

# MINUTES



## Colorado WaterWise Board Meeting

Thursday, May 14, 2015  
Colorado Springs Utilities  
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
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
P	Leslie Martien	AquaCraft	leslie@aquacraft.com
	Lindsey Bashline	City of Loveland	Lindsey.Bashline@cityofloveland.org
	Lindsay Weber	Denver Water	lindsay.weber@denverwater.org
	Lyle Whitney	Aurora Water	gwhitney@auroragov.org
	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
X	Nona Shipman	One Water One World	nshipman@msudenver.edu
P	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com

### Guests

X	Rose-Marie Clouse	City of Fountain	rclouse@fountaincolorado.org
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Frank called the meeting to order at 10:10am.

### Board Business and Action Items

Amy made the motion to approve April's board minutes. Seconded by Alyssa. Approved by board.

### Legislative Update

The rainwater-harvesting bill passed house and senate but did not get signed. Rain barrels are not legal yet. Land use and water bill to provide training of best management practices from the CWCB and that was passed and signed into law. **Amelia will be sending out a detailed overview of bills to the board.**

### Business Plan and Membership Structure

Amy sent out meeting notes and updates to the board about committee meetings and discussions (Please see Amy's meeting notes for reference). It was agreed that CWW needs \$50,000 in operating revenue to be sustainable. CWW thinks they can raise \$5,000 from manufacturing members by charging interested members \$1,000 for advertising on the CWW website. The Committee also agreed that it's reasonable to assume we can net \$10,000 in revenues from the Annual Event. The committee spent a lot of time discussing the membership structure and where most of the revenue will have to come from. As a result, the committee created membership levels considering different organizations, sizes, and purposes but these levels probably require more discussion from the board, specifically the utility membership levels. The group's proposal defined a small utility membership for utilities with 50 or fewer employees, a medium utility membership at 51-100 employees, and large utility membership at 100 or more employees with varying benefits for each membership level. Amy said that CWW needs to raise \$35,000 in membership dues from this new structure to reach \$50,000 a year. The decision that needs to be made is if there should be structures like this for utilities or if utilities should be able to select their own level. Alyssa does not think utilities should be able to choose their own membership amount. Frank suggested that utilities could contribute in-kind to avoid a higher membership fee. It was mentioned that there are several larger utilities that would

not be able to fulfill the larger membership fee. Frank mentioned that sometimes utilities might select a smaller membership but contribute to individual projects and the annual event. A utilities membership level does not reflect their total contribution. Brenda is concerned that combining the annual event registration with membership fees could negatively affect total revenue. The annual event is its own source of revenue, bringing in about \$10,000 a year, so CWW needs to be careful with combining it with other items. Ruth agreed with her concerns. Laura mentioned that perhaps the annual event could be discounted instead of included in membership levels.

Amy redirected the conversation back to the three proposed utility membership levels. Alyssa likes the levels and thinks they are appropriate. She is also leaning towards not including the annual event with member benefits. Brenda expressed concerns that the annual event generates a lot of members and revenue and doesn't want to take away from that. Brenda suggested that the Basic level gives access to some resources but is not considered a membership, similar to the newsletter level currently available. Basic Plus would be a membership and a discount to the annual event. Utility membership levels would receive a discount to the annual event, not a free registration. Amy said another thing to decide is that utility memberships would have access to lots of resources including Live Like You Love It (LLYLI). Laura asked if the level to access LLYLI should be higher than \$500? Alyssa said she is comfortable about it but should consider raising it in the future. Amy suggested giving access to only some of the LLYLI resources with a CWW membership and then have further toolkit items available for additional sponsorship of LLYLI. This could help keep funding separate from CWW and LLYLI. Alyssa liked this idea. Amy said that CWW needs to have very clear ideas and frameworks regarding new membership levels and benefits so board members can approach potential members with accurate information. Frank reiterated that membership levels may go down but project and event sponsorship can increase. People will give where it is important to them. Alyssa thinks these levels can hopefully help make memberships sustainable.

