

Colorado WaterWise Board Meeting

Thursday, May 14, 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
P	Perry Wisinger	Regis University	pwisinger@regis.edu
	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:

Jessica O. – Evoque Communications

Call to Order

Diana called the meeting to order at 10:01 AM

Board Business and Action Items

- Approval of April Board Minutes. Amy motions, Ruth seconds. April minutes are approved.
- Committee Update: Education Events
 - The committee met on March 9 to discuss topics and speakers for events in 2020. Then coronavirus hit and we have had to adapt as a committee. We met in about mid-April to schedule the first webinar on how utilities are adapting to COVID-19. Since that event, the committee has been figuring out what we want to do with the events we had scheduled for the remainder of 2020. The big take away from that meeting was that although the topics were relevant, we agreed that people are adapting and wanting to hear about those items. From the webinar, we learned that people want to know what others are doing and learn from others. A second takeaway from the webinar was that people were moving events online and people are seeing that they may be able to increase their reach. As a committee, we want to remain flexible to execute events and meet more frequently to stay relevant. We will continue to plan about 30-day out for future events.

- Our next webinar event topic – What are people going to do next coming out of this? We are looking to reach out to non-members to hear what others are doing in different areas of the state. We are planning to host this event in the next 30 days.
- The committee will continue to meet throughout the summer and get back to our list of topics when some tenderness has dissipated to bring those earlier event topics.

State of Water Conservation Survey Update

Last month a draft survey was sent out to the board to review. We received 37% board involvement with several still pending completion. Only a couple people completed the full surveys and there was some great feedback on the topics of the survey. Diana was the only one that responded on the question about how long it took to complete the survey which was about 5 hours. Laura mentioned that it took about 4 hours. There are a lot of edits that will be made to the survey.

Tyler provided an update to the timeline which was originally to send out the survey between April and June which has been postponed slightly. The 1051 data is due at the end of June and mirrors a lot of this survey. Then, July through September the committee would be synthesizing the results and presenting at the Symposium in October. The committee would take November and December for 2021 planning. Lindsay asked if there was a goal for how long the survey should take. Amy mentioned that the survey was never intended to be a quick survey and the type of information we are gathering will take time. Amy also mentioned that there is some concern that if larger utilities take 4 to 5 hours to complete the survey, then it may take longer for smaller utilities. Diana mentioned that at larger utilities, there will likely be multiple people to bring together for all the results. And at smaller utilities there may be less people to talk with to gather the information.

Tyler noted that the information that is being gathered is really good so far. **If you have any comments or questions on the survey, please send them to Tyler.** Lindsay mentioned that it might be beneficial to reward people for completion of the survey. Amy mentioned that the committee had talked about incentives and would need to have buy in from both membership and symposium committee and Amy will coordinate with those committees. John mentioned that calling it a study instead of a survey may help with expectations since survey make people think is it short and quick. Don added that including some language and recognition on the value of why people should complete this may also increase participation.

Live Like You Love It Update & New Materials

The new materials are available on Dropbox for the River toolkit partners. The communications plan has also been updated. Alyssa, Melissa and Jessica met at the end of April with Jayla and Rob from Water Education Colorado who is working on the Statewide Water Education Action Plan (SWEAP). The meeting went well. They are working with CWCB as part of the water plan education section of the State Water Plan. They are anticipating the SWEAP will be a 5-year process through 2025. They are extremely interested in working with LLYLI to use materials and collaborate. They asked to be able to view the LLYLI materials before committing to a formal partnership. Melissa drafted an agreement for them to view the materials prior to joining LLYLI. Once they can see the materials, we will meet again with them to see what the next steps are. They discussed different options for funding – mainly grant funding either through current or future funding rounds. The challenge is getting them and their partners the resources while still funding the LLYLI program. WEco is also looking at doing a Water 22 similar to Water 2012. And Alyssa agreed to be involved in that planning process.

Melissa provided a brief update on the South Platte Basin Roundtable and the customized proposal that was sent. Melissa has followed up with them a few weeks ago but they are slightly delayed and will be reaching out to hem in the next week. Jessica mentioned that Natalie attended the basin roundtable meeting and Casey had mentioned they were working on that proposal so that was positive.

Melissa brought up the latest Fact Sheet for those board members that are not on the LLYLI committee to view.

Tyler asked if we had any resolution with the For the Love of Colorado campaign. Alyssa mentioned we had a meeting with them but don't recall where we ended. Lindsay mentioned that the campaign is on hold for the time being. Alyssa mentioned that they did recognize the similarity and were looking at changing some of the colors and look.

Tomorrow's LLYLI meeting is focusing on Trademark and Copyright topic.

Alyssa wanted to gauge the board's reaction and gather feedback on the SWEAP partnership. Laura mentioned that it will likely depend on what materials they are most interested in. Diana added that it is a really big fish to reel in and while we need to bring in enough money to make it work, she is comfortable with the committee negotiating the details. And that getting the materials into a lot of hands is a huge accomplishment and goal of the program. Lyndsey asked about the grant funding and if that would come directly to LLYLI or through their SWEAP program. That would have to be determined with WEco.

Symposium Update

Melissa said there is not a whole lot to update on since our last board meeting. She asked what board members' organizations policies are for conferences for the remainder of 2020 and if we should be transitioning to a fully virtual event for this year. Amy and Eric expressed their organizations having or likely having policies to not allow attendance at conferences. Eric also mentioned that they do budgets in two-year cycles so this may have an impact on attendance beyond just this year. Melissa then asked who would be uncomfortable if we hosted this event in-person. Eric asked if there is a cut off time for a decision. Melissa said that we would need to decide by July so that we can have registration open. Tyler asked what the overall goal of the event is and if we can still fulfill that goal with a virtual event. Melissa mentioned that we have discussed weather to host these live or pre-recorded. Amy discussed that she likes the idea of multiple shorter virtual events and we could do a bundle price for attending all events. Melissa also mentioned that the goals are both sharing information with the community and networking between both our sponsors and attendees. Courtney mentioned that it might be fun to do smaller group chats or a happy hour to incorporate that networking ability into a virtual event. Don asked that if we typically plan an in-person event what is the downside to going virtual one year? Melissa wrapped up with a survey of the board if anyone has issue with fully planning the virtual event and not planning an in-person event. There was no opposition to this change. Eric added that he has multiple rain sensors that he can contribute as incentives to individuals who attend.

Food Security

This topic was tabled because Quint was not able to join the meeting.

Outreach efforts to lapsed members & Online resources/Digital content

Diana discussed the new resources page on the website. **If you have information to share, email it to Diana or Melissa.**

Diana wanted to check in with the lapsed member outreach and discuss any success. Amy thought the email template was really easy to use and OWOW wants to take us up on the membership offer. Alyssa said she needs to follow up on her outreach and Diana has been holding off as well. Melissa has also been holding off and trying to identify the best contact person. **Diana will send out the email again to the board.**

Debrief from May 6 Webinar

Brad discussed the webinar that occurred and focused on three areas: attendance, rating and format. We had 66 attendees with 7 panelists and 90 people registered for the event. This was the most registration and attendees compared to about 50 in past events. Timeliness of the topic for participants was great. There was also some camaraderie between the panelist which was appreciated. Brad mentioned that the Q&A went well with a lot of great questions and information shared. The format worked well with committee members assisting. Lyndsey mentioned that the recording is uploaded on the website.

Wrap Up and Adjourn

No other items for discussion. Perry mentioned that he was reading an article about how this pandemic will impact development and growth with people moving from high density cities to more suburban areas.

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

Submitted by:
Melissa Brasfield