

Colorado WaterWise Board Meeting

Thursday, October 14, 2021

Virtual Zoom

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	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
	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
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:

Tim York – Aurora Water

Peter Mayer – WaterDM

Gretel Follingstad – Terra Planning

Call to Order

Katie called the meeting to order at 10:03 AM

Board Business and Action Items

- Introductions
- Approval of September Board Minutes. Diana motions, Ruth seconds. September minutes are approved.

Membership Committee Update

Diana discuss the committee is working to identify potential at risk members and reaching out to them prior to renewal. Our membership is pretty stable so there haven't been many at risk members we need to reach out to. Membership is also high right now. We are also identifying how to reach out to members during the symposium to build better connections. We identified about 10 people we may want to reach out to. We initially thought that we would pair board members to individuals to reach out to. But instead, we decided that for new attendees they will have a sticker on their name tag and it will be the board member's responsibility to make those individuals feel welcome.

We currently have 67 organizations and 153 individual members. This is a really good number and sustained growth. We are also working to update the automated emails that are sent out to include some new branding and messaging.

Solicit BOD Nominations

We have a current capacity on the board of 15 board members and we currently have 17 board members. Katie noted that Alyssa, Brad, Courtney, Quint and Thomas are at the end of their term. There is a vote that must occur to reelect members to the board which will occur next month. Amy believes her 3-year term is up. Katie looked at the tracking and there may have been some mix up with Amy taking over for Becky. **Katie will check the board minutes from last year to verify.** Diana is planning to step down. Diana is nominating Tim York to take over Diana's position. Amy asked about Tim taking over Diana's term and co-chair position. Diana noted that Tim would be coming on as a board member not as a co-chair. Katie mentioned that we may want to have a discussion on the process for having a person take over someone's board seat and getting them up to speed. Diana noted we do not have a formal process or training. Melissa noted we do usually go over the handbook at a high level.

Solicit Officer Positions

Brad's term is up for treasurer. And Diana's co-chair position is open. Diana noted that the management team positions must have been a board member for 1- year. And co-chairs must have been an officer in the past. She also noted that one co-chair is supposed to be on the membership committee.

Solicit CWW Staff Requirements

Melissa has been project support for going on 5 years. The board has been very productive, and we are ready to expand and we have the funds to expand what we are doing. Melissa is part-time and will be continuing. And we are looking to hire another part-time staff person. There has been brainstorming for this potential position with the management team and committee chairs. Tyler is crafting a job description based upon the discussion and priorities identified including, Administrative duties (assisting with events, emails, committee participation), BMP assistance, Case studies assistance, Membership duties (relationship building), Social Media and content creation. Melissa will be onboarding and coordinating closely with this new hire and putting together the framework for many of the projects we currently have.

Courtney noted that it will be helpful to identify the details of the scope of assistance with BMP to be able to factor that into the grant application process.

Tyler is working on the draft of the position description. Committee chairs and management team have discussed and added to the job duties. The description, once drafted, will be sent out to the board to review. Courtney asked about the timing. Tyler said that we are hoping to get the job out for review by the end of the month. Board members are not permitted to apply to this position unless they step off the board. Diana noted the contract does come up for a board vote to approve. Courtney added that we likely won't need the resource for the BMP manual until March 2022 at the earliest. Amy asked that she recalls we were thinking up to \$30k for the salary and asked if this will be term limited and what the overall hiring process would be like. Diana noted the salary discussion would be brought up in the later budget executive session. And the position would likely be an annual contract with renewals until we get a better feel for fit with the organization then may consider a longer term contract. **Tyler noted if anyone is interested in being on the hiring team to reach out to Tyler.** Courtney asked if we would be looking for someone with strong web knowledge to help with the case study library. Tyler noted we will probably want to come up with some ranking system for the position's skillsets and what priorities are. Diana noted that the website is not difficult and that person could also work with the website committee.

