

# MINUTES



## Colorado WaterWise Board Meeting

Thursday, January 12, 2017

Rampart Supply

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
	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

### Guests

X	Nona Shipman	One Water One World	nshipman@msudenver.edu
---	--------------	---------------------	------------------------

Alyssa called the meeting to order at 10:05 AM

### Executive Session

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

Approval of December Meeting Minutes – Frank made a motion to approve the November board meeting minutes. Seconded by Amelia. Approved by Board.

Additional 2017 Board Nominations – Alyssa shared that we received two more nominations from ALCC. Both are from private companies. Lindsey B. mentioned the Management Team suggested we hear from the nominees first to ensure they understand that CWW is a working board. Ruth is reaching out to them. We will wait to vote until February and hopefully we will have a little more information.

#### Officer Elections –

- Co-Chair: OPEN and OPEN
- Treasurer: Amelia and Lyndsey
- Secretary: Lindsey and OPEN
- Solicit open Secretary Position

Amelia was nominated for co-chair. Alyssa made a motion to approve Amelia as co-chair. Seconded by Frank. Approved by Board.

Diana was nominated for co-secretary. Renee made a motion to approve Diana as co-secretary. Seconded by Ruth. Approved by Board.

Lindsey B. would like to continue as co-secretary– Alyssa made a motion to approve Lindsey B. as co-secretary. Seconded by Diana. Approved by Board.

Lyndsey L. would like to continue as co-treasurer– Ruth made a motion to approve Lyndsey L. as co-treasurer. Seconded by Lindsey B. Approved by Board.

Frank was nominated for co-chair. Amelia made a motion to approve Frank as co-chair. Seconded by Lindsey B. Approved by Board.

Renee was nominated for co-treasurer. Lyndsey L. made a motion to approve Renee as co-treasurer. Seconded by Amelia. Approved by Board.

Handbook – Alyssa will check with Brenda on getting the information for the Handbook. Lindsey and Diana will work on updating it. Lindsey will send the old document for reference for the new Board Members (Renee and Darren). Co-secretaries will look at how we can make the Handbook easier to update.

### **RFQ Update**

Lindsey B. mentioned that we have received interest from about 40 people and responses from 32. Amelia, Alyssa, Frank and Lindsey will be moving forward with phone interviews.

Amelia gave an update on the AppleOne candidates. There is a hiring fee for their candidates. Amelia would like to get approval from the Board on paying this type of fee before we continue to review applications and make offers. Diana asked what happens if they leave. Do we lose the fee? Amelia said depending on length of time we would receive a percentage back. Diana made a motion to give the committee the ability to make the call on the AppleOne fee if necessary. Seconded by Laura. Approved by Board.

### **Financial Report**

The financial report was included in the agenda. Amelia reviewed and summarized. We are approximately \$7k less than last year but that is not concerning to her. The rule of thumb for non-profits is to have at least three months of operating expenses and we have three years in our funds. Amelia said this signals to her that we are in a solid financial state.

Amelia reviewed 2016 membership goals. In 2015 we went through a restructuring to make sure our fees are right priced. Our goal was 10 members per class, equaling \$40k. We have 43 unique members, bringing in \$30k. Very similar to 2015. We did not make more money for membership but we did not lose any either. Ruth suggested including a question in the RFQ interviews about how they would suggest increasing membership.

Amelia reviewed LLYLI for 2016. The project was right on the mark. We spent a little more than expected, but brought in more than expected. Project currently has a surplus.

Amelia reviewed the Annual Event for 2016. Not all expenses are in yet but looks like we profited about \$3k. We made the registration goal but not sponsorship goal. Frank asked if it would be possible to use that space again in the future? Nona said yes and that there may be other spaces on campus we could use.

### **2017 Budget Discussion**

LLYLI – Alyssa said the 2017 budget is \$20k. It is an increase this year because the committee wanted to bring the campaign budget up to match campaign sponsorship brought in. The committee felt that money brought in needs to be reinvested into the campaign. Alyssa gave a summary of what the \$20k budget included.

Amelia asked what the outreach plan was? Lindsey B. said that the goal was to continue to add new materials so partners will continue to renew and the campaign can continue to gain momentum from there. Amelia asked if we would be willing work with membership to ensure the campaign is included as a member benefit? Ruth said we need to update membership questionnaire to include questions about why people are becoming members.

