

Colorado WaterWise Board Meeting

Thursday, February 13, 2020

Centennial Water & Sanitation; 62 Plaza Dr, Highlands Ranch, CO

10:00 a.m. – 12:00 p.m.

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

Board:

X	Alyssa Quinn	Platte Canyon W&S District	alquinn@plattecanyon.org
	Amy Volckens	Brendle Group	avolckens@brendlegroup.com
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	Don Drew	Courageous Marketing	d.drews@courageousmarketing.com
	Eric Olson	City of Fort Collins	eolson@fcgov.com
X	John Berggren	Western Resource Advocates	john.berggren@westernresources.org
P	Katie Helm	City of Fountain	khelm@fountaincolorado.org
	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
P	Quint Redman	Agriburbia	qredmond@agriburbia.com
P	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com
X	Thomas Riggle	Centennial W&S District	triggle@highlandsranch.org
P	Tyler Kesler	Town of Erie	tkesler@erieco.gov
X	Melissa Brasfield	CWW Board Staff	admin@coloradowaterwise.org

Guests:

Jessica Ouwerker – Evoque Communications

Bridget Butterfield – Platte Canyon W&SD

Madaline Johnson – recent graduate

Bob Howey – Irrigation Association

Call to Order

Diana called the meeting to order at 10:05 AM

Board Business and Action Items

Approval of January Board Minutes. Alyssa motions, Thomas seconds. January minutes are approved.

Colorado Gives Day – Melissa stated that, since the last board meeting, the Colorado Gives Day website has not been updated with the 2020 deadlines so we do not have much of an update at this time. **Melissa will keep an eye on the Colorado Gives Day website and hopefully provide an update at the March meeting.**

Shadow Brad Brady's Audit Program – During the last board meeting's discussion of CII programs it was mentioned that there may be an opportunity to shadow Brad (or his organization) during an audit with the City of Santa Fe. Brad stated that the audit being performed is an investment grade audit on a variety of buildings within the City and one of the major savings is water conservation. Brad was hoping to show the board the results of that audit as he isn't sure that an in-person visit would

be possible. Brad does think it would be helpful for the board to see how they approach this and the process they take. Brad is hopeful to have something to be able to share during the March board meeting. Diana mentioned that this could also turn into a newsletter article or a case study document. Diana and Brad will discuss the information that is available prior to the March board meeting and possibly share the information at that time.

Dropbox – This item was just a check in to make sure that all board members have gotten into the Dropbox account with no issues. Brad asked a question about syncing the CWW Dropbox account to your Desktop. Melissa confirmed that if you have a Personal level Dropbox account you cannot sync the CWW Dropbox account to your Desktop. However, if you have a Business level Dropbox account you should be able to sync the CWW Dropbox account to your Desktop. No Action items.

Committee Update: Membership Committee

The membership committee met last week and discussed the committee's plans for the start of 2020. The committee has the following items they are currently working on:

1. A new Dropbox folder was created to house files available to all board members for when they are meeting with a potential new CWW member. This folder is located under the "Membership" folder on Dropbox. Materials that are in this folder include digital files of the membership tri-fold brochure, LLYLI info postcard, CWW elevator pitch/talking points. This information is a great refresher for board members. Paper copies of this information will be available at the March board meeting.
2. Increase the participation of board members and leveraging connections and networks to grow membership. This may also include a mini-"training" to ensure all board members are comfortable talking about the organization and membership and know how to find all the materials on Dropbox.
3. Create a membership tracking report. Wild Apricot does not have very robust reporting on membership beyond a list of our current memberships. This report will include current and lapsed members, how long they have been a member, and other relevant information so we have better data to understand trends and sudden changes.
4. Engage/reengage with lapsed members. Understand how lapsed membership have occurred and leverage board member relationships to hopefully regain membership.
5. Update the automatic email timing to follow a better process.
6. Gather information on why someone is not renewing their membership. This may take place on the Wild Apricot platform or an external platform. This will help to understand why a member is choosing to not renew and may be used to retain more members.
7. Improve talking point and elevator pitch document. Don and Natalie have been working on updating this document. During the initial discussion of the elevator pitch it was identified to be a bit passive and not as dynamic as it could be. Don and Natalie will be drafting some changes to present at the next board meeting to get feedback from the board. We are also creating various talking points for different audiences and connecting the benefits that would appeal to various membership types.

Questions:

- Lindsey asked if there was a way to pull metrics on which members attend event and outreach to contacts that attend one but not other events to engage better with prospects. Melissa noted that this can be easily pulled into the tracker document and will incorporate it into the report. Melissa also mentioned that we are already converting new contacts that attend events into a prospect category, so they begin to receive our prospect emails.

Other items:

We received an email from Mary Ann Dickenson with Alliance for Water Efficiency to learn more about CWW and the benefits that we provide as well as seeing how we might be able to partner together. Diana asked if there was any previous history between CWW and AWE. Laura said that we had tried to coordinate with them in the past but did not pursue anything formal. AWE is located outside of Chicago and they are planning a visit to Colorado next month. Diana, Lyndsey and Melissa will be meeting with Mary Ann to learn more. Lindsey mentioned that they have an affiliate organization called California Water Efficiency Partnership (CaWEP) that has a similar mission to CWW but located in CA. Thomas mentioned that AWE is heavily involved in planning the WaterSmart Innovations event. Laura mentioned that there could be some collaboration with AWE for discounts for organizations that are members of one or the other organization.

