

Colorado WaterWise Board Meeting

Thursday, March 9, 2023
The Alliance Center
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
X	Courtney Black	Intera	CBlack@intera.com
	Diane Block	Colorado Springs Utilities	dblock@csu.org
X	Dylan King	Town of Erie	dking@erieco.gov
P	Elisabeth Bowman	Resource Central	ebowman@resourcecentral.org
	Eric Olson	City of Fort Collins	eolson@fcgov.com
P	Jessica Thrasher	Colorado Stormwater Center	Jessica.Thrasher@colostate.edu
P	Katie Duke	City of Golden	KSchwaab@cityofgolden.net
P	Katie Helm	City of Fountain	khelm@fountaincolorado.org
P	Laura Wing	City of Thornton	laura.wing@cityofthornton.net
X	Lindsay Rogers	Western Resource Advocates	lindsay.rogers@westernresources.org
	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
	Thomas Riggle	Denver Public Schools	thomas_riggle@dpsk12.net
	Tim York	Aurora Water	tyork@auroragov.org
P	Victoria Arling	WaterNow Alliance	va@aternow.org
P	Melissa Brasfield	CWW Board Contractor	admin@coloradowaterwise.org
P	Diellza Muriqi	CWW Board Contractor	associate@coloradowaterwise.org

Note: Quorum 60%: 11/19 board members

Guests:

Catherine Moravec – Colorado Spring Utilities
Lance Ackerman – Colorado Spring Utilities

Call to Order

Brad called the meeting to order at 10:01 AM

Board Business and Action Items

- Introductions
- Approval of February Board Minutes. Ruth motions, Lindsay seconds. February minutes are approved.

Native Grass Manual Grant

Lance provided an update on the CWCB grant application which was approved. One of the last things we need to do is to identify a long-term maintenance plan for the website. It's become obvious that CSU extension may not be the best fit for this maintenance plan for a number of reasons. Our proposal is to have CWW partner with the working group on the long-term

management. The working group will raise additional funds, about \$7,500-\$10,000, to be able to do technical updates to the website for the next five years. CWW would put that money into the budget and manage the contract for website maintenance. There may be a sub-committee developed within CWW to oversee the content updates. There are a number of people who have already expressed interest in joining this committee from the working group.

Catherine provided an update on the manual development. In January, the group presented at the ProGreen conference on the manual. The manual is posted as a word document right now to coloradonativegrass.org and there is a sign-up list with about 50 landscapers interested in staying informed about this project. The group has shared the manual with the landscapers to get their input on the information. The manual should be finalized and in a PDF format by next Tuesday. The next step is to get the website component developed with the sub-committee and begin working on getting the content onto the website.

Laura asked if we would want to reach out to the developer who assisted with the LLYLI website. Melissa noted he will be informed of the project once the scope is developed. Brad asked who is on the group from CWW. Catherine noted Lyndsay Lucia, Katie Helm, and Melissa Brasfield. Victoria asked about the timing for the project. Melissa noted the statement of work and selecting a contractor is July to August and the website work would continue through the end of the year. Brad noted it would be great to provide periodic updates to the board on this project. Lance will send out the long-term maintenance plan to the board to review.

Fundraising – dot polling results

Melissa shared her screen with the polling results from the board dot polling at the last meeting and discussed some of the findings the Fundraising committee discussed at their last committee meeting. The results of the question on ideas to increase income was shared and ranked highest voted to lowest voted. A few of these items are being passed onto other committees such as Symposium, LLYLI and Education Events. The ongoing fundraising campaign and the Colorado Gives Day are linked together as potential ideas to look into and will be owned by the Fundraising committee. Outreach to large/individual donors is also something the Fundraising committee will own following some additional research. Brad asked if there are large donors that exist out there. Laura noted some organizations do get funding from groups like Walton Foundation. Lindsay added that she took this question to be individuals and not organizations. She also added there are fewer organizations that have philanthropic initiatives related to municipal water initiatives. Most of the interest she has seen is on specific project-based funding initiatives. Abbye added this might add another layer of bureaucracy and may have strings attached to receiving funds. Victoria added that it would likely take a dedicated resource and person to go after this fundraising work and it can take a lot of time to develop relationships. Melissa noted that because this committee is new, much of what the committee will be working on this year is charting a path and doing research to better understand opportunities. And it might be more active in 2024 once we have completed initial research and better understand our approach going forward.

Melissa reviewed the ideas for how to spend additional money. Again, some of these are being shared with other committees such as LLYLI, Education Events and Membership. Numerous individuals noted that many of these opportunities are project and grant focused and could be great things to tie to the earlier idea of how to increase income.

Pikes Peak Children's Water Festival funding request

Katie is going to push this to the April meeting for discussion.

Green & Associates accounting contract

Brad mentioned our accounting firm is raising their rates. The last engagement letter was in 2018. Green & Associates receives our monthly worksheet, and prepares monthly financial statements, they also tie out our cash accounts. At the end of the year, they do our non-profit tax return. The reason we have them is as a check & balance to review finances. The prior rate was \$50/hour. They usually bill 1.5 hours each month to prepare financials. The new rate was raised to \$75/hour which is still lower than many of their other clients. The cost for a tax return was \$500 and will increase to \$750 going forward. Lindsay asked about what this looks like from an annual increase. Brad noted it would be about \$2,000 total which is about a \$500 increase from previous years. Brad noted we could go out and get other costs, but we would probably have a bigger transition period to change accountants. Ruth makes motion. Lindsay seconds. Approving letter of engagement is approved.

