

MINUTES

Colorado WaterWise Board Meeting

Thursday, March, 10, 2016

Aurora Library

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@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
P	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	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
X	Rose-Marie Clouse	City of Fountain	rclouse@fountaincolorado.org
X	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com

Guests

Rick Schultz	Town of Castle Rock	rschultz@crgove.com
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Ruth called the meeting to order at 10:08am

Executive Session

Board Business and Action Items

Approval of February Meeting Minutes – Alyssa made a motion to approve the February board meeting minutes. Seconded by Rose-Marie. Approved by Board.

Letter of support for Water Efficiency Film – Tom Cech approached Frank Kinder requesting a letter of support for a new Water Efficiency film in partnership with several other organizations. The film effort is being led by Tom Cech and Kevin Reidy with Jim Havey Productions as the leading creative force. The letter of support has already been sent to the film group.

Financial Report

Ruth provided the financial updates to the board prior to the meeting for review. Ruth made the last payment to Cavanaugh from the money provided by the state for the trainings help in 2015. CWW recently received a few checks from members including a new check from Ski Country USA for LLYLI. Lyndsey L. has been set up as the new Co-Treasurer.

Live Like You Love It Update

CWCB denied the CSC grant request so a new plan forward is being discussed. The LLYLI Committee has met and has agreed that they would like to continue in a partnership with CSC but has decided the CSC members will not be automatic LLYLI members. A future meeting with LLYLI and CSC will be scheduled to discuss a plan of action and support. CSC will be deciding in the near future if they will or will not be accepting the pledged funds offered by the Basin Roundtables.

Alyssa sent out Lisa Sigler's contract for review. Lisa will continue to work on expanding the LLYLI effort.

Regular Agenda

2016 Annual Event Update

The event will be on Friday, Dec 2 in St. Cajetans on Auraria Campus. There have been several draft agenda items. Dr. Sandra Haynes, Dean of College of Professional Studies at MSU Denver, will be kicking off the event. The first half of the event will focus on youth education and the second half will focus on adult education. Some topics included children's water festivals, Project WET, interactive games and activities, keynote possibly from Zack Johnson who spoke at ProGreen, LLYLI Phase 2 testimonials, the Colorado Collaboratory project amongst universities, ALCC landscape water use study, and a panel discussion on sustainable breweries. After the event, OWOW Center and Denver Water will possibly work with the Tivoli Brewery on campus to host a tasting or happy hour. Frank suggested incorporating Paul Lander at CU-Boulder into the university education topics. Ruth and Laura suggested possibly incorporating a session about how to plug into HOAs and developers. Diana suggested a session about how to lead education amongst water conservation professionals.

Lunch n' Learn Update

Today is the first Lunch n' Learn of the year with Oracle presenting about delivering conservation through digital communication. They will be discussing different forms of communication from bill stuffers to social media and how to engage a variety of audiences. There are 26 people registered to attend, many of whom are new to CWW Lunch n' Learns. Oracle has also joined as a CWW member. They will be concluding the presentation at 2pm. Oracle is also providing lunch to attendees.

Toto and Metron Farnier will also be leading Lunch n' Learns in the future.

Membership Update

This month there have been three new members and two renewing memberships. So far membership is halfway to the goal. Brenda has some ideas for communicating with potential new members. Frank suggested follow up phone calls to emails that membership is not receiving responses from. Michael agreed. **Brenda asked if any board members have membership conversations with potential members, to please let her know or ask Brenda to lead that conversation.** This will ideally avoid overlap and confusion with members.

Michael made the motion to nullify the previous online vote and to approve Charlie to copyright and trademark the smart phone app and LLYLI. Lyndsey L. second the motion. Board approved.

CWW Website Searchability and Vanity URLs / Xeriscape Colorado Trademark

Diana would like to create a vanity URL for Xeriscape Colorado so users don't have to dig through the CWW website to find xeriscape information. The main purpose would be to make it easier to search. There is a current website at www.coloradowaterwise.org/xeriscape. There are other URLs that are available that the committee will look into.

Ruth asked if Denver Water was going to be re-trademarking "xeriscape"? Michael said he will look into it. The word is so widely used all over the world that Denver Water may not want ownership over it.

Diana would like to add keywords onto the existing Colorado WaterWise website to make the website more searchable through online search engines. Ruth asked if there are other things that can be done to move the website up in the search list? Lindsey B. said you could create a Google Plus page that will help boost visibility. Laura has been collecting Google Analytics on the CWW website. The website committee will be meeting soon to discuss some of the topics.

Alyssa would like to have more social media visibility of Colorado WaterWise. Michael said he is working with the social media team at Denver Water and received permission to repost content for WaterWise.

Other Business

Rose-Marie shared a newsletter that the City of Fountain created that incorporated an article about LLYLI. This is a special edition newsletter that will be distributed twice a year with their customer's bills. She was also able to add a link to LLYLI on their website.

Becky updated the board that the Tools Committee has been meeting monthly since January. They have been working on three projects: 1) The group has been working on an irrigation audit app, 2) a brewery water guide with Paul Lander and Denver Water, 3) reigniting the collaboration and alignment between energy and water work. Kate mentioned that CRC has an audit tool that is successful and would like to join the Tools Committee conversations. Michael added that if you have any questions regarding the brewing project progress to please contact him because he is happy to share. Becky would like to find the right place for WaterWise in these areas without duplicating any current efforts.

Lindsey B. mentioned registering as recipients for Colorado Gives Day. Reps from CWW will need to attend a few webinars. **Lindsey will move forward and register CWW for Colorado Gives Day. Lindsey will ask for input from the board.**

Laura asked if the board would like to place an order for the LLYLI tshirts. Laura would like to sell the tshirts to make some money for LLYLI. She has received interest from a few people for individual tshirts. There are hesitations from the group about ordering and selling tshirts. Diana suggested the committee could make a proposal for tshirts that would include a variety of designs. **Ruth and Laura will collaborate on swag stuff.**

Laura presented a resume from Jonah who has expressed an interested in volunteering for the CWW Board. Ruth would like for him to send in a writing sample but could use him for the newsletter. Laura also suggested asking him to take pictures for promotional pieces. Ruth said he could also work on CWW case study stuff. Lindsey B. said that he could possibly help with membership stuff for CWW/LLYLI and at events. He will need to go through a bit of background training on CWW and LLYLI. Rose-Marie mentioned considering liability as well. **Frank said he will meet with Jonah and discuss volunteer possibilities.**

Ruth said the newsletter will be coming out soon although it is a little bit behind schedule.

Wrap up and Adjourn

Ruth adjourned the meeting at 11:50 PM

Submitted by:

Nona Shipman and Lindsey Bashline