

Colorado WaterWise Board Meeting

Thursday, December 10, 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
	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
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 – Evoque Communications

Call to Order

Diana called the meeting to order at 10:04 AM

Board Business and Action Items

- Approval of November Board Minutes. Ruth motions, Brad seconds. November minutes are approved.

Budget Final Reading

Tyler provided an update on the final budget for 2021.

- We reallocated funds from board meeting expenses to the LLYI trademark in 2020.
- Membership has stayed steady and have note increased much in the last several years.
- Grant income was removed for 2021.
- We are sitting financially healthy. We are ending the year positive for this year's operating budget.

Other things that were noticed and will be looking into include lowering annual fees, identifying grant funding opportunities, and increasing membership funds.

Diana discussed impacts from COVID-19 and impacts to our in-person events. We are hopeful that vaccines will be largely available by summer to fall 2021 which may allow us to host in-person events in fall or winter. Alyssa added that water utility employees will be deemed essential, so many on the board will likely be in the 2nd round of vaccine rollout.

Approval of 2021 budget. Alyssa motions. Lyndsey seconds. 2021 budget is approved.

Officer Elections

- Co-Secretary: Thomas Riggle. The board voted and approved Thomas as Co-Secretary.

Committee Action Plan

- Membership
 - Diana recapped what the committee has done in 2020, including:
 - Gaining back some lapsed members and we will do more outreach to those lapsed members in 2021.
 - We started on a member retention plan which will continue into 2021.
 - We have created some new prospect email templates.
 - We did not incorporate a contractor and student members but will investigate that in 2021.
 - Hosting a membership event did not happen due to COVID-19.
 - We have developed monthly membership report and tracking documents.
 - We integrated new membership messaging onto the website.
 - Action Plan for 2021:
 - Follow up with lapsed members.
 - Initiate the director pledge form and schedule.
 - Complete a membership survey.
 - Include member spotlight into the Newsletter or website.
 - Amy asked if we have a plan to reach back out to those complimentary lapsed members. Diana said we do not yet have a plan, but we will be developing.
 - Tyler asked if we have ever looked at partnering with other organizations for internships.
 - Don asked if there are opportunities to partner with universities, like School of Mines. Thomas mentioned Metro State has a good program and Melissa said that School of Mines is a little more engineering focused and agreed that Metro State could be a good partnership.
- Newsletter
 - In 2020 we were able to add three new non-board members to the committee.
 - 2021 improvements
 - Getting the newsletter out at the first of the month.
 - Better communication between board and editor (Ruth) on article contribution by board members.
 - Increasing advertisers in each edition
- LLYLI
 - The committee was able to complete quite a bit including:
 - A new landscape fact sheet.
 - Mini communications plan
 - Completed the video instead of an annual event.
 - Started to update the website
 - Trademark is in the works.
 - Working on a new Ag piece with the SPBRT
 - Working on a potential partnership on SWEAP.
 - Action items for 2021:
 - Continuing for partnerships with SWEAP and other Basin roundtables.
 - Focusing on drought messaging and information.
 - Reviewing all materials for updates.
 - Continue social media posts
 - Diana added in coordination with the website to create a stronger connection between the two groups.
 - Tyler added that we should be continuing to share information on drought to gain momentum with new partners going into 2021.

