

## Colorado WaterWise Board Meeting

Thursday, October 8, 2020

Conference Call

10 a.m. to noon

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
	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
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:

Natalie Miller – Evoque Communications

### **Call to Order**

Lyndsey called the meeting to order at 10:09 AM

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

- Approval of September Board Minutes. Amy motions, Ruth seconds. September minutes are approved.
- Board Vote: Board member limit
  - Diana discussed the vote would change the bylaws to limit the number of board members to 15.
  - Voting to change the bylaws to limit the board members to 15.
    - In favor – 12
    - Opposed – 3
    - Motion passes.
- Committee Update: Membership
  - The committee has been working with the website committee to make sure that changes to the membership key messages are being updated throughout the website. We are also working on adding more donation options on the website.
  - During an upcoming board meeting, the committee will share a presentation about messaging strategy to help board members feel more informed on the updated messaging.

- The committee is also working on a prospective membership drive to people who click on the newsletter email notification but are not currently members and do not have access to that member benefit.
- In general, the number of memberships has increase due to the COVID-19 renewal program but also includes a few new paid memberships.

## Budget Session

- 3<sup>rd</sup> Quarter Finance Update through September 30.
  - We are very healthy for an organization of our size based on the cash and investments balance.
  - Management & General
    - Income is tracking slightly less than budget to date. However, this includes \$7,500 of grant funding which has been put on hold for this year. If that is removed, we would be about \$3,000 over budget to date, which is great.
    - Expenses are significantly less than budget to date. However, this includes \$15,000 of grant funding budgeted which is on hold for this year. If that is removed, we are about \$1,600 below budget to date.
    - Operating income is positive.
    - Amy mentioned that if they want to remove the grant funding item that we will not use in 2020 and likely will not apply for it until 2022 when CWCB funds are replenished.
  - LLYLI
    - Income year to date, we are about \$2,500 below our budget.
    - Expenses to date, we are tracking very closely with what has been budgeted. This includes the extra \$4,000 for the trademark.
  - Symposium
    - Income to date includes sponsorship only because registrations are not yet open when this reporting was completed. We are unlikely to meet the income goal of \$25,000 from this year's event.
    - Expenses are less due to online event this year.
      - Venue costs are zero.
      - We have not spent any marketing dollars yet this year. Don asked about why we haven't spent the advertising money. Melissa explained that the advertising money is typically spent on graphic design work for the printed programs. With the online event we will not need those materials so are able to save that money.
- Draft Development
  - Management & General
    - The grant funding will go away in 2021.
    - Membership impacts – Diana says that we will likely keep the budget the same for 2021.
  - Tyler added that having a goal and stretch goal would be beneficial in planning.
  - Don added that a discussion on membership will have to be had to discuss potential impacts of continuing virtual interactions and we might need to understand how that will impact paid membership.
  - Amy said it might be beneficial to have a discussion about everyone's organizational standing with membership spending. This might indicate a softening in the ability for some to afford membership.
  - **Brad will send out the budget form to committee chairs for comments and edits.** A discussion will be had at next month's meetings.

## LLYLI Update

- LLYLI video is in process with the production company. Alyssa and Tyler completed their interviews recently.
- Working on WEco and SWEAP program discussion and what LLYLI materials would be useful for a partnership. This will likely result in SWEAP recommending LLYLI and having organizations join LLYLI directly.
- The LLYLI committee met to discuss the three options that were received for website updates. The committee has decided to go with the middle option which includes updating the theme and plug ins and reorganizing the structure of the website. We would also be adding a membership area and have a central resource for materials. The total is \$6,249 for that option. The committee is asking for half (\$3,125) of that now to start the project. The remaining balance will be budgeted and spent in 2021 when the project is complete.

- Diana asked about the budget in 2021 and how we plan to meet that with new partnerships. Melissa mentioned that while WEco partnership isn't guaranteed, we anticipate increase awareness and sign ups from that partnership.
- Amy asked for more details about the website in adequacies. Alyssa discussed the issues with the website and inability to update content on the website.
- Diana asked about the maintenance options. Alyssa added that part of the quote includes a maintenance package that we can budget for in 2021 to maintain the site.
- Board votes to provide LLYLI the funding for the website updates. Approve: 13. Funding is approved.

