

Colorado WaterWise Board Meeting

Thursday, June 11, 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
P	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
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:

Ally Mazurek – Water Efficiency Specialist – Northern Water
Natalie Miller – Evoque Communications

Call to Order

Lyndsey called the meeting to order at 10:03 AM

Board Business and Action Items

- Approval of May Board Minutes. Diana motions, Ruth seconds. May minutes are approved.
- Committee Update: Website
 - The committee has updated the document file structure within Wild Apricot.
 - Currently working on coming up with a new theme or layout for the website. We have narrowed down the theme to Kaleidoscope, Diana shared her screen to show the board the theme change. We chose this one because it could work well to highlight our programs and projects. We are going to be testing this theme layout through a clone site for 30 days for a few pages of the current site to ensure it will work with our type of content. Then we will transition the whole website through a phased approach with a quick run through of all initial pages then we will optimize each individual page. Katie asked if you lose all the work after the trial period. Diana confirmed we do lose that information, but we can work through all the kinks that might come after we make the switch. Ruth asked if we pay for these themes. Diana confirmed we do not as they are included within Wild Apricot. Ruth asked if we would need more larger photos and images. Diana confirmed

we will, and she has started to collect stock images and additional graphics from organizations would be helpful. **Diana will create a way for board members to upload photos to Dropbox.** Don asked about the mobile optimized/mobile first and possibly building the trial website on GoDaddy then move the updates over. Diana said the committee would investigate that.

- Action Plan Check In

- Membership – The lapsed membership outreach initiative has been going well. So far, we have 5 organizations who have signed back up. Tyler and Diana presented to Rachio last week on CWW member benefits. The committee is also working on an updated elevator pitch to be available to board members. The membership celebration event is on hold due to COVID-19. We have been working on better membership tracking reports that will be shared with the board on a quarterly basis.
- Website – This update was covered earlier.
- Newsletter – The summer edition was just released. We will begin planning the fall edition soon. Board member article ideas can be sent to the committee. Diana asked if we have had any paid advertisements. Melissa confirmed that we have not yet had any paid advertisements. Diana mentioned that the committee has been better with sticking to a schedule for planning purposes. Laura asked if we have looked at the open and click rate of the email announcements. Melissa pulled up the information – the summer edition had 54 clicks to the newsletter though this includes non-members who do not have access to the materials. Ruth asked if it is comparable to past editions. The spring edition had a 27% open rate and 5% click rate and the summer edition had a 28% open rate and a 5% click rate.
- Tools – The committee is working to reschedule the Greeley irrigation app webinar in the fall to allow it to be in-person. We are still planning to have a panel during symposium on the landscape contractor certification programs. The survey for State of CO Conservation will be released June 19. The BMP update was a task for future years. We have made some connections with industry contacts in conjunction with the lapsed membership outreach and are continuing that work.
- Education Events – The goal of holding six events through the year is still on track. We are meeting more often as a committee to remain timely and relevant. We had intended to host a second follow up webinar regarding how utilities are responding to the opening of communities. However right now, we are planning to host an equality and affordability in water management webinar next. This will cover how some utilities are supporting equity and affordability even with COVID-19 and are looking to have representatives from two utilities and two NGO/advocacy groups. We are hoping to host it the week of June 29 or July 6. We also discussed having the next webinar to be a bit more interactive with a bingo or polling options for attendees. We are also planning to engage with organizations outside of the metro front range area.
- Symposium – We may see a decrease in sponsorship numbers compared to the goals in the action plan. Perry asked if it might be possible to have sponsors submit a brief video promotion. Held on a larger update since time is allocated later in the agenda.
- LLYLI – Due to COVID-19, we are not attending any conferences this year. We did meet with WEco for a possible partnership on the SWEAP program and they have signed the agreement to view the materials and hopefully move forward on that partnership soon. We have created one new piece of material for the toolkit. The trademark will be discussed later. The committee is still working through the website next steps.

LLYLI Trademark

At the last LLYLI meeting the committee reviewed the next steps for trademark completion. A letter was sent out to the board for review prior to the meeting that details the next steps. Melissa discussed the engagement letter with Basecamp Legal. The total expenses for trademarking the slogan “Live Like You Love It” and logo are \$1,275 each. Some additional funds for office action were included in the budget request. We also wanted them to review the terms of use agreement. In total, the committee is requesting \$4,000 for this effort. Melissa mentioned that this process can be long, so we do not want to hold off any longer on this.

