

## Colorado WaterWise Board Meeting MINUTES

Thursday, March 14, 2024

Virtual

10 a.m. to noon



Z: Called-in via Zoom

X: Attended in-person

### Board:

Z	Abbye Neel	Brendle Group	aneel@brendlegroup.com
Z	Alyssa Quinn	Platte Canyon W&S District	alquinn@plattecanyon.org
	Brad Brady	Yearout Energy Solutions	brad.brady@yearoutenergy.com
Z	Courtney Black	Intera	CBlack@intera.com
Z	Diane Block	Colorado Springs Utilities	dblock@csu.org
Z	Dylan King	Town of Erie	dking@erieco.gov
Z	Elisabeth Bowman	Resource Central	ebowman@resourcecentral.org
	Jessica Thrasher	Colorado Water Center	Jessica.Thrasher@colostate.edu
Z	Katie Duke	City of Golden	KSchwaab@cityofgolden.net
	Katie Helm	City of Fountain	khelm@fountaincolorado.org
Z	Kelly Gordon	Fort Collins Utilities	kgordon@fcgov.com
Z	Laura Wing	City of Thornton	laura.wing@cityofthornton.net
Z	Lindsay Rogers	Western Resource Advocates	lindsay.rogers@westernresources.org
	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
	Quint Redmond	Agriburbia	qredmond@agriburbia.com
Z	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com
Z	Tim York	Aurora Water	tyork@auroragov.org
Z	Victoria Arling	WaterNow Alliance	va@waternow.org
Z	Melissa Brasfield	CWW Board Contractor	admin@coloradowaterwise.org
	Diellza Muriqi	CWW Volunteer	associate@coloradowaterwise.org
	Sheridan Thomason	CWW Board Contractor	Sheridan@brasfieldcommunications.com

Note: Quorum 60%: 11/18 board members

### Guests:

Austin Krcmarik, Denver Water

Tim Dagg, Town of Castle Rock

Becky Anderson, Water Now Alliance

### **Call to Order (Co-Chairs)**

Alyssa called the meeting to order at 10:02 AM

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

- Introductions
- Approval of February Board Minutes. Elisabeth motions; Ruth seconds. February minutes are approved.

### **DEI Committee Update**

Elisabeth explained the committee's name is changing to the Equitable Engagement Committee due to some negative backlash related to using the DEI name. The committee also proposes doing board training at the April 11 board meeting which will take about 45 minutes. Maritza, from the EE committee, will perform the training. Ruth asked if this would take up the board meeting time or as a different session following the board meeting. Elisabeth says that is up to the board

depending on what would work best for everyone's schedule. Victoria said it would depend on how many other agenda requests are made but there is a DEI update on the calendar in April. Victoria asked if this would be best to be done in person. Elisabeth would confirm that with the committee. Lindsay suggested that everyone could block off from 12 to 12:30 p.m. Victoria said we would finalize the timing once all the agenda items are provided. **Melissa will work on updating the website and handbook with the committee's name change.**

### **Handbook Update**

This was discussed at the last board meeting and today would be the first reading on the change and the board would vote in April. The board discussed the current language and the footnote that includes the clause around weather and sickness. Elisabeth thinks adding this to the handbook expectations is making it very not inviting for new people to join the board. Victoria added that this is more likely an impact on virtual attendees who leave early than in-person attendees who might be running late. Elisabeth suggested adding language around what attendance at the meetings looks like such as arriving on time, staying for the duration of the meeting, and being present through the meeting. Tim likes that suggestion. Lindsay proposed a modified language to the existing language in the handbook that attendance will be "for the duration of the scheduled meeting". **This updated language will be sent around to the board and a vote will take place in April.** Once this vote is finalized, Melissa will update the handbook and post it to the website.

### **Website BP Update**

The Digital Communications committee met with a few members of the BP consultant team to discuss how the BP Guidebook will be incorporated into the existing website. Based on that meeting we should be able to have the functionality needed or intended within our existing platform. There are two options for sharing the BP Guidebook information, either embedded on the website or as an interactive PDF that is linked and sharing summaries of each best practice on the website. The second option is the one the group has decided to move forward with. Abbye shared her screen with a sample interactive PDF. Brendle Group submitted a proposal to Lyndsey to build this out. There is \$25k in the grant proposal for the website. Ruth asked if \$25k is likely to be enough. Abbye said their proposal is under that amount. Alyssa asked about the timeline. Abbye shared her screen with the timeline which is about 18 weeks from start to finish.

### **Symposium Committee update**

Melissa discussed the committee discussion related to the venue selection. The committee selected Oct 23 at PPA Center. The committee reviewed 5 to 6 venue options and based on several factors but largely space, parking and cost, the committee settled on the PPA Center. The venue has not yet sent a contract but that will be coming soon.

Alyssa jumped in related to the venue and some concerns that had been expressed. Alyssa noted the PPA center was where the Symposium was hosted for many years. One large benefit of the space is the layout allows for breakout sessions. She added there was a lengthy discussion last year about this venue. Ruth added information about the PPA Center, which is the Police Protective Association event center that helps families of fallen and wounded officers. The conversation last year was largely around whether we wanted to have more inclusivity and did we want to host the event at a space with a connection to the police. Ruth noted no police officers are walking around, it has easy and free parking and easy access to get to. It also can have breakout rooms. Lindsay wanted to open this up for a discussion with the board due to concerns that had been presented last year and concerns around potential conflict in the other work being done by CWW over the past few years. We don't know what the outcome would be like given the connection to the police association, but it is something that Lindsay expressed concerns about. Elisabeth noted the Equitable Engagement committee would likely echo this position. Alyssa asked who the people are who attend the event and did not think the audience would express concerns. Ruth noted that going to a more expensive venue and having to raise more tickets sales could be challenging as well. Abbye noted there could be an impact from student attendees. Tim added the space does not blatantly have a connection to the police. Victoria asked if Melissa could share the venue breakdown for the board. Melissa shared details for PPA

