

MINUTES



Colorado WaterWise Board Meeting

Thursday, December 10, 2015

Denver Water

10:00 a.m. – 12:00 p.m.

P: Called-in via phone
X: Attended in-person

Board:

P	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
	Brenda O'Brien	Colorado WaterWise/GreenCO	brenda.obrien@comcast.net
X	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
	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
	Nona Shipman	One Water One World	nshipman@msudenver.edu
X	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com

Guests

X	Diana Denwood	Aurora Water	ddenwood@auroragov.org
P	Rose-Marie Clouse	City of Fountain	rclouse@fountaincolorado.org
P	Renee Davis	Fort Collins Utilities	Redavis@fcgov.com
X	Michael Thomas	Denver Water	michael.thomas@denverwater.org
X	Aimee Reisbeck	EPA	Reisbeck.Aimee@epa.gov
X	Dan Stellar	Center for ReSource Conservation	dstellar@conservationcenter.org

Alyssa called the meeting to order at 10:05 AM

Board Business and Action Items

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

Annual Officer Elections - Lindsey B. and Nona are still interested in Secretary. Frank has reached term limits and can no longer serve. Ruth is interested in Co-chair. Frank can move to Treasure unless others were interested. Amelia was still interested in Treasurer.

- Co-chair Alyssa and Open Seat –
 - Discussion – No other interest. Amy made a motion by acclimation to accept Ruth and Alyssa as 2016 Co-Chairs. Seconded by Laura. Approved by the Board.
- Treasurer: Ruth and Amelia
 - Discussion – No other interest. Amy made a motion by acclimation to accept Frank and Amelia as 2016 Treasurers. Seconded by Kate. Approved by the Board.

- Secretary: Nona and Lindsey B.
 - Discussion – No other interest. Alyssa made a motion by acclamation to accept Nona and Lindsey B. as 2016 Secretaries. Seconded by Lyndsey L. Approved by the Board.

Center for ReSource Conservation's Summit Proposal - Kate gave an overview of the CRC and their services. The CRC is proposing a partnership with CWW on the summit for 2016. The CRC is looking for more opportunities for educational events and suggested taking over logistics, management, registration etc. for CWW's annual event. The CRC brings the benefit of paid staff, offering to help reduce the workload on the Board. CWW would help with marketing. Kate reiterated that of course quality would be #1 concern. Dan mentioned that this may be an opportunity to give CWW breathing room, CRC would provide all the risk, including funding. He mentioned that we could try the partnership and reevaluate if it's worth continuing.

Diana asked what kind of experience the CRC had with events? Kate mentioned that they've done a few annual events, dinners, and a 5k in Boulder. The CRC has a President and Marketing Manager who are both very experienced in putting on large scale events. Lindsey B. asked what role CWW would have in planning to ensure the event still meets CWW goals? Kate said that goals and spirit of the event would still be the same. She said they envision more of an abstract driven event similar to CWI. May have CWW assistance with selecting abstracts. The CRC would be responsible for agenda. Dianna mentioned that previously it has been discussed refreshing the event, is CRC open to trying new things? Kate said they are open to the idea. Lyndsey L. mentioned the committee was working on more ideas to get people out of their chairs and focus on more case studies. Kate agreed and said abstracts are basically case studies.

Becky mentioned that we need to consider how this works into membership and revenue. Alyssa said the summit is still tied to membership with a discount. Amelia asked if we partnered, would we still honor membership discounts? Kate said yes. Alyssa mentioned that the event is still one of the biggest fundraisers. Becky mentioned that it may be some sort of negotiation. We may be able to charge more for registration to recover fundraising. Frank said that CWW currently invests around \$10k for the event. He mentioned that previously Ruth has used a lot of her staff time for the event and that it will not be continued in the future. The CRC is offering to help do the event at reduced cost. Looking at the financials from 2015 summit, we spent around 10k made 15k. If we remove Ruth's staff contribution we would have broke even. Dan reiterated that that's why the CRC is saying one year. Allow CWW to refocus.

Alyssa mentioned that the committee hadn't had a chance to get together yet, and discuss what we would do differently. She said it would be hard to make a decision at this point. Ruth asked how soon would the CRC need an answer? Dan said for planning purposes, ideally they would like to have a good idea by the end of this meeting, certainly by January. Rose-Marie said that she would be hesitant to make a commitment this early. The committee hasn't had a chance to meet yet. She was concerned that we need to determine how a partnership would change what we are doing. Rose-Marie gave the example of events focused more towards water resource engineers vs. conservation professionals. Ruth suggested that the committee meet; take time to form questions and then meet with the CRC. The committee can then come the Board in January with a recommendation. Laura asked if the CRC would consider cost sharing for sponsorships with CWW receiving a percentage. Dan said yes, that's an option but if we did that then we may want to share the risk. He reiterated that everything is on the table and open for negotiation. Ruth said if anyone had suggestions or questions to send them to Brenda and the committee will discuss. Amelia asked if the CRC has a membership base? Kate said No. They have customers/program partners. Laura mentioned she has been to past events and they are great. Amelia made the comment to the committee that the 2016 draft budget is projected to be negative. Whatever proposal they come to the Board with, needs to be positive. We weren't going to accept as is, needs to be net positive. Michael mentioned that he believes the partnership could potentially bring additional value and prestige to the event. Renee mentioned that content and abstract driven would be a good addition and suggested we have CWW part of the selection committee. The committee will meet and come to the Board in January with a recommendation.

