

# MINUTES



## Colorado WaterWise Board Meeting

Thursday, March 12, 2015

Aurora Water

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
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
	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

X	Renee Davis	Fort Collins	redavis@fcgov.com
X	Diana Denwood	Aurora Water	ddenwood@auroragov.org
P	Drew Beckwith	Western Resource Advocates	drew.beckwith@westernresources.org

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

### Board Business and Action Items

Approval of February meeting minutes – Approved by board.

### Legislative liaison update and Letter of Support for HB 1259

Drew provided a summary of the Rain Barrels-HB 1259. Drew asked if CWW was willing to be listed on a letter, as a supporter of the bill? Lindsay W asked if there was any impact to water rights. Drew explained that according to research done by the CWCB, the impact would be minimal and that if the water wasn't collected, 97% of it would be used by gardens/landscaping anyways. Amy moved to have CWW added as a name to the list of supporters for HB-1259, Alyssa second, motion carried.

### Financial Report

Amelia shared that since we are in transition, we don't have an official financials report to share with the board. Amelia, Ruth, Alyssa, Frank and Dan had a conference call with Dana Miller to get her up to speed on what we have. Dana will attend the April board meeting and should have new processes in place by May. We'll most likely be moving towards a quarterly financial report. Amelia explained that Dana will be in more of a CFO position with other hired personnel as the bookkeeper at a lower hourly rate. Alyssa mentioned that she is working on locating the physical location of the CWW PO Box and will get a new key. **Amy will check with Casey to get the physical PO Box location.**

### Colorado Water: Live Like You Love It

LLYLI Website Development – Sigler Communications provided two possible templates for the LLYLI website. The LLYLI

Committee had selected their favorite as the one with more graphics vs. photos. ICDsoft.com will be the webhosting service at approximately \$75/year. Laura purchased the domain name – lovecoloradowater.org. There is already a temporary landing page in place. Sigler Communications will have something for the LLYLI Committee to review in March with the full site ready to go live in April. Amy asked about providing content and if we should sit down the CSWC for the ‘Quality’ section. Alyssa answered that it will be part of the next phase for the website.

#### LLYLI Partnership Meetings –

##### *Past:*

- Laura and Sigler Communications had met with the Water Education Network.

##### *Upcoming:*

- Alyssa and Sigler Communications will be meeting with the CWCB this week.
- Alyssa will be presenting at the Northern Water Users Meeting April 8, 2015.
- Sigler Communications will be presenting to the Restaurant Association April 6, 2015.

Alyssa said she has not recently heard from CFWE. Amy shared the "Wagon Wheel". Alyssa mentioned that she had spoken to an Ag guy at Water Congress and he suggested we consider including Ag users. Frank suggested we continue to collect information on how the Toolkit is being used. Amy would like a copy of both the long and short presentations that Sigler Communications uses. **Alyssa will get the presentations from Sigler Communications and add to the Google Drive. Lindsey B will share the Google Drive link with the entire board.** Lindsey B suggested that everyone should use the contact log on the Google Drive to keep track of what entities have been contacted about LLYLI and the status of the interaction. Amy suggested that we dedicate some time at an upcoming board meeting for commenting on the Water Plan as it pertains to education and outreach. Amy suggested even commenting on the CWCB’s grant process. Brenda suggested we wait and see how the meeting with CWCB goes this week. **Amy requested that Alyssa document the meeting with the CWCB in writing and confirmed with CWCB staff to get a clear understanding of CWCB direction.**

#### **CWW Business Plan**

Amy shared the membership outline developed by the committee. Suggested membership amounts were based off of benefits and cost associated with each. There were three revenue streams identified:

1. Membership Dues
2. Manufacture Sponsorships
3. Annual Event

**Amy will develop and share a straw man with the entire board prior to the April board meeting.** The committee (and anyone else interested in providing input) will be meeting again from 9:00-10:00am on April 9, 2015. Once the board has approved a new structure, the board can work on contacting members to re-join or select the appropriate membership.

The board discussed sponsorship opportunities in addition to membership. Diana questioned what the incentive was to sponsor for entities that would be paying less than the current membership. Amy suggested that maybe it wouldn’t be a sponsorship but contracting with CWW on another project such as LLYLI videos. Lyndsey L mentioned that using this strategy may encourage others to get to a higher level thus increasing the amount of CWW materials getting out. Becky encouraged that there be some flexibility included in packages for future projects. Amy said we could add platinum levels with sponsorship benefits plus an all-a-cart option. Amy said the idea was brought up about offering seats on steering committees as an incentive. Lyle warned that we should be cautious about who steering committee seats are given too. Lyle also suggested that with a more active membership committee we could focus more on marketing CWW, gaining new membership rather than getting current members into higher levels. Alyssa mentioned that the Toolkit sponsorship level needs to align with whatever the LLYLI sponsorship recommendation is. **Additional ideas are welcome and should be sent to Amy and Brenda.**

#### **Smart Phone App Update**

Lyle had sent an email with a link showing a demo of the app to the board. The demo was presented to part of the committee on Tuesday and they were happy with the layout. We still need utilities to be a part of focus groups. Once the build is complete, the app will be posted in the Google and I-Tunes stores. The app is anticipated to be ready in April. Alyssa asked what happens when service areas overlap in a zip code. Lyle answered that the user will then be given

provider choices and will have to select an option. Brenda asked if anything has been shared yet for populating the utilities in the app. Lyle answered no. That will happen when utilities sign-up. Amelia suggested that when service areas overlap in a zip code that the utility phone number appears next to their name so the user may call them directly. Frank will send out an email about who will be included in the focus group. Brenda questioned how we provide this tool to users who are not CWW members? She noted that there are limitations with Wild Apricot only being able to do one registration at a time. Laura was able to add it as a "sponsorship level".

### **March Newsletter**

Newsletter went out earlier this week. There was a little trouble for some gaining access to it. Lindsay W asked if we can just attach the newsletter as a pdf in an email to newsletter members? Alyssa asked if we have considered switching away from Wild Apricot. Laura said Wild Apricot is a good combo for all the activities we do. If we had to do them separately through other services would it could get expensive. Lindsay W asked if board members can get a notification about the Newsletter content deadline. Frank will set-up a quarterly notification.

### **CWW Wild Apricot Website Training**

Laura will be hosting a CWW website training for website committee members and other interested board members on Monday March 17, 2015 from 10:00-11:00am at Thornton Water. If you are interested in learning about the website, and cannot attend the training, let Laura know.

### **Roundtable Discussion**

Brenda shared that she will be meeting with the CWCB in regards to GreenCO's grant being denied.

Frank shared that he will be meeting with Paul Lander about a Colorado campus/university water policy that can be shared among universities of all types so they may have a consistent guide for water efficiency. Frank will send details to the board.

Lyle had brought up the idea about doing a gift of some sort for board members who have left. Brenda had researched items before but there was no funding so nothing was purchased. Lindsay W suggested non-monetary recognition such as the newsletter. Frank will add this topic to agenda for next meeting. The board should send any ideas to Frank and he will combine. Lyndsey L suggested that the gift could correlate to the term length.

### **Wrap up and Adjourn**

Frank adjourned the meeting at 11:52am.

Submitted by:

Lindsey Bashline and Nona Shipman