

Colorado WaterWise Board Meeting MINUTES

Thursday, November 9, 2023

Town of Erie

10 a.m. to noon



P: Called-in via phone

X: Attended in-person

Board:

	Abbye Neel	Brendle Group	aneel@brendlegroup.com
X	Alyssa Quinn	Platte Canyon W&S District	alquinn@plattecanyon.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
X	Dylan King	Town of Erie	dking@erieco.gov
X	Elisabeth Bowman	Resource Central	ebowman@resourcecentral.org
P	Eric Olson	City of Fort Collins	eolson@fcgov.com
	Jessica Thrasher	Colorado Water Center	Jessica.Thrasher@colostate.edu
X	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
P	Lindsay Rogers	Western Resource Advocates	lindsay.rogers@westernresources.org
X	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
P	Quint Redmond	Agriburbia	qredmond@agriburbia.com
X	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com
P	Tim York	Aurora Water	tyork@auroragov.org
X	Victoria Arling	WaterNow Alliance	va@waternow.org
P	Melissa Brasfield	CWW Board Contractor	admin@coloradowaterwise.org
P	Diellza Muriqi	CWW Volunteer	associate@coloradowaterwise.org
P	Sheridan Thomason	CWW Board Contractor	Sheridan@brasfieldcommunications.com

Note: Quorum 60%: 11/18 board members

Guests:

Call to Order

Alyssa called the meeting to order at 10:06 AM

Board Business and Action Items

- Introductions (No guests)
- Approval of Sept Board Minutes. Laura Wing motions, Katie Duke seconds. Sept minutes are approved.

2024 Budget – First reading (Tim and Lyndsey)

- Net Income \$62, with all actuals/programs.
- Discussion on Melissa's travel cost/attending the symposium.
 - Katie Helm- not necessary, symposium logistically went well.
 - Lindsay Rogers- prefers Melissa attend, logistically useful.
 - Tim York- compromise, leave the line item for Melissa's travel expense but not add into the budget. Then we can postpone the final decision depending on sponsorship/other expenditures.
 - Melissa noted the current language is a "not to exceed" limit and needs approval from co-chairs. Only approved travel.

- **Melissa will update contract language (add alternative line item.)**
- Discussion on Wild Apricot, close to maximum total contacts permitted at current level.
 - **Will need to pare down the contact list to keep at 2,000 contacts which the website committee is working on.**
 - Upgrade will happen in September 2024 with increased maximum contact. (Pare down now to keep the increase from happening too early.)
- Symposium line item.
 - Same as 2023 except for Melissa's admin time.
- Education events are the same as 2023 except for Melissa's admin time.
 - Translation, speaker fee, food and beverage contract fees.
- DEI includes the cost for two CWW Board trainings.
- 2024 budget in the black by \$62.
 - Request for current bank account balances.
 - Checking account - \$187,757.62
 - Credit union - \$52,952
 - Total - \$240,709.62
 - Discussion about moving accounts to the same institution.
- **Approve 2024 budget December 2023 Board Meeting.**

2024 Board meeting schedule

- **January-** Brad Brady/Yearout Energy
- **February-** Tim York/ Aurora
- **March-** Lindsay Rogers/ Western Resource/Alliance Center
- **April-** Lyndsey Lucia/ Northern Water
- **May-** Diane Block/ Colorado Springs
- **June-** Katie Duke/ Golden
- **July-** Alyssa Quinn/ Platte Canyon
- **August-** Eric Olson/ Fort Collins
- **September-** Quint Redmond/ Agriburbia
- **October-** Virtual
- **November-** Dylan King/ Town of Erie
- **December-** Laura Wing/ City of Thornton or Elisabeth also offered to host in Boulder.
 - **End of year/Holiday lunch meeting**
- Note to Board: treasurers will need to know volunteer hours to report on taxes. **Please update volunteer hours (include drive time, committee meetings, time you work, and symposium hours (8 hrs))**

Committee update – Fundraising (Laura Wing)