Center, Marriott Westminster, and Westin Westminster. Diane added that many of us are municipal workers and their coworkers are police officers. She also added that as a person of color, we are making a bigger deal of this than is needed. She doesn't know anyone who would not attend a professional event like this because of the venue. Ruth noted that perspective is helpful. Alyssa wanted to bring this to the board. The Symposium committee can consider this discussion in their final decision on the venue. Lindsay would like to have a conversation about how this decision is made each year and noted there could be a good connection for the Equitable Engagement committee to advise on this discussion. Lindsay thinks that the right approach is to include some language about why we chose the venue and that this event is welcoming and open to all and that CWW has no ties to the association venue. Alyssa agrees that if we feel this is going to be a concern we can include a message but we may be making an issue out of something that isn't really an issue. Tim has a similar thought. Katie thinks we can just say CWW is not affiliated with the association. Lindsay thinks this is something that should be included in all our event materials. Alyssa notes this should be something that we do every year regardless of the venue. Elisabeth notes it is a goal of the Equitable Engagement committee to create a statement that can be added to the website. Ruth asked if we agreed to move forward with this venue. Victoria thinks we can try it this year. Ruth agrees.

Melissa shared we have some draft save the date graphics once we have the venue confirmed. We are also having the designer create more promotional materials for us to use. We received 25 abstract submissions. We probably won't be able to fit all those ideas into the event, but it could allow us to have breakout rooms. The committee is meeting next week to discuss the submissions. We will also be starting to discuss sponsorship so be on the lookout for those opportunities.

#### **Finance Committee update**

Tim noted the timing for financial updates should probably be after the close of the quarter since that's how the budget is set up. The Clean Energy CU has not yet been moved over. We are exceeding our anticipations for membership, which is great. We are overall looking really good for the year.

#### **New CWW members update**

Denver Public Schools, Fountain Creek Watershed District, and Denver Water were all recent new members of Colorado WaterWise. Katie D noted that we are working on a reciprocal membership with ALCC. Austin is interested in joining Colorado WaterWise as a board member. **Austin will complete the Board Member Interest Form. Melissa will fix the link on the website.**

#### **LLYLI Material Update and LLYLI/Drought Communications/Resource Central Material Coordination Discussion**

Alyssa noted that the LLYLI committee is working on a really simple how-to guide on turf replacement. The committee will pull information from already existing resources. Some board members may not be aware of what LLYLI has available to make sure efforts aren't being duplicated. Melissa shared her screen and walked through the Dropbox access. A reminder of the Use Agreement is needed before your organization can start using the materials. Melissa can meet with possible or new members to walk through the materials and get them set up with access. The LLYLI committee is hosting a webinar on April 10 to give a deep dive into the Toolkit.

Elisabeth noted they have CWCB grant funds and interest from Denver Water to develop a how-to guide for turf removal. Denver Water is developing the step-by-step information and Resource Central is creating an interactive webpage of Resources that will share portions of the Denver Water and CWCB information, but will not be a step-by-step guide.. They are working closely with Denver Water to make sure there isn't inconsistent information. Alyssa noted when they met earlier that she walked away with a different understanding. Elisabeth said that was true then Denver Water approached them to collaborate on developing this piece.

Katie D noted members from the Drought Coordination Group have started updating the Drought Communication Guide. A toolkit is being discussed separately from the guide document. In 2013, municipalities had developed state-wide messaging with three main points on water efficiency and the State was interested in updating that regional messaging. Six topics for general communications include drought preparedness, metrics, declaration, climate variability, the importance of drought (why we care), connecting source water to distribution water, drought resilient landscapes, and regional drought triggers. CWW could take ownership and expand the materials that are already developed. They also want to add more information on timelines for messaging and two pathway messaging (prior and during drought). That could be a large endeavor and could be a PEPO grant. Alyssa said it would be great to have Katie D attend an upcoming LLYLI meeting to discuss additional details. Austin added that Denver Water is creating a how-to guide for customers that might look different than a west slope resource. Austin thinks CWW is well-positioned to be able to accommodate that resource for different municipalities.

### **Round Robin**

- Laura has sent out a list of potential donors and a letter that will be sent out. She wanted to see if anyone had any comments or if we needed approval before we sent this out to potential donors. No vote is needed, and no one had concerns or comments.
- Tim with Castle Rock is busy with turf conversation projects. Two large conversion projects are planned for this year. His personal goal is to have 100,000 sq ft replaced.
- Austin noted Denver Water is working on converting their properties. They are working with the City of Denver on a code ordinance that will satisfy the new SB24-005 requirement. They are trying to figure out if they can work collaboratively with all the other municipalities that are within their service area and trying to make a cohesive and aligned transition. They are also doing some community engagement with community organizations and possibly developing a mini-grant program to meet those needs.
- Elisabeth explained their Transformational Landscape Challenge is going to be launching round two this year as an in-kind matching fund grant. They have two years to accomplish this with ten properties each year. They will also be announcing their Garden in a Box Impact Analysis study in early summer.
- Katie D noted they are getting ready for their water enforcement program which goes into effect April 1.

**Next meeting is April 11 at Northern Water**

### **Wrap Up and Adjourn**

Meeting was adjourned at 12:04 p.m.

Submitted by: Melissa Brasfield