

## Colorado WaterWise Board Meeting

Thursday, July 13th, 2017  
The Alliance Center, 1536 Wynkoop St.  
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
X	Becky Fedak	Brendle Group	bfedak@brendlegroup.com
X	Diana Denwood	Aurora Water	ddenwood@auroragov.org
P	Darren Nowels	Center for ReSource Conservation	dnowels@conservationcenter.org
P	Frank Kinder	Colorado Springs Utilities	fkinder@csu.org
	Keith Schweiger	Arrowhead Cares	kschweiger@arrowheadcares.com
X	Laura Wing	City of Thornton	laura.wing@cityofthornton.net
X	Lindsey Bashline	Loveland Water and Power	lindsey.bashline@cityofloveland.org
X	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
X	Renee Davis	Fort Collins Utilities	Redavis@fcgov.com
X	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com
X	Melissa Walford	CWW Board Staff	admin@coloradowaterwise.org

### Guests:

Chelsea Kessler – Irrigation Association  
Derek Hannon – Brendle Group

### **Call to Order**

Amelia called the meeting to order at 10:02 AM

### **Welcome & Introductions**

Board members and guests introduced themselves

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

Approval of May and June Board Minutes Lindsey motions, Alyssa Seconds. May and June minutes are approved

### **By Laws Update – Voting – Diana/Lindsey**

Diana reviewed old way and new way of quorum. Lindsey reviewed the changes in document. Becky asked about clarification for abstaining. Lindsey makes motion to update the bylaws. Laura seconds motion. Motion passes.

### **Membership Discussion**

All board discussion on membership.

- Established protocol with renew email – comes from Frank
- Established protocol for non-renewing members – Melissa
- Developed 2 email templates -industry and utility to be sent for new members
  - o Resulted in 1 new industry member
- Revised membership levels
  - o 2 industry membership levels - \$500 and \$1000
- To date membership is on track with goals – slightly exceeded
  - o Annual goal is \$40,000

- How do we get more members?
  - o Amelia reviewed the annual membership summary
  - o Diana mentioned that Aurora
  - o How can we reach more utilities with LLYLI information
    - Diana suggested doing a case-study
    - Lindsey suggested doing a paper mailing to potential utilities
  - o Becky asked about how the LLYLI membership structure looks
    - Lindsey said that all utilities have access to initial toolkit that all have access to. Each year it is updated and to have access to it there is a separate membership (\$2000) to have most up to date information. Each year some information is added to the initial toolkit to provide value to CWW members
    - Becky asked about what the feedback has been from small utilities on barriers. The information is not really known.
    - Diana – South Adams County may be able to provide a testimonial
    - May want to provide an update at the symposium
    - Mailing to small and medium utility
    - **Melissa will spearhead packet mailing**, welcome letter, case study/testimonial, Lindsey and Allyssa will assist. Becky will share questionnaire for potential utilities.
    - Mailing to be sent by Sept 1
  - o Becky will be reaching out to group with new case study ideas, how do lunch and learns tie into membership
  - o Lorrie asked about how emails to non-members entice them to join and how our mailing list engages the larger community.
    - Lindsey suggested having name tags
    - May want to look into small events to participate in – in a very targeted approach
      - AWWA local conference
      - Western Water Workshop

### **Financial Update – Lyndsey/Renee**

Lyndsey reviewed summary. 116% increase from June last year in checking. No income from LLYLI yet.

Renee – expenses are down, income is about the same

### **'Round the Horn' – Open to membership**

Skipped to continue membership discussion

### **Committee Workshop**

Board separated into committee groups and worked on individual tasks

### **Wrap up and Adjourn**

Amelia adjourned the meeting at 11:08 PM

Submitted by:  
Melissa Walford