- Symposium: several videos of testimonials.
 - Will be used on social media and as outreach and marketing for Colorado Gives Day (December.)
 - **Request for board members to produce video testimonials conveying how important CWW is to them (photos would work as well.)**

Melissa's contract – First reading

- Questions for Melissa
 - Ruth- asked for clarification on where tasks related to the fundraising committee and the newsletter committee are listed in the scope.
 - Melissa- Fundraising is under admin section.
 - Melissa- Newsletter is under digital comms and communications section.
 - **Melissa will make changes to accommodate the new budget/categories.**
 - Alyssa- asked if Melissa and Sheridan will both attend board meetings and committee meetings.
 - Melissa- Currently doubled up only on Symposium and Educational Events committees: both committees were a lot of effort and onboarding.

- But moving into the new year, reducing to one person (Sheridan) on Symposium depending on committee discussion.
 - Alyssa- Preference to only have one Brasfield Communications employee on CWW Board and Symposium committee.
- Executive session.

Board terms/interest 2024

- Board members up for re-election in 2024: Dylan, Laura, Ruth, Katie, and Eric.
 - Dylan, Laura, Ruth, and Katie are all interested in running for re-election. (Will hold the vote in December.)
 - Eric- Stepping down from the board. Is reaching out to his Ft. Collins team for a replacement.
 - Will continue on the Tools Committee (willing to be co-chair to onboard new chair.)
 - Alyssa- prefers a new board member from Ft. Collins.
 - Alyssa- opened discussion on whether to advertise for board openings or committee members.
 - Committees need more membership.
 - Katie Helm- Open up to more directors, especially any willing to pursue management positions for CWW sustainability.
 - Alyssa requested more support in management team roles.
 - Alyssa- "What roles can you start playing on the Board as management?"
 - Co-Chairs- run the meeting, assist in any issues, lead strategy.
 - Co-Secretaries- calendars, agendas, handbook updates.
 - Co-Treasurers- financials, budget.
 - Note on roles and requirements.
 - Management positions.
 - Three-year max.
 - Board votes every year.
 - One year required for management application.
 - Alyssa- suggested holding off on advertising until the Board votes in December, also optimistic about a replacement for Eric in Ft. Collins.

Symposium debrief (Lindsay and Katie) (Of note, Symposium Committee debrief still to happen 11/16/23.)

- Statistics
 - Registrations- 143
 - Total sponsors- 40
 - 2023 Goal- \$22,000
 - 2023 sponsorship raised- \$39,750 (+\$17,750)
 - Lots of outreach, new sponsors
 - Income vs. expenses
 - Total income- \$52,720
 - Total expense- \$18,718.36 (non-including Ruth gift baskets)
 - Total revenue- \$34,001.36
 - Compared to 2022 total revenue- \$296
- Possible discussion about a partial refund from venue due to noise complaints.
- Final panel was canceled and converted to a webinar on November 29th at 10 a.m.
- Survey data post Symposium
 - Registrants (15 respondents)
 - 4.1 positive overall experience (with about 50% new attendees.)
 - Noise was the biggest complaint.
 - Most people visited with sponsors.
 - Sponsors (6 respondents)
 - 3.7 overall value of sponsorship.
 - 3.8 benefits of sponsorship.

- Loved the sponsorship passport.
- Katie Duke- discussion about the unpredictability of the Turnhalle venue, Katie suggested using another venue next year (discussing in Symposium committee meeting 11/16/23.)
- Lyndsey suggested a venue with a prep room for caterers.

BP Guidebook update (Dielza)

- Final BP brainstorming stakeholder session 12/4/23 1-3 p.m. MT.
- Invitation to the whole Board to attend.
 - The committee will present their findings and ask for suggestions on the findings.
- Email outreach will continue to be sent out leading up to the stakeholder session.

Round Robin

- Resource Central is hiring high-level managers for a new CWCB grant-funded project.
- Alyssa reminds the board the December meeting is in person, with a celebratory lunch afterward.
 - Requests for in-person attendance.
 - Details to follow.

Wrap Up and Adjourn

Meeting was adjourned at 12:03 p.m.

Submitted by: Sheridan Thomason