

## Colorado WaterWise Board Meeting

Thursday, April 9, 2020  
Conference Call  
10:00 a.m. – 12:00 p.m.

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

### Board:

P	Alyssa Quinn	Platte Canyon W&S District	alquinn@plattecanyon.org
P	Amy Volckens	Brendle Group	avolckens@brendlegroup.com
P	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**

Lyndsey called the meeting to order at 10:10 AM

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

- Approval of March Board Minutes. Diana motions, Brad seconds. March minutes are approved.
- Financial Report Update. Tyler and Brad have transferred the savings account to Clean Energy Credit Union as discussed at the March meeting. Brad reviewed the dashboard provided to the board and discussed the three different P&L statements which include: Management/General, LLYLI and Symposium.
  - Management/General: All our membership dues fall into the Management/General P&L. We are slightly above our projected income budget and slightly below our projected expenses for Q1. Brad mentioned that we do have budget in Q1 for marketing which we did not use in Q1. Amy asked about any discussions being had about possible changes in the membership income due to COVID-19. Brad mentioned that we have not discussed that impact. Don asked if the marketing money eventually gets spent later in the year. Don also added that the membership committee is working to discuss the impact of COVID-19 on membership income. Melissa mentioned that the marketing money was spent in 2019 on updated pull-up banners and that budget would likely be used for materials for tabling events or updates to membership brochure materials.

- LLYLI: We are well ahead of the Q1 income budget. The expenses are significantly down due to the timing of consultant invoice and one web expense that was not received until April. So that expense will be reflected in the Q2 budget.
- Symposium: There is not much going on for this section because the Symposium is later in the year. That income will come later in the year with event registrations. We did have one refund from the 2019 event which is why the income is negative.
- Strategic Plan Update
  - This item was not discussed during the meeting.
- Committee Update: Newsletter
  - We are in the process of producing our summer edition with the theme “Outdoors”. **If you have any ideas, please send them to Melissa, Ruth or Diana.**
  - Lyndsey asked if we have a list of due dates. There is a spreadsheet in Dropbox and Ruth has created a table that can be shared with the board. This can be found under *Newsletter – 2020 – 2020 Year Themes Assignments (document) – Schedule (tab)*
  - Amy asked about the ad space opportunity that we did in the spring edition and any good findings or take aways from that offer. Melissa said that we had reached out to half of the 2019 symposium sponsors and offered a half page ad. We received 4 ads in the Spring edition. One possibly limitation was the timing of when this opportunity was announced and when we needed the final ads. Melissa will be reaching out to the other half of the 2019 symposium sponsors to gauge interest in a complimentary half page ad.

### **COVID-19 Roundtable – How is CWW moving forward and how each member is coping**

- Diana – Experiencing major changes and delays in hiring temporary staff and interns. Due to this, they are looking at filling staffing from within other departments at the organization. This staffing uncertainty may impact the programs that are going to be offered this year. Since March 15, they stopped going into people’s homes for audits and Diana has stopped performing commercial audits. However, because the second highest water leaks are located in the exterior of the home, they are still able to assist customer with those high-water audit investigations.
- Alyssa – They have eight maintenance operators that typically share an office and work closely in the field. They now each have a work truck and work from home without going into the office. They are also not going into customer’s homes and put on hold many projects that would require water to be shut off to customers. The admin staff is working alternating schedules in the office.
- Amy – All of the Brendle Group staff are working from home. They were hiring prior to this starting but that has since been put on hold. Business is continuing as usual for right now and assessing any changes that might come in the long run.
- Brad – All of Yearout Energy is working and many coworkers are working remotely. Two construction projects located in New Mexico at a school and city building are continuing and able to complete the work to make updates without staff and students on-site. They are still working on bidding some projects with organizations that see this work as an opportunity to provide employment as we come out of the COVID-19 situation. They are also looking for free feasibility studies with organizations to keep their engineering staff working.
- Courtney – Overall INTERA is not directly impacted and all staff are working remotely. They do have some field work has been postponed.
- Don – **Interested in putting an article in the newsletter and will reach out to Diana with the idea.** Don mentioned that he would be interested to hear of any shifts in demand that utilities are seeing.
- Eric – Eric still must do field inspections on a limited basis on new construction. Their team is meeting every other day to discuss possible changes to programs. The xeriscape garden party is being postponed until Fall. Classes have been cancelled and they are now trying to do them in the virtual space. Fort Collins is also experiencing a hiring freeze. They are still deciding if they will continue with certain program for this year. Diana asked if their communications staff is working on special messages to customers during this time. Their team is working through social media and various other channels. Eric mentioned that they are also now discussing how to address concerns of workers going back into a building that has water sit stagnant for a number of weeks. Tyler asked if they have a cutoff date to decide on whether to do a program. Eric is currently planning to re-evaluate by April 30 to identify essential services and what they can do to accomplish those services and programs.

