

MINUTES

Colorado WaterWise Board Meeting

Thursday, April 14, 2016
Loveland Water and Power
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
P	Brenda O'Brien	Colorado WaterWise/GreenCO	brenda.obrien@comcast.net
X	Becky Fedak	Brendle Group	bfedak@brendlegroup.com
X	Diana Denwood	Aurora Water	ddenwood@auroragov.org
X	Kate Larson	Center for ReSource Conservation	klarson@conservationcenter.org
P	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	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
X	Michael Thomas	Denver Water	michael.thomas@denverwater.org
X	Nona Shipman	One Water One World	nshipman@msudenver.edu
X	Renee Davis	Fort Collins Utilities	Redavis@fcgov.com
P	Rose-Marie Clouse	City of Fountain	rclouse@fountaincolorado.org
X	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com

Guests

None

Ruth called the meeting to order at 10:06am

Executive Session

Board Business and Action Items

Approval of March Meeting Minutes – Ruth made a motion to approve the February board meeting minutes. Seconded by Michael. Approved by Board.

CWW Board Meeting date changes:

May Board Meeting – Move to Fountain

June Board Meeting – Canceled due to the Watershed Summit

July Board Meeting – Move to an in person meeting at CRC ***Update: CRC cannot host July, location TBD.

December Board Meeting – Move to Fort Collins

Lindsey B. will send an update to outlook calendar invites and update the website.

Volunteers – Frank has not connected with Jonah yet. Frank would like to have Jonah assist a non-profit with installing new low-flow toilets. Frank will see if he is interested.

Financial Report

Amelia provided the financial updates to the Board prior to the meeting for review. Ruth, Lyndsey L. and Amelia have been working with Diana on the financial reports. Monthly reports from Diana have been requested to help with the transition of treasurers. They are continuing to ensure coding is happening correctly. If you have a project budget, please review in detail and let Amelia know of any changes.

Ruth mentioned that we received a small invoice for the Smartphone App that we will need to budget for in 2017. Invoice was for an Apple update required. Diana said that we need to update Franny on who the CWW project lead is so invoices go to the correct place.

Ruth noted a few questions on the newsletter budget. **Amelia noted and will look into.**

Lindsey B. noted that we have yet to approve the Annual Event budget. **Amelia will send it out to the Board by next Thursday for email review.** Approval vote from Board will occur at the May Board Meeting.

Live Like You Love It Update

Trademark and Terms of Use – Brenda mentioned that we have retained Charlie. He has sent his fee agreement. LLYLI will be copyrighted and trademarked. Charlie recommended that the Smart Phone App be trademarked and that CWW copyright the code that was used to create the app. The Board was uncertain as to if Franny signed a copyright agreement similar to what Lisa Sigler signed. Uncertain if CWW or Franny owns the actual code for the App. **Brenda will run it past Lyle and see if he recalls any agreement.**

Becky questioned how difficult is it do retroactively and asked if we care if it's shared? Leslie said it should be clarified but sharing may also be a benefit unless we were interested in getting licensing fees.

LLYLI Terms of Use and Partnership Levels – Brenda needs to send Charlie the links to LYLLI. **Lindsey B. can send Brenda pdf/word file of the sponsorship agreement.**

Diana asked about the status of bulk orders for LLYLI swag. T-shirts were already ordered. We can do more bulk orders in the future. Ruth reminded that if we sell stuff we have to also do sales tax.

Lindsey B. gave an update on the meeting with CSC this past Monday. Lindsey B., Laura, Amy Conklin, Joe Chaplin, Janice Lopez and Carrie Powers were in attendance. CSC would like to do a bus campaign with LLYLI. Lindsey B. shared a draft MOU of what the campaign would entail. Laura mentioned that current LLYLI sponsorship levels do not fit well with membership organizations and shared a potential option with the board. The Board gave general consensus for the LLYLI Committee to continue with the MOU and work with CSC as the Committee saw appropriate.

Regular Agenda

Lunch n' Learn Update

Frank mentioned that Clay from Rachio would like to participate and that they would also like to be a CWW member. Frank requested a proposal from them. Dates are getting pushed out a bit, because they would like to do in a relatively central location.

Frank also mentioned that Water Smart is interested in doing a presentation. He asked them for a proposal as well. Other topics include Toro and the EPA for the Portfolio Manager. Becky requested she be kept in the loop with the EPA presentation as they have a partnership in the works for the Portfolio Manager. A suggestion was made that presentations such as Water Smart may incorporate users of the products, like Greeley or Fort Collins.

