

Colorado WaterWise Board Meeting

Thursday, October 10, 2019

Conference Call

10:00 a.m. – 12:00 p.m.

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

Board:

	Amelia Nuding	Western Resource Advocates	amelia.nuding@westernresources.org
P	Alyssa Quinn	Platte Canyon W&S District	alquinn@plattecanyon.org
P	Amy Volckens	Brendle Group	avolckens@brendlegroup.com
	Brad Brady	Yearout Energy Solutions	brad.brady@yearoutenergy.com
P	Courtney Black	Intera	CBlack@intera.com
P	Diana Denwood	Aurora Water	ddenwood@auroragov.org
P	Eric Olson	City of Fort Collins	eolson@fcgov.com
P	Katie Helm	City of Fountain	khelm@fountaincolorado.org
P	Laura Wing	City of Thornton	laura.wing@cityofthornton.net
P	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
P	Quint Redman	Agriburbia	qredmond@agriburbia.com
P	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com
	Thomas Riggle	Centennial W&S District	triggle@highlandsranch.org
P	Tyler Kesler	Boulder County	tkesler@bouldercounty.org
P	Melissa Brasfield	CWW Board Staff	admin@coloradowaterwise.org

Guests:

Call to Order

Lyndsey called the meeting to order at 10:00 AM

Board Business and Action Items

Approval of September Board Minutes. Laura motions, Alyssa seconds. September minutes are approved.

Symposium Update

We are doing well on both sponsorship numbers and registration numbers. We have met and exceeded our sponsorship goal and are really close to meeting our registration ticket goal. We will be sending an email out on Monday reminding people of the event. **Please forward this email to your network** so we can hit our registration goal as well.

The committee has a few asks for the board members:

- We need 1 person to serve as “time keeper” to hold up signs for speakers when they have 5 minutes, 2 minutes and no time left in their session – Courtney agreed to this.
- We need 1 person to help with setup – ideally you would arrive at/around 6:30 a.m. – Diana agreed to this.
- Are there any utilities that might have 15 items to contribute to our speaker gift bags? Diana will bring water bottles, Katie water playing cards, Lyndsey will bring laptop camera covers.
- Diana will bring in the pumpkin bowls from last year for candy holders.
- Melissa will post the final program to the website to encourage more people to register.

Strategic Planning: Brainstorming Session

Tyler sent out a Google document prior to our call today for our November 8 meeting to review our Strategic Plan and develop a path forward for the organization. The mission and vision statements and core values are listed on the sheet and were pulled directly from the website and current Strategic Plan. The aspirations section is a place for us to add in those items we have discussed and talk about in the past. The board expectations section is there as a place for us to list out the specific expectations we have as board members (increase membership, attend all the board meetings, etc.). During the session in November we will do a detailed SWOT exercise with the assistance of the facilitator.

Tyler requested that Board Members fill this sheet in as things come to mind between now and the session. Tyler will pass this document along to our moderator to get her up to speed prior to the session and she will walk us through this during the session. Amy suggested having everyone go around and say what they hope to achieve from the November 8 session. Laura mentioned it may be easier to review the existing strategic plan and look at what we want to change and update from there. Katie recommended that everyone contribute at least one item to this sheet. Tyler mentioned that the facilitator will likely have everyone talk about why they are on the board and what they hope to get out of the session. Quint mentioned that having better clarity around our stakeholders would be helpful to define. Laura mentioned that during the Water Smart conference there was a California Data Collaborative group and that seemed like a role we could fill within Colorado by collecting all the data from different utilities on the effectiveness of programs which is very similar to what we have started. The California program is set up such that utilities pay into the program to have their data reviewed by analysts. Diana has some additions to the aspirations section that she will add and would like to expand on the current objectives in the Strategic Plan and struggles with what should be in the action plan vs. what should be in the strategic plan. There are very specific goals we have in mind that maybe can be included in the strategic plan instead of the action plan – such as LLYLI. If we have time, Diana would love to go over the 2020 Action Plan during the planning session. Diana reminded everyone that as a committee we should be reviewing the Action Plan during calls to ensure we are meeting that plan and reviewing our strategic plan more regularly. She also wants to have the board be familiar and comfortable with what is in the strategic plan and action plan.

The board should continue to update this file as items come to mind. Tyler will occasionally go in and clean up the new items that have been added.

LLYLI Pricing Update

Alyssa discussed that Jessica and Natalie are developing a postcard hand out to describe the new partnership levels and what materials are included in each level. The committee developed the list of materials for each level below:

- CWW members at \$500 at more get the LLYLI logo, Conserve Care Commit graphics, two fact sheets, PowerPoint template, one Ad, and content calendar.
- “Stream” level which is the half toolkit at \$2,000 level include all above materials plus, indoor/outdoor fact sheet, bus Ad, children’s festival materials, more of the templates and at least two new materials each year.
- “River” level which is the full toolkit at \$3,500 level include all the materials plus at least three new materials each year.

We also discussed doing a renewal cost at a cheaper rate and how we would manage that. Diana mentioned that renewal pricing structure is a great idea to encourage people to keep coming back. Katie echoed that it is a benefit for a number of different reasons. Lyndsey asked what price reduction would be valuable. Katie would leave that up to the committee. Eric mentioned that we could offer a higher discount for a multi-year renewal. We will not be putting this renewal information on the postcard for the event – for now we will have the first-year levels and we can work on the renewal details later. No one on the board has objections to the revised pricing structure. Next steps after the postcards are done is to meet as a committee to discuss goals for 2020 and hope to have that discussion before November 8.