- John – Western Resource Advocates is continuing most of their work remotely. WRA still has funding to help utilities with water and land use planning.
- Lance – CSU is doing no face to face visits with customers. Their classes are going to online Microsoft Live event this Saturday. They do not typically hire temporary staff, so they are not facing those same challenges, but they are discussing how to move forward with programs. The June water conservation/efficiency expo is cancelled.
- Laura – Thornton may be speeding up the turf conversion in parks project. They had to cancel the H2Overhaul workshop and the Youth Water festival. She also noted that a lot of people are filing for rebates currently.
- Lindsey R – WaterNow cancelled their annual summit and pushed it to October. They are also looking at how to host the QWEL training online. They are also trying to pivot to be helpful and a resource during this time and are primarily working with elected officials.
- Lyndsey L. – The O&M staff is busy and working from home instead of going into the office. Water efficiency has had to cancel and postponed several events.
- Quint – Their company office is already a dispersed office. This whole situation has accelerated interest in sustainability and local food production.
- Ruth – Greeley is currently working from home and likely will continue through May. They have discontinued indoor audits and planning to continue with outdoor audits with protective equipment and protocols to only access irrigation clocks that are outside or in garages. They have two seasonal staff on board already and trying to hire other seasonals and another FTE. They are currently working to shift their lecture series to Zoom lectures. And all other in person events are postponed including their Water Festival.
- Thomas – They are deciding on hiring conservation interns to monitor neighborhoods without interactions with customers. And they still starting AML implementation on new construction first.
- Tyler – They are still trying to figure out their contracts with Resource Central. They have combined the Arbor Day tree pick up and Garden in a Box pick up in mid-May. The Town recently received a DOLA grant for hydropower turbine at wastewater plant which will reduce energy use by about 20%. They also received another DOLA grant for a parks project.
- CWW focused topics
  - Outreach to lapsed members – Diana had sent an email to the board with a list of recently lapsed organization in an effort to reach out to relationships at those organizations to have a conversation about their membership. There is some sensitivity around this due to budget impacts at organizations. Lyndsey L. suggested that instead of having organizations sign up again, we offer a year free of CWW basic membership. Melissa noted that the membership committee is working to identify ways to provide benefit during this time and that could be a good way to bring organizations in, provide a resource and possibly convert them to a member. Thomas asked how we work with the smaller organizations that may not have a communications team. Melissa mentioned that this might require some hand holding to introduce them to the key component and member benefits to get them comfortable with the information and materials. Lindsey R. asked if by offering this to past members if we may get any push back from our current members. Melissa mentioned that we have added language to the website and to the renewal email to contact us to discuss issues with renewals. John added that we may be able to frame this as membership fee optional language as well. Don added that we may want to also consider extension instead of free language. **Board members will reach out to lapsed members and discuss with them the benefits of membership and offer a complimentary membership through the end of the year.** Membership logistics can be confirmed with Melissa.

### **COVID-19 and Symposium (Cancellation Policy)**

Melissa said that we are confirming the venue, Mile High Station, for October 28. The venue has modified their cancellation policy due to COVID-19 to provide a full refund we have are required to or elect to cancel the event due to COVID-19. The other two large vendors are AV and catering. The AV has a 50% non-refundable deposit. The caterer will vary so we will have to evaluate this at a later point. The other component that the symposium committee is working on is coming up with a virtual back-up plan if the event does have to be cancelled. We are wanting to get this date confirmed and information out to the community as some other organizations are scheduling around this same time and we do not want to have a conflict. **No one on the board expressed concerns with moving forward with the event for this year.**

## **State of Colorado Water Conservation Survey**

Tyler had intended that the board would go through this survey to evaluate it and provide feedback. Melissa asked about the functionality within SurveyMonkey to start the survey and come back to it. Diana confirmed that she does have that capability. Melissa also mentioned that it may be helpful to identify some of the questions that may take longer to gather the information on or may need organization approval and provide them to the survey takers prior so that they can copy and paste their responses more easily. Lyndsey L. asked if the functionality explained earlier be included in the free SurveyMonkey account or if it would be a paid account. Melissa mentioned that due to the number of questions in the survey it would have to be a paid SurveyMonkey account as the free account has a 10-question limit. Amy mentioned that Brendle Group has a paid account that can be used. Laura asked if this document would be added to Google Drive or how we would be providing comments. This will be loaded on Dropbox and everyone should be working off of that file. For comments, board members should either add their initials or last name before their comments to identify who made that comment. All the utility board members should complete the survey and upload it to the Dropbox folder. For non-utility board members, please review and provide any comments that you may find confusing. **Deadline for this is April 27**

## **Wrap Up and Adjourn**

No other items for discussion.

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

Submitted by:  
Melissa Brasfield