

## Colorado WaterWise Board Meeting

Thursday, July 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
	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	Quint Redmond	Agriburbia	qredmond@agriburbia.com
P	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com
	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 10:05 AM

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

- Approval of June Board Minutes. Ruth motions, Alyssa seconds. June minutes are approved.
- Committee Update: Annual Event
  - We are planning for six two-hour sessions occurring two days per week for three weeks. The exact dates are not confirmed until we have speaker availability confirmed. Ideally, the sessions will be Tuesdays and Thursdays alternating morning and afternoon but will depend on final speaker availability. The sessions will occur over three weeks in October – likely first through third or second through fourth weeks but will depend on speaker availability.
  - Ticket pricing: CWW members will have complimentary registration. Non-members will be \$10 for individual sessions and \$50 for all six sessions. We are looking into options to limit link sharing beyond the individual that is registered.
  - We are planning to open registration the first week of August.
  - We are still planning to solicit sponsors for the event with some modified benefits for this year. We are also still trying to identify how to incorporate a virtual booth or something similar (this will depend on the platform we use).

- Session topics:
  - Landscape certification Programs – Panel
  - Integrating water planning into comp and efficiency plan and land use codes – Panel
  - State of CO Conservation Project recap – Single Presenter
  - Managing water in the headwaters of CO – Panel
  - Graywater, rainwater, alternative supply – Panel
  - AMI/Leak Detection Case Studies – Panel
- Questions from the board:
  - John asked if there was additional information on the landscape certification session. Lindsay has brainstormed speakers to include individuals to talk about QWEL, IA, and National Association Landscape Professionals. Diana mentioned that Aspen is active with QWEL and could be a good perspective to include. Diana also mentioned that discussing uniform statewide programs or requirements would be interesting.
- Website Update
  - Diana discussed the status of updates to the Colorado WaterWise website. Melissa has been working on the clone site and it is looking good. The new site will be going live on July 24.

## LLYLI

- Trademark
  - Trademark information was submitted to the attorney for her to complete the conflict search on the LLYLI logo and slogan. She has provided the determination letters with a result that there were no major issues or matches to cause concern. Lyndsey will sign these documents to move the application forward. Melissa will provide additional updates to the board once available.
- LLYLI Update
  - Natalie and Jessica have completed their partner meetings. A summary report included overall positive feedback and some areas for improvement to better communicate the toolkit materials and benefits to new partners.
    - New Materials ideas:
      - Kids activity placemat
      - Overwatering fact sheet
      - More Spanish translated materials
      - More social media graphics
      - Fluoride information piece
    - Hold training session to education board members about LLYLI.
    - Hold 30-minute welcome calls for new partners and 2<sup>nd</sup> follow up call around a month later.
    - Develop new partner check list with various tasks.
    - Develop how-to video on accessing Dropbox and using the materials.
    - Develop email templates.
  - Website discussion – The LLYLI website is not up to date and we are not able to perform updates for much of the website. There is a sub-committee that was created to address this issue. Alyssa talked with Watermark about getting a proposal to update the current website. They also have a new website platform (technology stack) that might be beneficial for us that would allow us to do a lot more of the updating ourselves.
  - WEco SWEAP partnership – Melissa had a call with them to review the Dropbox materials. They will be reviewing the materials and identifying the types of materials that will be most beneficial to the SWEAP partners. We will evaluate that list and determine a custom proposal for the SWEAP program.
  - South Platte Basin Round Table update – The custom proposal payment is in the mail. Once we receive that we can work on the agriculture fact sheet that was part of their custom partnership.
  - The next committee meeting will be at the end of July.

## Benefit Review

- Case Studies
  - Diana brought up a screenshare to show the board the current case study library available as a member benefit on the website.
    - Case studies are separated into the Best Management Plan Guidebook.
    - There is a webpage dedicated to each BMP with information and various case studies that apply to the BMP. The case studies are not all formatted the same because they come from different sources.
    - The goal is to continuously add to these BMPs with new case studies.
    - Some of the case studies are not from Colorado which is okay.
  - Ruth asked if it is time we update the guidebook and if this might be something to work on in 2021. Diana mentioned that it would probably require a working group and leadership to have that happen.
  - Diana says an updated BMP would be great to have as a follow up to the conservation survey as a resource for small utilities.
  - Lindsey asked what the impact has been and usability of this benefit and information. Ruth mentioned that it did not get much interest in the beginning and that it wasn't a member only benefit because we had to make it available to all members since we used CWCB money.

## State of CO Conservation Study Update

- As of Monday, there have been 51 responses to the survey. However, some responses will be kicked out as they are not from a utility. Many responses are very small utilities and have very minor or no water conservation programs.
- Diana sent the survey out to about 1500 emails that was created from a CWCB list and our membership database. A lot of bounce back emails were received on the initial email send, and with subsequent emails that list has been scrubbed to about 1400 emails.
- A few questions about the study have been received by Diana. SurveyMonkey is a little clunky and there was some confusion around how to start a survey and save it for later completion. Diana has had to create a PDF of the survey to allow people to compile information then submit it at one time.
- **If you have not completed the survey, please complete it by the end of August.**
- Lyndsey mentioned that it got sent to multiple people at Northern Water and there was some confusion on who was supposed to fill it out.

