

# MINUTES



## Colorado WaterWise Board Meeting

Thursday, May 12, 2016

Fountain Utilities

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
	Alyssa Quinn	Platte Canyon W&S District	alquinn@plattecanyon.org
P	Brenda O'Brien	Colorado WaterWise/GreenCO	brenda.obrien@comcast.net
P	Becky Fedak	Brendle Group	bfedak@brendlegroup.com
P	Diana Denwood	Aurora Water	ddenwood@auroragov.org
P	Kate Larson	Center for ReSource Conservation	klarson@conservationcenter.org
	Frank Kinder	Colorado Springs Utilities	fkinder@csu.org
	Laura Wing	City of Thornton	laura.wing@cityofthornton.net
P	Leslie Martien	AquaCraft	leslie@aquacraft.com
	Lindsey Bashline	Loveland Water and Power	lindsey.bashline@cityofloveland.org
	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
X	Michael Thomas	Denver Water	michael.thomas@denverwater.org
	Nona Shipman	One Water One World	nshipman@msudenver.edu
P	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
Melissa Payan	EPA WaterSense Coordinator	

Ruth called the meeting to order at 10:03 a.m.

### Executive Session

#### **Board Business and Action Items**

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

### **Upcoming Meetings**

The June board meeting has been cancelled. The board will meet on July 14, 2016 at the Brendle Group in Fort Collins. Brendle Group is located at 212 W. Mulberry Street, Fort Collins, CO. July's meeting includes our annual Strategic Planning afternoon session. Ruth asked that the board to allow for the extra time needed to attend and participate in our 2017 Strategic Planning session.

### **Financial Report**

Amelia provided the Annual Event budget update to the board prior to the meeting for review. Ruth advised that the overall budget decreased due to the venue change. An increase has been added to provide swag for attendees, sponsors, and speakers. Registration is budgeted at \$5,000 and sponsorship is \$17,000. This income is a conservative figure but the committee anticipates additional income due to removal of free registrations from membership, instead offering a discount dependent upon individual membership levels.

### **Lunch n' Learn Update**

The Lunch n' Learn committee met to discuss member and non-member fee differentiation options. The Committee recommended no charge on presentations from "for-profit" entities, which are essentially trying to sell their product/services. The Committee will also encourage "for-profit" presenters to provide lunch for attendees. The 2016 presentations that remain are WaterSmart Software and Toto. Both fall into the "for-profit" category. The Committee can therefore take more time to discuss whether or not to charge for Lunch n' Learns featuring other types of presenters (e.g. utility, non-profit, govt, etc.).

### **Regular Agenda**

#### **Live Like You Love It Update**

The LLYLI Committee met and agreed to allow CSC access to the Toolkit, not their individual CSC members. Amy sent an update to CSC on our decision. CSC members that are interested in accessing the Toolkit were encouraged to join CWW as an individual member. Sigler develop a few new fact sheets re: the Value of Water. Committee is currently reviewing. Charlie sent an updated Terms of Use Agreement for committee to review. **Committee will review and provide feedback to Charlie.**

#### **Smart Phone App Update**

Lyle advised that CWW did not have a contact with Halperin Creative for the development of the Smart Phone App, only a scope of work. **Lyle offered to contact Frani to discuss ownership of the App and our intent to copyright of the code.** No update received from Lyle yet. Frank will be the point person for the Smart Phone App. **Becky and the Tools Committee will discuss the next steps for the Smart Phone App at their next meeting.**

#### **Membership Update**

Brenda circulated a Membership Progress Report via email to the board. CWW is \$13,500 shy of its 2016 goal. The board requested that hard copy letters be generated and sent to all remaining prospects. **Ruth will coordinate locating good contacts from the CWCB Covered Entity List. When the updated prospect list is complete, Brenda will send hard copy membership solicitation letters to all prospects.**

#### **Website Update**

Diana shared that Xeriscape Colorado page on the website has been updated to showcase various demonstration gardens. Diana thanked those who provided feedback on the page and incorporated all the recommendations. Diana will be adding the Plant Select information soon. The committee is also working on a new home-page theme and format. Lindsey is conducting a generic web clean-up, and has added agenda and meeting minutes to the site. Diana stated that the Resources tab would be revised for more dynamic information and videos for the general public. **Diana asked Brenda to send the 2016 Strategic Plan and the Organizational Handbook for posting to the site.**

#### **Tools Committee**

Becky would like to add long-term/short-term sustainability category to the Strawman. Brenda will send Becky the latest Strawman. **Becky and Brenda will revise the Strawman to add a sustainability component and suggested cost of on-going maintenance for the project.** The Strawman will be circulated to the board when complete. Becky talked briefly about adding tools for irrigation in the future. Amelia and Renee shared a meeting they attended a Detailed Water Conservation Forum in Utah. The Water Conservation forum is the CWW of Utah. **Amelia will reach out to the Forum to see if they are interested in meeting with CWW, and to invite them to the Annual Event in December.**

#### **Wrap up and Adjourn**

Ruth adjourned the meeting at 11:15 AM

Submitted by: Brenda O'Brien, on behalf of Nona Shipman and Lindsey Bashline