Alyssa mentioned that she thinks CWW should send out invoices to members to renew their membership. Laura said there currently is an email that goes out but it'd be helpful to also send out something in the mail and maybe a phone call. Leslie and Amelia think this is a good plan. Alyssa asked if everyone is comfortable with the number of employees selected to distinguish between utility sizes? Leslie asked how realistic the utility sizes are? Amelia asked if anyone knows how many utilities there are above 150 employees and at the smaller levels? Brenda said that she thinks there are a lot of smaller utilities that would go into a low level membership when they may actually have the funds to go larger. Amy suggested changing the levels to 10 or fewer employees and then go up from there. Amy asked Amelia if CWCB knows the number of employees each utility has? Amelia says she does not think so. Kate said this could be difficult to ask people to be members and separately ask them to sponsor various projects and events.

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. Amelia asked what is included in the utility membership? Amy said the newsletter, BPM manual, access to case study library, a discount to the annual event, and limited access to other projects. They will also be invited to contribute to other projects for further access. Laura mentioned adding a special level for some utilities that have been long standing supporters of CWW. Amy suggested waiting to create something like that and incorporating it into the implementation plan. Brenda is afraid that this model will encourage current members to go down in membership levels. Amy said that these levels also encourage more memberships than CWW has ever had before. Amy said she would work on the implementation plan to have the first discussion on it in July with second reading in August. Motion approved by board.

Amy specifically asked for Lyle to take a look at the minutes because she thinks he will have helpful comments regarding the business plan and membership structure. Frank said he would speak with Lyle about the business plan and membership structure as well. Lyle - Please review minutes and the attached business plan documents.

## Financial Report

Dana did not provide financial documents this month but Ruth plans to clarify with her if CWW would like monthly and/or quarterly financial reports. Ruth said she will be sending out some financial forms to the board soon. A list of lapsed memberships will be sent to the board.

## **Lunch and Learn**

Amelia said she is working on the next event. The original plan was to have Rick Shultz next month in Westminster but he now has a conflict. Frank suggested having Lyle and Frannie present on the smart phone app to gain attention and the group liked this idea. For July, Alyssa offered Platte Canyon's space for the board meeting and to have the lunch and learn there. Amelia would still like Rick Schultz to speak about landscaping but another idea is to have a second smart phone app presentation because the two locations will attract different audiences. Brenda suggested holding the lunch and learn in a place where audience members could enter their data into the smart phone app on site. Frank said that's possible but it could take more time than available at the lunch and learn. Brenda expressed concerns about not having tech support available for the smart phone app. Providing a training session for people to input data would be beneficial. Frank agreed that it was completely reasonable. Another possibility would be if attendants brought a laptop and there was a wireless connection. Amy asked if we want to devote the next lunch and learn to the smart phone app? Frank said yes and that he and Frannie would be there. Laura suggested that the group may need to be smaller than 30 to be effective. Alyssa said we should ask participants to come with a laptop and be prepared. Amelia agreed. Brenda suggested we could also do a webinar and Frank confirmed that we could do that as well.

## **Case Study Library**

Amelia thanked Laura for uploading case studies onto the website. Amelia has been working on building up the case study library and they are organized by BMP. Hopefully these will be helpful pieces of information to other utilities. Amelia feels this could be a powerful resource for members to share ideas and help each other. Leslie is on the case study library committee and has been doing some editing. Kate and Leslie will be working more on case studies in the near future. Amelia isn't on the committee but is interested in the project and would like to contribute when and where she can. She feels it is important to grow the case study library this year. Leslie suggested meeting with Amelia and Kate to discuss future case study plans. Amelia and Kate agreed.

