

MINUTES

Colorado WaterWise Board Meeting

Thursday, January 14, 2016

Auraria Campus

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	Brenda O'Brien	Colorado WaterWise/GreenCO	brenda.obrien@comcast.net
P	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
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
P	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
P	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

X	Rick Schultz	Town of Castle Rock	rschultz@crgove.com
X	Tom Cech	One World One Water	tcech@msudenver.edu

Alyssa called the meeting to order at 10:06 AM

Board Business and Action Items

Approval of December Meeting Minutes – Leslie moved to approve the minutes. Frank second. Board approved December meeting minutes.

Conference Calling System Change – Alyssa said there have been a lot of issues with the current conference calling system. Frank has a number to offer and Michael offer one too. Frank suggested trying the new number at the next Management Team phone call and use Michael's as a back up. Frank will send out the new number to be use at the next Management Team meeting and tested before the Board meeting.

Bylaws – Alyssa said at the last meeting Frank was voted into the Co-Treasurer position after his last term ended as Co-Chair. Before acting as Co-Chair Frank had served as Co-Treasurer. According to the bylaws, a person cannot hold a position they previously held after completing the maximum term amount. The reason for this is to avoid the same people operating on the Management Team year after year. Alyssa would prefer to have someone new step into the Co-Treasurer position. Amelia is currently on maternity leave so Frank could serve as the interim Co-Treasurer but someone will still need to step up as the Co-Treasurer. Diana said she'd be interested in learning more about the position before making a decision. Alyssa reviewed the Treasurer position description and Ruth spoke on her experience as Co-Treasurer. Ruth said it is a big responsibility because it is money but there are two people managing the responsibility. Diana asked if it is a one-term position? Alyssa responded yes, the position is voted on every year and a person can hold the position for a maximum of three years. Now that the Board has hired Dana to help manage financials, Ruth said there is definitely less time spent

managing financials. Frank suggested that a helpful guide, tip sheet, and calendar could be created to help the new Co-Treasurer. Ruth mentioned that there are several past Treasurers still on the Board that would be able to help as well. Frank clarified he was actually Co-Treasurer for two years and then Co-Chair for three years so there is a chance he could still be Co-Treasurer for one year. Alyssa said she would really like to have new people on the Management Team, although she thinks Frank would continue to do a great job. She would like for everyone to think about the position and there will be a vote held in February. Lyndsey L volunteered for the Co-Treasurer position. Frank made the motion to approve Lyndsey L as Co-Treasurer. Michael second. The Board approved.

Alyssa said she and Ruth have the keys to the PO Box. The PO Box is located downtown and it's not always convenient for other people to check it. Now it makes sense for Ruth and Alyssa to hold the keys because they are Co-Chairs.

Financial Report

Ruth said she hasn't received anything from Dana but they have received some checks recently. Cavanagh has been paid. Ruth suggested putting \$5,000 into the money market. Brenda is working on getting membership letters out so there will hopefully have more membership checks coming in. Alyssa thanked Northern Water for their \$7,000 membership.

2016 Annual Event Update

Brenda said the committee met in regards to Colorado Resource Conservation's proposal to collaborate on the 2016 annual event and the committee decided to keep the event within CWW and will be meeting regularly. Alyssa explained that the committee knew they wanted to revamp the event. The committee would like to give themselves a chance to revamp and gain attendance then perhaps revisit the opportunity again next year if it is still an option. Kate said she is not sure if CRC will hold their own event but she is happy to help with the CWW event but may not be able to serve on the annual event committee. Brenda asked if CRC would be willing to share ideas with CWW? Kate said she would speak with Dan about it. Rose-Marie said she'd like to join the annual event committee. Michael would also like to be on the committee. Kate inquired about the financials for the annual event budget because they were not included in the approved budget for 2016. Alyssa said that the committee will work on the budget and it will be discussed at the February meeting.

Newsletter Update

Leslie said that she met with Michael and Kim and assembled an agenda for the next newsletter. If anybody has ideas or articles they would like to submit, the committee would be happy to include them. The next newsletter will come out in the spring and include a plant profile as well as some irrigation stuff. Michael added a piece on Fort Collins breweries and a cooling tower are potential contributions as well. Michael said after the rebate conversations at the last meeting he met with some Denver Water people to create a survey. It will be sent out to CWW utilities and some west slope groups to gather information about their rebates and how they are being used. The purpose is to highlight trends they find from the results and write some articles about the results. The survey will go out, leave a month for responses, and then Michael is planning to write an article and tap people for interviews. Michael added that there is a chance to plug memberships within the survey as well. Diana asked if there are newsletter article ideas or leads, who should be contacted? Leslie said anyone on the committee can be contacted and will share with the rest of the committee. Alyssa said that Kim suggested a piece about the Colorado Ski Country partnership but CWW hasn't received the check yet from them so they will wait until after the check is received to promote the partnership. It was also suggested to print another piece about the smartphone app as a reminder to register and use the app.