BMP Update

Courtney introduced the team that will be working on the BMP update. Courtney provided a high-level update, the contracting is complete and the kick off meeting has been completed a few days ago. We will be having a follow up stakeholder meeting at the end of October. The board will be getting an email to that meeting and it would be great to attend. Peter discussed the schedule for the application process. The application is due Dec. 1. The biggest thing the consultants need is to know what major changes are going to be made to the BMP Guidebook. This will be developed during the next stakeholder meeting. We also need to discuss how we want to deliver the guidebook this time around. It is currently a PDF to download and we want to produce that but also looking into digital options. The key components of the application will be ready for the board to review no later than Nov 19. Final edits will be Nov 29/30 and submission on Dec 1. The good thing is that CWCB is very likely to fund this. With a cash budget of \$17,500 we can do a \$150,000 total project. We are thinking the project will take about a year but won't likely get started until about May or June of 2022.

Tim asked if we have any idea of who is using the guidebook and not just how many people have downloaded the document? Courtney noted that we do have an idea of how the guidebook access performed when it was available to everyone versus a membership benefit. But the metrics beyond that are limited. Peter noted that this is a document for practitioners and is very focused in Colorado. Tyler noted that knowing the audience will be really important in this process.

Tyler asked about commitments from the board during the process. Peter anticipates the board members participating in the stakeholder meetings. Once we establish the scope, involvement will be important but possibly at a lesser degree. Quint noted this would probably be one of the first BMPs for municipal agriculture. This would likely have a national reach and will be picked up beyond Colorado. Peter noted that Colorado is a unique situation because it is a headwaters state and we aren't able to recycle all the water we have. Amy agreed with Tim's earlier point about needing to know how the guidebook is currently being used. Amy also noted that consultants to municipal water utilities is another user group for this document. Amy noted that the next board meeting is Nov. 18 and thinks it would be good to have the grant application drafted by Nov 17 to be able to discuss at that meeting. Amy noted we need to have a letter that we have a cash match. Brad asked about the \$17,500 cash match. Peter clarified that it is \$17,500 in cash, \$17,500 in in-kind and the rest in the CWCB grant funds. Amy added that there are minimums from CWCB and there is a benefit to contributing above the minimum. Courtney noted she will draft that letter of cash contribution. Amy asked about the previous grant from CWCB and asked if anyone has information on that from the original guidebook. Peter said he has looked for that and he does not have any records. Diana has not seen them in our archives for CWW. Tyler noted that some of the stakeholders that will be engaged in the CO State of Water Conservation survey and it might be helpful to share all that information more as an FYI. Courtney noted that she will be sending out emails to track the hours. Courtney also mentioned we may need to pull together a few letters of recommendations. Amy noted that there are two letters of recommendation that we can repurpose from the RFP and NWCCOG and Fort Collins may also be willing to write ones.

Budget Session

Brad reviewed the budget spreadsheet and the three units, Management, Symposium, LLYLI. This is the first review of the budget. Brad discussed the increase in membership budget by adding the past membership dues and the \$20k from LLYLI. The budget for the CWCB grant has also been added to the 2022 budget. Amy noted that if we get funded in 2022 we would likely be spending the money between second half 2022 and first half 2023. Brad asked if the CWCB funds will come in all at once. Tyler notes the funds are not reimbursed until the project is complete. Courtney and Amy noted that we can invoice monthly or quarterly to get reimbursed with 10% held in reserves.

Brad noted that bank charges are trending higher in 2022. Tyler is going to look into that but it's likely due to credit card fees and WildApricot fees. Board development includes Zoom charges and lunches and that line is going back to pre-COVID amounts. We may also want to include some money for language translation. The administration item is pulled out just for items not LLYLI or Symposium related and accounts for the additional staff person. Diana and Tyler noted the management team talked about this and felt it was a conservative estimate. Amy asked about how sustaining the income is to afford this position and what is CWW's net income over the years. Brad showed the net income portion of the budget document. Brad noted these are just our budgets and we have exceeded our budget in some years. Amy mentioned what programs do we have that might help sustain a new person. Tyler noted that more attention to membership, CO Gives Day would anecdotally bring in more revenue.

