

Colorado WaterWise Board Meeting

Thursday, June 8, 2023

Virtual

10 a.m. to noon

P: Called-in via phone

X: Attended in-person

Board:

P	Abbye Neel	Brendle Group	aneel@brendlegroup.com
P	Alyssa Quinn	Platte Canyon W&S District	alquinn@plattecanon.org
P	Brad Brady	Yearout Energy Solutions	brad.brady@yearoutenergy.com
P	Courtney Black	Intera	CBlack@intera.com
P	Diane Block	Colorado Springs Utilities	dblock@csu.org
P	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 Water Center	Jessica.Thrasher@colostate.edu
	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
	Lindsay Rogers	Western Resource Advocates	lindsay.rogers@westernresources.org
P	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
	Quint Redmond	Agriburbia	qredmond@agriburbia.com
P	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com
P	Tim York	Aurora Water	tyork@auroragov.org
	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%: 11/18 board members

Guests:

Becky Anderson – WaterNow Alliance

Call to Order

Alyssa called the meeting to order at 10:08 AM

Board Business and Action Items

- Introductions
- Approval of May Board Minutes. Melissa will send the final minutes for review and approval.

Committee Update – Finance Update

Tim shared his screen with an update on financials and reviewed income and expense overview. Reviewed total assets in bank accounts. There is an overall budgeted shortfall of about \$25,000 for 2023. We are underfunded in membership by about \$26,000. Another discussion item is the consolidation of Clean Energy Credit Union into the First Bank account. Abbye asked about underfunding and why we anticipate that. Tim noted it is a combination of the BMP project and the membership. Brad asked if we have a lot of people who have not paid their membership. Tim is not aware of that. Melissa noted there are some

organizations that have lapsed and not renewed, so there could be some impact from that. She also noted this does not include a membership rate increase which we are implementing which may have a positive impact on income. Abbye asked if this is just an FYI or if there is action needed. Tim said this is just sharing information right now. He added that we may consider updating how things are categorized in the budget and broken out, especially related to LLYLI since income is no longer coming in directly associated with LLYLI. Lindsay asked if there was a stretch goal for membership this year. Katie H noted the membership committee is also going to be reaching out to additional new members. Lyndsay also noted the numbers we are looking at are on a quarterly basis and not a full year. Melissa noted we did not have a reach goal of a dollar figure. She also added the fundraising committee is working on ideas to increase income and it is not a line item on the income for fundraising. Tim asked if anyone had objections to transferring the money from Clean Energy Credit Union to First Bank. No objections were voiced by board members.

Committee Update – Website update

In the past we had discussion on switching platforms and we are sticking with the current platform, WildApricot. Melissa shared her screen with the Colorado WaterWise website with a new website page with tips and tricks geared towards the public. This content was developed by Lyndsay Lucia. Melissa reminded board members to include herself and Diellza for requests for jobs or events posting to ensure nothing is missed.

Committee Update – Symposium update

The event is confirmed for October 24 at Turnhalle on the Auraria Campus in downtown Denver. There is a Save the Date graphic to start promoting the event. Sponsorship levels have been updated for this year. A flyer will be finalized and sent around the board.

Demonstrate Strawman for new projects

Katie Helm shared her screen with the strawman proposal and walked through the document with the board. Elisabeth asked if we wanted to update this form with any DEI related. Katie H thinks that's a great idea. Katie Duke asked if there is a maximum project funding amount and if you had to have detailed price estimates included. Katie H said there is not a maximum dollar amount and there is not a need to have exact amounts but a ballpark has worked well in the past.

BMP Project update and next steps

Diellza mentioned they are planning a Stakeholder meeting virtually at the end of July with the topic of outdoor water use. The group is also working on outlining the new BP based on the feedback from the stakeholder meetings.

PRSA PR Paid Forward

Ruth noted the fundraising committee discussed possibly applying for marketing/PR assistance through a PRSA program. Melissa shared her screen with the application and categories for assistance. They wanted to see if the board was interested in applying. Katie D thinks free assistance is always great. Katie H asked if there is any reporting or contribution requirements. Ruth does not think so. Melissa confirmed there is not a match but likely would require a point of contact.

Round Robin

- Laura noted artificial turf has been approved in front yards by city council. Laura is also presenting at the CLM conference at the end of the month on landscape transformations with several others.
- Tim noted Aurora is still in Stage 1 water restrictions but that might change in the next couple weeks. They are seeing a big increase in programs and rebates.
- Katie D is still working on updates to landscape codes. They are also working to develop a turf replacement program for next year.
- Elisabeth is working with 16 of their partners who received CWCB funding for turf replacement and working through the details of that.
- Dylan noted they have hired another person to help on their sustainability team at Erie and will be dedicating about half of her time to water projects.
- Abbye and Brendle Group is supporting Clarion on updating the model land use codes for the state through DOLA. They are working on a statewide plant list.

- Diane noted they have met with the Pikes Peak Habitat to educate them on better landscape types they can install in their new homes and building projects.

Wrap Up and Adjourn

Meeting was adjourned at 11:27 a.m.

Submitted by: Melissa Brasfield