

MINUTES



Colorado WaterWise Board Meeting

Thursday, July 9, 2015
Platte Canyon Water & Sanitation
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@plattecanon.org
X	Amy Conklin	Barr Lake/Milton Watershed	conklin3@ix.netcom.com
X	Brenda O'Brien	Colorado WaterWise/GreenCO	brenda.obrien@comcast.net
X	Becky Fedak	Brendle Group	bfedak@brendlegroup.com
	Kate Gardener	Center for ReSource Conservation	kgardener@conservationcenter.org
X	Frank Kinder	Colorado Springs Utilities	fkinder@csu.org
X	Laura Wing	City of Thornton	laura.wing@cityofthornton.net
X	Leslie Martien	AquaCraft	leslie@aquacraft.com
	Lindsey Bashline	City of Loveland	Lindsey.Bashline@cityofloveland.org
	Lindsay Weber	Denver Water	lindsay.weber@denverwater.org
X	Lyle Whitney	Aurora Water	gwhitney@auroragov.org
X	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
X	Nona Shipman	One Water One World	nshipman@msudenver.edu
X	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com

Guests

X	Caitlin Coleman	CFWE	caitlin@yourwatercolorado.org
X	Brandi Honeycutt	Denver Water	brandi.honeycutt@ucdenver.edu

Alyssa called the meeting to order at 10:09am.

Board Business and Action Items

Approval of June meeting minutes

Ruth made the motion to approve June's board minutes. Seconded by Amelia. Approved by board.

CFWE Conservation Guide Revisions

Caitlin Coleman said CFWE is re-doing the water conservation Citizen's Guide. The current issue is from 2004. CFWE would like to partner with CWW to do a total overhaul on the new revision. CFWE is wondering if CWW could give insight on things like: What audience would use this? Should anything existing in the current guide be kept? What should be added? Frank asked if there was a deadline? Caitlin said CFWE would like to go to print by March 17, 2016. Ruth asked if the CWW logo would be included? Caitlin said it could be in a variety of places but that's something that can be discussed and decided on later. Amelia asked who the audience is for the existing issue? Caitlin said it is usually water providers and educators but with this new issue the audience can be redirected. Leslie asked if the audience can be expanded? Caitlin said yes and CFWE would like to reach more with this new guide. Frank asked if CFWE ever receives feedback on the guides and Caitlin said not really. Lyle asked if there is an online version? Caitlin said all of the guides are available online but perhaps we could expand it into a video or something like that. Leslie thinks the current version is really attractive and eye catching. She mentioned Denver Botanic Gardens might be interested in having copies of this available for visitors. Ruth also mentioned Xeriscape Colorado. Frank said that CWW would be pleased to participate and perhaps a committee can be formed to work on this. Caitlin said the work group will be meeting either the end of July or beginning of August for a few hours to brainstorm with CFWE. There will be a collaborative review process. Nona asked if CFWE is reaching out to

other groups as well to contribute and Caitlin said no. The work group should be fairly small and CFWE would like to just partner with CWW while reaching out to others for guide sponsorship. Amelia asked how many people would be a good amount from CWW to be on work group? Caitlin said 2-3 people from CWW. Becky asked what the time commitment would be? Caitlin said one meeting will be a few hours and then the time spent reviewing outlines and text which could be about 10-12 hours. Alyssa said that the board has some great people on it to be a part of the committee to provide well-rounded input.

Amy made motion that CWW agrees to work with CFWE on the production of a revised conservation guide with 2-3 CWW board members including Ruth Quade, Frank Kinder, and Becky Fedack with Leslie Martien helping during the review process. Seconded by Leslie. Board approves.

