

## Colorado WaterWise Board Meeting

Thursday, November 9th, 2017

Thornton Water; 12450 Washington St, Thornton, CO

10:00 a.m. – 2:00 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
P	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
	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:

#### **Call to Order**

Amelia called the meeting to order at 10:06 AM

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

Approval of October Board Minutes. Alyssa Motions, Laura seconds. October minutes are approved.

#### **CWW Annual Symposium Update – Melissa/Lyndsey/All**

Melissa went over a summary of the survey results. Overall the feedback was positive. People liked the variety of speakers and topics discussed during the sessions. People would like more time for networking and possibly an ice breaker at the beginning. Frank suggested looking at possibly leaving at 3pm to allow folks that travel further distance to get back earlier. Alyssa suggested a more streamlined sponsor sign up and speaker bio/photos request process next year. Ruth suggested we refine the current planning structure / timeline. Financials were great this year. Still waiting on a few payments and charges to settle but looking as if the final profit will be about \$6,000.

#### **YTD Budget – Renee**

Financials were sent out to board prior to meeting. Membership is flat (slightly down) from last year. Expenses are much better. To note, expenses compared to last year are largely due to last year's annual event having not been tracked by this point last year. Alyssa asked what area of the budget the largest change in expenses was from and Renee said that is was due to Administrative costs.

Lyndsey said that Dana is stepping down and has found a replacement – David Green. Recap, she has been working at a discounted rate and he would be willing to continue that for the next year. If we move forward, Dana will train David to work on procedures. Alyssa asked how we found Dana, Amelia mentioned she came from CRC recommendation. Amelia recommended David interview or meet with the board before a final decision is made. Alyssa mentioned that since he will honor the rate for a year, we may want to put this out for competitive bid summer 2018. Amelia, Lyndsey, and Renee will setup a call with him to discuss future plans.

## Strategic Planning & Budget

- Lunch 'n Learn: Amelia discussed the major change this year is that a member benefit for industry members was to present at a Lunch n Learn. It worked well and would like to continue having that incentive. We only did 2 this year instead of 3 but with the webinars we feel it was okay. Goal for 2018 of 2-3 lunch n learns.
- Newsletter Format / Feature: Ruth distributed a review of tracking, opens, clicks, etc. Ruth was thinking that a format change might be good with Melissa hours for assistance and Natalie hours for a rework. Lindsey said that it would be nice to have a blog format hosted on the website with searching functions by topic. Renee mentioned having a feed for recent press releases that we can flush out and include them in the newsletter. Do a similar thing with reports. **Melissa will look into possibility to host the blog on the website.**
- LLYLI: Alyssa talked about updates to website, shopping cart, online registration, Spanish fact sheets, hike for water event. Some of the negatives this year has been lack of time that the committee has been able to spend on outreach and website updates. Would like to work next year on increasing the attention of the program and developing new content.

Melissa passed around the mailing that was completed. Lindsey mentioned that there haven't been responses but that something like this requires multiple "touches" to folks. Amelia mentioned having these folders available to pass out to folks and figure out an action plan for 2018 to include what conferences we may want to be present at.

Amelia suggested having a LLYLI webinar for how utilities are using the resources. Diana asked about the copyright and trademark work. Alyssa said he has been paid but we have not gotten that information to him. Laura mentioned that these tools would be beneficial in a drought and how to plan for it but may not be really attractive until that time.

- Tools
  - o Case Studies: Diana asked about why this isn't getting traction and Becky said that it is really time consuming and takes a dedicated resource to spearhead it. They are using the webinars to roll into a case study based off the topic of webinar. Diana asked how far the volunteer has gotten, Becky said it has been slow starting and initially it was mostly her getting an idea of what we have and then reaching out for new studies.
  - o Smartphone App: Frank mentioned marketing the App within the LLYLI program outreach. Frank discussed that the App is likely to be back shelf until a drought happens then it will be popular. Discussion about getting this in front of the landscapers at ProGreen – this has been done before without a wide audience. Diana asked about us gifting it to an organization and we have asked ALCC but not gotten traction. Frank provided some history on how the app got started and questions were asked about if we'd want to question the group that created it in the beginning to take ownership again. Q1 2018 we will try to find a new owner to the app and if not then we evaluate the options to table until drought.
  - o M36 seminar – Frank has been asked to be a part of the advisory committee from CWCB on an updated water loss training workshop. CWCB would like CWW to be a partner and help in this process. Timeframe is 24-30 months – with two tracks, early developers, and new users.
  - o Next webinar topic and panelist with Kevin from CWCB in January 2018. Goal to have 1 per quarter in 2018. **Melissa will look into webinar options and circle back to the group.**
  - o Potential technical workshop with a grant from CWCB
    - Potential CII offering with Brendle Group
- Membership: This year we aimed for 10 members in each category which would bring in about \$40k. We did not hit that with the outreach performed throughout the year. 2018 plan for \$30k with a reach goal of \$40k. Plan to develop an outreach plan with activities scheduled throughout the year. The membership structure was slight adjusted for industry members and it has worked. No revisions to membership structure are recommended.  
Diana brought up the idea of an "elevator pitch" that can be used when board members come across a potential new membership opportunity. Renee mentioned reaching out to distributors and how that might work and what benefits would be interested in. Frank asked about how we can reach out to special districts.
- Website: Diana mentioned that we have completed a lot of updates on the website. Was not able to complete the email template structure project this year. Performing website training to board – Laura did this early 2017. Lindsey created the website standards. May need new website training if new board members are on. As well as training for the blog page with users that will be using that function.
- Annual Symposium: Already discussed.
- Other Thoughts / Ideas: None
- OWOW – Strawman – Frank – Graduate students that do water research to provide a platform for them to share their results. **Frank will develop expectations for partnership and share with group.**

## **Next Steps**

Committee chairs needs to provide 2018 budget numbers to Lyndsey by November 30<sup>th</sup> to discuss and review at the December meeting. Diana has been taking notes on action plan and will send out to board to review. Board to review action plan points and return to Diana by November 30<sup>th</sup>.

## **BOD Nominations**

### **Officer Nominations**

Currently have 5 open seats. Laura, Ruth, and Becky have terms ending. Renee and Lindsey are stepping down from the board. Becky will not be continuing but should have a replacement, Amy with Brendle Group. Amy will provide a letter of interest to be shared with the current board. Laura will likely renew but may have someone take over for her from Thornton. Ruth will be staying on the board. Keith will likely drop off from the board. It was included in the last monthly update that it was coming. Discussion about potential individuals to reach out to. Lindsey will send a letter to the current board members to share with any folks who may be interested.

We may have some changes in officer positions in 2018 but will finalize and discuss at December board meeting.

### **Other Business**

Diana mentioned there are a few missing pieces throughout the Action Plan but will work with Amelia to finish that.

### **Wrap up and Adjourn**

Frank adjourned the meeting at 2:05PM.

Submitted by:  
Melissa Walford