## **AWWA M36 Training**

Frank discussed the proposal to host trainings for utilities on water loss auditing. Cavanaugh and Associates are hoping to partner with CWW and they have successfully hosted these trainings in other places. There is a stipend within the grant to cover admin time. The training wouldn't just be for utilities but anyone who wants to learn this skill. Cavanaugh will be handling all the grant reporting. Frank sent the management team the grant draft for discussion and approval. Next is will be sent to Kevin Reidy at CWCB. Trainings would take place in August over a week. Alyssa asked if the trainings would be free to attend? Frank suggested asking \$20 to make sure people attend and that will also cover the cost of lunch. If a group is sending multiple people, CWW could ask \$20 for first person and \$10 after that. Frank said CWW would be managing registration and possibly ordering lunch. Laura said that the host locations could also handle ordering lunch. Brenda said the CWW probably shouldn't be responsible for catering. Board agreed that attendees should be charged to attend. Leslie suggested that if a group is sending more than one person to charge \$25 for the first person and \$15 after that. Ruth asked if the cost of the training book is covered? Frank said Cavanaugh is covering those costs. Brenda said she would like registration fees to be CWW revenue and Cavanaugh would cover the cost of lunch. A \$2,500 grant to coordinate five events is not a lot of money and Brenda does not think CWW should be responsible to coordinating lunches and other onsite event details. Brenda is concerned about the cost of food. Frank said that the basin roundtables could also be lunch sponsors or we ask attendees to bring their own lunches. Frank moved to approve the partnership and application to the state to carry M36 training around the state. Alyssa second. Amy asked for a copy of the grant application. **Frank said he will send it out to the whole board.** Frank said CWW would only be responsible for marketing the event and hosting the online registration. Brenda suggested that CWW needs to consider the charges as if CWW is a business. Alyssa asked if CWCB is OK with charging for the training? Frank said he would ask. Laura suggested that trainings like this could be a member benefit. Rose-Marie said that if CWCB agrees to registration fees, CWW should charge a nominal amount to commit people to the event. Board approved Frank's motion.

## **Live Like You Love It**

The LLYLI committee met a couple weeks ago and came up with a list of meetings to schedule with potential sponsors and which committee member would be responsible for those meetings. A benefit package was also created with sponsorship levels and a partnership option. Lindsey B put a lot of effort into creating the levels with input from similar campaigns. Groups eligible for the partnership option would be the groups LLYLI would really like to partner with but they may not have the money to sponsor the project. The committee will create a partnership agreement. Partners would be able to use the logo, 14er fact sheets, video, and other basics. There are still some details that need to be finalized. Everyone on the

committee created a list of people to approach about sponsoring. Frank said he will contribute his own list of people he has spoken to and will speak to. The committee created a list of people for Lisa Sigler to speak with and a separate list of groups for Brenda to speak with. Alyssa is speaking with the suburban distributors of Denver Water. There will be a package and agreement available to give potential sponsors. The LLYLI website is being finalized. There are a few more changes to make. The committee would like to invite Jason at Watermark, who did all the design of LLYLI materials and website, to speak at the annual event. The "Pink is the new Green" campaign in Boulder is interested in using the LLYLI messaging and style to cross-market. The campaign is related to fertilizer and healthy landscaping. Alyssa met with CDPHE and Jackie Waylon recommended that the Pursuing Excellence Awards Program, which encourages utilities to follow rules and regulations to win awards, could offer LLYLI as a perk to that program. They have \$18,000 budgeted to help utilities become members. This would be a great partnership to have with the state. The committee will be meeting regularly to finalize future details. Alyssa will be meeting with Lisa to create a five-year plan for the campaign and a cost proposal. Laura said there is \$2,000 budgeted for focus groups but the committee doesn't feel a focus group is and would like to put that money towards creating a plan. Amy is working with the metro roundtable to help with their education and community outreach. She thinks LLYLI would be an appropriate addition to the roundtable efforts.

The next LLYLI committee meeting June 3 in Thornton and anyone able to come is invited.

