

Colorado WaterWise Board Meeting

Thursday, July 11, 2019

City of Thornton, 12450 Washington St, Thornton, CO

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	Brad Brady	Yearout Energy Solutions	brad.brady@yearoutenergy.com
	Courtney Black	Intera	CBlack@intera.com
X	Diana Denwood	Aurora Water	ddenwood@auroragov.org
X	Eric Olson	City of Fort Collins	eolson@fcgov.com
X	Katie Helm	City of Fountain	khelm@fountaincolorado.org
X	Laura Wing	City of Thornton	laura.wing@cityofthornton.net
X	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
X	Quint Redman	Agriburbia	qredmond@agriburbia.com
X	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com
	Thomas Riggle	City of Centennial	triggle@highlandsranch.org
X	Tyler Kesler	Boulder County	tkesler@bouldercounty.org
X	Melissa Walford	CWW Board Staff	admin@coloradowaterwise.org

Guests:

Natalie – Evoque Communications

Call to Order

Lyndsey called the meeting to order at 10:05 AM

Board Business and Action Items

Approval of June Board Minutes. Ruth motions, Alyssa seconds. June minutes are approved.

Upcoming Lunch 'n Learns & Webinars

The following breaks down the upcoming events:

- August – Lunch 'n Learn on August 8 at Fort Collins Utilities with Charlie Kryger from Rain Bird.
- September – Lunch 'n Learn on September 12 at the City of Greeley with Kevin Hartley on City of Greeley's irrigation app.
- December – Lunch 'n Learn on December 12 at Aurora Water in the Sand Creek room (has capacity for 35 people). The topic will be diversity, hiring, and inclusivity in the water industry. This will be a joint event with RMSAWWA. Thomas is trying to get Webb Brown from CDPHE onboard to conduct a workshop activity. The LnL could last possibly an hour and a half. Another speaker will be Jeff Demoss with the City of Aurora HR department. Another potential speaker is Summer Waters with Red Rocks Community College talking about workforce development. Another potential speaker is Juliet Lee from The Chinook Fund to talk about her diverse volunteer program. This event will be interesting and likely to attract non-members to the event.
- January/February 2020 – Lunch 'n Learn with Rachio to present Part 2 of the Rachio – Fort Collins pilot program. We decided to push this event off until the early portion of 2020 to allow more time to plan and pull data together.

LLYLI

Alyssa sent an email to the board last week outlining what the LLYLI committee decided on for potential changes to the partnership pricing structure in preparation for the board to vote on the changes. Amelia had a question about the "Stream" level being the same as the member toolkit currently. Alyssa described that what the CWW toolkit members will get is smaller than it currently is. Diana had confusion about how things work over time, i.e. what the benefit to going with the high price point when a utility can wait a year and receive all the new materials. As we are adding additional items each year, we need to make it clear that the difference is both a delay in when partners would receive the newest materials and a limitation to the number of new materials lower levels would receive. It was also brought up that Casey Davenport is now working with the basin roundtables on outreach. We also need to include language that sponsors are supporting the LLYLI program and describe how the money is used each year on new materials. Katie asked how many new materials are created each year. Alyssa said five to six were created this year. Katie also mentioned that we (all board members) need to be aware of what LLYLI is and how to engage with people that you might come across at events, conferences, etc. Melissa mentioned that the LLYLI committee discussed seeking input from current LLYLI partners at the end of each year for ideas of the new materials to be created at the beginning of the following year. Katie asked if we thought about having a renewal price that is lower or discounted versus the same price every year. Quint asked if there is a written commitment on how many new pieces are generated each year and if we can do monthly pricing and offer a discount if paid annually, similar to software packages. Melissa said this might be difficult with the current website/payment structure. The board agreed that however we end up structuring this we should consult with legal counsel to ensure we are protected and aren't left vulnerable. Alyssa asked for a vote on the current structure and the committee will work on the details of the renewal and legal components. It was decided that **the committee will meet prior to the next board meeting and the board will vote on final details via email.**

Alyssa mentioned the competing campaign that has a lot of similarities to LLYLI. She also pointed out that there has been negative feedback from that campaign and potential blowback. Amelia gave some background because of Western Resource Advocates' role in this new campaign. Jennifer, who is Western Resource Advocates' communications person, provided insight on the campaign. Sukle was hired to work on the branding and marketing aspects of the campaign. This campaign was created to raise funds for the Colorado Water Plan. The campaign has a \$3.8 million marketing budget overseen by Tim Wohlgenant with The Trust for Public Land. Natalie and Jessica talked with Jennifer and she didn't make it seem that they would be open to collaboration with others. **Natalie and Jessica will work on setting up a meeting with Tim and Jennifer with the following objectives: differentiate between the two campaigns, find a way to partner, how they plan to roll out the marketing for this new campaign.** And possibly approach them to get a grant from CWCB to sponsor LLYLI partner materials. Along these same lines, we need to finish up the copyright/trademark work which Melissa is finalizing all the information to send to Charlie.

Diana added that she has put together a session proposal for the Sustainable Denver Summit to talk about LLYLI and mentioned possibly partnering with this new campaign to co-present.

State of Colorado Conservation Project

Diana met with Margo and she has committed to helping with this project. Margo will be checking the data that was submitted by Amar including population data, average acre-feet of water, and the water basin data. Diana has emailed Kevin for the updated version of 1051 contact information but is out of the country. **Diana will follow up when he returns to get an update.** Once we determine when the updated 1051 information might be available from Kevin, Melissa and Ruth will perform updates to the contact information.

#Bike4Water Campaign

Natalie handed out a summary of the #Bike4Water event. She asked that whoever is working the event to take photos to share during and after the event. The handout also includes a task list for upcoming activities which was reviewed. Katie asked about a photo release form. **Natalie agreed to investigate this and create a form, if necessary.**

Symposium Update

Melissa went over the list of sponsors, both confirmed and potential and asked board members to reach out with any potential leads. Melissa reminded the board that if a sponsor says no then try to ask them to donate a door prize. Katie shared with the board an idea for water conservation playing cards for the swag item. Melissa mentioned that we still need nominations for the Conservation Award and we still have space for Pecha Kucha submissions. **Melissa will send out a link**

to these forms. Lastly, Melissa reminded the board to register for the event if they have not already – early bird continues for another 2.5 months.

Team Building Exercise

Katie facilitated a team building exercise to conclude the meeting.

Round Robin

This was skipped to allow time for the team building exercise.

Wrap up and adjourn

Lyndsey adjourned the meeting at 12:12 PM.

Submitted by:

Melissa Brasfield