

## Colorado WaterWise Board Meeting

Thursday, October 12th, 2017

Conference Call

10:00 a.m. – 12:00 p.m.

P: Called-in via phone  
X: Attended in-person

### Board:

P	Amelia Nuding	Western Resource Advocates	amelia.nuding@westernresources.org
	Alyssa Quinn	Platte Canyon W&S District	alquinn@plattecanyon.org
	Becky Fedak	Brendle Group	bfedak@brendlegroup.com
P	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
P	Keith Schweiger	Arrowhead Cares	kschweiger@arrowheadcares.com
P	Laura Wing	City of Thornton	laura.wing@cityofthornton.net
P	Lindsey Bashline	Loveland Water and Power	lindsey.bashline@cityofloveland.org
P	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
P	Renee Davis	Fort Collins Utilities	Redavis@fcgov.com
P	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com
P	Melissa Walford	CWW Board Staff	admin@coloradowaterwise.org

### Guests:

#### Call to Order

Frank called the meeting to order at 10:02 AM

#### Board Business and Action Items

Approval of August Board Minutes. Lindsey B Motions, Amelia seconds. September minutes are approved.

#### Wild Apricot Changes – Diana/Laura

Keith asked what Wild Apricot is – Laura explained what that is and explained in increased cost based on number of contacts. Wild Apricot got bought by a US firm. Laura will research and send an email update to the board about any updates or changes. Keith asked is we have a backup of all the data. Laura said we can download it easily into a spreadsheet format.

#### Cavanaugh Image Legality Issues - Amelia

Amelia described the issue with an image posted on our website on a presentation from Cavanaugh. Cavanaugh will be reimbursing the cost to us. This is good to know for future references and use during presentations. Ruth asked about getting anything in writing from them so they cannot bring it back at a later date. Keith said it would be good to get something in an email saying they have received our payment and confirmation that we are good. **Amelia will get written confirmation from them.**

#### Symposium Update - Melissa

Discussion about ALCC and GreenCO promo discount. **Melissa will add a registration type with a promo code** that must be used to register for the \$150 level. Committee will have a logistics meeting next week to discuss final details and timing for the event for day-of.

### **Preliminary Strategic Planning and 2018 Action Plan - Diana**

Pre planning for next month's larger planning meeting to modify 2018 Action Plan. Diana would like all the committees to meet and discuss any updates for changes for 2018. Lyndsey mentioned that next month will be a budget discussion as well and committee leads should look at any updates or changes to the budget to be considered.

### **Newsletter Changes - Ruth**

Ruth brought up how the newsletter can change and adapt. Laura asked if there is tracking for clicks and opens. Amelia mentioned that Becky had brought up the idea for the newsletter to adapt to the monthly update with "member-only" content and make it more user friendly. Laura discussed open results for Fall newsletter. Newsletter committee will chat about potential updates or changes to discuss at November planning meeting.

### **Case Study Development – Amelia/Becky**

Amelia discussed if we want to devote some budget/resources to help develop this to bring it up to date and enhance it. Once developed, it can better link to monthly newsletter. Frank thinks it might be worth adding it and making it easier to submit content. Diana suggested having the committee provide an update on some outreach that had been done on topics and ideas generated. Discussion about template and how that can be better utilized. Ruth suggested dedicating 1 quarter of 2018 to have everyone dedicate time to developing case studies. Amelia suggested having a table of what utilities are doing different programs as reference – Lindsey agreed.

### **OWOW Partnership - Frank**

Frank discussed what OWOW is to the group. OWOW has a program for students to conduct research and CWW might be a platform for students to present research projects, lunch n learns, newsletter articles, and case studies. Nothing is developed and formal but wanted to bring it up and the potential partnership. Keith thinks it is a great opportunity to broaden the industry reach.

### **RMSAWWA Collaboration - Amelia**

Conservation Committee of RMSAWWA potential collaboration – they have monthly 2 hour meetings, 1-hour round robin 1-hour presentation on topic with discussion. There is current overlap with CWW and RMSAWWA members. Discussion on how CWW could help promote and collaborate. It would consist of promoting the meeting – currently Lyle will still plan and organize the meetings. Diana thinks it's a great benefit and would be a good fit for CWW – the meetings are different enough and not too cumbersome to attend both. Lyndsey asked about how that would work and be included in our current monthly promotion emails. Frank says that Lyle currently passes along our email announcement. Amelia would like to co-brand something shorter and catchier the RMSAWWA and CWW. **Amelia will connect with Lyle on co-promotion and logistics.**

### **Other Business**

Diana attended a conference on water and energy efficiency in data centers by 7 by 24 exchange. Speaker as a potential webinar topic for early next year. Frank and Lindsey said they would be interested. **Diana will bring is back up after the symposium.**

Amelia mentioned that we have done a great job with programs and offerings this year but that we should all focus in on how we can create better content for the entire state.

### **Wrap up and Adjourn**

Frank adjourned the meeting at 11:33 AM.

Submitted by:  
Melissa Walford