

Colorado WaterWise Board Meeting

Thursday, September 8, 2022
Fort Collins Utilities, 222 Laporte Ave
10 a.m. to noon

P: Called-in via phone
X: Attended in-person

Board:

X	Abbye Neel	Brendle Group	aneel@brendlegroup.com
X	Alyssa Quinn	Platte Canyon W&S District	alquinn@plattecanyon.org
X	Brad Brady	Yearout Energy Solutions	brad.brady@yearoutenergy.com
P	Courtney Black	Intera	CBlack@intera.com
	Don Drew	Courageous Marketing	d.drews@couragemarketing.com
X	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
X	Lindsay Rogers	Western Resource Advocates	lindsay.rogers@westernresources.org
P	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
X	Quint Redmond	Agriburbia	qredmond@agriburbia.com
X	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com
P	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 Contractor	admin@coloradowaterwise.org
P	Diellza Muriqi	CWW Board Contractor	associate@coloradowaterwise.org

Note: Quorum 60%: 10/16 board members

Guests: None

Call to Order

Brad called the meeting to order at 10:03 AM

Board Business and Action Items

- Introductions
- Approval of August Board Minutes. Alyssa motions, Ruth seconds. Thomas abstained. August minutes are approved.

Update on BMP Project

Courtney noted we are very close to getting started on the BMP Project. All the contracts are currently under legal review. Once that is complete, we will sign and be ready to go. Peter is traveling through September and is aiming to start in October with a kick-off call. Courtney will be sending an email to see if anyone else would like to participate in the BMP committee with an outline of what will be required. Currently there are about 4 people in that group. There were no questions from the board.

Action Plan and CWW Staff requirements

Katie shared her screen with the 2022 Action Plan.

- Membership
 - They did not cover this topic at their last meeting but have been working hard on these goals and most will likely continue into 2023.
 - We will need to update the existing membership tracking to note some information on LLYLI use.
 - We plan to continue and expand on retention and new membership outreach.
 - One item that will adjust is the membership event goal. If we want to host a separate membership event, we will need budget for 2023.
 - Brad asked if we have ever had a school level membership level. Thomas would like to have some discussions on that.
 - The group also discussed a contractor level membership. Melissa noted the committee has discussed this in the past but had tabled those discussions until the student membership rolled out. Tim noted we don't currently have benefits for that group. Melissa agreed and noted that would be step one of the discussion to identify what we need to provide as member benefits to those groups before we launch a new level for contractors.
- Website
 - No big changes to the goals for website in 2023.
 - The website committee as well as some members of LLYLI and the management team discussed social media management. The social media for CWW and LLYLI will likely be merging together and the "ownership" of social media will be under the website committee. However, coordination with LLYLI will still take place with content and post development.
- Newsletter
 - Goal continues to be to get more advertising in 2023.
 - There will be more events listed at the end of the Newsletter – slightly different from what was listed on the past page before.
 - We will continue to get a wider pool of articles through additional writers.
- Tools
 - Working on getting tools PDFs posted on the website.
 - BMP project is continuing.
 - The committee is taking a step back to evaluate ideas.
 - Potential for additional scope and projects after the group convenes again.
- Educational Events
 - Continue to aim for six events with a potential for more in person events versus online in 2023.
 - The committee will be looking at adding geographical diversity at in-person events.
 - We will also be building on an existing goal to increased partnership with organizations for event planning.
 - Thomas mentioned at some point we had talked about going around the state and presenting to various groups to discuss CWW to increase diversity in membership, sort of like a road show. Eric said we should look at participation in trade shows like ProGreen. There may also be an opportunity to engage with west slope organization through the BMP process and post-meeting events. Alyssa noted we may also be able to partner with WECO on tours and events. All of these ideas would be a collaboration effort between multiple committees. Katie asked if this topic should be within the Educational Events committee? Brad thinks it should probably live in membership but working with the other committees on collaboration. **Lindsay will type up some of these ideas.**
- Symposium
 - The committee will dive deeper into the 2023 goals but much of the goals for 2022 will continue.
 - The sponsorship goal increases each year and the committee will determine that.
 - We may also decide to adjust the stretch goal for a hosted happy hour to be a standing goal moving forward.
- LLYLI
 - We will continue on expanding awareness.
 - Target members not using LLYLI.
 - Create instructional video on accessing the materials and how to add logo to the materials.

- Gather testimonials on how members are using LLYLI.
- Tyler and Thomas are looking at how many CWW members are members because of LLYLI to see if we are bringing in enough money through membership.

Reminder to finalize Action Plan by the next meeting and send to Ruth and Alyssa. Brad added that if any committees see a need for additional staff time to let that be known as well to ensure we have that allocated in 2023 planning.

Finance Update

The management committee was starting to have a discussion around if we should increase membership dues to cover LLYLI costs since the toolkit is now a part of the membership benefits.

Tyler and Thomas took a snapshot of 2020, 2021, 2022 for combined revenue from membership and LLYLI each year.

- 2020 Goal was \$15,000 for LLYLI and \$30,000 for membership and achieved \$44,000.
- 2021 Goal was \$55,000 and achieved \$53k
- 2022 Goal was \$55,000 Through June \$28k. We are right on target.

We are also looking at who is using LLYLI materials. But in general, we are right on our targets even after combining so we should be okay for the time being with our current membership rates.

To give a general financial overview, at the end of July, we had \$158,000 in bank. And right now, we are at \$154,000 in the bank account. During the last 2 months we have cut a check to Northern Water for hosting their IA training class registration on the CWW website. We are currently spending more than we are bringing in which is what we were expecting for this year. Right now, we are at about a \$4,000 deficit over the last couple months. However, we aren't likely going to be in a \$20,000 deficit but more likely between \$8,000 to \$10,000 depending on how Symposium goes. Alyssa noted Jessica is projecting we will spend about \$5,500 of the remaining \$7,000 in her budget. Alyssa would like to keep some budget available in case we want to develop a fall/winter drought material before the end of the year. Tyler noted it would be good to have the membership committee look at this to discuss if there are areas to improve or grow certain areas and provide recommendations. **Melissa will add this to the membership committee agenda for October.**

Committee Update – Data and Tools

Eric already provided an update earlier in the meeting.

Round Robin

- Alyssa sent the board an email about the Water 22 Student Engagement Showcase. If you have connections with your school districts, please pass this along. It is open for K-12 students.
- Thomas has been meeting with the sustainability groups that some schools have as well as the overarching student leadership sustainability group. They are currently working on a project in City Park and Washington Park in Denver to do some Xeriscape projects within the parks.
- Quint noted Richard Randall is coming out to Agriburbia on a new project/initiative.
- Lindsay noted there was a MOU commitment between a number of municipalities for increased water conservation. This includes a measure to reduce non-functional turf by 30%. However, there is not a date associated with that goal within the MOU document. Tim noted this is a good goal to have but there will have to be some initial mapping to identify the non-functional areas. Lindsay noted that public comments on the update to the State Water Plan are due at the end of the month.

Wrap Up and Adjourn

Meeting was adjourned at 11:47 a.m.

Submitted by: Melissa Brasfield