

Colorado WaterWise Board Meeting

Thursday, September 10, 2020
Conference Call
10 a.m. to noon

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
X	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:

Jessica Ouwerkerk – Evoque Communications
Natalie Miller – Evoque Communications

Call to Order

Diana called the meeting to order at 10:06 AM

Board Business and Action Items

- Approval of August Board Minutes. Ruth motions, Alyssa seconds. August minutes are approved.
- Annual Report Summary
 - Laura sent out the final version of the Annual Report prior to today's meeting. Laura shared her screen to review it with the board. Diana and Katie noted it looks really good. No other comments from the board. **Diana will update the website with the latest version.**
- Committee Update: Tools
 - The Tools committee does not meet during the irrigation season, so they have not met since April. The State of Urban Conservation in Colorado survey closed at the end of August and the committee is excited with the amount of responses, which totaled approximately 80 surveys. With the pilot survey complete the committee will begin synthesizing the data and will be presenting on the survey at the Symposium.
 - Amy noted there are a lot of things the Tools committee could be doing if we wanted to. There has been interest in revamping the CII audit tool and updating the BMP guidebook. Amy added that the current Tools committee members have a very outdoor water efficiency focus. Because of that current interest and

bandwidth of the committee members it does not allow the committee to take on those other projects mentioned. **If anyone is interested in taking on any of those projects, reach out to Amy.**

- From the Action Plan Check In, Diana asked about hosting a panel on outdoor water efficiency. Eric talked about the panel for the Symposium and said they are finalizing the focus. The panel will be highlighting the four available certification programs in Colorado and mention that the key message is this is not a competition between programs. Lance mentioned he is interested to hear about how these organizations will be conducting the certification testing during COVID-19. Lindsay mentioned they are doing a QWEL training with Aspen in November and are using an online service and can share that information for anyone interested. Amy asked if there are opportunities for other organizations to join on the QWEL training that Lindsay mentioned. Lindsay said they are limiting seats to the Roaring Fork Valley area in the beginning and if anyone outside the area is interested they can reach out to Lindsay and a week before the event they will open it up to non-local organizations.

Action Plan Check-In

- LLYLI

- Partnership cultivation – SWEAP update. Melissa and Alyssa met with Jayla and Scott yesterday. WEco has reviewed the materials and really like the toolkit. We talked about opportunities for partnership in the future and how we might be able to coordinate the effort and benefit both LLYLI and SWEAP. SWEAP has target areas and we have been asked to create a list of what toolkit materials would best align with their program goals. It was discussed that the LLYLI partnership could be on their website as a recommended resource for SWEAP partners to utilize. Alyssa also mentioned that as a LLYLI committee, we are going to endorse the SWEAP campaign and Alyssa asked if CWW would be okay with endorsing the SWEAP campaign as well. Diana mentioned that we can discuss this at the end of the meeting.
- Collateral Development – Diana acknowledged that a new piece has been created earlier this year. The video project is in the works to promote the LLYLI campaign and promote CWW/LLYLI. Melissa mentioned that a new agriculture piece is also in development.
- Social Media – Melissa said that Jennifer from Greeley has been helping to schedule our social media post over the last few months. Ruth added that Jennifer recently moved onto another position. Melissa said that we are scheduled through September and later this month we will work on getting October scheduled.
- Trademark – Melissa had no changes from the last update. We have submitted the application and are still waiting to hear back.
- Website – Alyssa said that we have received a couple proposals from Watermark and we are obtaining additional pricing options with other designers to work on an update the LLYLI website. We are still trying to navigate if we want to update the current website or totally rebuild the website. Laura added that she and Melissa met with a website developer contact yesterday and he might be a good option and will be providing a couple pricing options for the committee's consideration.

- Symposium

- Increasing sponsorship to \$17,000 – Diana added that in June it was reported that we are seeing a decrease in sponsorship. Melissa confirmed that this is still the case and is to be expected due to the current circumstances. Melissa said that we will not meet that sponsorship goal but we do not have as many expenses this year with the online event instead of in person.
- Goal of attracting new attendees – This can be linked to complimentary CWW registration in addition to the membership outreach event earlier this year to increase new memberships. Melissa also noted that having the event online this year will hopefully drive new attendees who in the past have not been able to travel to Denver for the event.
- Increase the net profits for the event – Diana said that based on the earlier update, we will likely be net positive but not by very much.
- Place strategic advertisements in the newsletter – Diana mentioned that there have been advertisements in two newsletter editions this year. This is in addition to newsletter and website updates.
- Soliciting more abstracts – Melissa noted that because we are splitting up the session across multiple dates and we are hosting it online, we are able to have all panel session which is often times more engaging for participants.

