

## Colorado WaterWise Board Meeting

Thursday, March 11, 2021

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                  |
| 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:

No guests in attendance.

### **Call to Order**

Katie called the meeting to order at 10:03 AM

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

- Approval of February Board Minutes. Ruth motions, Don seconds. February minutes are approved.

### **Action Plan Update**

- Newsletter: Ruth has everything together for the Spring edition and should have a draft tomorrow. It should be a good edition with some paid advertising. Katie asked how many paid ads we have had in the past. Ruth said there have been a few each month but most are not paid and instead are part of the membership or symposium benefits. Getting more paid ads is a goal for the committee.
- Educational Events: Brad recapped our current action plan shows six events throughout the year with a strategy to execute those each month. We have hosted one event so far with great diversity in speakers and attendance. We have increased attendance and boosting membership connection post event as well. We will begin planning for the April event soon.
- Symposium: Melissa noted the committee has not yet met but will be meeting soon. The first decision will be to determine the format for the event – in-person, virtual, hybrid.

- Tools: The committee is working on creating feedback on the recent audit program pilots. They are also working on a statewide landscaper certification program. John is helping with this effort as well. And work continues on the BMP guide to make updates to those documents. Amy added the state of conservation report is in development and a draft should be complete by April. Amy would like the board to hold time this summer for that review. Thomas talked with Kevin recently and he asked about doing a workshop with Colorado WaterWise on the water plan. Kevin is interested in doing that meeting in the next couple months. Diana added that he wants to use the board as a focus group. Tyler thinks that if the focus is on conservation then it would be great. Amy added that it would be great to meet and incorporate more water conservation into the plan. Thomas said he has a list of questions Kevin has been using in ad hoc discussions. **Thomas will share the questions and we will have a discussion at the next board meeting.** Amy added that the committee is working on a CII efficiency workshop in fall. She also wants to plant the seed for the membership committee around discussion of how we determine which items are member-only resources and which items are available to non-members.
- Website: Diana mentioned some website work will be happening with the LLYLI toolkit becoming a member benefit. A new drought page still has a little more work to go but is in the works. One of the resource pages is still under construction, too.

### **Certification Strawman Discussion**

Lindsay discussed the strawman proposal that was provided to the board. She noted 2021 will be used as a pilot run of the program. We will then review the program in early 2022 and make any necessary adjustments. We are looking for approval from the board to move forward into program design and development including naming and marketing materials. The current plan had the program launching in April with retroactive credit applied for past participation in 2021 activities. The budget shown is for the first pilot phase with the bulk of the time on the initial program set up. There is also budget for marketing materials. The trademarking and certification management software is a potential future budget items and would not be implemented until later in the program.

Amy asked if it was free to those participating. Lindsay said it would be free to CWW members. Don added that it would focus on adding value to members. Don added that if we have participation from non-members it could be an opportunity to engage on membership. Tyler voiced support for this program. Katie noted we want to allow board members time to digest the information. Amy said most of her comments are about how it would work. Diana would like time to review and provide additional notes. Lyndsey suggested dropping the strawman in Dropbox to streamline the review process. Laura asked about the design budget. Lindsay and Melissa added this was just an estimate and based off a simple logo development process. **Once we have approval to move forward, we would get a more formal proposal from a designer to add to the budget. The board will provide comments to Lindsay through a Dropbox link and will vote on approval to move forward with design of the program in April.**

### **BMP Manual Update**

Courtney developed a strawman proposal for the BMP update. The subcommittee includes Amy, Rick, Linda, Tara, Chris Wolff. They have done some preliminary research to identify funding opportunities. Diana thinks it makes sense to have board review the strawman through Dropbox. **Courtney will send a link to this file for Dropbox with a deadline for review.**

Courtney explained the funding ideas including:

- Colorado Water Plan – applications are due in December so we might consider that for future years.
- Water Supply Reserve Funds through Roundtables. Grant application would need to be completed for each of the roundtables. Each roundtables have different deadlines and slight differences in the application process.
- State-wide Water Supply Reserve Funds – this is in additional resource through CWCB in addition to the roundtable reserve funds available.
- Water Efficiency Grants through CWCB is not available right now.
- WaterSmart grants likely aren't conducive because we aren't going to be seeing measurable water savings.

