

MINUTES

Colorado WaterWise 2016 Strategic Planning Session

Thursday, July 14, 2016
Brendle Group – 212 W Mulberry St, Fort Collins, CO
12:00 p.m. – 2:00 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	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
	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
	Leslie Martien	AquaCraft	leslie@aquacraft.com
X	Lindsey Bashline	Loveland Water and Power	lindsey.bashline@cityofloveland.org
X	Michael Thomas	Denver Water	michael.thomas@denverwater.org
X	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
X	Nona Shipman	One Water One World	nshipman@msudenver.edu
	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

Alyssa and Ruth called the meeting to order at 12:16pm.

2016 Strategic Plan Review

Alyssa reviewed the mission, goals, and objectives of Colorado WaterWise.

CWW On-Going Projects

Alyssa would like the committees to create a preliminary budget and development plan by the September meeting for discussion.

Website: Lindsey said the Website Committee would like to comb through the website to update content, fix broken links, and have assigned specific tasks to members of the committee to requests can be handled in a reasonable amount of time. Diana added that the Website Committee has created a list of tasks to complete in the next year. Laura suggested letting the large utilities know which employees are included in their membership bundle. Brenda said she would work on this. Ruth would like to have the home page pictures updated and Amelia added that some of the project names need to be edited for clarity. The Committee would also like to add some of the LLYLI resources to the CWW website. The Committee discussed adding a shopping cart to the LLYLI website and will ask Jason at Watermark about it as well as the cost.

Newsletter: Natalie creates the newsletter for a very responsible price but she may not be so available to CWW in the future. Natalie also manages a lot of the social media for CWW and LLYLI. Natalie could use some assistance on this or, Ruth mentioned, an intern might be able to do this. Alyssa said if you have suggestions for social media, send them to the Website Committee. Ruth encouraged board members to submit for the upcoming newsletter. The deadline for submission is August 1. Amelia suggested asking members to submit to the newsletter. Becky mentioned using the newsletter as a

platform for case studies and lessons learned. The Newsletter Committee will create a new budget for 2017 considering design work and stock photo subscription. **Amelia and Michael said they would ask their places of employment if CWW could have access to their stock photo libraries.**

Summit & Swag: The event will be held at MSU Denver and got a great deal on event space. Michael suggested using the extra budgeted event funds that won't be spent on room rental on a larger swag order. Brenda said the 2017 budget would be between old and new location event costs. Since event registrations were not included in memberships this year, hopefully the sponsorship and registration amounts brought in from the event will be larger. Brenda reviewed the draft event agenda. Send any summit ideas to Brenda.

Live Like You Love It & Swag: The Committee is meeting in a couple weeks to talk about plans for next year but they did put together a preliminary list of things to do. Fundraising, partner building, and measuring success were all things on the list. Pushing social media, creating Spanish materials, and holding events were also on the list. There needs to be better tracking of the LLYLI money that comes in as well.

Smart Phone App: The app is an ongoing project with a couple annual fees that will be included in the 2017 budget proposal. Becky would like to lump the smart phone app in with the Tools Committee. There will need to be a strawman for the new Tools Committee projects as well as a new name for the Tools Committee to better represent their scope of work.

Case Study Library: Becky would like to consider adding the case study library into the Tools Committee responsibilities. An intern could also be used to help with the case study development. The case study library is not limited to Colorado exclusive studies.

Lunch 'N Learns: Alyssa would like to charge non-members to attend future Lunch 'n Learns as a benefit to members. There could be a survey to members asking what topics they would like covered. Diana suggested that the Committee put together a few scenarios for Lunch 'n Learns and present them at the next meeting.

Organizational Handbook: This is an ongoing project that Brenda is working on and Diana will assist with.

Strawman from 2016 Parking Lot

Alyssa encourages the leaders on the following projects to create a strawman and budget for the next strategic planning meeting.

ICI Enhancements & 2-Day Training Program

CWW Year-End Report/Annual Report

Prioritize 2017 Projects and Proposed Budget Figures (1st draft)

This will be accomplished in September. **New projects should come with a strawman and continuing projects should come with an implementation plan to the meeting in August.**

FYIs – Board Terms and Recruiting

2016 Expired terms: Lindsey B, Amelia, Nona, Diana, Michael, Lyndsey L, and Leslie. Alyssa encourages these people to spend some time considering continuing for another term. **If you do or do not wish to continue, please send a letter of intent to Brenda by November.** Officer positions are voted on in December and can be held by a person for three one-year terms. New board members are voted on in January.

Timeline Reminders:

Finalize 2017 Strategic Plan (Oct-Nov)

Solidify 2017 Budget (Oct-Nov)

Approve 2017 Budget (Dec)

Elect new BOD (Dec)

Officer elections (Jan 2017)

Wrap up and Adjourn

Ruth and Alyssa adjourned the meeting at 2:00pm.

Submitted by:

Nona Shipman and Lindsay Bashline