2016 Budget Review and Ratification – Amelia said Brenda had emailed the latest 2016 budget to the Board. Dana had added lots of helpful information. Treasurers, Dana and Brenda had discussed better tracking on coding expenses so we don't get incorrect numbers that have to be corrected. They also clarified and streamlined the process with Dana to ensure things are accurate. Because of so many uncertainties, the Board was not able to pass the budget at the last meeting. Amelia mentioned that this version of the budget includes the annual event. She suggested the Board approve the budget with the exception of the annual event tab. The annual event could be approved at a future date. Amelia summarized what the budget would look like without the annual event. Alyssa made a motion to approve the 2016 budget, without annual event. Seconded by Becky. Approved by the Board.

2016 Committee Solicitation

Alyssa reminded the Board that board members need to serve on at least one committee.

- **Website** – Committee Chair: Laura; Members: Dianna, Brenda, Lindsey B., Kate. Sub Committee: Ruth, Lyndsey L., Dianna
 - Discussion: Committee needs to meet and decide what the committee is responsible for and what we need Brenda to do. Dianna asked if Xeriscape Colorado was part of the website committee? Dianna is interested in working on that. Ruth and Dianna will work together.
- **Newsletter** - Committee Chair: Leslie; Members: Ruth, Kim, Michael
- **Annual Event** - Committee Chair: Brenda; Members: Ruth, Alyssa, Lyndsey L., Rose-Marie, Michael, Renee
- **Membership** - Committee Chair: Brenda; Members: Amelia, Becky, Amy, Laura, Frank
 - Discussion: Amy asked if this group should be combined with Finance? Ruth said no, overlapping individuals should be on both.
- **Tools** - Committee Chair: Becky; Members: Kevin Hartley (Greeley), Aaron Sall (Greeley), Lyle (Aurora), Renee, Frank (temporary for Smart Phone).
 - Discussion: Projects may include Water Research Foundation funding for CII tools, CII assessment tool, Smart Phone App, AMWA Tool, and other items deemed appropriate by the committee.
- **LLYLI** - Committee Chair: Alyssa; Members: Brenda, Lindsey B., Lyndsey, Ruth, Nona, Natalie (Greeley), Laura, Rose-Marie, Amy, Becky (will have other Brendle Group representation)
- **Lunch and Learns** - Committee Chair: Amelia; Members: Frank, Ruth
 - Discussion: Michael asked why case studies and lunch and learns were separate? Amelia mentioned that there are similarities but they two very distinct activities. It was agreed to keep them separate.
- **Finance** - Committee Chair: Amelia; Members: Ruth, Alyssa, Dana, Brenda, Frank,
- **Case Studies** - Committee Chair: Kate; Members: Dianna, Leslie, Renee

2016 Membership Update

Amelia said the plan is to rollout new membership after the first of the year. She mentioned that Brenda will be key in this process and has done a lot in the last month. Brenda has created email templates for each category: utility, non-utility and industry. As well as letters for existing members and new members in each category. Brenda also started work on updating the website. Amelia noted that membership information includes details about how contributions to other CWW initiatives can be made. The committee will be meeting next week. They will have to decide how to include the annual event discount. Amelia mentioned they might need to use a percentage off vs. dollar amount off since it is still unknown what registration will cost.

Alyssa said she spoke to Brenda last week. Brenda will primarily be working on membership in 2016 and Brenda will come to the Board with a plan on how she will be working on that in the future.

Frank mentioned that he had asked Brenda to take the lead while Amelia is out on leave.

Colorado Water: Live Like You Love It

Alyssa said the committee met and were joined by Joe Chaplin (CSC). She mentioned the committee will be focused on the life cycle of water, value of water, and the cost of water for next year.

The CSC is still perusing grant money and will build the “care” portion of the toolkit/campaign. The CSC contributed \$2500 for help on the three-year plan and that will be an annual contribution. Amy said she will meet with Lisa next week to see if she will be able to help design collateral for buses.

Alyssa also mentioned that Colorado Ski Country USA and Greeley are sponsoring.

Laura said the committee needed to clearly define what type of materials (factsheets, social media posts, etc.) need to be developed in 2016. **If you have needs or something you would like to see, let the committee know.** Ruth mentioned that Jason is working on a coloring sheet and bus barns for her. Ruth said that Jason confirmed, working directly with him is not an issue.

Other Business

None

Wrap up and Adjourn

Alyssa adjourned the meeting at 12:00 PM

Submitted by:

Lindsey Bashline and Nona Shipman