**If anyone has any additional funding ideas, please let Courtney know.**

### **Membership and LLYLI Update**

Alyssa discussed the new materials including new drought social media posts, a new fact sheet and social media video. All of these materials should be available in the next couple days. Meeting with Metro Drought Coalition tomorrow with a presentation about LLYLI. We have had a few groups reach out and Melissa is working to get them on board with membership. Diana mentioned that the membership committee has gotten together to discuss the emails to be sent to current CWW members and non-CWW members. Melissa added that the updated LLYLI website should be going live Monday morning. Melissa will be sending out emails early next week to announce the LLYLI materials to CWW members and non-members. Alyssa also noted that we are in the process of updating the longer LLYLI video to remove sections that discuss the past partnership information.

Diana added the membership committee is also working on a membership retention plan. They will want board feedback which may look like a discussion at an upcoming board meeting.

Katie asked how Eagle River Watershed Council heard about LLYLI. Alyssa said it started with a conversation with Lindsay.

### **Webinar Debrief**

Brad asked who had a chance to view the webinar and a handful of board members raised their hands. It was a very successful first webinar of the year. Two committee members were speakers – Lindsay and Jessica. We had 122 people register for the 90-minute webinar. We had a survey that went out after the event that provided feedback.

Highlights of that feedback include:

- 65% had not attended a CWW webinar in the past.
- 94% thought it was the right length.
- 58% thought the content was very or extremely helpful.
- 71% likely or extremely likely to attend a future event.
- 53% heard about the event through CWW channels.

The committee has a planning meeting for next week to plan for the April webinar on drought planning. Katie asked if there was an alternative to the title for the last event. Brad said there was another one. Lindsay added that we had been trying to keep the theme across all 3 webinars early this year and there may have been a miss with that connection, but it was still a good update on the green infrastructure topic.

### **Legislative Update**

Thomas mentioned there is a lot of legislation out right now and asked if we want to focus on water or broaden it out. Most people were interested in general water focused pieces.

Summary of current legislation:

- Water storage tanks grant program to create water storage tanks for wildfire mitigation.
- Study for underground water storage and max beneficial use – this one is questionable, and some are concerned this will pull every drop of water out for use in Colorado.
- Water shares right mutual ditch Corporation – If people share a ditch are they able to share water rights in a shared ditch when one person isn't using their water rights. This one is more of a clarification of water rights.
- Pumped hydroelectric as renewable energy bill – amending the language so it doesn't encourage the building of new dams.
- Pollinator special license plate.
- Agriculture soil health program bill – goal to make farmlands hold moisture better. This one has a lot of pieces and a lot of ways that people would be able to use it. Might create innovation.
- Human remains natural reduction in soil.
- Water resource financing enterprise had been introduced for the 3<sup>rd</sup> year in a row – adds 25 cent change over 4,000 gallons/month of water use. It anticipates bringing in around \$40 million a year to finance the Colorado Water plan. It has not gained much traction over the years.

Katie asked about the water storage tanks. Thomas noted the goal is to provide fire tanks in fire prone areas, so a lot of resources aren't spent going to get water to bring to the area. He is not sure of the size of tanks that would be allowed. Ruth

asked if they are above or below ground. From what Thomas has seen they are above ground. It would take general funds and does not touch on where the water would come from.

Amy asked if the hydropower bill would be changing the current constraints. Thomas noted this would still have constraints on the generator size. **Thomas will send more information on that piece.** The bill on the surcharge made Amy remember reading about Prop DD bringing in more money and if that would impact the new bill. Ruth asked if he would provide an update on those for the summer newsletter edition. **Thomas noted legislative session would be over by then and we could do an update on where they all landed.** Amy recommended having an introduction to the legislative cycle and Thomas agreed.

### **Brainstorm: Wish List of Additional Resources**

Diana is bringing this from a management team discussion to a board discussion. She noted we are doing great work right now and many projects need additional resources. She started a wish list for additional resources, software, staff, etc. that would support existing and future programs.

