

Colorado WaterWise Board Meeting

Thursday, February 9, 2017
Loveland Water and Power
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
X	Darren Nowels	Center for ReSource Conservation	dnowels@conservationcenter.org
X	Frank Kinder	Colorado Springs Utilities	fkinder@csu.org
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
	Rose-Marie Clouse	City of Fountain	rclouse@fountaincolorado.org
X	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com
X	Melissa Walford	CWW Board Staff	mwalford11@gmail.com

Guests:

P	Mike Fink	City of Fountain
P	Mark Cassalia	Denver Water
P	Don Ireland	Third Cherry Creek Townhouse Corporation

Amelia called the meeting to order at 10:00 AM

Member Currents: Unveiling Greeley's Plant Database presented by Scott Millar and Ruth Quade
Four members attended via phone.

Call to Order

New hire Melissa Walford was introduced to the Board. She will be the administrator and project assistant.

Board Business and Action Items

Approval of January Meeting Minutes: Ruth moved to approve the minutes. Laura second. Board approved January meeting minutes.

Committee Updates

The goals that are outlined at this meeting will form the backbone for the strategic plan.

- LLYLI – Chair Alyssa
The committee is in the process of getting a contract with Lisa Siegler. They will be working towards designing three new infographics; a Facebook ad; an e-news template; and an outdoor 14ers fact sheet and infographic into Spanish. Alyssa will be meeting with Jason from Watermark to discuss the new shopping cart feature on the LLYLI website.
Goals:

1. Trademark and copyright the LLYLI logo.
2. Work on building partnerships with organizations such as Colorado Foundation for Water Education, Denver Botanic Gardens, and others.

Amelia asked about the membership and LLYLI committee working together to conduct outreach to potential members. Alyssa says that Melissa can assist with outreach. There will be a LLYLI committee meeting in March.

- Tools & Technical Assistance – Chair Becky

Goals:

1. Develop a long-term plan for the Smartphone App.
2. Conduct a technical workshop on indoor/outdoor audits.
3. Write a section in each newsletter on technical resources and tools.

Becky says there may be an opportunity for a Lunch n' Learn to reinvigorate interest in the App, and the committee needs to explore the possibility of GreenCO managing the App. Becky had a conversation with Kevin Reidy at CWCB and was told that grant support is being cut, so it may be unlikely for CWCB to support the App. It may be good to have an info session on the App at the annual event. Alyssa said she's heard good feedback about the M36 Water Loss training that was held 2 years ago. Frank said there is an update that was published with training on implementing M36 effectively, which CWW could support as a follow-up training. **Alyssa will ask Cynthia Lane at AWWA about collaborating on future trainings.** Laura mentioned two trainings offered through the Alliance for Water Efficiency and CWCB about water rates. Becky said we should find out about trainings and assist their organizers as a means of offering value to members and advertising CWW.

- Newsletter – Chair Ruth

Currently the committee is editing 6 articles.

Goal:

1. Increase advertising and increase the size of ads.

Ruth said that the next newsletter goes out in March and we need new articles by next week. Frank says that sponsor logos need to be collected to run in the newsletter. **Lyndsey will sort out the full list of logos needed. Ruth will download the logos.**

- Lunch n' Learns – Rose-Marie

Frank is chairing the committee in Rose-Marie's extended absence.

Goal:

1. Hold 3 Lunch n' Learns.

Frank says that the first LnL this March will be Rachio. Alyssa asked about charging. Frank said that members are free and non-members are charged for lunch, but often speakers buy lunch. Ruth thinks everyone should pay for lunch. The other two LnL's could be on the Smartphone App or GreenCO – or another topic. Becky said that on LnL months, we could skip Member Currents. Renee said both are valuable to the membership and the LnL's have high attendance.

- Website – Diana

Goals:

1. To develop and publish design/graphics standards to guide website postings and participation.
2. Standardize email templates for use when emailing various recipient groups. Ruth will let the committee know if they can clean up the newsletter templates
3. Provide website platform training to BOD. Training can include google analytics. Melissa can provide basic training

- Annual Event – Chair Ruth

Ruth says that she will be integrating Melissa in the committee with her new roles and responsibilities. The committee will develop a survey to determine the best time for the event. Frank says that asking for content suggestions is a good idea. Lindsey mentioned a PechaKucha style session for members to briefly talk about things they're working on. Amelia says the size of the survey should be small, max 10 questions. Ruth wants to rethink the location. Becky recommends expediting the survey to inform the Strategic Plan. Frank will donate a \$25 VISA gift card for the survey lottery.

- Membership – Chair Amelia

Goal:

1. Achieve \$40k in memberships, which would set a record for CWW.

Amelia says that action items have been determined to reach the membership goal. There will be a mini phone bank in the spring. Frank will send personalized notes to new members. Melissa will help identify prospects.

Other Business

To form the **2017 Strategic Plan**, an ad hoc committee has been created. Members are Amelia, Diana, Laura, Renee and Darren. **Laura will share a template.** Ruth suggests that the strategic planning process can be summarized in an article for the newsletter. **Darren will write the article.** Laura recommends that each goal in the Plan should include a list of potential partners. **Diana will send out homework to the committee.**

Laura talked about **QWEL**, a 20-hour certification program for landscapers created in California. Thornton wants to put up a list of landscapers to which staff can refer when asked. Frank said his team reviewed the QWEL program because CSU doesn't have a list, either. The team agreed that it was similar to the GreenCO BMP's and not helpful for Colorado. Frank sees a benefit and says it can be customized for Front Range communities. He would like to know what kind of response and effect it has had. Laura suggests that we put it on the member survey. Renee says Fort Collins might be interested. Greeley is going to offer rebates for the Association for Landscape Contractors of Colorado (ALCC) training. Laura thinks that ALCC and CWW can partner to offer the training. Frank says that all of the modules are viewable online. Lindsey says from Loveland's perspective, they prefer CWW maintaining the training and/or contractor list instead of the City from a liability standpoint. Frank says there's potential to include the Smartphone App on the training. Becky asked how QWEL is different from the ALCC training. Amelia said that QWEL is more general and less technical, but it's a respectable program. **Laura will talk to the ALCC board before she submits a strawman proposal.** Becky says that the Tools Committee will work with Laura on this project. Becky says that the stormwater industry is trying to do a certification of some sort; we could look into stormwater certification offerings and potential partnerships.

Additional 2017 Board Nominations

The Board voted and approved new board members Becky Hammond and Kurt Delucero. **Lindsey will add them to the board email.**

Alyssa received CWW documents from Brenda and sent to Lindsey. Alyssa will also meet with Brenda to recover some additional CWW materials.

Financial Report

Lindsey reported that Dana corrected a typo in the budget; her salary was changed from \$2k to \$3k. Dana reminds the Board that we're going back to cash-based accounting; please go to the PO Box for collections as much as possible; write checks on time; and make depositions quickly so that everything is recorded in the right period. **Ruth has written up PO Box instructions that she will send to Melissa.** The ideal frequency of pick-up is twice per month. Alyssa and Ruth will work with Melissa to get her set up to access the PO Box. The summit's total income was \$15,075. Total expenses were \$10,413. Net was \$4,661. Registration was up but sponsorship was down.

Wrap up and Adjourn

Amelia adjourned the meeting at 12:01 PM.

Submitted by:

Diana Denwood & Lindsey Bashline