Amy asked if we have KPIs about how much money we want to have in the bank or operating revenue that we try to stick to. Brad said he isn't sure. Tyler added the rule of thumb for our savings is to have about a fourth of our operating budget as savings and we are above that. Lyndsey said we have always tried to keep 3-5 years of operating budget available in cash reserves and likely closer to the 3 years. Katie asked if we have that written anywhere or if it's just a business standard. Lyndsey said she doesn't think it's written anywhere but is what Amelia always referred to in the budget discussions. Quint referenced another non-profit board he sits on has an investments strategy. Brad mentioned it would be something to look at and notes we did move some of the money to the Clean Energy Credit Union because of the philosophy but doesn't make much money in interest. Tyler and Alyssa mentioned it would be good to have some discussion and determine what are our guidelines for organizational financials. Quint noted that the other organization hires a money manager that provides different options. Amy asked what the next steps are if there would be a way to have someone present to the board. Quint said he would reach out to see if he can arrange something with his contact.

Most of the rest of the budget is what we have done in the past. **Melissa will provide Brad and Tyler an estimate for hours cost for 2022.** Melissa needs to look at the Symposium page to make sure everything looks good. And Alyssa needs to look at the LLYLI page to make sure everything looks good. Alyssa noted a few suggestions to update the contract services to \$15,000 because of the additional work we are likely going to do with breweries and roundtables. We also might want to double the marketing budget to allow for additional funds to have more swag available. We are also waiting for additional website costs for the LLYLI site. **Melissa will send the website costs when she receives them.** Melissa noted that we may want to include a line item for translation and interpretation services for the Symposium. Melissa noted she is trying to identify what the per event cost is to add into the budget. **Brad will make some updates to this and send it back out to the group.** Brad asked when we finalize. Diana noted this is the first reading and we will have the second reading in November.

Legislative

Thomas notes this session will be used to keep the board updated periodically on activities happening within the state legislature and identify any actions CWW may want to take. During the 2022 session, WRA is working on the Non-functional Turf legislation and trying to identify what regulations the state is able to institute. If that work identifies issues with bringing this piece then they may hold off in 2022. Thomas will keep us updated as that is determined.

There is also an Advancing River Recreation bill that would provide more recreation opportunities while not infringing on water rights. There is also an Expanding on Environmental Justice Best Practices specifically looking at incorporating groups that are not traditionally invited to the table and making sure they are able to participate in the future and working with Water Quality Control Division to ensure there are more EJ best practices.

A Bottled Water Fee bill is being suggested by Nature Conservancy. This would require producers to pay for the disposal of their products or to charge a fee to dispose of their materials. This is hoping to expand the types of materials that are able to be recycled within Colorado. This would also put fees on junk mail. Thomas noted there is a list of items that are recycled in the state and a list of items that could be recycled within the state but are not currently. This bill would look at those lists and try to grow the ones that are not currently being recycled and try to encourage companies that can process those materials to come to Colorado. There would also be fees based on the ease of recycling, for example, Styrofoam is not recyclable so it would have a higher fee. Thomas noted he will keep the group updated and this item is something that will continue to be brought to the session each year regardless of if it will pass, they are not willing to compromise on the elements of it.

Additional items include Landscape Contractor Certification, banning PFAS, Regulations on tailing ponds, Banning water shutoffs due to outstanding bills, and Regulating water use in mobile home parks. There is also talk of people doing a ballot initiative to do a carbon tax in the state of Colorado.

Thomas reviewed the process a bit. The session begins Jan 5 and each legislator is able to bring 3 bills for consideration. He also noted we should start to see language come out for some of these in the next month.

Round Robin

Diana noted that Aurora is finally able to participate in Garden in a Box which in the past had not been in compliance with their landscape codes.

Tyler asked if the board would like to come back to the board with a proposal of procedure for how to handle reserves. The board likes that plan and **Tyler and Brad will work on that for the next board meeting.**

Wrap Up and Adjourn

Meeting was adjourned at 12:00 p.m.

Submitted by: Melissa Brasfield