Alyssa suggested doing Rachio in Denver as a "special event" since the June BOD meeting was canceled. She asked if we wanted to charge a fee to attend? Brenda suggested charging for nonmembers and members would be free. Michael stated that that might take away incentive to attend. How do you decide when you charge and don't charge? He mentioned that events like these demonstrates CWW's competency and we are just facilitators for a sales pitch. They are intended to grow our network vs. fundraise.

The REI location was suggested for June. **The Lunch n' Learn Committee will work on details and get back to the Board.**

Leslie suggested that we do an article in the newsletter about prior Lunch n' Learns. **Frank will work on the newsletter article. Diana will send photos.**

Membership Update

March was a good month with approximately \$12,350 received. Lindsey B. requested a written update of progress to assist in determining what needed to be done to reach our goal. Brenda is not quite finished but working on it.

2016 Annual Event Update

Brenda gave an update on the event progress. Committee is working on securing speakers and had to revise the budget. Natalie is doing graphics for the save the date. **Brenda will send the draft program update.**

Website Committee Update

Diana gave an update. She mentioned that Laura did a training for the committee. Diana and Lindsey B. will co-chair the committee. News or events for the website can be channeled to Diana. Diana is also working on Xeriscape Colorado with Ruth. Lindsey B. can do any Board related updates. Kate and Lyndsey L. are also available to help with the website.

Lovecoloradowater.org updates have happened as well. Brenda, Laura and Natalie have access. If you need updates there contact them.

Newsletter Committee Update

Ruth mentioned that they are always looking for irrigation related topics this time of year. The next issue goes out June 1st. Due date for submissions is May 1st. Kate said the CRC has some stuff they can submit. She mentioned the rain garden workshop pilot with Boulder and the turf replacement program with the City of Lafayette. Ruth mentioned that if they weren't ready by the deadline it might be good to cover as a follow-up in the fall. Diana mentioned "z-zones". **Diana will ask for an article to be written from Aurora staff.** Becky also mentioned the potential of an ICI article for the fall.

Water Efficiency Rebate Tax

Frank had exchanged emails with the Board about the bill earlier in the week and the possibility of support from the Board. Michael said it might have already been amended to the bill on April 11th. Diana gave a summary of the legislation. House resolution 636 amend 1986. **Michael will get a small write-up for the newsletter.**

ICI

Becky said the Tools Committee has been meeting monthly. One thing they have been discussing is a potential irrigation app tool. There is a lot of interest and a lot of activity in this space. Becky asked whether it was something that CWW should be involved in? Michael mentioned that Denver was not necessarily interested in residential but possibly for large commercial. Fort Collins is already building one. CRC has one already. Frank mentioned that he is not interested to adding another tool to CWW. Kate mentioned that the CRC has tried to go down this path before and it involves a lot of customization and can get pricey quickly. She mentioned that if we were to do a tool, everyone had to be willing to do the same kinds of audits.

Alyssa suggested that maybe this is where we start the conversation about irrigation audits. Kate agreed and said getting everyone together to discuss what is going on would be great. CWW could be a facilitator of that conversation in the fall. Rene suggested spending time in the field as a show and tell piece. Ruth offered her location Greeley. **The Tools Committee will investigate the potential of hosting something.**

Other Business

Laura asked about the status for marketing the Smart Phone App. No changes per Frank. Frank said it was up to the cities to update their information. Laura asked if there was going to be a marketing push for the spring. There was going to be a spring campaign in advance of the irrigation season. **Ruth will make an ad for the newsletter.** Brenda said ALCC and GreenCO were planning to market but didn't want to do it because there are only 16 cities. **Brenda will email Frank list of new CWW members. Frank will reach out to them.**

The Board questioned who the project lead was since Lyle has left. Frank mentioned he was just finishing up a few things but was not the lead. Frank mentioned we could have the intern input info into the app for Westminster and Castle Rock. Frank asked if anyone would like to take it on. Board suggested delegating it to the intern.

Lindsey B. reminded **Board members to record in-kind hours.** The link is included with the agenda.

Wrap up and Adjourn

Alyssa adjourned the meeting at 12:06PM

Submitted by:

Lindsey Bashline and Nona Shipman