CII Discussion Continued and Next Steps

- New Programs/projects (are there new programs, resources that we should be using?) Diana noted that this is a continuation from our January discussion on CII.
 - John is working on a state policy for landscape certification which would apply to CII but not in the same way as our other projects. Western Resource Advocates is also working with the City of Golden on a gray water ordinance and looking to partner with School of Mines on that project so there may be something in the future from this. A discussion was had about what organizations are currently working on gray water ordinances.
 - Aurora is not looking into this currently.
 - Thornton is looking into gray water for indoor water use but not external due to state water right issues. They are working with a housing developer to install gray water equipment but there is a high cost to install, so some tap fee incentives are required with this project.
 - Lindsey mentioned that the only organizations that have a gray water ordinance approved is Pitkin County, Castle Rock, Denver Water and Golden. The only organization that is actively pursuing a project is Denver Water with Lennar homes on a 20-house pilot project.
 - Alyssa mentioned that it gets complicated because an organization can pass it (like Denver Water) but that may not be able to pursue across their entire service area due to cross county/municipality rules.
 - Laura recently identified that a couple car washes were not set up for the right tap fee. There is one car wash that uses over a million gallons in a month on a 1" tap. Diana mentioned that something to investigate would be if their by-pass system is active which would be bypassing their recycled water system and constantly using tap water.
 - Thomas doesn't have more since our last meeting. He noted that Laura at East Cherry Creek Valley reached out about helping with an audit at a recreation center. Diana and Thomas are looking at scheduling and assisting with that audit. Thomas thinks it would be helpful to build a team and offer a service to better implement CII. This might work best as a quarterly or every other month meeting or phone call to discuss past audits and lessons learned. **Diana will send out information on the CII User Group quarterly meeting so that other individuals can join.** Jessica mentioned that we could engage with the CalWEP group to have a meeting or webinar between our two boards to learn more about what they are doing in the CII group. Thomas mentioned that Vancouver is also doing a great deal with CII and could be beneficial. **Jessica will reach out to the CalWEP folks to see if a discussion is possible. Amy and/or Thomas will work to set up a meeting with the Vancouver group as well.** If this information is beneficial then it might be a good Symposium panel to share. Lindsey mentioned that a coworker is working with Valley Water about a CII-HOA initiative and might be another good resource.
 - Brad mentioned that they do Energy Performance Contracting through the Colorado Energy Office and that the work they do is both energy and water efficiency. He finds it harder to reach the commercial and industrial sector than the municipalities.
 - Lyndsey is working with Brendle Group to provide this CII auditing process to some of their municipalities within their boundaries. Frank has been successful with some indoor audits and slowly heading in that direction. Laura asked if other companies do industrial audits besides Brendle. Maddaus in California is another company that does this type of work. Bob mentioned that Irrigation Analysis does this type of auditing as well.
 - Aurora is transitioning to AMI infrastructure and currently in the pilot phase. Diana is working to understand the portal interface, reporting thresholds and what triggers an outreach event. Diana has found there are some interesting conversations being had within the organization. There is a thought that with AMI out in the system, the staff and customers will rely on the web information and there will be fewer trucks out in the field, but she believes the opposite will be true. Diana has found that with the information available to her, she can do more targeted outreach and problem solving with customers.
 - Thomas is also implementing AMI and asked if there is a way to incentivize people to check their systems either with a carrot or a stick. He is looking at identifying water wasting use through the platform, reaching out to the customer to correct it and then sending a fine if there is non-compliance. Laura asked if anyone has offered a credit for signing onto the platform and no one

had. Thomas has investigated it but hasn't determined the right path, but they are seriously considering it for their AMI roll out.

- Lindsey mentioned that it would be cool to take a tour of Denver Water's new campus complex with the black water system. It was noted that the system is not fully operational but would be a good trip once it is.
- Perry asked if municipal water is used for fracking in Colorado. In Louisiana they charge a surcharge for this use and utilities can make a lot of money off this water use.
 - Aurora has had conversations and requests for this and had discussions on what level of water (potable, raw, recycled, etc.) to provide to them.
 - Northern Water has had issues with this in the past and had requests to sell water to these companies and they do not. They now have regulations that do not allow their smaller providers to sell water to fracking companies.
 - Greeley has a process that if the companies purchase water and turns it over to the city then they will treat it and provide it with a surcharge cost.

Strategic Plan Debrief and Next Steps

- Overview of January Session
 - Diana sent materials on February third with the request of board members to review the materials prior to this board meeting. Lyndsey commented that the session was a lot of help and went well. Does the board feel that anything is missing from the notes? No board members expressed comments on the notes.
 - The excel document that was shared has a tab and space for each committee to complete their 2020 Action Plan details. Action Plan details are to be completed by each committee before the March 12 board meeting.
- Mission, Vision, Value statement – Thomas, Melissa and Diana met to work through the discussion and recommendations shared during the planning session. Thomas presented the changes to the board and the group had discussion and comments on the changes presented.
 - General comments:
 - Our roots are in urban water. Our aspirations are in all water use.
 - Desire to actively promote the work we are doing
 - More dynamic, energetic (spearheading, leading the charge)
 - Need to give us a boundary to live within
 - How do I relate to CWW?
- Next Steps
 - Based on the discussion, additional work will be done by Jessica and Melissa to come up with alternatives to the current statement and the suggestions discussed today.
 - Once the alternative statements are developed, Melissa will send a doodle poll to the board to determine a preferred statement.
 - Melissa will ensure the final statements are not too similar to other water organizations.

Finalize Committees

During the strategic planning session, there was discussion of combining the Lunch 'n Learn committee with the Webinar task that is currently under the Tools committee. It was identified that there is enough overlap between the two types of events that they should be combined into its own committee. This committee may be titled "education events" or "small events" to be finalized by the committee members. The committee members will include Brad, Lindsey, John and Melissa. Brad will be the chair of this committee.

Round Robin

This was tabled due to a lack of time.

Diana adjourned the meeting at 11:58 a.m.

Submitted by:
Melissa Brasfield