

Colorado WaterWise Organizational Handbook

Updated 03/03/2021

"Addressing the state's water challenges by improving water efficiency through diverse community connections, innovative solutions and valuable member resources."



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ORGANIZATIONAL STRUCTURE

Board of Directors

Lance Ackerman

John Berggren

Courtney Black

Brad Brady

Diana Denwood

Don Drews

Katie Helm

Tyler Kesler

Lyndsey Lucia

Eric Olson

Ruth Quade

Alyssa Quinn

Quint Redmond

Lindsay Rogers

Amy Volckens

Laura Wing

Management Team

Diana Denwood, Co-chair

Katie Helm, Co-chair

Alyssa Quinn, Co-secretary

Thomas Riggle, Co-secretary

Tyler Kesler, Co-treasurer

Brad Brady, Co-treasurer

Administrative Support

Melissa Brasfield

Committees

Annual Event

Melissa Brasfield,
Chair
Katie Helm
Lyndsey Lucia
Alyssa Quinn
Lindsay Rogers
Ruth Quade
Thomas Riggle
Chris Wolf

Data and Tools

Amy Volckens,
Chair
Courtney Black
Eric Olson
Kevin Hartley
Lance Ackerman
Rick Schultz
Linda Gould

LLYLI Toolkit

Alyssa Quinn, Chair
Amanda Thomas
Don Drews
Lyndsey Lucia
Eric Olson
Jessica Ouwerkerk
Ruth Quade
Thomas Riggle
Laura Wing
Melissa Brasfield
Tyler Kesler

Educational Events

Brad Brady, Chair
Melissa Brasfield
Quint Redmond
Lindsay Rogers
John Berggren
Jessica Thrasher

Membership

Diana Denwood,
Chair
Don Drews
Melissa Brasfield
Alyssa Quinn
Richard Randall

Newsletter

Ruth Quade, Chair
Melissa Brasfield
Diana Denwood
Zach Allen
Bridget Butterfield
Don Ireland

Website

Diana Denwood,
Chair
Lyndsey Lucia

Annual Report

Katie Helm, Chair
Laura Wing

OFFICERS

CHAIR OR CO-CHAIRS

1. General Responsibilities

The Chair or Co-chairs, hereby referred to as Chair, is responsible for ensuring that the Board of Directors and its members are aware of and fulfill their governance responsibilities; comply with applicable laws and bylaws; conduct board business effectively and efficiently; are accountable for their performance¹.

In order to fulfill these responsibilities, and subject to the organization's bylaws, the Chair presides over meetings; proposes policies and practices; sits on various committees; monitors the performance of Directors and Officers; submits various reports to the board, to funders, and to other stakeholders; proposes the creation of committees; appoints members to such committees; and performs other duties as the need arises and/or as defined in the bylaws.

2. Accountability

The Chair is accountable to the Board of Directors or Members as specified in the bylaws. The Chair may delegate specific duties to the Project Manager, Board members and/or committees as appropriate; however, the accountability for them remains with the Chair.

3. Specific Duties

a. Meetings

The Chair ensures that an agenda is planned for board meetings. This may involve periodic meetings with committee chairpersons and administrative staff to draft annual and meeting agendas and reporting schedules.

The Chair presides over meetings of the Board of Directors. In this capacity, the Chair:

- i. Chairs meetings according to accepted rules of order for the purposes of encouraging all members to participate in discussion.
- ii. Arriving at decisions in an orderly, timely, and democratic manner; and
- iii. Votes as prescribed in the bylaws.

The Chair performs the above duties for the management team.

b. Board Committees

The Chair serves as an ex-officio member of board committees specified in the bylaws. In this capacity, the Chair's role is:

- i. To serve as a voting member of the committee (if specified in the bylaws);
- ii. To negotiate reporting schedules; and

¹ This document uses the word "ensure" to convey the intent that accountability for the specified responsibilities lies with the Chair but it is not necessarily the Chair who carries out the activity. Indeed, we expect that many of these responsibilities will be delegated to board committees, staff, or others including experts retained for a specific purpose. The word "ensure" is not intended to imply any additional source of legal duties beyond those that are required by law.

