

MINUTES

Colorado WaterWise Board Meeting

Thursday, February 12, 2015

City of Thornton

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
	Becky Fedak	Brendle Group	bfedak@brendlegroup.com
X	Kate Gardener	Center for ReSource Conservation	kgardener@conservationcenter.org
	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
X	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
	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com

Guests

P	Renee Davis	Fort Collins	redavis@fcgov.com
X	Diana Denwood	Aurora Water	ddenwood@auroragov.org
P	Kristin Maharg	CFWE	kristin@yourcoloradowater.org
X	Natalie Stevens	City of Greeley	Natalie.stevens@greeleygov.com

Alyssa called the meeting to order at 10:03am.

Kristin Maharg from the Colorado Foundation for Water Education requested input from the board regarding the development of an agenda for an upcoming two-day tour of water reuse projects from Colorado Springs to Fort Collins. The board suggested many activities and locations to Kristin. **Kristin will create a strawman tour agenda and distribute it to the board for further input.**

Board Business and Action Items

Approval of January meeting minutes – Approved by board.

Overview Board Roles and Expectations - Alyssa reviewed the board roles and expectations document that was provided prior to the meeting. Alyssa and Brenda reviewed the committees: Annual Event, Newsletter, Live Like You Love It, Smart Phone, Website, Luncheon Learns, Case Studies, and Membership.

Annual Event: **Brenda**, Ruth, Alyssa, Lyndsey Lucia, Lindsay Weber, Natalie

Newsletter: **Ruth**, Leslie, Kim Frick, Lindsay Weber

LLYLI: **Alyssa**, Brenda, Ruth, Amy, Nona, Lindsey Bashline, Natalie, Laura, Lyndsey Lucia

Smart Phone: **Lyle**, Brenda, Lindsey Weber

Website: **Laura**, Lindsey Bashline, Kate, Diana Denwood, Brenda

Case Studies: **Kate**, Renee, Leslie, Becky

Membership: **Amy**, Lyle, Brenda, Amelia, Frank, Laura

Luncheon Learns: **Amelia**, Ruth, Frank

Committee Chairs should be aware of who is within their committee and communicate with the appropriate people. **Laura will update the list of committee members on the website and conduct a training for new Website committee members.**

Contract and Scope of Work for Brenda/2015 Budget Amendment for Scope of Work - Brenda has a contract as of February 12, 2015. A few items were removed from Brenda's scope of work and more hours were added to membership responsibilities. Furthermore, administrative duties such as posting meeting minutes on the website will be passed on to members of the Management Team. Following the financial report, the contract and scope of work was approved by the Board.

Strategic Plan Amendment: Remove On-Line Forum - There are no current plans to develop the on-line forum this year so it was agreed on by the Board to remove the on-line forum from the strategic plan.

CWW Legislative Liaison: need to replace Drew - Drew is willing to provide updates to the newsletter when requested. Lyle suggests getting an update when Drew feels there is something critical and worth sharing. Amelia volunteered to be the liaison on a monthly basis during the legislative session. **Amelia has agreed to speak with Drew to decide on the best process for him to contribute in a legislative liaison capacity.**

Financial Report

Ruth provided the financial report via email. Ruth and Amelia are working on transitioning financial information to the new financial person. With the new financial company, there are now two people conducting financial reports for WaterWise. Amelia projects to spend less on bookkeeping than originally budgeted but would like to reserve the unspent funds. Amy asked if the final financial numbers for 2014 were negative or positive? Amelia responded that there was a net income for 2014 of \$5,000 but this will decrease some with the approval of the budget amendment. Alyssa has decided she will be the keeper of the PO box key.

Colorado Water: Live Like You Love It

Colorado Water Congress debrief - Alyssa and Brenda attended Water Congress in January and had a workshop on Wednesday with approximately 35 people in attendance. As a result, several organizations have signed up as members or increased their membership level to use and support the toolkit. Interested groups include Red Rocks Community College, Roxborough Water and Sanitation, and the Town of Monument. It was revealed that James Ecklund with CWCB is very supportive of the toolkit and would like CWCB to become more involved. CWCB feels it is important and would like to use the toolkit. They are currently not planning to financially support the toolkit but instead act as a partner. Brenda and Alyssa are planning to meet with CWCB in the next few weeks to discuss details. Alyssa and Laura are continuing to work on the contract for Sigler Communications.

