

Colorado WaterWise Board Meeting

Thursday, August 13, 2020

Conference Call

10:00 a.m. – 12:00 p.m.

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

Board:

X	Alyssa Quinn	Platte Canyon W&S District	alquinn@plattecanyon.org
X	Amy Volckens	Brendle Group	avolckens@brendlegroup.com
X	Brad Brady	Yearout Energy Solutions	brad.brady@yearoutenergy.com
X	Courtney Black	Intera	CBlack@intera.com
X	Diana Denwood	Aurora Water	ddenwood@auroragov.org
X	Don Drew	Courageous Marketing	d.drews@courageousmarketing.com
X	Eric Olson	City of Fort Collins	eolson@fcgov.com
X	John Berggren	Western Resource Advocates	john.berggren@westernresources.org
X	Katie Helm	City of Fountain	khelm@fountaincolorado.org
	Lance Ackerman	Colorado Springs Utilities	lackerman@csu.org
X	Laura Wing	City of Thornton	laura.wing@cityofthornton.net
X	Lindsay Rogers	WaterNow Alliance	ler@waternow.org
X	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
X	Quint Redmond	Agriburbia	qredmond@agriburbia.com
X	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com
X	Thomas Riggle	Centennial W&S District	triggle@highlandsranch.org
	Tyler Kesler	Town of Erie	tkesler@erieco.gov
X	Melissa Brasfield	CWW Board Staff	admin@coloradowaterwise.org

Guests:

Mark Shamley – Consultant

Jessica O – Evoque Communications

Call to Order

Lyndsey called the meeting to order at 10:05 AM

Board Business and Action Items

- Approval of July Board Minutes. Brad motions, Ruth seconds. July minutes are approved.
- Trademark Update: Melissa said that the trademark application has been submitted with the Patent and Trademark office. We have not received any updates since filing and likely will not have any updates until the application is reviewed and feedback or questions are received by the attorney. Melissa will keep the committee and board informed once there is an update. The terms of use document is also in review by Melissa who will share it with the LLYLI committee for review.
- Website Update: Diana and Melissa have been working on updating the CWW website. Diana shared her screen with the board to highlight some pages of the website. There are still a couple pages that they are working through, but she expects these minor changes to be complete very soon. Overall, the board did not have any comments or issues with the updates.
- Committee Update – LLYLI: Alyssa said that the LLYLI committee has a lot of activities going on in addition to the Trademark application mentioned earlier. They have received proposals from Watermark to address some LLYLI website issues. A LLYLI committee meeting is scheduled for next week to discuss website updates. They have also

received quotes to create a LLYLI video which will be getting underway soon. Melissa, Alyssa, Casey and Briana met to discuss the South Platte Basin Roundtable partnership and to discuss the new agriculture material development. Melissa will be rescheduling a welcome call with them since the initial meeting went longer than expected. They are still waiting to hear back from WEco on the SWEAP partnership. Melissa will be reaching out to follow up with WEco this week. Diana requested if some of the LLYLI committee members could look at the LLYLI pages of the CWW website. Eric, Don, Laura and Ruth will review the CWW website LLYLI pages. Ruth asked if Alyssa would be able to send a bullet list of these updates for the Newsletter. Alyssa will send Ruth a summary of today's update.