Ruth asked if there can be smart phone handouts printed to use at Colorado Water Congress and ProGreen. Michael said he could check with Denver Water's print shop to see how fast they could turn it around in time for CWC. Michael also said he will update the Denver Water people who are attending the event to make sure they are aware of the smart phone app and how it works. The phone app has received a lot of positive feedback from utilities but they need to be followed up with. Becky added that there will be a Tools Committee meeting next Monday that anyone is welcome to attend and provide updates at. Frank said he would be there. Brenda said she could contact a couple irrigation and gardening groups to see if they have new or old articles they'd like to contribute to the newsletter.

Website/Membership 2016 Update

Brenda said the website has been re-built to update the membership structure. Brenda categorized organizations into the membership levels she thought they fit into based on their size. The membership letters have been revised several times. Brenda reviewed the new membership levels. Brenda developed the membership stuff so the letter and invoice can be sent

altogether at once. Laura suggested sending a paper letter because it is a better reminder and emails can be easily ignored. Ruth suggested sending hard copies to the groups who don't respond to the membership emails. This way money could be saved on postage. Frank asked Rick and Tom if they think one invitation is more inviting than another? Rick said he gets so many emails that unless it really eye catching he may ignore it, especially if it is coming from someone he doesn't know. Laura thinks that the investment in sending paper letters would be worth it but agreed to send the email first and then follow up with the paper letter. Ruth said she thinks that this is what CFWE and AWE do as well. Alyssa said to keep in mind that it is not only the printing and postage but Brenda's time to stuff envelopes. Frank asked how long to wait between email and paper letter? Brenda responded maybe two weeks. Rose-Marie said that it would be difficult for City of Fountain to turn around that quickly with membership payment. Diana agreed that sometimes it could take a month to get a check cut. Brenda agreed that a month is good timing.

Leslie made the motion to send an email out to prospective members and give them a month to respond and if we haven't heard from them within a month to then send them a letter. Frank asked if it's possible to know if someone has opened an email or not? Rick said a read receipt could be set up. Ruth said she thinks there is a way to track how many have been opened and if links have been clicked. Diana asked about sending the email through Outlook? Brenda said the email will come from the Colorado WaterWise email address. Rick added that he gets emails from ProGreen often asking him to sign up and he is already a member and finds it annoying. Laura said that the CWW system is set up so that only the people who have not signed up will receive the email. Diana said if the emails are sent with a read receipt from Outlook perhaps the information collected could be used in the future for email campaigns. Brenda said it would take a lot of time to transfer all the work she has done into Outlook. She said she might be able to send the emails in small chunks and be able to check more easily who has opened the emails. Laura said we could also check to see if they have clicked the membership link. Brenda said she and Laura have spent a lot of time discussing the things they do not know about this new membership drive but are working on figuring things out. Brenda said she thinks there is going to be some confusion between becoming a member of CWW and sponsorship LLYLI. Laura asked if information about LLYLI sponsorship could be included with the membership letter. Lindsey B suggested plugging in the bullet points from the LLYLI Partnership information into the membership letter for clarity. Alyssa is concerned that with the new membership levels, groups will sign up as members with CWW and gain access to LLYLI stuff instead of separately sponsoring LLYLI at a higher level. Rick said that the reason he is at the meeting today is because he is considering joining CWW as a member. As he is listening to this membership conversation he is really confused and that's a problem because people receiving the membership letters will also be confused. He thinks the conversation is really good but he suggests not sending anything out to prospective members until it is clear. Brenda and Laura suggested sending Rick the draft letter for his input since he is a perspective member. Alyssa just wants it all to be very clear to prospective members to make sure there is no confusion. Laura agrees. Brenda said perhaps she could send the letter out as is and see how it goes because it will take a lot of time to change the letters. Laura asked if the Board wants to push back the send date and edit the letters again? Leslie asked which is the lesser of two evils? Alyssa said she would be confident in allowing Brenda and Laura to make decisions based on Rick's feedback. Brenda said the results might be based on interest as well because not everyone is going to be interested in sponsoring LLYLI and/or being a CWW member. **Brenda agreed to send Rick the letter for his feedback.**

Laura second Leslie's motion. The Board approved.

