

MINUTES

Colorado WaterWise Board Meeting

Thursday, June 11, 2015

Westminster

10:00 a.m. – 12:00 p.m.



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

Board:

	Amelia Nuding	Western Resource Advocates	amelia.nuding@westernresources.org
X	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 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	Loveland Water and Power	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	Stu Feinglas	City of Westminster	sfeinglas@cityofwestminster.org
X	Renee Davis	Fort Collins	redavis@fcgov.com
X	Rose-Marie Clouse	City of Fountain Utilities	rclouse@fountaincolorado.org
X	Ryan Odell	Loveland Water and Power	ryan.odell@cityofloveland.org
X	Michelle Petrescu	City of Westminster	mpetresca@cityofwestminster.org
X	Marry Weis	Denver Water	merry.weis@denverwater.org
X	Michael Thomas	Denver Water	michael.thomas@denverwater.org
X	Brandi Honeycutt	Denver Water	brandi.honeycutt@denverwater.org

Frank called the meeting to order at 10:07 a.m.

Board Business and Action Items

Approval of May meeting minutes – Laura made the motion to approve May's board minutes. Seconded by Leslie. Approved by board.

Financial Report

Ruth passed out the May 31, 2015 Financial Packet. She noted that CWW has less than \$5,000 dollars in the checking account and CWW has more than \$5,000 due in payments. Ruth asked if she should move funds from the CWW money market fund to cover expenses and if she should take just enough to cover expenses or replenish checking account to \$5,000? She was concerned that we are dipping into reserve funding and encourage we continue to work on getting sponsorship for projects. Frank reminded that CWW had previously discussed funding for LLYLI would require the use of reserves and that this was expected.

Smart Phone App Update

Frank provided an overview of the app and shared that it is now available for iTunes, Android and available live on the web. He mentioned that the committee has identified over 30 entities, mainly on the greater Front Range, that can begin to input data. Data is fairly easy to input. The biggest challenge will be with Denver Water since their area covers so many cities and zip codes. However, the committee has received lots of good feedback. After getting a majority of the 30 entities to enter data we will continue to market to communities and partners. Frank asked that entities also outreach to their contacts. His goal is that by the summit CWW can share progress of the app in "30 entities" who have entered data and "X" downloads of the app, etc. Ruth mentioned that when entering data she split the sections up among work groups. Doing it that way made it easier to get everything inputted. Brandi asked if there was an implementation plan for code updates? Frank replied that each utility has full access to their account and can update as needed. Ruth suggested that at the beginning of each growing season CWW should send a reminder email to entities to update their data if needed. Frank also mentioned that he will share the app on the CFWE tour tomorrow.

Lunch and Learn

Rick Schultz will be doing a Lunch and Learn to talk about contactors requirements in Castle Rock. This is tentatively scheduled in July. Frank requested that if anyone additional Lunch and Learn ideas that they should send them to him.

Colorado Water: Live Like You Love It

Laura shared that the website is almost ready. The participation levels just needs to be added and some programing errors need to be corrected. The URL is lovecoloradowater.org. There isn't a pledge on the web page but visitors can 'Like' LLYLI on Facebook and Twitter. Hopefully we can gain measurable insights through social media (?) following. Laura said that we are happy with the product and intend to be marketing its release.

Lindsey B. shared the participation levels that were developed for LLYLI. Overall there are four ways to participate;

- LLYLI Partner – Basic benefits available through CWW "Small Utility" membership.
- LLYLI Campaign Partner – Three levels of funding, each with additional benefits.
- LLYLI Campaign Sponsorship Opportunities – Allows for custom sponsorship for specific campaigns or events.
- LLYLI Supporter – No funding requirement, simply sharing LLYLI information.

Lindsay W. asked why there were ranges in the LLYLI Campaign Partner levels and not just a single dollar amount?

Lindsey B. replied that by having a range, it allows organizations to contribute more than the base dollar amount. They may have more than the base amount to give but not quite enough to get the next level.