Existing list:

- BMP Guidebook Update
  - Need someone with water conservation expertise.
- Case Studies
  - Need case studies needed for each Best Practice.
  - Need someone with water conservation expertise.
- State of Urban Conservation in Colorado Study Update
  - Manage regular updates (biannually)
  - Do not need someone with water expertise.
- Membership
  - Build relationships with organizations, schools, and businesses. Recruit members.
  - Perform regular check ins with members to ensure understanding and use of resources.
    - Solicit informal feedback on resources included in membership.
  - We need a schmoozer, not necessarily someone with water expertise.
  - Recruit sponsors for symposium.
- Mentorship Program
  - Program idea comes from DEI ad-hoc committee.
  - Do not need someone with water expertise.
- Certification Program
  - Will have an estimate of hours coming soon.
- Social Media
  - Create and schedule promotional and interactive campaign with giveaways.
  - Actively monitor and engage on platforms.

Thoughts from the board members

- Courtney said it would be helpful if person helping with the BMP has water expertise. That said, there could be a component to bringing stakeholders, facilitating discussions, and getting information in on what should be included. That role may not require someone with water expertise.
- Amy said we should consider a facilitated retreat with new board members.
- Don added the idea of coordinated content, statewide snowpack links, something to keep website content current and expand the content footprint.
- Alyssa added ways to engage membership interest in topics specifically through newsletters. Could include teasers of newsletter articles.
- Ruth suggested creating a marketing calendar for CWW that could help with social media and events. We could also make it downloadable for members to help increase their awareness. Include medium for posting and include graphics or logos.
- Diana added that she wants to take a step back and asked if everyone thinks we need the assistance. As has been brought up in the past, we have the funds to cover more activities, do we want to increase our staff resources?

- Katie said if we want to keep moving forward and increasing our offerings, it's vital. Thomas agreed.
- Don added that we could commission projects with clear deliverables in a temp to hire type role. We need to define the deliverables and pay for that.
- Ruth added that Melissa can go through this list and identify areas that she is interested in assisting with and we can fill in the other areas with other resources. She suggested we could also start with an intern. Laura asked who would manage the intern.
- Ruth said it might be nice to hear from Melissa. Diana mentioned she and Katie have talked with Melissa and she is open to various ideas including increasing her hours each month.
- Alyssa asked if the discussion with Melissa was also about long-term involvement. Diana added that Melissa is interested in staying onboard past this year and she's interested in additional support because it could shuffle some of her tasks around. Ruth mentioned that we might need someone there in person with the Annual Event. Thomas added that he has helped in the past and would be happy to help with that item. Alyssa also agreed to help as needed.
- Diana noted that this list will be a working document and is not something that we will be executing immediately.
- Diana asked what on this list is our highest priority items?
  - Alyssa said the membership is a huge priority and it pulls a lot of these other topics in. Ruth agrees.
  - Courtney said the Best Management Guides and Case Studies are really important.
  - Katie added the Mentorship program isn't jumping out. Diana agrees. John provided a brief overview of the idea and added that it might be something to look into once we are back to in person. Ruth also sees that program going really well with the Certification Program.
  - Quint added we could also set up a scholarship to engage with students.
  - Ruth said Social Media is a priority. Katie added it could get costly. Thomas added we could look into students to help with this. Alyssa agree and thinks we should be using additional accounts like Twitter and Instagram. John mentioned that WRA has had communications interns and we might see if they could talk with us on how they have set up their social media presence to see how we might improve ours.
  - Diana said because we are already working on the Certification Program it should be a priority. Laura and Lindsay agree.
  - Diana noted "content creation" is a little nebulous. Katie added that we may want to send items to a single person to manage and maintain. Don added that we need to have one person to wrangle it.
  - Diana added the conservation study may not be a priority it is still to be determined how frequently we will update the study, and we'd like someone to assist with this project.
- Next steps:
  - Diana and Don will organize thoughts.

### **Round Robin**

This item was removed from the agenda to allow more time for the brainstorm discussion. Lindsay did include a mention in the chat about WaterNow's Annual Summit coming up next month! <https://aternowalliance2021.pathable.co/>

### **Wrap Up and Adjourn**

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

Submitted by:  
Melissa Brasfield