

## Colorado WaterWise Board Meeting

Thursday, November 18, 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
P	Laura Wing	City of Thornton	laura.wing@cityofthornton.net
P	Lindsay Rogers	Western Resource Advocates	lindsay.rogers@westernresources.org
	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**

Diana called the meeting to order at 10:04 AM

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

- Introductions
- Approval of October Board Minutes. Alyssa motions, Thomas seconds. October minutes are approved.

### **Committee Update – Newsletter**

Ruth noted we are currently working on the winter newsletter. We are a little short on articles so if anyone has anything pre-written or can pull something together quickly in about 350 words, please send them along. We will send this edition out in early December. Ruth noted a couple of the current articles we have for this edition. Quint will provide an article to Ruth soon. Eric noted he might have something about winter watering. Ruth and Katie reminded people to think about other article contributors during meetings and discussions. Diana also reminded the board of their board commitments from earlier this year.

## **BMP Update**

Courtney notes everyone should have seen an email earlier this week with the draft grant application. We are looking for higher level big picture comments. **Comments are due before Thanksgiving.** Amy discussed the proposal and three questions and uncertainties the group is hoping to address today. The first is the website, based on stakeholder feedback we want to have some component of the updated guidebook on the website. Right now, there is \$25,000 for the technical integration of the content of the guidebook onto a web platform (could be CWW, CWCB or other website). Courtney noted we want to define if a staff person would be able to help or if we need to bring another resource in. Diana does not think our decision on how this gets implemented will wildly change the expected budget. Diana reminded people that the new staff person has scope to develop case studies. Peter clarified that the website is more than just the case studies. Melissa noted that what we have budgeted for staff hours should be sufficient to accommodate a build out on the Wild Apricot website. If we decide to take this outside Wild Apricot, we will need to bring in a website builder/consultant. She also noted that we have a relationship if needed for an external WordPress developer. Don thinks the allocated line item within the grant budget would be adequate. Melissa noted there is a Wild Apricot consultant we have reached out to in the past and we could reach out to make sure our budget is in line. **Melissa will reach out to confirm the budget item is in line with what to expect for that type of website work.** Laura asked if there were notes from the last BMP meeting and noted we talked about Wild Apricot not having enough storage space. Melissa noted she has been working to remove and clean up storage space, so this hopefully won't be an issue. She also noted that we could likely increase our storage space or free up space on the website. Laura also said she recalled a discussion about updating the design and look of this content. Amy noted we will keep that placeholder and a combination of staff and consultant time.

Amy noted that assuming we have a staff person to help with stakeholder engagement and case study assistance what level of commitment we should allocate in our proposal. Tyler said we don't know right now. Courtney noted how many stakeholder meetings we have may determine the ability to have this new staff person assist. Don asked if we would be wanting to put a percentage in the job description. Tyler would prefer not to be that detailed. Melissa noted that based on the job description and roles along with what she currently has going on, if the team thinks this need for the BMP would be close to 25% of a CWW staff person time (which would be about 1/8<sup>th</sup> of an FTE). **Amy and team will come up with an estimate of what they would like from a staff person.**

Amy noted we have two letters of support so far for the grant proposal. We think more letters of support would strengthen the application. Peter noted there is a template that might make it easier. Katie, Tyler, Thomas, and Tim expressed interest in submitting a letter of support. Peter noted we need them by Monday, Nov 29.

Peter talked about the Colorado River District grant for \$50,000 that will be used on the BMP update. This grant will be submitted to CRD on behalf of CWW by Eagle River W&SD. The group will submit the grant application and should be approved around the same time as the CWCB grant in 2022. This would show additional statewide support for the project and will help spread the word on the project. Courtney asked about how this grant fits into the CWCB grant application. Does CWCB require a letter of commitment? Peter has asked for a letter of support from Eagle River to support the project and go after the grant. CWCB does not require you have the matching money in hand when they award the CWCB grants. Courtney asked about the Colorado River District grant process and competitive process. Colorado River District has \$2.4 million to award through grants on conservation and efficiency project. Brad asked about the timing of the CRD grant and if it's a lump sum or spread out. Peter thinks it is spread out but does not require a cash match portion. Diana asked if this CRD grant is in addition to the CWCB grant or lessening the CWCB grant. Peter said this does not change our CWCB grant amount it would be in addition so if we do not receive that CRD grant, we would just complete the project with fewer funds which would be okay.

