

## Colorado WaterWise Board Meeting

Thursday, March 12, 2020

Conference Call

10:00 a.m. – 12:00 p.m.

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

### Board:

	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	Don Drew	Courageous Marketing	d.drews@courageousmarketing.com
P	Eric Olson	City of Fort Collins	eolson@fcgov.com
P	John Berggren	Western Resource Advocates	john.berggren@westernresources.org
	Katie Helm	City of Fountain	khelm@fountaincolorado.org
P	Lance Ackerman	Colorado Springs Utilities	lackerman@csu.org
P	Laura Wing	City of Thornton	laura.wing@cityofthornton.net
P	Lindsay Rogers	WaterNow Alliance	ler@waternow.org
P	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
	Perry Wisinger	Regis University	pwisinger@regis.edu
P	Quint Redman	Agriburbia	qredmond@agriburbia.com
P	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com
P	Thomas Riggle	Centennial W&S District	triggle@highlandsranch.org
P	Tyler Kesler	Town of Erie	tkesler@erieco.gov
P	Melissa Brasfield	CWW Board Staff	admin@coloradowaterwise.org

### Guests:

Natalie Miller – Evoque Communications

### **Call to Order**

Diana called the meeting to order at 10:04 AM

### **Board Business and Action Items**

- Approval of February Board Minutes. Lyndsey motions, Quint seconds. February minutes are approved.
- Bank Account Transfer – Clean Energy Credit Union
  - Tyler provided an updated to the board on Clean Energy Credit Union which was opened by the owner of Namaste Solar as a co-op to lower the interest rate percentage on loans for clean energy and water efficiency projects. Colorado WaterWise currently has our checking and saving accounts at 1st Bank. We currently accrue about \$300 a year in interest from our saving account. Tyler is proposing we transfer our saving account only over to Clean Energy Credit Union, leaving our checking account at 1<sup>st</sup> Bank. If we proceeded with this, we would lose about \$200 in interest due to lower interest rates at Clean Energy Credit Union. However, we would be able to support clean energy loan work through banking with them. We would also receive an annual Impact Report and would be listed as a partner on their website. There are no fees on the saving account if you make one transaction every two years.

- Lyndsey asked how easy it is to add and remove people from the bank account as we transfer co-treasurer positions periodically. Tyler said that the process includes signing a form to transfer the account holders which is the same process we go through with 1st Bank.
- Lyndsey mentioned that Clean Energy Credit Union is only an online bank. Tyler confirmed this information, saying that they do not have physical locations. They do have plans to add additional services such as checking accounts which we could consider in the future as well.
- Diana asked if there is a possibility of a fee and asked how frequently we deposit or remove money from our saving account currently. Tyler said we have not made a transaction in about four years so we would need to make sure we make at least one transaction every two years to not be charged a fee. This transfer could be any size as well and could be added to the Annual Duties document for the co-treasurers.
- The board voted to move the Colorado WaterWise saving account ONLY from 1st Bank to Clean Energy Credit Union. All the board members in attendance voted yes. This change is approved. Tyler will work on making the switch and will bring additional materials for the board to review at the next board meeting. Diana also asked that Tyler or Brad write a brief blurb for the next Newsletter.
- Finance Update
  - This item was skipped due to Brad not being on the call and Tyler calling in while driving. It will be tabled for later discussion today if time allows.
- Finalized Mission and Vision statements
  - Melissa pulled up the three Mission and Vision statements that were voted on as well as the results of the survey of Board Members.
  - Diana mentioned that this board item needs a 66% or more vote in order to move forward.
  - Option 1 received 8 of 17 votes, Option 2 received 5 of 17 votes and Option 3 received 4 of 17 votes. Because 66% of the board had not voted on one option it was decided to do a second voting session with the top two options.
  - There was a discussion with Board Members if there was one or two words that did not sit well with some folks on the first option. The wording of Option 1 was modified slightly based on the discussion.
  - Melissa will send a second survey to the Board of Directors with the top two options to be completed by the end of business Wednesday, March 18.

### Committee Action Plan Updates and other updates

This time was spent finalizing committee action plans for 2020.

- LLYLI
  - Alyssa was not on the call. Laura asked to table this update.
- Small Events
  - The items listed in the Action Plan document will remain except for one change of doing 6 events between both lunch 'n learns and webinars.
  - Melissa will review and finalize changes to the Action Plan document.
- Symposium
  - The committee is making good progress on finding a venue and solidifying a date for the event. The date should be finalized within the next couple weeks.
  - The committee is also making good progress on the session topics and agenda. Abstract submissions are open until April 3. Please submit ideas for the Symposium before April 3.
  - All the items in the Action Plan document are updated.
- Membership
  - The goals in the Action Plan document are updated for 2020.
  - The committee has high goals for this year and a lot of tasks though there will be some collaboration with other committees such as Symposium and Small Events.
  - The committee is currently developing a member retention plan for 2020.
  - Amy mentioned that Thomas is currently reaching out to utilities for the State of CO Conservation project so we may want to connect and streamline that process with membership opportunities.
  - Melissa shared the membership reporting document that is in the works and will continue to be worked on and shared as a resource for the committee.