- Diana added it would be a great time to update the BMP documents.
- Laura mentioned that Water Education Network may be developing a video library that LLYLI might be able to get looped into.
- Educational Events
 - 2020
 - Our goal was 6 events and we ended up hosting 4 events. The attendance was great on each event.
 - We learned how to put these webinars together quickly.
 - Action Items for 2021
 - Better planning and organization for future events. Hoping for an event every other month with planning the month prior.
 - We added a new member, Jessica Thrasher, for 2021.
 - Continue to incorporate board input for topics.
 - We will be planning for webinars until we can meet in-person later in the year.
 - We will continue to work on getting diverse voices.
- Annual Event
 - In 2020, we were able to host a successful online event.
 - In 2021, we are planning for an in-person event and have in the back of our minds that we may need to convert to a hybrid event or all on-line event.
 - Increase sponsors.
 - Increase ideas from board and outside individuals.
 - Laura asked how attendance was this year. Melissa said we had a little over 100 registrants and each session had between 35-55 individuals which is about the same rate as our online webinars.
- Tools
 - 2020 accomplishments:
 - Greeley irrigation app webinar was delayed but an ad-hoc webinar was done last week.
 - Hosted a landscape ordinance session at annual event.
 - Completed the pilot conservation survey.
 - Continued to promote water conservation trainings and events.
 - Action items for 2021:
 - Continue with landscape app webinar scheduling to a larger audience.
 - Advertise landscape training opportunities – Lance is leading
 - Updating BMP document – Courtney leading outdoor documents
 - Complete the state of CO conservation pilot report
 - Plan and hold a 1-day workshop focusing on CWW efficiency programs
- Website
 - 2020 accomplishments:
 - Redesigned the website we are about 96% complete.
 - Continued to post jobs and resources.
 - Added two new pages about Colorado Water and Water Conservation page.
 - We also have a drought page started that will go out soon.
 - Action items for 2021:
 - Making a stronger connection between LLYLI and CWW
 - Continue to develop drought page with information throughout 2021.
 - Coordinating more CWW social media activities.
- Annual Report
 - The 2020 Annual Report was completed.
 - Laura asked that if anyone has items to include to send them over. She also asked if anyone has access to a design platform since her Canva account is no longer a paid account. Diana, Melissa and Alyssa mentioned they have the InDesign platform.

Colorado Gives Day

- Melissa sent out a link to SurveyMonkey to gather feedback from the board on this year's effort. We received \$651 from 10 donors during CO Gives Day. **Melissa will be sending out the names of donors.**
- Laura mentioned it was a good effort for our first year. Maybe we can use the new LLYLI video and more board member videos in future years.
- We have also talked about having different places for funds to go to such as CWW funds and LLYLI funds.
- Alyssa mentioned that we may consider creating a video similar to the LLYLI video but focused to CWW that we could use for CWW promotion on our website and for CO Gives Day.

Round Robin

- Tyler has a lot going on for water conservation including hiring a new employee, finishing Water Efficiency Master Plan Update and Drought Management Plan Update, doubling rebates programs, raising water rates, and Sonoran Institute program sign up. Continuing with LLYLI parentship as well into 2021.
- Quint is working on a large USDA grants with CSU and others about how to grow more food with less water. The project includes energy as well. This work will likely include work at the SPUR campus.
- Don will be talking with board members about land use and upstream management.
- Ruth is winding down the year and finishing projects. They have hired a new water conservation manager.
- Lindsay is interested in looping in green infrastructure and making that connection with conservation. WaterNow Alliance Project Accelerator is open until the 14th. WaterSmart grant pitch opportunity for up to \$75,000 with 50% match for small scale water efficiency is opening in April.
- John is scheduling a two-hour webinar with Sonoran institute on integrating water and land use in January 11.
- Eric is scheduling virtual classes for 2021 on video that are all water related. Recently got funding for water budgets for all water meters.
- Amy talked about a program for water and land use planning that they have been working on this year. A guidebook was published in June by Sonoran Institute and pilot program planning has begun.
- Thomas is working on getting AMI rolled out with irrigation accounts. They weren't able to do residential switches, so they were able to do irrigation meters instead. They have been sending out communications to those already with AMI. They are not seeing much participation with the AMI platform. He is also helping Castle Pines Villages create a water conservation plan.
- Brad presented on a webinar with the Colorado Resiliency Office through DOLA on energy efficient upgrade to water treatment plants and funding opportunities through grants.
- Diana is working on a CII benchmarking program with multifamily and hotels. They are also going to be overhauling a waterwise garden in 2021.
- Lance implemented waterwise rules this year limited watering to 3 day per week and not during the middle of the day. They saw good response and water use reduction. They got approved for a CWCB grant for an outdoor irrigation retrofit program – to offer the CLIA class and pay for contractors to become certified to perform the work.

Wrap Up and Adjourn

Diana adjourned the meeting at 12:00 p.m.

Submitted by:
Melissa Brasfield



Iwing



Melissa Brasfield



Diana Denwood



Matthew Redmond



Don Drews



Ruth Quade



Amy Volckens



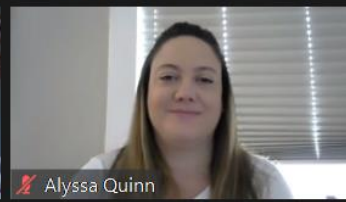
Eric Olson - Water Co...



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John Berggren



Alyssa Quinn



Lindsay Rogers



Lance



Thomas Riggle



Tyler Kesler



Lyndsey Lucia



Natalie Miller