Business Plan and Membership Structure 2016

Amy prepared and shared with the Board a cheat sheet of membership benefits. Amy reviewed the "Implementation Plan 6-30-15" excel spreadsheet which includes membership levels and groups at identified levels. Annual event sponsors will still receive free registration with their sponsorship. This is separate from the membership levels with discounted registrations. Brenda said the annual event committee will be meeting on Friday and it's a conversation the committee can continue at the meeting. Ruth suggested letting those with memberships that include registration be grandfathered in. Amy agreed to begin the new membership benefits regarding the annual event in 2016. Amelia is concerned with the basic access membership level because it costs the same as it currently does but includes fewer benefits. Organizations would actually save money by purchasing the basic access and a separate event registration instead of going in at the basic membership. Leslie thinks the two basic memberships are a little confusing and that they should be combined to split the

difference. The board proposes to combine the two levels as Basic Membership at \$250 and a discount to the annual event. Frank asked if this is the grand floor entry? Will there still be a student level or newsletter level? Leslie thinks there is no reason to not keep those levels. Lyle suggested that the OWOW Center could promote the student level. Ruth mentioned students also receive a reduced rate to the annual event. Lyle suggested give them access to the case study library as well. Becky suggested giving them everything in the basic membership at \$50. Laura asked about including registration to the Lunch and Learns? Amelia responded that the Lunch and Learns are a good recruiting tool and introduction to CWW and should stay open to everyone. Brenda confirmed that the student level is \$50. Lyle asked about the utility levels and if they can pick and choose what they want within their membership benefits? Amy said that the levels are designed to support all

Cheat Sheet of Membership Benefits

Developing a 3-year Financial Plan is part of our Strategic Plan. It was supposed to be developed in the first quarter of 2015. As part of the plan we need:

- \$50,000 per year in revenue
 - 5 Manufacturing members at \$1,000
 - \$10,000 from the Annual Event
 - \$35,000 from Membership Dues

Also the group recognizes that LLYLI and the landscape app may have different financial needs than what is expressed below.

Proposed Membership Structure

Basic Membership: \$250 Includes:

- Quarterly Newsletter,
- Case Study Library, and
- BP Guidebook. (student: \$50, same benefits as basic membership)
- a discount for **1 registration to annual event of \$75 (\$150 instead of \$225)**

Utility Membership:

Small Utility (10 employees or fewer) **\$500** – Includes Basic Membership plus **access to utility tools at a reduced level TBD.** (e.g LLYLI, Landscape App)

Medium Utility (10 – 50 employees) **\$1,000** – Includes Basic Member ship, utility tools, and a discount for **1 additional registration (2 total)**

Large Utility (more than 50 employees) **\$1,500** - Includes Basic Member ship, utility tools, and a discount for **2 additional registrations (3 total)**

If we were able to recruit **10 members at each** of the three utility levels and 10 Basic and 10 basic Plus levels, we would generate **close to the \$35,000 we need in annual memberships.**

In future years, growth could be achieved by recruiting more members, adding more benefits or a combination of both. Projects, such as LLYLI would need to generate their own revenue stream with some portion (yet to be determined).

Implementation Plan

Once we determine our membership levels, then we need to send invoices to potential and returning members requesting their dues. We should consider structuring the letters to contain customized paragraphs on CWW benefits and projects of interest to them We need to send out the invoices in **August and September.**

the programs and give opportunities to members. Amy reviewed the previously developed utility levels and benefits. Utilities will choose their appropriate level on the honor system. Utilities will be listed on the website by the level they enrolled in. Brenda asked if the spreadsheet Amy created adds up to the goal amount and Amy said yes. Amy would like a 10% cushion in the projected membership levels. Amy suggested revisiting the benefits in the fall of each year. It does not work to invoice all members in January because of when memberships were started and renewed. Brenda suggested if all renewals were moved to the same month, it should be in September or October to co-align with the annual event. Becky asked what is driving the need to have a set month for all renewals? Lyle responded it is mostly for CWW budgeting. Becky said it might not be good planning for future new members to encourage people to only enroll in the same couple months. Leslie said it is nice to know what kind of money is coming in but on the other hand, if it irritates members, having a rolling invoicing system makes sense. Lyle said that if CWW moves towards more sponsorships and grants to support projects, the cost will not be such a burden on memberships. Laura thinks a rolling membership is the way to go.