- Newsletter
  - We are continuing to create quarterly Newsletters and increasing both writer pools and finding advertisers for each edition.
  - The goals in the Action Plan document need to be updated for 2020.
- Tools
  - The goals in the Action Plan document are updated for 2020.
  - The committee is working hard on the State of CO Conservation project and should have information to share during the Annual Symposium event.
  - The committee would like 30 minutes at the April board meeting to allow for the board to review and complete the survey for the State of CO Conservation project.
- Website
  - The goals in the Action Plan document are updated for 2020.
  - The committee is working to identify how we can update and modernize the Colorado WaterWise website. This may have to be a phased process because of WildApricot platform limitations.

### **Alliance for Water Efficiency Update**

Melissa and Diana met with the AWE Board of Directors last week to discuss opportunities for collaboration between AWE and CWW. The main goal of this meeting was to better understand each other's organizations. AWE is a nation-wide organization that provide resources to their partners and the public, similar to us within Colorado. We discussed a reciprocal membership between the two organizations as well as partnering on events. One project that AWE is working on getting out to the public is their rebate manager tool, called Water Ways, that could be helpful for a lot of our members. We also discussed opportunities to collaborate on webinars, lunch 'n learns, the Symposium and quarterly newsletter article contribution.

### **Elevator Pitch**

Don and Natalie discussed the work they had begun on changes to the elevator pitch document for Colorado WaterWise. Due to the changes to the Mission and Vision statements, Don and Natalie had put the elevator pitch update on hold until after those statements are finalized. They will provide an update at a future board meeting.

Don asked what board members may be missing from the current elevator pitch to be able to address those gaps. Diana said that currently the elevator pitch is more a list of facts and it would be helpful to have it be more of a story and use dynamic language.

### **Other items**

- Katie Helm is taking a short sabbatical from Colorado WaterWise duties until June. If you have items to add to the monthly board meeting agenda, please send them to Courtney during this time.
- CO Gives Day Update
  - The updated eligibility period is now open through August 31 for the 2020 Colorado Gives Day event.
  - Melissa will create a checklist of materials and steps we need to take in order to complete the application process in time. Based on the steps of the process, Melissa will identify who may need to assist in this process.
  - Laura mentioned we will want to create a marketing plan for this to make sure we are getting the word out to make it a success. Melissa will work on a preliminary plan for getting the work out leading up to the giving day. Natalie mentioned that they assisted WECO last year and can provide some examples as well.

### **Round Robin**

- Amy – Brendle Group kicking off a new project with the State of Colorado on resiliency framework.
- Courtney – They are currently working on updating the Drought Management Plan guidance document for municipalities in the state to wrap up in mid-summer. That will eventually be posted on CWCB's website.
- Diana – Currently doing seasonal hiring but no other new projects.
- Eric – Recently hosted IA course training at Northern Water with 32 students and had almost 50 students in Colorado Spring for their IA training class. Also doing seasonal hiring. Fort Collins might have to declare water restrictions in October because of Horsetooth Reservoir repair work planned in that timeframe.

- John – No project updates but did ask is we ever present at basin roundtable meetings, could we present to West Slope roundtables to educate them on CWW and possibly increase membership? Melissa said we have presented to the Metro roundtable on LLYLI but not focused on CWW. If we wanted to target smaller organizations and West Slope organizations this would be a great opportunity. **This will be discussed with the Membership committee.**
- Lance – CSU is working to establish permanent watering rules (times and days) and traditional outdoor programs are about to start up.
- Laura – No project update but did suggest a webinar topic idea on communicating water rates. Lindsay mentioned that WaterNow has a program on communications with rate payers, and could possibly have Raffelis, Denver Water or others to assist with that presentation. **This will be discussed with the Small Events committee.**
- Lindsay – No project updates to share.
- Lyndsey – No project updates but currently planning events and will have to see if they happen.
- Ruth – Greeley has rolled out “Life After Lawn” cash for grass program with a lot of interest so far. **We are going to be planning for the summer newsletter so if you have ideas send them over.**
- Tyler – Erie is working on Drought Management/Water Efficiency planning and looking at water reuse for new development. The 2020 program and rebates have launched, with 10 different rebates along with Resource Central programs. Also working on 50<sup>th</sup> anniversary of Earth Week with seminar events. Boulder County is putting together a CWCB grant application for Water Master Plan that Tyler is assisting with.

Diana adjourned the meeting at 11:44 a.m.

Submitted by:  
Melissa Brasfield