Service Mark Project

Quint mentioned that the LLYLI logo has been modified. The SM is on the “Live Like You Love It” tag line. Diana asked if the LLYLI committee has reviewed. Quint mentioned that Melissa has all the final files prior to printing and should get the final committee approval. Melissa will send logo for final review and get the brochure over to the printer.

Melissa provided an update on conversations had with attorneys on the copyright and trademark project. Melissa talked with two attorneys a few weeks ago at Holland and Hart and they provided a quote that was a bit higher than the committee was

expecting and covered more scope than we were initially wanting or needing. Melissa went back to them to narrow in the scope and they came back with a quote of a \$2,700 retainer. This would cover two copyright applications under two classes for the logo and LLYLI name. Charlie had quoted us (back in 2016) \$2,000 for the trademark applications, copyright, and updating our terms of use agreement. Melissa has asked the Holland & Hart team for a fee for terms of use review. The timeframe for this work is approximately 3 to 6 months.

Quint mentioned that the Holland & Hart firm is large and because of that they would have everything CWW could need in the future under the same roof. He also mentioned that in this niche of law there are several one person shops doing this work and it depends on what CWW is wanting out of this work. If we want to build a relationship, then a larger firm would be beneficial and if CWW only wants a one off project then a smaller firm might work as well. **Quint recommended we add this to our strategy session topics.**

Laura asked if we are a member of the Colorado Non-profit Association, they typically have referrals for this type of work and other resources that might be beneficial to CWW. Melissa asked if we wanted to look into additional information with the non-profit association. Diana said that's probably getting into the weeds and not necessary. Quint said it would be beneficial to have some additional information. **Melissa will do some high level searching but nothing too in depth prior to the planning session.**

Round Robin

- Katie sent a doodle poll to the board for hosting board meetings in 2020. **Please complete the poll and if you did not receive the poll please let Katie know.**
- Eric is working on a lot of new things. He returned from WaterSmart last week and is now working with Flume water meter issues around Fort Collins. Eric has been tasked with writing the non-portable water codes and struggling with salts and soils and health concerns.
- Courtney attended Western State Engineer Conference in Oklahoma City last week and gave a presentation on high level one water planning and talked a bit about what Colorado Spring is doing. She was able to make some connections with Oklahoma City folks and put them in contact with Kevin Reidy to possibly implement it in Oklahoma.
- Laura says the City is switching over the parks irrigation system to soil moisture sensor systems. If anyone has any experience with this, she would love to talk. Eric said he will be in touch with Laura to chat more about his experience with soil moisture sensor systems.
- Amy is working with Water Research Foundation on data analytics and benchmarking in the CII sector and should have the materials and publication releasing soon. **Amy will send those materials out to the board when they become available.** Amy asked Diana about the CII ad hoc audit program she was a part of. Diana provided an update on the CII ad hoc committee and the trip up to Fort Collins to do a hospital assessment but there has not been additional meetings. The group has agreed to invite others to participate in audits as they happen such as one that happened at Anschutz this past summer. Amy mentioned that Northern used to lead the Front Range CII group but not sure what the status is. Lyndsey mentioned that the CII work is on the list of things to do and they are still working on that.
- Diana attended WaterSmart innovation last week and said it was fantastic. She has also been sending out commercial water users high use letters for 3 months now selecting them by ones that have increased their water use at least 100% from this period last year and filtering out users with less than 10,000 gal/month. Results have been limited with only 24 replies from the letters, but she is happy with such a simple outreach strategy. Diana asked if anyone else does this type of outreach? Laura mentioned that they look at the top ten properties but doesn't have the capacity to do much more with them.
- Tyler mentioned the work the County is doing on the water element of the Comprehensive Plan. He is also working on the water efficiency portion of the energy efficiency programs with the County. Tyler will be transferring over to the Town of Erie. They will be adopting their first Sustainability Plan in December timeframe and looking forward to continuing to work closely with CWW.
- Quint gave a speech with Attorney General Weiser to a group of developers and real estate folks about water, food and real estate and how it will work together. The talk was very well received, and many understood the larger water issue and the ag side of the discussion. The AG office wants Quint to come talk with them on how to create

more calories with less water. Also gave a speech at Denver Regional Council of Governments about food and smart cities and tracking usage and may start creating a caloric model for the entire front range.

- Ruth is working on updating Greeley's drought plan to include water budgets in addition to watering restrictions and customer classes. Ruth had a really hard time getting articles for the fall newsletter and we are planning to require board members to write one or two articles for the newsletter each year.
- Lyndsey is completing consultations for the grants program through Northern Water. The program has about 40 applicants and closes November 15. The program is available to those within the Northern Water service area including HOAs, commercial properties and municipalities to upgrade irrigation, transition to lower water use landscape or turf to native. She also wanted to mention the Colorado Water Loss Initiative program and that Northern will be hosting two of the stages (1 and 3). They are also getting into events seasons, IA classes and SLM classes and seminars with landscape architects to assist in grant work to educate HOAs and others about landscape transitions and considering a rain barrel class.
- Laura asked if anyone is doing a QWEL or G3 training. Castle Rock has one in November and Aspen is doing one. Northern has one as tentative training until we know how much the IA classes will be.

Wrap up and adjourn

Lyndsey adjourned the meeting at 11:40 a.m.

Submitted by:
Melissa Brasfield