The committee will work on getting testimonials for LLYLI, starting with Rose-Marie from the City of Fountain. Rose-Marie said the toolkit has been great for them. The City of Fountain is a small City. They don't always have public relations in their budget and usually the task falls on conservation staff who is responsible for both electric and water. Rose-Marie said she saw LLYLI at the annual conference and couldn't sign-up fast enough. She shared how she already used the information for a community event and how easy and assessable it was. Frank and Rose-Marie can work on sharing this information with neighboring utilities.

Laura also mentioned that the committee is working on a three-year plan with Sigler Communications. This will help people see where we are headed and how the project will go forward. Frank asked where we left LLYLI with CWCB? Brenda mentioned that when Alyssa met with Becky and Kate there was a possibility of working with the Colorado Water Plan. We will touch base again when the website is launched. Mary asked if we intend to sell stuff on the website? Laura responded that we are discussing adding a shopping cart sometime next year.

Business Plan and Membership Update

Amy shared that the business plan is a strategy we have been working on to revamp membership structure to help bring in revenue. We had a motion last month on structure:

May 2015 Business Plan and Membership Motion: Amy made the motion to propose a second reading in July of the business plan and membership levels to include Basic Access, Basic Membership, Utility Memberships of small, medium, and large with no registration to the annual event but with a discount, five manufacturing and business memberships, and the \$10,000 net revenue from the annual event with the goal to generate \$50,000 a year. Seconded by Alyssa.

Amy mentioned that now we need to start putting together invoices and letters to send to members. She would like to create a spreadsheet of members that will specifically target what might be of interest to members. **She asked for Brenda's assistance in creating the spreadsheet and letters.** The spreadsheet will need to be updated by July.

Amy summarized the membership as mentioned last month. Amelia had asked a question via email regarding the discount to Annual Event registration.

"Doesn't Basic Membership include 1 registration? That's why it's \$175 higher than Basic Access, right? Otherwise why would anyone get the Basic Membership, rather than the Basic Access and buying a full price registration which would be cheaper.

If so, then this means every utility member gets 1 free registration, correct?"

Amy said the motion specifies that it is just a discounted membership. The discount that was envisioned was about \$25-\$50 off. Amy asked if we wanted to have membership value based on the honor system? She reminded that the goal was to bring in \$35,000 in membership. Frank mentioned that CWW was started by large utilities to help smaller utilities implement conservation. We are trying to revamp in a way that is sustainable and so that we can continue to create value added products and services. Leslie, suggested increasing basic access to \$150 and pay full fee for annual event. She made the point that if someone joining at the Basic Access is going to attend the event, this would make them more likely to join at the \$300 Basic Membership as it is a benefit if they are going to the event. Amy said she is comfortable with \$125 or \$150 for the Basic Access. However, she suggested we don't open up the motion during this meeting and wait to open it up with the motion in July.

Leslie said that we want people to go to Basic Membership. She thinks people should be getting less at Basic Access. Amy mentioned that this was something the committee struggled with and the reality was that we couldn't restrict the guidebook. Leslie suggested switching the case studies to Basic Membership. **Amy asked that Leslie write down her recommendation and send to the board in an email so we have something to look at when we make our decision.** Amy suggested we could pass a strategy next month, release the spreadsheet and game plan. She suggested having a first reading in July, with a second reading on in August. This would allow us to get the letters out in September. Frank mentioned that this would be good timing because in September we send out the summit invitation. It's a good opportunity to get new membership.

Amy asked the board to read through the proposed structure and implementation plan language before the July meeting. Send comments to Amy

Amy and Leslie expressed concern for publicly showing what membership utilities have signed up for. They feared that it would appear as "shaming". Rose-Marie mentioned that some utilities pay attention to those kinds of things and that there is a certain level of utility competition out there. She said that it may have positive results for our membership by acknowledging those that participated and encourage others to participate. Frank mentioned that we need to also keep in mind that many members also contribute to other activities and that we would need to recognize that as well. Brenda noted that the new structure would be a major reduction in fees to the people in the room but we are going after the volume.