Amy made the motion to amend the original motion (Original motion, May 2015: Motion to propose a second reading in July of the business plan and membership levels to include Basic Access, Basic Membership, Utility Memberships of small, medium, and large with no registration to the annual event but with a discount, five manufacturing and business memberships, and the \$10,000 net revenue from the annual event with the goal to generate \$50,000 a year.) to include the Basic Membership at \$250, to remove the Basic Access Membership, to include the Student Membership level of newsletters and the case study library at \$50, to maintain the annual event discount at \$75, and to discuss utility membership benefits and price at the end of the year. Seconded by Alyssa. Approved by Board.

Amy suggested that Brenda go through the implementation plan spreadsheet and make business edits where needed so the Board can discuss and vote on it next month. Amy mentioned that everyone has the spreadsheet and can send edits to Brenda.

Financial Report

Ruth said that Dana has not sent a financial report. Ruth is waiting for some checks that will help buffer the checking account. Lyle suggested that the invoices and forms have the same organization name on them. He has noticed some things Aurora Water has received have had different organizational names on them. Ruth asked if the executive committee could discuss this matter and make a decision? Board agreed.

Colorado Water: Live Like You Love It

Alyssa said the website is up and going and that it turned out really well. Frank said that the people he has shown it to really liked it. Brandi said she thinks it was really well received at Denver Water too. Amy said that the Stormwater Council is applying for a grant from the Metro/South Platte Roundtable and would like LLYLI/CWW to partner with them. LLYLI is on the agenda at the next Roundtable meeting on August 12. The grant would be to implement LLYLI. Amy thinks we should ask each basin for \$50,000 to support implementing LLYLI and a media plan in each basin. Amy is suggesting CWW/LLYLI partner with Stormwater Council on this grant with Stormwater as the lead. Alyssa said she is comfortable with that. Amy said she would need a CWW representative and a letter of support/commitment to come to the meetings. The CWW representative must be someone other than Amy. Board agrees to partner with the Stormwater Council. Lyle said if CWW is approaching the basins with an ask, there should have a marketing plan. Amy said she understands what he is saying but part of the ask is to support the creation of the marketing plan and creating a 3-year plan. The LLYLI committee has asked Lisa Sigler what it would cost to create a 3-year plan and she said \$4,000. The committee has not approved this yet. Alyssa asked Lisa about creating a phased plan and is waiting for a cost estimate from Lisa. Ruth mentioned that there is leftover money from the website building budget and Alyssa thinks CWW should use that money towards paying Lisa to create a marketing plan. If the Stormwater Council is open to paying for half of Lisa's time, they can have an input on the marketing plan. Frank suggested going back to IBCC's committee about LLYLI. Alyssa said that when she met with CWCB they suggested approaching the basins for funding. Lyle thinks now that the website is up and there was a recent critical piece on NPR about the State Water Plan that it is a good time to go back to the CWCB about LLYLI. Alyssa will be discussing with Lisa next week about the sponsorship meetings the committee would like her to lead. Ruth thinks LLYLI needs to be partnering with the The Great Divide film when that starts circulating. Amy said that car wash folks are interested in working with water professionals and they will have a representative at the meeting next month. Amy plans to speak with them about including LLYLI in their businesses. Frank will be speaking about LLYLI/CWW at an upcoming conference. The LLYLI

committee will meet soon to finalize membership levels and prices.

Smart Phone App Update

Frank said Joe Burtard recently got on board with the phone app, which is a big deal. Ruth said she noticed on the app that there are some overlapping areas that shouldn't be overlapped. Breckenridge is also on board. It would be great to have more board member utilities using the app. There have been some bugs found in the app that are being worked out which is really normal. Frank would like to roll out the app to all partners next month. Denver Water has entered their information into the app, which was a big effort. Ruth said another benefit to the app is being able to see other utilities' stuff and there is some good language from other utilities in there. Ruth started making a one-pager to share and market the app. Frank invited anyone else interested, besides committee members, to join the next committee meeting. Brenda suggested that this is a good opportunity to appeal to app users who are not CWW members to become members.