Brad and Tyler were asked to try to find money in the budget since this expense was not included in the 2020 LLYLI budget. Brad mentioned that there are some areas of the budget that we are less likely to use due to COVID-19 that we can pull funds from including \$4,200 on board meeting expenses as well as pulling a portion from the \$15,000 for contract services which would be used by the Tools committee. Amy mentioned that the money there is set aside for a CWCB grant match. Brad also mentioned that we do have money in our savings account if we are not able to pull that from other sources in the

budget. Amy asked if we want to put a cap on the spending within the letter. **Melissa will make sure that gets added into the contract.** No objections from the board on this request.

Events Update

No further updates since earlier in the meeting.

CWW Online Resources

The management team wanted to bring up the online resources on the website and a desire to expand on the offerings. The group is making a call for new case studies to entice membership and visitation to the website. Thomas mentioned that they are working on the parkway conversation from bluegrass to native grasses and that they will have something to share at the end of that.

Symposium Update

The venue cancellation has been requested. We have transitioned planning to a fully virtual event. We are still working through the details of scheduling the event but will likely still land around the October timeframe. It will likely span over multiple days to keep the sessions shorter to keep attention spans of attendees. We have discussed having each session sponsored by an organization to allow more recognition for sponsors of the events. Melissa has also been looking into virtual conference platforms to better facilitate networking among attendees and with sponsors. We have also talked about the registration costs for the event and keeping in mind that many organization's budgets have been hit recently. The cost is likely to be complimentary for CWW members and a small nominal fee for non-CWW members. Don asked if we are planning to record the sessions. We are discussing how to best host and run these events and possibly sharing the recordings after the event. Registration will likely open in late July or early August.

Round Robin – Online Resources

Online Service for educational resources.

- Lyndsey - She and Ally participated in the SLM virtual training. There were very few technical difficulties.
- John – Lindsay and John are working on a variety of comp plans with cities and identifying how to host open house meetings virtually. Recently, WRA hosted their all staff retreat through Zoom and utilized the breakout room feature and they worked really well.
- Amy – They are mostly using Zoom for stakeholder meetings because of the breakout room and animation features.
- Don – Question differences between utilities on water utilization between commercial and residential use during COVID-19 and changes in revenue mix. Mentioned this could possibly be a good white paper.
- Lindsay – She was recently a part of an “Ask the expert” event with The Atlas. It was really engaging and thinks the engagement component on virtual events is something people are missing right now.
- Katie – They are hosting waterwise seminars online. However, some interested individuals do not have access to technology and are not able to attend. She is looking at having a venue with limited in-person attendance to accommodate that for future events.
- Brad – They recently hosted an Electrification Vehicle Charging webinar that was successful. They have also implemented virtual professional development education by signing up for LinkedIn learning which has over 16,000 courses covering various topics.
- Quint – They are currently using drone footage to visualize site layout instead of GIS or physical walking the entire site.
- Lance – CSU is using Microsoft Teams Live for waterwise landscape webinar events with about 600 registrations. They are also running into issues with technology access among attendees but are making do with what they have.
- Diana – They are using WebEx for external classes with low to moderate success. They are also working on recording classes as well which will be listed on Aurora Water's YouTube. Because there are no water assessments going on in-person, they are creating online video resources to be short, 2 to 5 minutes videos on various topics. They are also working on a self-guided tour of the conservation gardens. They are looking into a program called Articulate which is an online learning platform for classes.
- Alyssa – They don't host events or trainings, but they are all back in the office.

- Eric – City facilities are opening on Monday and Eric will begin sprinkler audit training on Monday. They are looking at Zoom and Microsoft Teams for trainings and it is working well. The Irrigation Association is scheduling their training online instead of in-person. They are also developing a variety of self-audit videos on various topics.
- Laura – They did not have the H2Overhaul classes online this year. They are looking at team building platforms.
- Tyler – They are relying on Zoom for internal meetings and have been zoombombed. Also working on creating video resources for both water and energy topics.
- Thomas – They transitioned to Amazon Chime for phone systems prior to COVID. He also mentioned the Denver Climate Action Task Force identified that the City of Denver needs to raise \$3.5 billion.
- Ruth – They have moved their homeowner landscape lecture series to Zoom with high participation. Also hosting webinar panels for HOAs and ICIs to discuss the programs available to them. They are also doing Facebook live videos of the Xeriscape garden and will likely continue those.
- Perry – He is seeing less meetings and more phone calls and emails.
- Courtney – They are hosting webinars on various topics. They recently had interviews through Zoom and Teams recently with some technical difficulties and wanted to remind people it's good to have a backup plan.

Wrap Up and Adjourn

Diana asked if anyone is talking about drought. Thomas said things are looking a lot like 2012.

Lyndsey adjourned the meeting at 11:59 a.m.

Submitted by:
Melissa Brasfield