Amelia gave a summary of the Smart Phone App budget for 2017. She said that although minimal, we needed to create a budget for the project. Frank and Amelia shared the budget with Franny (our contractor). She suggested it be increased to include updates and required maintenance. Amelia suggested we consider if we want to keep the app or if we want to give to the green industry. Alyssa mentioned the potential new members may want to take it on. Amelia suggested if we want to give it away, we should pay one year for maintenance and updates while we facilitate transfer. It was suggested that we identify what all the updates are and make sure we submit all of these at once. Laura asked if there was staff time included in the budget? Amelia said no but we could bill it towards management.

Amelia gave an overview of the Annual Event budget for 2017. Many of the line items are the same. Amelia said that it is important to reflect on the 2016 Annual Event. Alyssa said the committee should meet, possibly with the Management Team.

Amelia suggested that we increase the food budget so we can get lunches for Board meetings.

Alyssa made a motion to approve the 2017 Budget. Seconded by Laura. Approved by Board.

## Regular Meeting

### 2016 Committee Review

Each committee chair provided an update of accomplishments, challenges and goals for 2016 and 2017.

- LLYLI
  - 2016: Created new materials including 7 fact sheets, 5 graphics and 7 bus ads. Collaborated with Colorado Ski Country.
  - 2017: More materials, our first event, website with a shopping cart. Biggest year yet with sponsorship!
- Newsletter
  - 2016: Completed 4 newsletters with lots of interesting and relevant content.
  - 2017: Will complete 4 newsletters. Kim has stepped down but Leslie will stay to help this year. Natalie will also help Ruth. **Laura can compile open rates for the newsletter based of email stats.** Amelia urged the board to communicate CWW successes to members and non-members.
- Lunch n' Learns
  - 2016: We hosted 3 last year. Each speaker was happy with experience. Approximately 75 people attended.
- Tools:
  - 2016: CII committee was revived in 2016 and refocused our efforts to expand from just CII to tools and technical resources.
  - 2017: We look forward to a tools/smart phone app focused Lunch n' Learn in the first part of 2017 and a technical workshop later in the year.
- Website
  - 2016: Committee spent the year making sure things were updated. Huge update to Xeriscape Colorado.
  - 2017: Continue to work on promoting CWW and the work we do. Ruth suggested adding Annual Event sponsors to homepage. **New board members will send photos to update board page.**
- Membership - Update provided earlier.
- Smart Phone App – Update provided earlier.
- Annual Event – Update provided earlier.

### Committee Member Review/Recruitment

- **Website** – Committee Chair: Diana; Members: Laura, Lindsey B.
- **Newsletter** - Committee Chair: Ruth; Members: Leslie, Natalie, Darren
- **Annual Event** - Committee Chair: Ruth; Members: Alyssa, Lyndsey L., Nona, Diana
- **Membership** - Committee Chair: Amelia; Members: Ruth, Lyndsey L., Laura, Frank, Becky?
- **Tools** - Committee Chair: Becky; Members: Kevin Hartley (Greeley), Renee, Frank, Diana, Darren, Rick
- **LLYLI** - Committee Chair: Alyssa; Members: Lindsey B., Lyndsey, Ruth, Nona, Natalie (Greeley), Laura, Rose-Marie, Amy, Amanda (South Adams), Becky (will have other Brendle Group representation)?
- **Lunch and Learns** - Committee Chair: Rose-Marie; Members: Frank

### Meeting Format Proposal

Amelia proposed a new meeting format. She explained how she liked how in AWWA meetings, members shared what they are doing for the first part of the meeting. Suggested dedicating the first 30 minutes to a presentation from a member. Amelia suggested looking into Uber presentations. All CWW members can call in. Then kick-off meeting with an update from committees that are of most interest to our members. Amelia did note that this would leave our meetings a little shorter. Renee liked the idea and mentioned how helpful that portion of the meeting is for her. Amelia suggested starting with a Board member in February but then opening up for members to speak afterwards. Alyssa noted that we need to be aware of

space if people are attending in person. Amelia said that this would be a management team function. Secretaries would reach out to membership and solicit interest. Diana asked if we are doubling up on what AWWA has already been doing? Amelia did not think so as our membership base is different. We will need to make sure we have adequate phone set-up at meeting locations. Ruth offered to do February's presentation on the Plant Database, but will need to double check with Scott.

### **Other Business**

Amelia said that each committees chair is going to briefly present their committee's 2017 goals and plan of action at the next meeting. These should be sent in advance of the meeting to the co-secretaries so they may be included in the board materials.

### **Wrap up and Adjourn**

Alyssa adjourned the meeting at 12:17 PM

Submitted by:

Lindsey Bashline and Diana Denwood