Lunch 'n Learn

Frank said these will be an extension on the Lunch 'n Learns that were done last year. One idea for this year is with Oracle for a drought response technology session. He said the idea is to offer technology companies the opportunity to host a Lunch 'n Learn to promote their related programs. The first one would be with Oracle. The theme of the Lunch 'n Learns would be a mix of different technologies. Frank said he received some preliminary concerns that CWW is supporting one solution and he said this is really just an opportunity to learn about new tools. Ruth said this idea came about to avoid having people come to the meetings to make a sales pitch to CWW. Leslie said if we make it clear we are not endorsing these groups and products but that we are sharing something that members may be interested in, she doesn't have an issue with it. Ruth said this is an opportunity to ask these technology groups to be members as well if they are addressing CWW members. Frank doesn't believe there is a conflict but wanted to bring it to the board for discussion. Brenda suggested holding a smart phone app and LLYLI Lunch 'n Learn. Frank said there was a smart phone app Lunch 'n Learn last year and Lindsey B said that LLYLI has been highlighted at the annual event the past two years so it may be good to diversify the Lunch 'n Learn topics. Alyssa agreed. Brenda asked if Oracle would be willing to buy lunch for attendees? Frank said maybe. Lindsey B said she doesn't think it's unreasonable to ask the groups presenting to be a member and buy

lunch for attendees. Brenda brought up a concern that maybe the Board should offer Lunch 'n Learn opportunities to members first. It should be considered a member benefit. Tom Cech suggested avoiding the hassle of finding someone else for their first event and just invite Oracle. Members can present at future events. Michael said he would be interested in learning about business intelligence and finding ways to start communication between IT and rate structures. Frank warned Oracle that there could be six people or sixty people at the Lunch 'n Learn, that there is no control over attendance. The Board agrees that pushing membership from the technology groups is important. Brenda suggested that if a company is not already a member and does not want to join in, they should be required to buy lunch and advertising in the newsletter. Leslie mentioned that there should be short blurbs written up for the newsletters to alert members. This could be a good benefit for groups talking at the Lunch 'n Learns as well. **Frank and the committee will move forward with the Board's thoughts in mind.**

Live Like You Love It Update

Alyssa said that there isn't too much to update. There will be a meeting next week with Lisa Sigler to talk about what to move forward with this year. One of those things is a fact sheet on the life cycle of water and some new infographics. Alyssa got an email announcing that the Yampa Basin Roundtable approved a final reading for the CSC/LLYLI partnership. They are the 5th basin to support the project. Alyssa spoke with Joe Chaplin from the Colorado Stormwater Council about what their sponsorship got them because there was some confusion there. He thought that the \$2,000 they sponsored gave all of their members access to the toolkit but Alyssa explained that no, just as like with CWW, all members need to sponsor LLYLI to get access to the toolkit. Brenda suggested adding some details to the LLYLI Partnership information. Laura suggested she could clarify some of this on the Terms of Use page on the LLYLI website. **Alyssa said the committee will put some things in writing to clarify that membership organizations who sponsor LLYLI will not give access to LLYLI for all of their members and send it to Joe for final clarification.** Alyssa and Brenda will draft it and share it with the committee to make sure they're covering all the bases. **Laura will update the Terms of Use as well.** Brenda asked if anything should be copyrighted. Laura responded that everything is covered under intellectual property right protected by federal law so getting a copyright isn't totally necessary but would be a good thing to do. Alyssa suggested continuing this conversation at next week's committee meeting. Alyssa said that there can't be more LLYLI stuff created without money coming in so she encourages everyone to talk about LLYLI with their partners.

GreenCO Landscape Model Framework

Brenda gave an update on GreenCo's model framework request. Their request with CWCB was declined. Brenda said GreenCo is going to move on working with the Irrigation Association and build something incorporating the latest technology. Rick mentioned a separate but related project Castle Rock will be working on with South Metro Water Supply and it seems they are having similar conversation as GreenCo. They have decided to start small and grow from there.

Other Business

Leslie mentioned sending something to Amelia like a LLYLI blanket and perhaps this is something the Board can do for others as well. Rose-Marie said just because the Board hasn't done something before doesn't mean they shouldn't do something now but she doesn't think CWW money should be used to do it. She suggests collecting funds from Board members who would like to contribute. Frank is looking to do a bulk order of LLYLI stuff so maybe something for Amelia could be added to that. There are several board members who would like to make bulk LLYLI orders.

Leslie asked Rick why he is interested now in becoming a CWW member? Rick said he was a member a while ago but did not renew membership because he was very involved in AWWA's conservation team. That has since disbanded and he is looking for another group to be involved in.

Wrap up and Adjourn

Alyssa adjourned the meeting at 12:010 PM

Submitted by:

Nona Shipman & Lindsey Bashline