## Dropbox Tutorial

Melissa screenshared and walked through the file structure of Colorado WaterWise documents. When you first log in, you will land on a 'Home' page. To get to the main folder, click into "All Files" on the left side. The folders are organized by topics and committees. Diana pointed out how to denote comments that may be made within Dropbox, which is to add your initials before your comment. For example, "DD comment...". You can share folders with individuals on committees that are not board members. But please do not share it with your individual accounts. Some materials that board members need to access frequently like the hours log for board members is in Administrative Items or Secretary. Melissa also noted that this demo is relevant to the web-based platform. There is an option to access the account through the Desktop version. There were no questions from the board.

## Quarterly Finance Update

- Brad provided the following general updates:
  - The dashboard document shared goes through the end of Q2 2020.
  - We currently have about \$15,000 more than we did at the end of 2019.
- Management and General
  - We are behind on income YTD, but that budget includes a \$7,500 CWCB grant which was budgeted to occur in Q2. If we removed that item, it would put us right on target with our income budget YTD.
  - The YTD expenses includes the \$15,000 CWCB grant, so if you remove that item, we would be under budget on that line by about 20%.
- LLYLI
  - The YTD income is above our YTD budget and only \$1,500 away from our annual budget.
  - The expenses include the trademark application costs which has been split over Q2,Q3,Q4 2020.

- To pay for the trademark, \$2,500 is coming from board meeting expenses. The remaining comes out of unspecified line items and Brad is confident that we will cover it with other COVID-related budget reductions.
- Annual Symposium
  - Much of the income does not come in until later in the year.
  - Expenses are just management time so far. The budgeted expenses were mainly for the facilities and food deposits. We are currently very under-budget since transitioning to a virtual event.
  - The budget will change depending on how things pan out with the event this year. Brad asked if we want to reevaluate the budget given the change to a virtual event with much less expenses. Diana and Lyndsey mentioned that we have not in the past done a mid-year change. Tyler mentioned this might be a good time to brainstorm committee budgets for 2021. Lyndsey mentioned that many committees use the current year's expenses to build the next year's budget.
- Tyler asked historically when money for LLYLI membership and annual event sponsorship comes in. Lyndsey answered that the LLYLI members come in throughout the year, and annual event sponsorship usually comes in closer to the end of the year. Melissa added that we will start to see sponsorship soon and ramp up as the symposium get closer.
- Brad mentioned that if we get one or two more partners with LLYLI it would pay for the trademark application.
- Natalie mentioned they had budget for an event for LLYLI but that has shifted to a video. Natalie asked if we know what that budget is. Brad confirmed there is not a line item spelled out for this work but there is approximately \$1,000 above Evoque invoices that may be able to be used. Alyssa proposed that the committee discuss this topic.

### **Round Robin – Financial impacts to CWW**

- Diana – Aurora is still under a hiring freeze and requiring two furlough days this year. They have not had any delays in large projects and have had a lot of interest in rebates, especially outdoor rebates.
- John – Not much to report with WRA. They are still pursuing projects and grant work.
- Lyndsey – Northern Water is in a different position because a lot of their funding is through property tax which has not changed much. Though the work with utilities has been impacted.
- Brad – Their work has increased during this time. This is a great time for them to be working in schools and are finishing up some projects before the school year starts.
- Lindsay – Their budget is stable for now. The one resource to mention is that Bureau of Reclamation has grants to help cities apply for WaterSmart grants. There are a few grant opportunities that are available and are anticipating less competition this round. If anyone is interested, you can reach out to Lindsay for more information.
- Eric – They are looking at multiple furlough days and reductions in travel and event budgets. They are performing virtual audits for outdoor irrigation are booked through September 1. Landscape transformation data will be available next year with help from CSU master's students with soil moisture sensors.
- Tyler – Their water conservation rebates are popular right now. Volunteer tree advisory board is studying the differences in soil between Weld and Boulder County and moisture retention and soil content. Recently, they have also seen an increase in the need for chase drains in neighborhoods. They think this is not an engineering problem and instead an upstream issue with overwatering. Tyler asked if any municipalities are holding on raising rates in 2021. Thornton is holding on raising rates. Alyssa mentioned that Denver Water is currently not planning on raising rates. John mentioned that Boulder is still planning to raise rates, but a smaller amount than originally planned.
- Courtney – She does not have a lot to update since they have diversified work and that has helped keep stable income.
- Alyssa – They are funded by property tax, so they are not really seeing a financial hit within their district. The surcharges on water bills have still been coming in as usual.
- Ruth – Their budgets have been cut, hiring freeze, and are also some employee furloughs. They are still doing outdoor audits in-person with protective equipment.
- Laura – Thornton applied to a CWCB grant for water efficiency but there is no funding and was encouraged to apply for state water plan grant instead.
- Don – Did not have anything to add.
- Quint – They are seeing a lot of interest in business but trying to lock that in.

**Wrap Up and Adjourn**

Diana mentioned that the reciprocal membership with the Alliance for Water Efficiency is now active. If anyone would like access to this information, please reach out to Diana. And a reminder that this membership is for CWW not your own individual organizations.

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

Submitted by:  
Melissa Brasfield