- Mark Shamley guest presentation:
 - Mark is a part of the National Committee for Water Meters and the Water Loss Control Committee for AWWA and was aware of the M36 program that CWW participated in.
 - Mark started working with utilities on AMR/AMI and working through the constraints of low staffing, small budgets and limited tools. Mark would start projects with a large worksheet database for meter tracker and found it to be a very repetitive and time-consuming process. Mark developed a tracking system that would automate a majority of the work. The tool is targeted for small utilities that do not have large budgets and staff numbers. The product has an affordable subscription price and requires little training. The tools committee is of interest to Mark to reach and educate small utilities of water loss and water loss control.
 - Diana mentioned that the Tools committee is busy with a large project currently underway, but there might be an opportunity to work together in the future. Mark asked for the goal of the Tools committee. Amy mentioned that the Tools committee is an ad hoc volunteer committee. They are currently working on two projects, the CO water conservation study as well as outdoor irrigation, specifically looking at irrigation audit apps. There have also been suggestions that the committee tackle updating the best practices guide and working on CII updates and outreach, including the CII audit tool. Would need to get additional committee members with interest in these areas to tackle these items – not a great fit for the current interests of committee members.
 - Amy was wondering if any members are utilizing the statewide water loss control training. Thomas mentioned that the only tools currently available is the M36 software. Ruth mentioned that CWW is more conservation focused but at Greeley, this water loss topic falls under their operations department so there is only so much that Ruth can do beyond sharing the information with that group.
 - Diana mentioned that the CO conservation survey results we are receiving are from a lot of small utilities. The project may be a way to connect and improve those relationships with small utilities.
 - Alyssa mentioned that this might be a good opportunity to connect with the Denver Water Distributor network.
 - Amy chatted to Mark that he should contact Kevin Reidy at CWCB or Reinhard Sturm of Water Systems Optimization as they seem like a better fit for water loss auditing subject matter expertise.

Review membership pitch

Diana noted that the membership pitch document was emailed out to everyone before the meeting. This document is a little longer than the document has been in the past to include more resources and details for board members. This document includes information on the organization, activities/committee work, member benefits (both to the individual and the organization) and ways to get involved (from membership to general involvement).

Questions from the board:

- Katie said this is a great resource and something she looks forward to using and having as a refresher.
- Ruth asked if board members should save and print this out or will it be available on the website. Diana said it will be on the website as part of the Handbook but you are welcome to save and print it out.
- Quint asked as a board member how this gets used with non-utility entities in regard to an upcoming event he is organizing that will have interested organizations in attendance. Don mentioned that the membership committee has been discussing this and something to work with is building the relationships then taking the path into a membership discussion. We might be able to connect and partner with some of these organizations. Diana suggested having an offline conversation about this to brainstorm ideas on how to incorporate these organizations and CWW.

Limit Assessment

The management team has been talking about limiting the size of some of both the Board of Directors and committees for the benefit of having productive conversations. This is the largest the board has ever been in Diana's participation with CWW.

Currently we are at 17 board members, before Perry resigned we were at 18 board members. During some meetings, more so in person than on Zoom, the meetings got a little chaotic and conversations were difficult. The Management Team is proposing the board bylaws be changed from 18 board members to 15 board members.

The management team is also proposing limiting the size of committees. When board members join some of the larger committees, the small committees get less member participation which might not always be fair in terms of the volume of work being performed. Committee chairs would determine the size limit that makes sense for their committee.

Diana said that this can be an initial discussion today, but we do need to vote on this in the future and we will need a 2/3 majority to pass any changes for the bylaws.

Comments from board members:

- Ruth mentioned that we enlarged the board members because one year there was a lot of interest. She thinks 10 is too small a group because we are a working board and thinks that 15 is good since we are a working board. And mentioned that it should be an odd number to ensure ease of voting. Committee limits is also fine. Thinks each committee should be a range of numbers instead of a singular number.
- Katie mentioned that some committee members that are not directly on the committee can still share resources and contacts. Having that outside assistance can be helpful but keeping the decision-making group small could be beneficial.
- Laura thinks the board limit sounds good but has concerns about writing the committee limits into the bylaws because it may be something we want to change more easily in the future when additional projects and needs come up.
- Diana mentioned that this board limit would not require board members to be kicked off and it would be a phased in approach of how we move forward. The committee sizes will likely change this coming year in 2021.
- Don added that because we are a working board, we would be giving up manpower by reducing the size, and asked if discussion was had on creating a more efficient board meeting process instead of creating a smaller board. Diana mentioned that is was discussed and the costs outweighed the benefits on that. We do not follow Robert's Rules directly, but we have gotten better over the years about not bringing up old actions and are better at continuing forward progress.
- Diana asked what others experience has been with working boards and size limits. Don mentioned that his other board participations are more of fundraising and report outs from staff and management than a working board.
- Alyssa added that over time we have wanted to get great people which created a larger board. Alyssa mentioned that she sits on the Citizen Advisory Council for Denver Water and they have a set number of seats with different roles or representative. We might consider having a different representative structure for our board members. That might help with keeping the size smaller and might increase the diversity of the board. Lindsay seconds that idea of creating some structure. She mentioned that WaterNow has 14 board members and thinks it could be a little smaller since it's not a working board. And adding in geographic representatives would be really nice to have. Alyssa mentioned that when there is an open seat, we could do more targeted outreach and have a smaller applicant pool to choose from.
- Lyndsey likes the suggestion from Alyssa and thinks we have a good board but do not have a west slope representation and likes the idea of being able to do more targeted outreach to certain groups. She also mentioned that non-board members can become committee members and how that might be changed and impacted by this transition. Don mentioned that doing that might be a nice feeder into the board and give them a way to get more involved. Ruth added that it might dampen the shock of involvement.
- Ruth added that we have tried to recruit from the west slope and it has been tough. Melissa asked if there was feedback on why west slope hasn't joined and if it was the in-person meeting requirement. Ruth mentioned that some folks would drive but with people being on Zoom it might not be much of an issue anymore.

- Brad is hesitant to decrease the number of board members and says we might aim for 15 members but that we keep the bylaws as they are with the ability to be larger, if needed. Alyssa added that if there is an empty seat we know there isn't a requirement that we fill the seat immediately. Katie mentioned that we should be mindful and strategic during our application review and voting practices in future years.
- Diana wrapped up by saying that this discussion has been really helpful. Diana suggested doing a little more thinking individually on this topic and that we plan to have another conversation at the next board meeting then have a vote on the board limitations. The full board agreed on the committee limits so we will incorporate that as a part of the committee information in the handbook. Next year we will shuffle committees around to meet the new limits. Diana asks the committee chairs to determine their limits before the end of the year.

Reflection of Board Expectations

Katie asked each board member to personally review their commitment to the CWW Board. No notes were recorded during this segment of the meeting.

Round Robin

- Lindsay Rogers: Still very busy. WRA and WaterNow have kicked off Accelerator program and working with Greeley on performance analysis work on their outdoor irrigation programs. Greeley has agreed to share the results as a resource. Also working with Summit County on an outdoor water efficiency program.
- Don Drews: Shared a personal irrigation story about being mindful after getting a water use report and need to be more efficient.
- Laura Wing: A few large waterwise landscape conversions are in the hopper but not yet started. Laura asked about others experience that they might be able to use. Diana said to reach out to Morgan at Aurora. Laura said that they are starting at fire stations and parks, but parks have been a little more contentious. Fort Collins has some park conversions that they are starting to see progress in but it has taken two years to see better results. Lyndsey mentioned that Eric Becker at CSU might also be a helpful resource. Ruth has done a 5-acre park turning about 50% into native turf. She mentioned that the weeds are really prominent in the few couple years and that you might need to do some public outreach about this. This year they are converting a 21-acre park.
- John Berggren: WRA is hopefully partnering with Fort Collins on Poudre River Fest on water efficiency at home. Also working on a proposal to look at finance mechanisms for large landscape conversions.
- Courtney Black: Intera is working with Erie on their drought and water efficiency plan and getting into the land use planning components.
- Eric Olson: Working with Lafayette, Wellington and Greeley with updating their watering codes.
- Quint Redmond: Arts and Agriculture event on August 26.

Wrap Up and Adjourn

Lyndsey adjourned the meeting at 12:12 p.m.

Submitted by:
Melissa Brasfield