LLYLI Website Development - Funding is budgeted at \$20,000 for 2015 to build the website. Website map has been created and the website would be used as a repository for content and facts. The website will link to CWW website to join as a member and to download toolkit. Amelia asked if a member would have access to the toolkit even if they don't renew after a year? Laura answered yes, but that they won't have access to any new resources that will be created after they don't renew. Alyssa discussed potentially creating different membership levels to access more toolkit items. Brenda is concerned the current toolkit price is not sustainable and that people are willing to pay more for the toolkit. Laura mentioned once the website is up it will allow for the opportunity to go after private companies for sponsorship. Alyssa said they also hope to set up a store so people can purchase promotional items like stickers and pint glasses.

2015 Watershed Summit debrief - Amelia attended and set up a table of LLYLI stuff. Conference spanned a lot of different topics and there were about 200 people in attendance. Lyle is curious to know where their funding came from because everything was free. Amelia said a lot of money came from the City of Boulder and Boulder County.

Status of CFWE partnership - CFWE wants to partner and to use the toolkit but they currently don't have money to support the toolkit. Initially the LLYLI Committee tried to work out a deal with CFWE to exchange toolkit resources for an advertisement or article in Headwaters. The LLYLI committee was told that the chosen theme for the upcoming Headwaters magazine does not align with the LLYLI toolkit. Alyssa and Brenda are planning on speaking directly with Nicole about working out a deal. Lyle suggested that if a person is a member with CFWE they could receive access to the toolkit at a discount.

Social media campaign - Natalie created a tip sheet for those who would like to contribute and support the LLYLI social media pages. Laura suggested continuing to run paid Facebook advertisement to garner more likes. There is no LinkedIn page yet due to complications creating the appropriate type of page.

CWW Business Plan

Initial research, findings and next steps - Amy developed a business summary. She looked at 5 years of data including membership and loss. Amy suggests we need to look at membership structure and levels. The programs offered need to meet the needs of customers. Amy suggests there be a sub-committee tied into the Membership Committee. Laura said she would be interested in joining the committee. Amelia is interested in everyone reviewing the basic membership and make sure the money they have given towards membership and projects are identified. Amy thinks a survey should go out to members to collect feedback every year. Laura asked how important is it to send an annual report to members? Amy responded that it is very important and something that needs to be done. Lyle thinks it is critical to distribute an annual report especially if CWW is seeking more funding. **Amy will send out a meeting request to the Membership Committee.**

Smart Phone App Update

Lyle said there have been several committee meetings last year and through those meetings the colors and design were decided. Screen shots were sent to the board for approval. Tablet screenshots have been developed. Brenda suggested that a meeting be scheduled with the committee to share the App's progress before it is finalized. The app is currently being developed and it will take 8-12 weeks. The app may or may not be completed by the next board meeting. There will be a focus group to test the app. **Amelia agreed to contact some groups to see if they are interested in participating in the focus group.** A marketing plan will be developed after the focus groups. All the requirements from the CWCB grant to develop the app are being met. The app is a \$100 one-time fee. An article about the app is planned for the next CWW newsletter.

Project WET for Educators

February 10, \$50, Greeley - Several board members attended and it was well received. CWW gets 50% of the registration from this event.

CWW Luncheon Learn

The first luncheon learn will be on March 12 after the CWW Board meeting in Aurora. The presentation begins 12:30 and will be about an hour. The topic is industrial and institutional water audits. The speaker will discuss how federal buildings are decreasing their water use by 2% each year. It is a brown bag lunch for everyone. There will be a free registration set up. Lindsey W asked if it would be possible to video record the presentation and post online? Amelia responded she will look into and ask for permissions. There is potential in the future to do this as a webinar. **Amy will ask CFWE to share the free invite with their network.**

Other Business

Lindsey W said the community based social marketing workshop is in June.

Wrap up and Adjourn

Alyssa adjourned the meeting at 12:00pm.

Submitted by:

Nona Shipman and Lindsey Bashline