### **Symposium Update**

- The first session is Tuesday and alternates each Tuesday and Thursday for three weeks.
- Registration:
  - 77 total as of this morning
    - 59 CWW members & speakers
    - 18 non-CWW members = \$450
  - If you haven't registered, please do so soon!
- Sponsorship is at \$9,250 which is less than last year but still great for this year given the lower expenses.
- Happy hour is scheduled Tuesday 10/27 with Halloween costume contest. This is one of the sponsor benefits at this year's event along with allowing industrial sponsors to address attendees.
- **Melissa will send out social media posts for board members to share.**

### **CWW Survey**

Diana said that we received 99 responses out of 1,500 surveys sent. Amy, Diana and Charlotte are working on the analysis of the survey data and 1051 database. They will be presenting preliminary results at the symposium session on 10/27. Some highlights of the data is the 29% of respondents do not have any staff members dedicated to conservation, over 68% of respondents do not have a dedicated budget for conservation and nearly 28% of respondents have a water efficiency plan.

### **CO Gives Day**

Melissa, John, Don and Ruth met recently to meet about Colorado Gives Day planning. They reviewed materials provided to non-profits for fundraising tips and ideas. We are developing messaging points about the organization. We will create social media posts leading up to the event. We can share those graphics and if you or your organization would like to share, you are welcome to. We will also send emails to all our CWW contacts as well as more tailored emails that board members can send to their network. Melissa noted that there will be some asks of board members to share information within their network to make this a successful event. Our goal for this year is \$5,000. For future years we can also consider giving each board member a goal. The last portion of the outreach plan is to create a video with board members talking about CWW and the benefits. The sub-committee will create a script and be asking board members to help participate with video recordings. Colorado gives day is December 8th but we should start promotion in early November to help gain traction. The sub-committee will track success and generate some lessons learned for future years. The sub-committee will present those details in January following Colorado Gives Day.

Alyssa asked about if we have ever looked into AmazonSmile as another donation source. Ruth mentioned that we can also do that with King Soopers. Lindsey asked if we anticipate seeing the public donate. John said that because there are so many non-profits it is really important that we push information out to our personal network and that is where WRA has seen most of their donations from as opposed to the general public. Ruth also mentioned that we can include CWW and LLYLI donation options.

### **BOD & Officer Nominations**

- Representational Diversity
  - Discussion on the goals of who we want to bring onto the board moving forward.
  - Thomas mentioned that we should partner with other organizations to gain additional representation on the board.
  - Goal groups

- Type of organization being representative
    - Industry
    - Utility
    - Non-profit
    - Other government
  - Gender and race
  - Organization location
  - Organization size
  - Youth
- Lindsay asked if these groups would be publicly available. Diana says her initial thought was that it would go into the handbook. Lindsey also mentioned that we also might consider developing an equity definition or goal.
- Don noted that to increase participation we might invite potential board members to join a meeting prior to joining as a board member.
- A small group was developed with Amy, John and Diana to discuss details.
- Officer Nominations
  - Diana gave an overview of the management team progression. Any board member can become a member of the management team. You must be a part of the management team before you can become co-chair.
  - There are additional obligations – monthly meeting and emails. Committee participation is still the same as non-management team board members.
  - Open management team positions:
    - Secretary (1) – in addition to management meeting, collect and compile the monthly agenda, update handbook annually, ensure agenda meets annual activities calendar, create calendar events for monthly meetings and ensure locations are set.
    - Treasurer (none) – bookkeeping and coding all the expenses and income. We do have an outside accountant that takes information and provides financial statements as well as annual tax returns.
    - Co-chair (1) – One of the co-chairs does need to be on the membership committee. Co-chairs also drive the strategic planning process.
  - Co-chairs positions: Lyndsey will be stepping down from the management team. Katie would consider co-chair position. Brad would like to stay. Tyler and Courtney were not available for this discussion.
  - Secretary – Thomas is interested in this position. Alyssa would also be willing if needed.
- Next steps:
  - November 28: Anyone running or stepping down from officer role must submit intent by this date.
  - December 11: Share who is running for officer roles and discuss
  - January: Vote on management team roles.

## **Wrap Up and Adjourn**

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

Submitted by:  
Melissa Brasfield