

## Colorado WaterWise Board Meeting

Thursday, January 13, 2022

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	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
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	Tim York	Aurora Water	tyork@auroragov.org
P	Tyler Kesler	Town of Erie	tkesler@erieco.gov
P	Melissa Brasfield	CWW Board Staff	admin@coloradowaterwise.org

### Guests:

Laura Belanger – Western Resource Advocates

### **Call to Order**

Katie called the meeting to order at 10:04 AM

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

- Introductions
- Approval of December Board Minutes. Ruth motions, Laura seconds. December minutes are approved.

### **Statewide Turf Replacement Program**

WRA is working on a bill to create a state-wide grant program to allow utilities information and funds to encourage turf replacement. It would be a separate grant program with separate funding from other CWCB grants. The grant program would likely be in the \$2-4 million range with funding from the general fund. The grant award money could be used on property owned by the applicant as well as residential and CII programs and new turf removal grant program development. This grant program would be looking to scale an organization's current grant program. Some of this money would also be available to individuals located in areas that do not have existing turf removal programs established. The intent is to be not overly prescriptive in how to fund programs and thus could be used for a variety of things within the program including design, materials, removal, landscaping, etc. WRA has developed the bill language and will be introducing it by the end of the month.

Lindsay had a couple questions for the board about thoughts and input on the idea as well as level of interest. She would also like to gather quantitative information to help support the fund value. They already have information from Resource Central

on their turf rebate program. They are also interested in knowing how many people would be interested in applying to the grant.

The group discussed a variety of questions and topics that were placed in the chat box. Laura B noted that some of the questions being asked right now would be identified in the scoring of grant applications and some concerns people are raising could result in a lower scoring grant application.

Lindsay started the discussion on how to get support for the legislation from CWW. Katie noted because her program is so new, she likely can't promote the bill initiative. Laura asked if this would include design costs for landscapers. Lindsay says their intent is that it could but because of the size of the fund it could be challenging. Katie asked if anyone is opposed to a letter of support from the board. No one expressed concerns. Katie asked about the timing for the letter of support. Lindsay will keep the group updated on the timing because it's up in the air right now. Tyler asked if we should make a motion for the support. Amy asked if the bill language can be shared before that approval vote occurs. Lindsay said we can review the bill language before the support approval. **Lindsay will send out a few questions to the board to respond to.** Ruth noted we decided in the past as a board to not pursue and sponsor a bill but that would not stop us from supporting a piece of legislation.

### **Colorado Gives Day update**

Don brought up a slide with recap information on the 2021 and 2020 results of Colorado Gives day. There was a reduction in how much time was spent by admin and so our net income in 2021 was increased. The second slide discussed some potential improvements which include continuing to participate in Colorado Gives Day but not have that be the only fundraising opportunity for Colorado Gives Day for the organization. The group also recommends creation of a fundraising committee to oversee and manage goal setting, planning and execution of a fundraising plan.

Katie noted it is good to look at this and as long as we are not in a deficit it is something to continue. Alyssa asked about how other organizations are able to raise so much more money than us. Melissa noted they have a larger staff presence and resources. Ruth added that other organizations have been doing this longer with more dedicated resources. Quint noted that the second point on Don's slide is really important and that we need to develop a structured plan of income. Lindsay added that WRA has 13 Colorado Gives Day volunteers and raised \$19,000 which exceeded the goal, but they were mostly small sized donations. There were a lot of resources for staff to share, the organization also turned it into a competition. They also gave a thank you letter and swag to donors after the event. **Don will draft a formal plan to create a fundraising committee for the next board meeting.**

### **Committee Update – Optimal sizes**

- Annual Event – 9
- Membership – 5 to 8
- Education Events – 5 to 10
- Data and Tools (Outdoor Water Efficiency Committee) – 8 to 10, currently at 13
- LLYLI – 8 to 11
- Website – 2 to 3
- Newsletter – 5 to 10
- Annual Report - 2

### **Discussion on new position**

Katie has sent around the final position description and there have been a couple questions for the board including doing the posting with a pay range or post as a RFP without a pay range. The management team wanted to post it as an RFP without a pay range then if we don't have much response, we post it with a range. Laura thinks we should post it with a range. Katie asked who would be interested in participation in the review committee. **Courtney, Melissa, Amy, Brad and Katie will be on the review group.**

### **LLYLI Update**

Alyssa discussed the new materials being created in 2022 including social media calendar and content and a new drought piece. The group also discussed the drought materials being available through 2022. Alyssa noted Water 22 is kicking off at

Water Congress later this month. They will also be doing a lot of work with breweries across the state. LLYLI did get an in-kind sponsorship for Water 22. They are also focusing energy on how water is impacted by fires and natural disasters.

### **Updating the Bylaws and Handbook**

Katie asked the board to review the Handbook and Bylaws and send changes and edits to Alyssa and Ruth by Jan 31. There will be time at the February meeting to discuss any proposed changes. Melissa noted that board members should look at the board member commitment form and to send any edits over as well. Alyssa also reminded people to log their hours each month.

### **Membership Appreciation Event**

Melissa discussed a recap of the brainstorming session last week on the appreciation event. We are thinking of hosting this in April on a Thursday or Friday at the Poudre Learning Center. We could have a tour or presentation about programs they run at the Center followed by networking and potential to weave in the membership recognition award program.

Melissa noted we did not set aside a specific budget for this event and we want to come to the board to determine how to approach that. Most members did not express issues with continue to explore hosting an event. The ad-hoc committee will gather additional information on availability of venue and potential expenses before the February board meeting so we can make a determination at that meeting on if we move forward with hosting this event.

### **BMP Update**

Courtney discussed an update on the Colorado River District west slope grant funding. Peter Mayer is thinking he will send this to the NWCCOG for grant approval. The board is supportive of this approach. They need additional letters of support from organizations as well as the letter of support from CWW to sponsor the grant application. The River District grant would provide 25% upon grant award and 50 and 75% increments during progress reports and the remaining award would be received at project completion. Katie is in support but would like to look at the contract. Amy noted that there is a list of insurance requirement that she will send over to review. Courtney will draft a letter of support for CWW for Katie to sign.

### **Round Robin – Discussion on impacts of recent fire in Boulder County**

Tyler noted that water, electric and gas services have largely been restored though Superior is still having some potable water issues. They are seeing some members of the public with concerns about open space risks and planting trees. But this gives us an opportunity to talk about conservation.

### **Wrap Up and Adjourn**

Meeting was adjourned at 12:00 p.m.

Submitted by: Melissa Brasfield