Michael asked if there were any businesses or groups we are trying to work with? He suggested targeting them through the tools that we have to offer. Brenda mentioned that we have the event sponsors that we can start with. Rene suggesting including consultants. Laura asked if we had changed "manufacturing" to "business and manufactures"? Lindsey B. suggested just taking out manufacture and calling them business.

Proposed M36 Training

Frank gave an overview of the proposed training. Amy asked what CWW's commitment would be? Frank said the state would fund the training and CWW would be carrier of grant with some promoting. Cavanaugh is responsible for the rest of the activities. The tentative schedule is for promotion in July with the training in mid-August. The training will be revenue neutral if not positive for CWW. The goal of the project is to understand and recognized water loss in a uniform way across the state. The grant has been sent to CWCB. Lindsay W. suggested increasing registration costs to \$40-\$50. This would ensure the people who register actually show-up. Stu asked who the training is targeted to? Frank replied that it is for whoever is interested in it. Amy asked where Brenda's time was included in the budget? Frank responded that it is the "Consultant Goodwill Fee Allocation to CWW of \$2,500. Lindsay W. suggested that having the training is September, after irrigation

season, may have a better attendance. Frank said August was picked but could be open to doing it in September. Frank made a motion to approve this project as proposed if approved by CWCB. Seconded by Leslie. Approved by Board.

AWE Senate Bill 1218 Support

Frank said that MaryAnn Dickenson asked for CWW's support for SB 1218. An email was sent to the management team who approved a quick letter signed by the co-chairs.

Case Study Update

Leslie, Amelia and Kate gathered to discuss case studies and a possible template to include. Leslie said the template would help people understand what kind of information is needed, gain consistency and may make the idea of writing a case study not so intimidating for people. Kate said that they decided that it would be easiest to have an online form where case study information could be submitted and the committee could then insert into the template. Kate mentioned that the committee is also working on turning newsletter articles into case studies. The committee also would like to find a better place on CWW's website for the case studies and then advertise that we are accepting and offering them. **Kate asked that if anyone is at a conference or hears anything through our networks that would potentially make a good case study that we send them to the website.** Stu suggested that we ask people to include a list of resources needed to do project. Kate also mentioned the possibility of tapping into the student base to help draft case studies. Nona mentioned that may be difficult if not offering pay.

Wild Apricot Fee Changes

Laura shared that the fees for CWW's website have increased to \$100 per month. There is a discount if we prepay but we need to decide by August. Frank suggested we should take advantage of the discount and prepay.

CFWE Urban Water Tour

Frank shared that CWW was invited to be a part of the water tour. Earlier in the day Stu did a presentation on his AWWA paper to the group. Stu said there seemed to be a lot of legislators and some utilities in attendance with only a handful from the West slope. Frank will bring giveaways to encourage CWW and LLYLI participation.

Roundtable Discussion

Update conservation Guide - Brenda said she received an email from Kaitlyn with CWFE. She would like to get a committee together to assist in an update of the conservation guide. She is anticipating going to print in the spring of 2016. Kaitlyn will join the July meeting conference call.

July Meeting - It was brought-up that we have a lot to discuss in July. Should we make that an in person meeting?

Annual Event – Ruth mentioned that website limits the number of sponsorships that can be displayed at once. LLYLI and the annual event sponsorship would not be able to up at the same time. Laura said we could do both on same page just need to label titles clearly.

Green-co quantification project. – Brenda gave an overview of the project that will create quantitative savings that will tie to specific BMPs. The final report will be finished by July 30th.

Wrap up and Adjourn

Frank adjourned the meeting at 12:05 pm.

Submitted by:

Lindsey Bashline and Nona Shipman