

Colorado WaterWise Board Meeting

Thursday, January 9, 2020

Brendle Group (location at City of Ft. Collins); 17 N. Mason St Fort Collins, CO

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
X	Alyssa Quinn	Platte Canyon W&S District	alquinn@plattecanyon.org
X	Amy Volckens	Brendle Group	avolckens@brendlegroup.com
X	Brad Brady	Yearout Energy Solutions	brad.brady@yearoutenergy.com
P	Courtney Black	Intera	CBlack@intera.com
X	Diana Denwood	Aurora Water	ddenwood@auroragov.org
X	Don Drew	Courageous Marketing	d.drews@couragemarketing.com
X	Eric Olson	City of Fort Collins	eolson@fcgov.com
X	Katie Helm	City of Fountain	khelm@fountaincolorado.org
X	Lance Ackerman	Colorado Springs Utilities	lackerman@csu.org
X	Laura Wing	City of Thornton	laura.wing@cityofthornton.net
X	Lindsay Rogers	WaterNow Alliance	ler@waternow.org
X	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
X	Perry Wisinger	Regis University	pwisinger@regis.edu
	Quint Redman	Agriburbia	qredmond@agriburbia.com
X	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com
X	Thomas Riggle	Centennial W&S District	triggle@highlandsranch.org
X	Tyler Kesler	Boulder County	tkesler@bouldercounty.org
X	Melissa Brasfield	CWW Board Staff	admin@coloradowaterwise.org

Guests:

Natalie Miller – Evoque Communications

Call to Order

Diana called the meeting to order at 10:13 AM

Board Business and Action Items

Approval of December Board Minutes. Thomas motions, Amy seconds. December minutes are approved.

Committee Elections

- Annual Symposium – Melissa is the Chair and discussed that the Symposium committee oversees planning the annual event each year. This work includes finding a venue, soliciting speakers and program topics. The committee meets via phone on a monthly basis and sometimes goes to two weeks the month of the event. Current committee members include Melissa, Lyndsey, Alyssa, Katie, Thomas and Ruth.
- LLYLI – Alyssa is the Chair and explained that LLYLI is our water education campaign established in 2014. The purpose is to create education materials for utilities to use with their customers. Our goal is not to reach the public directly with this campaign. We have the toolkits prebuilt with various materials that are available for partners to use. The goals for each year include creating new materials from the money that we generate from partnership and

raising awareness of the program. Current committee members include Alyssa, Tyler, Ruth, Natalie, Lyndsey, Thomas, Laura, Eric, Melissa, Amanda and Courtney.

- Lunch 'n Learn – Brad is the Chair and described that Lunch 'n Learns are our education and networking opportunities with members and non-members. We usually hold them following our board meetings and hold approximately 3 to 4 per year covering topics of interest to the board and our members. Current committee members include Brad, Amy, Quint (possibly) and Melissa.
- Tools – Amy is the Chair and for 2020 the committee is going to be having action item leads for the various projects that the Tools committee works on. The committee action plan includes (1) promote outdoor water efficiency which will be aided by the roll out of Greeley's irrigation audit app (2) conduct a panel session at the 2020 symposium for the three different certification training opportunities (4) hold quarterly webinars (5) and continue the state of water conservation project. Thomas asked if Lunch 'n Learns and Webinars should be combined into their own committee since they are similar. It was decided that this discussion would happen during the planning session. Current committee members include Amy, Eric, Courtney, Kevin, Rick and Linda (from Castle Rock).
- Membership – Amelia was the Chair but with her resigning from the board, Diana is stepping in as the Chair. This committee works to maintain and foster new memberships for Colorado WaterWise. We developed a timeline throughout the year for our outreach to prospective members. We have also been cleaning up our contact database. Current committee members include Diana and Melissa.
- Website – Diana is the Chair. The website committee maintains and updates the website, as needed. A question for the planning session would be if the website should be a stand-alone committee since there is not a whole lot of ongoing work on the website. Thomas asked if this was both websites (CWW and LLYLI) or just CWW. Diana confirmed this committee is just for the CWW website. Current committee members include Diana, Tyler and Laura.
- Newsletter – Ruth is the Chair. We produce newsletters quarterly throughout the year. We do not necessary need additional committee members, but some committed writers would be helpful. We have a spreadsheet with topic categories for each issue and we welcome outreach to anyone for writing an article. We are also increasing the advertising space for 2020. Current committee members include Ruth, Diana, Melissa and Zach.