Denver Water is still not on board with LLYLI but it would be helpful to have their support. Alyssa received feedback from other groups that Denver Water should be involved but has heard that because Denver Water has their own campaign they don't feel it is necessary to use LLYLI. Amy thinks that if the Stormwater Council and the City and County of Denver support LLYLI, it isn't as important to have Denver Water's support. LLYLI is not a competing campaign to Denver Water's. Brenda asked if Denver Water could enter into a partnership agreement under the newly constructed benefit structure? Amy said it is important that Denver Water doesn't object to LLYLI. Alyssa said she wasn't sure who to speak with about LLYLI at Denver Water because she knows some people over there are really interested but some don't know about LLYLI. Laura said maybe Denver Water should be one of Lisa Sigler's meetings. Frank said if CWW can't get Denver Water to say "yes," it should be made sure that they don't object to LLYLI. Rose-Marie said the City of Fountain is using LLYLI. They have it on their website, video, social media, they use the 14ers, and have been getting good feedback. Brenda asked if there are any testimonials? Rose-Marie said she would look into collecting LLYLI testimonials. Rose-Marie said the City of Fountain doesn't have the resources to create something like LLYLI so they find a lot of value in it. She confirmed this is a valuable and helpful resource for small utilities. Rose-Marie said there is another group of people she is involved with that may be interested in LLYLI.

### **Annual Event**

The annual event will be on Thursday, October 29. Speakers included Frank, Jason from Watermark, James Ecklund, Wallace Nichols as keynote speaker to discuss "The Blue Mind", and an invite has gone out to Ken Salazar. Some of the topics covered will be CII assessment, BMPs, and M36. The Tattered Cover will supply Nichols' books for people to buy and have signed. There will be an open bar cocktail break followed by a showing of The Great Divide. Brenda said she might rent a popcorn machine and pay for a bartender. Brenda removed the social marketing piece from the agenda because Nichols wanted an hour to speak and the event committee felt there is a lot of value in his presentation. Amy thinks when the new membership plan is implemented that the annual event will be a major talking point. Leslie said that something about the annual event should go in the newsletter. Laura asked who is designing the save the date postcard? Brenda said Natalie is and will be using LLYLI design themes.

### **Smart Phone App**

Frank demo'd the smart phone app for those who attended the meeting in person. Rose-Marie suggested to keep the data input as simple as possible especially for the smaller utilities that have limited man power to commit to something like this if CWW wants small utilities to pay into and participate in the smart phone app. Amy suggested that if CWW has the money, a student could be hired to input utility data. Brenda has been collecting guideline information for utilities but it is taking a very long time and some utilities don't have the information on their website. Alyssa asked if the utilities she is researching have paid the \$100 into the app? Brenda said no. The grant was written as an outdoor water use and construction tool and must encompass this to fulfill the grant. Frank said the hope is to get 15-20 utilities involved and using the app but he doesn't expect to everyone to be interested. Brenda said the project is missing an implementation and communication plan. Right now there is an app with basically no data. Frank would like to approach CWCB with marketing the app to utilities and putting some responsibility on them because it will benefit them as well. Frank and Frannie are going to work on an email

and plan to allow utilities to easily register and get involved. Laura suggested setting up registration like an event registration on the website for simplicity. Rose-Marie suggested asking for the \$100 maintenance fee in the future, not up front because the message is coming across as asking a lot from utilities and could deter possible interested parties. Brenda likes the idea of postponing the \$100 fee. Kate said if the information isn't comprehensive it might not be very useful for some people. Brenda feels the committee needs to submit an addendum and extension on the grant and Frank agreed considering this is a never-been-done project and other states have said how interested they are in copying this idea. Alyssa sent the letter that was received from Green Co and ALCC with their concerns to the board. Amy would like to add an item to the agenda for the next meeting to inform the board on how CWW got to this point and how to move forward. There has been poor communication from the smart phone app committee but the board is being held responsible and the board does not want to tarnish important partnerships. Laura thinks we need to act now and fast on asking utilities to input their data into the app. Frank said there will be phases of action and this needs to be communicated back to the state. Amy asked that a summary of the project and the grant application be sent out to the board. Alyssa mentioned to be cautious of what CWW is paying Frannie for when there are so many issues with the phone app. Rose-Marie and Laura offered to help the committee where needed.

### **Wrap up and Adjourn**

Frank adjourned the meeting.

Submitted by:

Nona Shipman and Lindsey Bashline