

## Colorado WaterWise Board Meeting

Thursday, August 12, 2021

Platte Canyon W&S - 8739 W. Coal Mine Ave., Littleton, CO  
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
	Amy Volckens	Brendle Group	avolckens@brendlegroup.com
X	Brad Brady	Yearout Energy Solutions	brad.brady@yearoutenergy.com
P	Courtney Black	Intera	CBlack@intera.com
	Diana Denwood	Aurora Water	ddenwood@auroragov.org
X	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
P	Lance Ackerman	Colorado Springs Utilities	lackerman@csu.org
X	Laura Wing	City of Thornton	laura.wing@cityofthornton.net
	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
X	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com
X	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:

John Berggren – Western Resource Advocates  
Katie Schwabb – City of Golden  
Ben Palen – guest

### **Call to Order**

Katie called the meeting to order at 10:04 AM

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

- Introductions
- Approval of July Board Minutes. Alyssa motions, Ruth seconds. July minutes are approved.

### **CSU Spur Campus**

Our guest speaker was not able to join the meeting, so this topic is on hold. Alyssa noted that CSU is working closely with several partners located near the stock show area. There will be a lot of water/hydro facilities located at this campus including Denver Water's water quality lab. This topic will probably be pushed until February when they will have more information on the hydro building.

### **LLYLI Committee**

A couple of new items are getting wrapped up including a bill insert, watering 101 and additional social media posts. Once those are final, they will get translated. All of that should be done in the next few weeks. We still have about \$4,800 in the budget. A committee meeting will be scheduled in the next couple weeks to plan how to use the rest of the budget and future

plans for 2022. Katie asked if there were other suggestions from the drought coalition meeting. Alyssa said the last meeting with the group was more about future structure of the group as a whole. The bill insert was the latest request. We will also look at the survey results to possibly identify some additional materials.

### **State of Urban Water Conservation**

Amy and Diana were not able to join the meeting, so this item had been put on hold. **Katie reminded the board to take a look at the document that was sent out for review.**

### **Symposium**

We are still planning to host this as a dual in-person and virtual event. However, we are keeping tabs on what is happening with COVID and any possible shifts that may need to take place between now and Oct. 26. **Melissa reminded board members to let her know if your organization is interested in sponsoring. Or if you have an organization that might be interested in sponsoring, let us know so we can add them to the tracking list.** We are slightly behind on our sponsorship goal but we have a bit more time. Registration is planned to open in early September. The final sessions are coming together well and it should be a really good event.

Katie asked about the keynote speaker. Melissa confirmed that we have Matt Macken secured as keynote speaker who will be touching on water conservation, climate, and drought. Katie asked about save the dates. **Melissa confirmed it was highlighted in the July monthly update email and can send out another email announcing that.** Laura asked about the sponsorship levels. Lyndsey asked where we are at with sponsors. Melissa confirmed we are at \$10,500. We are about \$6,000 short. **Melissa will create an ad for sponsorship for the newsletter. Melissa will send out sponsorship information to board.**

### **Colorado Gives Day**

Melissa provided an update on the committee meeting for Colorado Gives Day. We have a desire to provide more clarity on what the donations will be going towards. **We want to identify specific projects that will be using money on. While discussing 2021 Action Planning, committees should think about if there is anything specific we want to list for donation funds.** We are also working on some video prompts for board members and other CWW members to help promote Colorado Gives Day. More information will be coming out soon on that. Katie asked how we are promoting Colorado Gives Day. Melissa explained we have a multipronged approach with information going out in the Newsletter, monthly update emails, social media posts as well as individual board member promotion and networks.

### **BMP Manual**

Courtney has gone through the comments on the RFP and has a final version ready to go out.

Current schedule:

- Issues RFP on Aug 16
- Deadline for questions by Aug 25
- Response to questions by Aug 30
- Deadline for proposal submittals on Sept 15
- Contract award and NTP by Oct 4

Tyler wants to make sure the committee feels empowered to make these decisions on such a quick timeframe. Courtney noted the driver is the grant deadline and does feel like we are able to stick to this. Courtney would like to establish a core group of people who will review the RFPs and work closely to get this process completed. Thomas asked if we have talked with anyone letting them know this is coming in advance of Aug 16. Courtney said no but we can work on some additional initial information. **Melissa and Diana will add information to the homepage. Melissa will send out information to CWW contacts today that the RFP is coming out soon. Melissa will send out the official RFP on Monday.** Tyler asked if Melissa would have some time to reach out to alternate contacts for individuals that are out of office. **Melissa will spend no more than an hour reviewing and reaching out to other contacts.** Courtney asked who wants to be on the review committee for RFPs. Katie, Tyler, Courtney and Melissa will be on the committee. **Courtney will check with Diana on her level of interest.** Courtney asked if we want to open this review committee up beyond the board. Tyler noted he does not want to do that unless necessary due to financial decisions being made. Lyndsey agrees.

## Action Plan

### Membership

- We are on track for membership growth and continue outreach to prospective members.
- We have had a number of new members join so we should be on our way to hitting that membership goal.
- Membership retention plan is coming together.
- We have set up the student membership level.
- The monthly membership report continues to be updated and reviewed by the committee at each meeting.

### Website

- We have worked on updating the CWW and LLYLI websites to create a better link.
- Diana and Melissa continue to work on updates to the website and keeping things relevant.

### Newsletter

- We continue to grow our writer pool.
- Ads are continuing to come in for each edition.

### Tools

- Still working on an app that will serve a need to the public and other communities.

### Education Events

- We have held 3 events with the 4<sup>th</sup> coming up in a couple weeks.
- We are partnering with the Colorado Stormwater Symposium to host the next event.

### Symposium

- These goals were reviewed during the earlier Symposium update so Melissa did not go into detail.

### LLYLI

- The coordination with drought coalition group has been good.
- We continue to develop relevant new pieces for the toolkit.
- We have done a good job to increase social media presence.
- Melissa provided an update to the trademark process. We have not heard back from our follow up materials that were submitted a few months ago. Melissa did note that once we receive that trademark approval, we will need to update all out materials.

## Round Robin

Thomas asked about the G480 document which is an AWWA document on urban water conservation. Kevin Reidy was asking if CWW would be interested in receiving a presentation and providing feedback. Ruth thinks it's a good idea and could overlap with our guidebook update efforts.

## Wrap Up and Adjourn

CO Water Plan grant requires a 25% match. That match would equal about \$31,000 in match funds. This can include in kind hours worked. Though there is more weight given to applications that include more than 25% match. Courtney wants to confirm we are okay to spend that sort of money. Brad said we do have the reserves available. The board voted to continue with the Guidance Document Update for the Guidebook of Best Management for Municipal Water Conservation with a cost between \$20 to \$40k. Alyssa makes a motion, Laura seconds. The motion passes.

Meeting was adjourned at 12:00 p.m.

Submitted by: Melissa Brasfield