- Targeting under resourced organizations and getting them involved – Melissa mentioned that because the sessions are online, we have been able to engage with non-front range speakers to participate this year which is a change from past years.
- Education Events
 - Hold six events in the year – Brad mentioned that the committee is in the process of planning a webinar prior to the symposium talking about Climate Change Planning and Response. The committee is still working to finalize the speakers for this event. Brad mentioned that we are not likely to meet the six event goal through the end of the year but are hoping to have this one in September and one more before the end of the year.
 - Recruiting for events through partners – The committee is reaching out to different geographic locations for speaker representatives and have been having some success.
 - Encouraging attendance for lunch – Diana notes that this is not possible due to COVID
 - Provide incentive to attendees – Brad said the committee has talked about this but have not landed on an exact idea. We have talked about how to make the events more interactive through polling or other ideas.
- Newsletter
 - Expanding the pool of writers – Ruth said that the committee includes two editors that are not board members. And the committee has one additional writer that is not a board member.
 - Soliciting more industry members – Ruth said we have been doing this in each edition and is ongoing.
 - Publish newsletters quarterly – Ruth said we have been doing this.
 - Receive one paid ad per edition – Ruth said that we have not had a paid ad space but we are running complimentary ads.
 - Increase open rate – Diana mentioned that we do not yet have information from the fall edition. The spring edition had a 27% open rate and 54 clicks. We will continue to keep track of this for future newsletter tracking.
- Website
 - Last month we provided a larger website update so Diana won't go into all those details.
 - Appearance changes to website – Diana said this is about 90% complete.
 - Posting jobs/events in a timely manner – Diana confirmed this is happening ASAP.
 - Creating a better link between CWW and LLYLI campaign – Diana said that the committee has added more images and references on the CWW website about the LLYLI program.
- Membership
 - Diana noted that during the lapsed membership outreach earlier this year, we had about six membership organizations sign back up.
 - Diana notes that the updated membership pitch has been completed.
 - Membership celebration event – Diana said this is no longer happening due to COVID-19.
 - Goal of \$40,000 in membership this year – Diana did not have the current membership number available at the time of the meeting.
 - Membership Reporting – The committee has started creating membership reports to better track membership data points. This will continue into the future.
 - Board members to attract new members – The committee is looking into a commitment document for all board members to engage with potential board members. The committee is looking to have it ready to go by the end of the year for 2021.

Colorado Gives Day Application

Melissa submitted the application prior to the August 31 deadline. The application is in the review process and we have not heard anything yet. We set a fundraising goal of \$5,000 for this year. Melissa said we will want to develop a marketing plan prior to the event. Diana asked if this should be a subcommittee working on the marketing plan and getting the profile set up. Melissa asked who might have interest in this topic. Don, Ruth, and John were interested in the subcommittee and Melissa will set up a meeting to start this discussion and plan development.

LLYLI Presentation

Jessica, Natalie and Melissa presented a PowerPoint presentation to the board. Melissa will add the PowerPoint presentation to Dropbox. The file is linked here:

<https://www.dropbox.com/home/Colorado%20WaterWise%20MASTER/Board%20Business?preview=LLYLI+Presentation+to+CWW+Board+Sept.+2020.pptx>

Board and Committee Size

- Committee limit update
 - Diana mentioned that the committee chairs have until December to make this discussion. Diana asked if any committee chairs have a final decision on this topic.
 - Alyssa and Laura talked about the LLYLI committee which currently has 9 board members + Natalie and Jessica so a total of 11 people. Alyssa proposes 10 people as the limit for the LLYLI committee.
 - Diana discussed that the website committee is comfortable with a 5 person max.
 - Committee limits will be finalized during the December board meeting.
- Board limit update
 - Last meeting we determined that we want a balance for our board structure between having appropriate representatives and enough bandwidth to be a working board without being inefficient.
 - Diana mentioned that the management team proposal was a limit of 15 people on the board. Diana added that it is important to note that this will be a gradual transition and not something that will require us to remove current board members.
 - Lindsay asked two colleagues about board sizes. One felt 10-15 was a good number, another sits on a 10 person board that wants to add 3 to 5 more. Diana mentioned the average provided is about 10-15 based on that feedback.
 - Lyndsey would support not changing the bylaws but instead defining the type of seats we want to have on the board.
 - Don added that the number limit is good and that rough proportions of representation helps clarify the story we are telling prospective members or board members. Don would also like to think about a feeder system into the board of people who are getting lined up to join the board.
 - Alyssa asked if we have any commitments to committee members in addition to the board member commitments, such as attendance, etc. Diana mentioned there is a requirement that each board member join one committee, but the bylaws do not talk about attendance participation as a requirement. We can discuss that, but it would likely fall to the committee chair to establish that commitment and follow up with members.
 - Amy asked what we will be voting on next month. Diana said it will be either to change the bylaws to 15 board members or leave them as is at 18 board members. Diana added that there will be a separate discussion about if we should add the quota/seat representation. Amy wants to have a deeper discussion about how this works logistically with leaving open seats and recruitment.

Round Robin

- Alyssa talked briefly about SWEAP and what endorsement would look like. The Statewide Water Education Action Plan is a program from Water Education Colorado and working with CWCB to create an awareness, knowledge, behavior change, system change campaign with public educators and others. By endorsing SWEAP, we value what SWEAP's mission and value is and we think it's an important program. Our logo would be included on the SWEAP website as a supporting organization. We also talked with WEco yesterday about how we can quantify the effectiveness and success of the toolkit and if we would be interested in working together on that effort. They will also be coordinating the Water 2022 celebration and talked about how we can use LLYLI with the 2022 celebration. Alyssa mentioned the LLYLI committee has voted and supports endorsing SWEAP. The board voted on endorsement and there was no opposition. Melissa will send the logo files for both CWW and LLYLI to WEco for inclusion.

Wrap Up and Adjourn

Diana adjourned the meeting at 11:55 a.m.

Submitted by:
Melissa Brasfield