Annual Event

Brenda said the South Platte Forum is scheduled to be held on the same day as the annual event but the committee met decided to not change the date. Save the dates and registration are next on the to do list. Wild Apricot has limitations on how many sponsorships can be accepted at the same time. Laura and Brenda are currently trying to work around that so we can accept LLYLI and annual event stuff at the same time. Brenda said The Great Divide will be shown in the afternoon of the annual event with cocktails and popcorn. Laura suggested buying two tickets to the August 6th premiere of The Great Divide and give them away at LLYLI supporters as part of a cross-promotion between the film and LLYLI. Frank asked if there will be booths at the premiere? Laura said she is not sure. Ruth said there will also be panels after the film and that someone from CWW should be on a panel.

AWWA M-36 Training & Grant Status

Frank said the CWW did receive a grant from CWCB to do the trainings. This effort will support partnering with Cavanaugh & Associates to do five trainings around the state. There will be a training in September at Denver Water. All trainings will be held in the last week of September. Training locations include Pueblo, Greeley, Frisco, Grand Junction, and Denver Water. These are full day trainings and participation is open. There will be a \$20 charge per person to cover lunch and snacks and to encourage people to commit to attending. Information and registration will be held on the CWW webpage. All the money will pass through CWW. This will allow CWW to connect with stakeholders. The Water Research Foundation has held similar trainings and will be promoting the events as well. They will also be on site to be a part of the trainings. Brenda asked about the timeline for the project? Frank said Cavanaugh is handling the content, all locations and dates will be nailed down this week, promotions will begin in August, and registration in September. Amelia asked if there will be a board representative at the Frisco and Grand Junction trainings? Frank said he is planning to go to most of the trainings. Brenda said she could also go. Brenda asked about a head count for trainings? Frank said it depends on the location. Some locations can hold as many as 200 people, others only about 50. Lyle said he might be able to get council chambers, if needed, which would hold about 150 people. Laura also said she can get a space that fits about 80 people. If the cost ends up more than \$20 per head, Cavanaugh will cover the extra cost.

GreenCo: Landscape Quantification Status

Brenda said that GreenCo is making good progress on BMP quantification study. \$42,000 was raised internally and contracted with Wright Water Engineers to do an extensive literature review. They have also partnered with Northern Water for data. Simulation models were developed that include weather data and landscape. They have also partnered with Aquacraft. This will be helpful in identifying where more data is needed and where gaps exist. The draft will be available by August 15. Brenda has already gotten approval from the CWCB regarding the statewide landscape ordinance. This will help illustrate future landscape water use for utilities. 8 out of 12 points in the State Water Plan conservation chapter address outdoor water use and this will align with that. The California data and other pieces are helpful to the development of this project.

2016 Project Discussion

Ruth said she would like people to start thinking about projects for next year. There are ongoing projects that will rollover but she thinks that the xeriscape part of the website needs to be updated. Ruth suggested including a plant database and she would like to reproduce the xeriscape booklets that were created a while ago. These could include the LLYLI and sponsor logos on it. Lyle said his staff is building an online xeriscape book that will be comprehensive. He would like the group to consider an online interactive version that includes instructions and some designs. **Lyle will send out the PDF he has to the**

board. Ruth would still like to have something to hand out to people at events but likes the idea of creating an online version highlighting “Colorado friendly landscape”.

Lyle brought up the AMWA leak detection guide. Lyle has been asking utilities what they would like to see if CWW did something like this. The utilities that have responded have said they’d like a tool that allows customers to give themselves an audit. Utilities could pay to support the creation of the guide.

Becky mentioned moving forward some of the CII stuff. She hasn’t formulated an idea yet but will put together a plan in the future. Ruth has some staff members who would be interested in being involved. Lyle said he would like to see a group get together to do CII bench marking. Customers have been asking for this stuff at Aurora and Denver Water. Lyle would like to convene all the groups working on their own efforts to come together and discuss. Brenda suggested getting a grant and Ruth suggested maybe a facilitator.

Wrap up and Adjourn

Alyssa adjourned the meeting at 12:07pm.

Submitted by:

Nona Shipman and Lindsey Bashline