Courtney noted we need to fill in the letter of commitment with the final match amount. **Courtney will work with Katie on signature of that letter before the application deadline.**

## **Meeting Schedule for 2022**

Katie noted we are still in a position with many of our organizations working remote and not allowing meetings in person. The group discussed who is able and willing to host meetings each month. Thomas asked about what organization's policies currently are and how many people would be able to meet in person. Katie added that it's important to do a technology check

in the space to ensure the virtual attendees do not have issues during the meeting. Melissa discussed the details on lunch options with either host catering lunches or CWW providing lunches. Alyssa noted that it's important to RSVP for the correct meeting option for in-person and virtual.

Thomas, Alyssa, Laura, Eric, Brad, Quint, and Lance can host. **Alyssa will pull together a draft schedule of hosting schedule.**

### **Membership Appreciation Events**

Thomas noted we were talking about having an event to get everyone together for a social type event with food and drink for all our members. Diana noted doing something in the spring would be better for her and if we wanted to host something we should probably do it after the holidays to create some hype. Alyssa agrees the timing doesn't feel right and spring feels better. Thomas agrees with that. Brad asked if we have a budget for this. Thomas said we do not have a budget right now spelled out for this. Thomas noted it would probably be about 50 people. Ruth noted if we hosted it in April we could align it with Earth week. We could also consider doing the appreciation event in conjunction with a tour. Katie asked if the Denver metro area is right. Amy tossed out the idea of hosting it at Northern to do a tour. Katie asked about the time of day. Melissa said that if we coordinated something with a tour it could be late afternoon then lead into a happy hour. And Tuesday/Wednesday/Thursday would probably be best. **Katie will reach out to Lyndsey about hosting. Katie, Thomas, Ruth and Melissa will help coordinate this event.**

### **BOD Officer Nominations and Voting**

Co-treasurer and co-chair positions are open. Today we will note nominations and we will vote on positions in December. Amy nominated Brad for re-election as treasurer. Katie nominated Brad to become co-chair. Thomas asked about the workload of co-treasurer. Brad said it usually takes about 10 hours a month to track and log everything. Thomas expressed interest on treasurer position. Ruth would be willing to step up as secretary.

### **2022 Budget Final Review and Adoption**

Brad brought up the budget document with the full summary combined page. Right now, we will have a deficit for 2022 which will be funded by cash reserves. Part of that deficit is due to the BMP update project. The other part is the hiring of an additional staff person. The last part is from translation services. Brad noted we have not looked at increasing the income and getting additional income to better cover the increase in expenses.

Thomas brought up wanting to have a balanced book and keep the cash reserves. He noted we are going to have to look for a way to increase income to be able to continue the funding for an additional staff person. Amy noted that we may consider 2022 as a deficit year, 2023 is a break-even year and 2024 is a growth year. Brad discussed the breakdown for the grant money coming in. Katie asked if there is any concern about paying the contractor prior to getting grant money paid to CWW. Brad noted there is plenty of float to accommodate that without issue as long as we stay on top of the grant invoicing. Quint noted we may consider chatting with the money manager to help increase the income. Amy asked about the line item for interest. Brad said it is about \$160 this year. Alyssa noted we want to make sure our operating expenses are covered and if we can make sure our general operating expenses are covered from our revenue sources. If we aren't then we may want to reevaluate things.

Katie asked when the last time we updated our membership dues. Melissa noted they have not changed in the time she has been with CWW since 2017. Katie said that's something to consider bringing up for the membership committee to discuss. Melissa said it might be good to add a question on a future membership survey on the value of membership. Tyler added in the comments that it would be interesting to survey and aggregate the CWW Board Members' and membership's water conservation impact numbers at the end of the year and figure out if we would be able to attribute a certain amount to LLYLI materials. Thomas asked the rest of the board if we are comfortable taking on the expense knowing that we are going to be over budget and pulling from our reserves. Alyssa noted that we will evaluate in 2022 and adjust membership dues or staff resources as needed. Quint asked about what the deficit is as a percent of the reserves. Brad noted it's about 15%. Quint said that seems recoverable and like an okay percent. Thomas noted he is okay to vote on this budget but wants to strongly look at how to bring this into the positive. He also noted we should consider adding something to the bylaws to determine budget goals for the organization. **Thomas can look at what other organizations are doing on this and help guide our determination moving forward.** Brad notes it would be helpful to have Thomas in the conversation with the money manager as well.

Katie asked if we are comfortable voting on this today. Thomas made the motion. Amy second the motion. The board approved the 2022 budget.

Ruth found some information on when we last adjusted membership dues which was in the 2014/2015 range and was a decrease in the membership dues. Don noted we want to make sure we show the value proposition if we are increasing prices.

### **Wrap Up and Adjourn**

Meeting was adjourned at 12:00 p.m.

Submitted by: Melissa Brasfield