Wild Apricot software discussion

Melissa noted we received a notice that there will be a price increase to Wild Apricot when we renew. She discussed what we use Wild Apricot for throughout the organization and the details of the anticipated price increase. The price increases will hit when we renew in September which will likely increase what we pay to \$4,752 each year. She noted the last price increase was in 2021. Victoria asked if there is an option to lock this pricing in for more than one year. Melissa noted there is a monthly pricing option as well as a one-year, two-year or three-year option. We have not done the multi-year payment options in the past but it could be something we discuss.

Melissa researched various other program options to understand where a price increase would compare with other options that exist in the marketplace. There are a lot of options but the two that come through the most were Member Clicks and Star Chapter. The pricing is displayed on the screen and both options have similar core features. There is also the option to “do nothing” and stick with Wild Apricot. Both of the new programs do have an implementation fee that is a one-time payment to assist with the conversion to the new platform. Melissa noted, we do not need to decide today on this, but we will need to make a decision in the coming months because there will be a transition time to factor in. Lindsay asked if we had any idea about how much of Melissa’s time would be needed to help with the transition to a new program. Melissa noted that if we were to make the transition ourselves it would be a lot of work. There would still be some time required for Melissa to pull data and make sure the implementation team is setting things up correctly, but it would be drastically lower than doing it ourselves. This is something that Melissa will ask the two platforms in follow-up discussions. Melissa has demos planned with both of these program options to explore additional details. Alyssa asked about the limitations of contacts. Melissa did not have the exact numbers in front of her, but we should not be hitting tier limits on either new program. **Melissa will see if one or two website committee members is able to join the demos.** Lindsay asked if Wild Apricot would do a custom package for us since the contact count limits is the only thing we need more of. Brad asked if we keep Wild Apricot, can we clean up our contacts. Melissa confirmed we can, and we are continuing to archive contacts to keep under the limit. She also added that when we remove a contact it only archives the contact and information, it does not fully delete the contact, but that contact is then no longer counted against our limit.

2022 Annual Report

Meissa and Laura are working on the content for the annual report. **Melissa noted the board can expect a draft early next week. If the board is able to review in a week and half** will allow us to finalize and push out before the end of the month.

LLYLI Update

Alyssa noted the committee is doing a webinar specific to LLYLI, April 5 at 1 p.m. This will explain what LLYLI is, what is in the toolkit, how to use the materials and testimonials from current users. Alyssa, Jessica O. and Melissa will present during the webinar.

Melissa and Alyssa met with Steve regarding the P-free fertilizer campaign and updating some of the information on the website. Melissa will be tracking time separately to be able to bill if needed.

Jessica O. is working on new materials for this year regarding turf replacements, including fact sheets and social media posts. The LLYLI group has hired a photographer to capture Colorado specific images that will be included in the toolkit materials. Jessica T. noted we may want to translate the webinar slides since people are able visual learners. Katie mentioned there have been discussions with other utilities that either already have conservation materials or are required to use materials through other programs like Resource Central. Jessica O. had also recommended we look into Instagram reels for engagement.

BMP Project Update

Diellza noted we had our first stakeholder meeting on Tuesday. It went well and had good participation. The next meeting is in-person so there might be some adjustments to the format. Diellza asked who is planning to attend the in-person stakeholder meeting to try to find someone to present the CWW intro slides. A couple of board members will be attending and may be able to assist with the introduction slides at the meeting. Diellza shared [a link to a document with possible conferences](#) to present the draft BMP update. **The consultant group wanted to know if anyone is interested in attending or presenting at one**

of these conferences, please add your name. Victoria noted it would be good to include the deadlines for abstract submissions. Diellza will share the link with the board.

Membership committee update

Melissa noted they had intended to discuss membership rate increase options as well as details of member retention but the membership committee had to reschedule their meeting, so we do not have additional details. The membership committee will have additional updates at a future board meeting.

ADEI Assessment

Diellza asked the group who was able to complete the assessment. She shared her screen with some additional next step discussions. She noted the Project Implicit test is not perfect, but it is a good assessment. One thing to do after taking the assessment is to reflect on your results then explore the biases that were noted from the assessment. Based on those, you can consider taking action such as reading a book, watching a video, etc. Lastly, exposing yourself to diversity can help with addressing biases.

Round Robin

- Jessica noted she is working on the document for the DEI committee creation. She is also working to organize a World Water Day at Hydro – They will have three rain barrel workshops (\$20), free food and activities for kids. They will also offer installation the following Saturday for local neighborhoods around Hydro.
- Abbye is on the team to update the DOLA codes for municipalities which include landscape codes. There are a lot of water things within those codes. She noted there may be opportunities to get other groups incorporated into the review and process and will share those with the board as the project progresses.
- Victoria was soliciting applications for Regional Project Accelerator programs. The projects were announced recently and they are excited to get started.
- Brad was successful in getting a contract with the City of Englewood for energy reduction. The City would also be interested in information on turf replacement and Brad noted they are looking for a landscape company that would have the capacity to assist with turf replacements. Abbye shared Brendle Group is working on something similar and could share some details on their approach.

Wrap Up and Adjourn

Meeting was adjourned at 11:53 p.m.

Submitted by: Melissa Brasfield