Notes on changes to committee membership:

- Symposium – add Lindsey
- LLYLI – add Don
- Lunch 'n Learn – not adding new members right now
- Tools – add Lance and Lindsey
- Membership – add Don and Natalie
- Website – not adding new members right now
- Newsletter – add Perry

Colorado Gives Day

Melissa provided a brief overview of Colorado Gives Day, which is a Colorado non-profit fundraising day every December. This is something that CWW had not participated in in the past. There are a few requirements to be eligible for CO Gives Day which after some additional discussion with the organization, CWW does meet the requirements. The enrollment period should begin in March and goes through August. Lyndsey mentioned that we investigated this a few years ago and it was too heavy of a lift at the time for a board member to get it setup. Melissa said that she would be able to assist with the setup and documentation gathering. Ruth mentioned that we could maybe set up two pages, one for CWW and one for LLYLI. No one on the board expressed opposition and **Melissa will investigate the enrollment period and bring it back to the board as that get closer.**

CII Discussion

Diana started this discussion on CII (Commercial, Industrial and Institutional) Water Users. She brought up the challenges with working with the CII sector: it's a newer focus, the sector is very diverse, and we don't have strong baseline and benchmarking data. Though there is starting to be more research to establish a baseline. Thomas mentioned that there is some proposed legislation that is around energy efficiency and if it passes then it may also open benchmarking on water efficiency as well. This legislation may be something to keep up to speed on. Diana has been tasked at Aurora to do more outreach to these CII customers to start to get information around better benchmarking opportunities. Thomas asked if anyone has used the AWWA manual used for tap sizing to benchmark CII facilities. Diana said that she has stopped trying to compare a facility against a standard and instead been focusing on comparing the facility to itself over the last five years.

Diana is hoping to take this time to talk about what our different organizations are doing about CII. Diana mentioned that a group (originally Mary Ann with Boulder, Amy Volckens, Thomas Riggle, Dena Egenhoff, and Abbye Neal among others) from multiple organizations was trying to work on this topic. Thomas asked if anyone else has joined the CII Quarterly User Group webinars put on by Michelle Maddaus from Maddaus Water Management. Diana said that she has not. Thomas recommended attending the webinars; the meeting the previous day was like a mini training and attended by a lot of people that know what they are talking about with CII.

Amy said her interest is more in regional water efficiency programs and working with smaller utilities that may not have the resources to have a full CII program. Amy would love to band together to create more of a regional water efficiency program tool. Amy also mentioned the [Water Research Foundation CII Water Use Metrics studies report](#) that worked with seven utilities. These reports are available for free from the Water Research Foundation website.

Thomas asked how people are accessing facilities to do this CII work. Thomas has only been successful with getting into schools due to previous relationships with those organizations. Diana shared that reaching out to the facilities manager is a great place to start.

Thomas asked if people are offering free replacements of pre-rinse spray nozzles. Ruth said that a lot of the chain restaurants will not take them. Diana has only had a couple people refuse them but also has more mom-and-pop places in Aurora. The change is more likely to last if you remove and take the old spray nozzle with you when you leave. Diana also said to install it and have them try it out and if they aren't sold then remove it. Colorado Springs had a focus on schools and nursing homes over the last few years with pretty good success.

Brad discussed CII from an energy performance contracting perspective and looking at water as well as energy in the work that they do. The auditing process looks at all sorts of mechanical equipment including water fixtures like chillers, coolers, toilets, etc. and is part of the pay back. **Diana asked if a small group could shadow the auditing process. Brad said it could be a possibility, and he will look into it.**

Laura mentioned that Heather Waters is working on CII for Thornton and has done three visits in 2019. Some facilities have contacted them to investigate high water use but they are looking at developing a plan to do more proactive outreach.

We tabled the CII discussion for a future meeting because we were running out of time on the agenda.

Wrap up and adjourn

Alyssa discussed the Evoque contract for services for LLYLI which was emailed out earlier in the week for review. Don asked if Alyssa could clarify priorities and business objectives in the scope in Exhibit A. Natalie mentioned that this contract and scope was developed based on recommendations from the LLYLI committee. Perry asked if we have a past relationship with Evoque. CWW does and is comfortable continuing the relationship. Amy mentioned that she noticed that this is a set schedule pricing and not paid on time and materials. Tyler asked if members could piggyback on the contract and work to develop new materials outside of CWW. Natalie mentioned that it is a possibility to make add-ons.

Approval of Evoque Communications contract for 2020 services – **Ruth motions to approve. Amy seconds, Evoque contract is approved.**

Melissa mentioned that the Dropbox account is now setup. She will be sending out an email with the information. She has also developed a brief Dropbox tutorial of the basic functions of Dropbox for those not familiar. **If you have technical issues, please reach out to Melissa.**

Laura mentioned that the budget has been sent and distributed to the board for final review. Perry asked what constitutes the bank charges. Laura and Tyler said it is mainly due to First Bank charges and Tyler has been trying to get to a more sustainable banking option. This is also due to credit card charges. Don asked what we would do if we wanted to grow or shrink the budget. He also asked about the contract services for LLYLI and Melissa described that her contract is set for certain tasks with hours allocated for each task. Approval of 2020 budget – **Don motions, Ruth seconds, 2020 budget is approved.**

Diana adjourned the meeting at 11:35 a.m.

Submitted by:
Melissa Brasfield