it down into a three year roadmap with budgets and goals. Also wanted to have a roadmap to share with partners when seeking sponsorships. Goals discussed included each year creating new content and tools focusing on putting water in context, discussing the cost of water and rates. The Committee would also like to create an event calendar, eNewsletter, possibly hiring fundraising consultant, create a budget for swag with a shopping cart on website.

Ruth mentioned that the Alliance for Water Efficiency had a great animated video that should be on CWW and LLYLI website. Leslie mentioned having a LLYLI license plate made might be a good idea. Laura said they looked into that and it requires gathering 3000 signatures. Might be something we do in the future.

Laura mentioned the Committee also discussed hosting an event, possibly a farm to table event to continue to going after partners – targeting organizations and groups for fundraising. She asked if anyone has any ideas for events to let the Committee know. Michael said the farm to table idea may be a good way to get smaller towns involved. Laura agreed adding that it may also connect agriculture.

Amy mentioned that we need to review the letter that was going to be sent to the Colorado Stormwater Council to ensure we are clear in what CWW is asking for. Committee will discuss after the board meeting to clarify.

Frank mentioned he will be meeting with the Colorado Brewers' Guild. Amy said she will be meeting with Colorado Car Wash Association and IBCC Conservation Sub-Committees.

Smart Phone App Update

Frank – The Smart Phone App Committee was requested by partners to pick launch date. August 15, 2015 was selected. It was the goal to have 20 partners with data entered and there are currently 16. Frank noted that there is a good variety of utilities represented, not just all utilities from the Front Range. Frank asked if we wanted to wait to launch the App until we have more participation or just put it out now? We may run the risk of people not using if they see their cities are not in there. Laura suggested launching with a disclaimer that more utilities will be added later. Lindsay W. suggested that we announce now and then do a push again in the spring. Frank made a motion, that with approval of Smart Phone App partners, **CWW will move forward on proposed and general outreach** of the App as a soft launch and follow-up with a larger launch in the spring. Seconded by Amy. Approved by the Board.

Annual Event

Ruth - Save the date postcards are ready and approximately 340 will be sent out. Frank asked that more details be released on the website so we can reference it in the upcoming events. **Let Brenda know of any sponsorship contacts you may have or if you are able to volunteer the day of.**

AWWA M-36 Training and Grant Status

Frank – Gave an overview of the proposed training. Training will be a full day workshop with five locations. Ruth asked if registration covers the book? Frank said it did not but it does cover attendance materials. Lindsey B. suggested mentioning that on the event webpage. Frank said all those details will be covered in the upcoming webinar. Webinar is scheduled for Wednesday, August 19, 2015 from 1:00-2:30PM. There are approximately already 40 registrations and Frank mentioned that Cavanaugh was calling all covered entities to see if they are interested.

Newsletter

Ruth – Asked that anyone who can submit an article please get to them by the end of the week. There is a theme of “Lessons Learned”. Laura suggested the Colorado Foundation for Water Education and using the big piece they had on land use.

2016 Strategic Plan Preparation

Ruth asked if we needed to move the location since it's important that everyone can attend in person? Ruth, Lyndsey L. and Laura will discuss a location and send update on location. Amy asked if there is a limit on the number of projects we can take on? Brenda said no but that's why we created the strawman to help vet projects. Brenda will send results from last membership survey before the Strategic Planning Session.

Project Ideas:

- Xeriscape Colorado brochure revamp - Ruth will take the lead on creating strawman. Incorporate Plant Select, and possibly brand a little more like LLYLI while keeping most of the general design. It's a project Greeley will work on either way.
- AMWA Leak Detection Guide – Lyle will take the lead on creating strawman.
- ICI Tool – Becky will take the lead on creating strawman.
- CII Benchmarking – Brenda will take the lead on creating strawman. We'll have initial findings of GreenCOs quantification findings in May. Phase 2 includes a committee where CWW would participate.
- Hosting Certification Training for [Certified Water Efficiency Professional](#) (CWEP)

Terms to expire: Kate, Frank, Alyssa, Becky – Send Brenda an email saying if they are interested in renewing term or not.

2015 Strategic Planning and Budget Meetings

- September 10, 2015 Location TBD 1-3:00PM
- November 12, 2015 Platte Canyon 1-3:00PM
- December 10, 2015 Denver Water 1-3:00PM

Citizens Guide for Water Conservation

Frank – Their goal is to have a revision by March. Ruth recommended that they use LLYLI graphics where possible. Members of the Board should let Frank know you would like to be involved in review of the Guide.

Other Business

Frank will have a booth at 2015 Land & Development Conference:

September 1, 2015
Inverness Hotel and Conference Center

Amelia shared Western Resource Advocates annual fundraiser:

Land, Air, Water & Wine
September 10, 2015 6-9:00PM
www.landairwaterandwine.bpt.me

Wrap up and Adjourn

Frank adjourned the meeting at 12:09PM.

Submitted by:

Lindsey Bashline and Nona Shipman