

Colorado WaterWise Board Meeting

Thursday, June 10, 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
	Diana Denwood	Aurora Water	ddenwood@auroragov.org
	Don Drew	Courageous Marketing	d.drews@courageousmarketing.com
P	Eric Olson	City of Fort Collins	eolson@fcgov.com
P	Katie Helm	City of Fountain	khelm@fountaincolorado.org
	Lance Ackerman	Colorado Springs Utilities	lackerman@csu.org
P	Laura Wing	City of Thornton	laura.wing@cityofthornton.net
P	Lindsay Rogers	Western Resource Advocates	lindsay.rogers@westernresources.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
	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:

Katie – City of Golden

Richard Randall – Navitas Equity Solutions

Call to Order

Katie called the meeting to order at 10:02 AM

Board Business and Action Items

- Introductions
- Approval of May Board Minutes. Laura motions, Alyssa seconds. May minutes are approved.

BMP update

Courtney had emailed with Kevin at CWCB to better understand what the grant situation is like right now. The grant bucket that we would traditionally go after for water efficiency programs is being moved to the CO Water Plan to avoid the severance tax issue and to make the funding more reliable. For this project, Kevin is recommending we go through the CO Water Plan State Grant. There are new deadlines on July 1 and Dec 1, Courtney thinks the July deadline is too soon, but the December deadline is likely doable. At our last meeting, we discussed putting together an RFP to have a consultant help with the grant application. That is the approach Courtney is planning on. A draft RFP for review is coming in the next two to three weeks.

Colorado Gives Day

Melissa provided an update on Colorado Gives Day for 2021. She asked if the board was still wanting to pursue the fundraising event this year and if any new board members want to join the planning committee. Ruth and Don were on the committee last

year and will continue this year. Melissa pulled up the donation amount from 2020 and noted we raised around \$650. She also said that last year we did not have a separate donation pool for LLYLI which we have talked about doing so that someone can donate to that specifically. Lindsay said that last year was difficult for her to ask a lot of people in her network to donate money because 2020 was such an odd year. But this year might be different. Laura supports doing this again in 2021 and continuing to generate interest. Ruth agrees and mentions that we did not do a ton of marketing last year beyond emails and a few social media pushes. Laura also noted we could advertise at the Symposium. Melissa noted that a lot of the set up last year was the initial paperwork for approval but that does not have to be resubmitted to the same extent as the initial set up in future years. Amy added that it is sometimes difficult to ask for money when we are doing okay financially but if we were planning on doing something different/specific with that money that we normally wouldn't do then it might be easier to ask for contributions. Katie supports that suggestion. No one voices objection to continuing with Colorado Gives Day in 2021. Laura will join the committee.

Irrigation Innovation Consortium

Eric has been involved in the Irrigation Innovation Consortium (IIC) that is being created up in Fort Collins. It is a water testing site for agriculture and landscape. He has been working on this for a few years. Currently, all we have to measure water efficiency for irrigation controllers is through WaterSense. There is a WaterSense 30-day testing period to be able to label a controller as high-efficiency. The problem is that many manufacturers have found loopholes in the ways to do it, such as putting a new controller out in the winter for testing which has lower ET and other factors. Because of this, some of the controllers with the WaterSense label aren't performing as many of us would like.

The IIC is conducting 90-day tests under local standard conditions. Eric is trying to generate funding for this group to be able to increase the testing opportunities to feel more confident in the water efficiency of irrigation controllers. They are looking for a handful of towns to contribute to the study group. The group also need a governing body to approve the work being done. **If you are interested in supporting, reach out to Eric.** Laura asked about funding levels. Eric is trying to contribute \$10,000 and he is trying to get 6-7 towns to also contribute. Eric would also like to be able to use the results to update their rebates program with these tested controllers.

Website Committee Update

Melissa provided a brief update to the board on the website. The homepage has been updated with information on the LLYLI drought materials as well as the new Student level membership. The final updates to the Resources page should be finished soon as well. And the drought page will need to be updated with the recent map information.

In-person meetings

Katie brought up in-person board meetings. Earlier this year, we had set up a schedule to start in July at Greeley. Katie asked how everyone's organizations are allowing in-person meetings and if Greeley would still be able to host the meeting in July. Ruth mentioned there was discussions in the past to have the July meeting at Quint's farm property. Quint mentioned that they are doing some major work so it's probably not the best time to be there but later this year would be better. Ruth said Greeley is still able to host and the group could do a Bittersweet Park tour after the meeting if there is interest. Multiple board members expressed interest.

The meeting schedule currently is:

July – Greeley

August – Platte Canyon W&SD

Sept – Thornton

Nov – Aurora

Dec – Agriburbia

Melissa reminded the board that with the transition back to in-person meetings, **we should begin having those attending in-person RSVP on the website** so that we can provide lunches following the meeting. She also said we need to collect dietary restrictions from the board again and **will be sending around a Doodle poll to gather that information.**

Drought Coalition Survey Results

Alyssa discussed the survey results from the Drought Coalition LLYLI survey. We had about 24 survey responses. The key takeaways include:

- A 50/50 split on if their organization has used any of the LLYLI materials in the past.
- For those that have used the materials, most have used the graphics/icons, LLYLI logo, fact sheets, social media, and drought materials.
- For those that have not used the materials, most would use the drought materials, graphics/icons, social media, and fact sheets.
- Most useful materials for their organization include infographics, social media, bill insert, printed materials and website content.
- Topics most important for their organizations include drought and water conservation.

Alyssa added the Spanish materials should be ready by the end of the week. Tyler asked about any QC on the Spanish translation and if we are able to review it. **Alyssa can see if a Spanish teacher at her husband's school can look at it.** Melissa noted we should have the raw files and we should be able to change the language, if needed.

The LLYLI committee is meeting next Monday to review results and identify additional materials to be generated. There is still budget for Evoque to create additional materials.

CNLC Recommendations Document

Ruth mentioned this document was provided in the supplemental documents for the board to review. At the last Colorado Native Landscape Coalition meeting, Ruth asked what they want from CWW. Right now, they are just a coalition and will provide the document for review and sharing once final. Ruth thinks there are some really good pieces within the document. Ruth has asked if they could develop a Model Landscape Code as well. Lindsay mentioned that she is working on a landscape project on her house and found it really difficult to find plants that are native. Ruth suggested CO Native Plant Society and High Plains Environmental Center. **Ruth asked the board to review the document and provide any comments.**

Executive Session

The board closed the public session and entered the executive session.

Submitted by:
Melissa Brasfield