- iii. To identify problems and assist the committee chairperson to resolve them, and if necessary, to bring them to the attention of the Board of Directors.

c. Board-Staff Relations

The Chair is the primary liaison between the Board and the administrative staff. In this capacity, the Chair:

- i. Participates in crafting administration staff Scope of Work and Contract;
- ii. Meets periodically with administration staff;
- iii. Ensures that periodic performance reviews of consultants are conducted; and
- iv. Participates in the hiring and evaluation of consultants.

d. Community Relations

The Chair ensures that the organization maintains positive and productive relationships with media, funders, donors, and other organizations. In this capacity, the Chair serves as primary spokesperson for the organization. Duties may include:

- i. Representing the organization to the media;
- ii. Representing the organization on governmental or nongovernmental organizations and committees; and
- iii. Timely and appropriate reporting of Board decisions and actions to members and/or funders and/or donors.

e. Signing Officer

The Chair is normally designated by the Board of Directors as one of the signing officers for certain documents. In this capacity, the Chair may be authorized or required to sign or countersign checks, correspondence, applications, reports, contracts, or other documents on behalf of the organization.

f. Board Development

The Chair ensures that structures and procedures are in place for effective recruitment, training, and evaluation of board members.

g. Fund Raising

The Chair ensures that structures and procedures are in place for securing the resources required by the organization. Depending upon the organization, this may require the Chair to play a leadership role in fundraising campaigns through personal contributions of services and donations.

h. Delegation

Based upon need, the Chair may establish or propose the establishment of committees of the Board, and may assign tasks and delegate responsibilities to board committees and/or directors.

1. General Responsibilities

Organizations are required by law and by custom to maintain certain records for several purposes, including:

- a. Accurate recollection of decisions;
- b. Determination of eligibility to vote;
- c. Continuity of policies and practices; and
- d. Accountability of directors and officers

The Secretary or Co-secretaries, hereby referred to as Secretary, is responsible for ensuring that accurate and sufficient documentation exists to meet legal requirements, and to enable authorized persons to determine when, how, and by whom the board's business was conducted. In order to fulfill these responsibilities, and subject to the organization's bylaws, the Secretary records minutes of meetings, ensures their accuracy, and availability, proposes policies and practices, submits various reports to the board, maintains membership records, fulfills any other requirements of a Director and Officer, and performs other duties as the need arises and/or as defined in the bylaws².

2. Accountability

The Secretary is accountable to the Board of Directors (if elected or appointed by them) or Members as specified in the bylaws. Through the Board of Directors, certain duties of the Secretary may be delegated to the administrative staff, Board members and/or committees as appropriate; however, the accountability for them remains with the Secretary.

3. Specific Duties

a. Minutes

The secretary is responsible for ensuring that accurate minutes of meetings are taken and approved. Requirements of minutes may vary with the jurisdiction but should include at a minimum:

- i. Date, time, location of meeting;
- ii. List of those present and absent;
- iii. List of items discussed;
- iv. List of reports presented; and
- v. Text of motions presented and description of their disposition³.

² This document uses the word "ensure" to convey the intent that accountability for the specified responsibilities lies with the Secretary but it is not necessarily the Secretary who carries out the activity. Indeed, we expect that many of these responsibilities will be delegated to board committees, staff, or others including experts retained for a specific purpose. The word "ensure" is not intended to imply any additional source of legal duties beyond those that are required by law.

³ Minutes should have enough information to help absent directors and members understand what issues were discussed and what decisions were made. Some lawyers advise that in certain circumstances, minutes should include summary of discussion, rationale for decision, names of those participating in the discussion, and the roll call, noting any declared conflicts of interest. These circumstances: are if the matter is contentious, if board members dissent, if there is any concern about exposure to liability, or if a board member has a conflict of interest.

The Secretary signs a copy of the final, approved minutes and ensures that this copy is maintained in the corporate records.

b. Custodian of records

The secretary ensures that the records of the organization are maintained as required by law and made available when required by authorized persons. These records may include founding documents, (e.g. letters patent, articles of incorporation), lists of directors, board and committee meeting minutes, financial reports, and other official records.

c. Membership Records

The Secretary ensures that official records are maintained of members of the organization and Board. The Secretary ensures that these records are available when required for reports, elections, referenda, other votes, etc.

d. Bylaws

The Secretary ensures that an up-to-date copy of the bylaws is available at all meetings.

e. Communication

The Secretary ensures that proper notification is given of directors' and members' meetings as specified in the bylaws. The Secretary manages the general correspondence of the Board of Directors except for such correspondence assigned to others.

f. Meetings

The Secretary participates in Board meetings as a voting member. The Secretary provides items for the agenda as appropriate. In the absence of the Chair, the Secretary calls the meeting to order, presiding until a temporary chairperson is elected.

g. Filing of Documents

The Secretary may be the registered agent with respect to the laws of the jurisdiction: the person upon whom legal notice to the Corporation is served and responsible for ensuring that documents necessary to maintain the Corporation are filed.

TREASURER OR CO-TREASURERS

The Treasurer or Co-treasurers, hereby referred to as Treasurer, manages Colorado WaterWise financial records and serves as a liaison with other Colorado WaterWise committees. The financial health of Colorado WaterWise is critical to its sustainability. Previous experience managing finances for non-profit organizations is ideal but not required. A general interest in finances is the only requirement.

1. General Responsibilities

- a. Attend all Board of Directors meetings;
- b. Maintain knowledge of the organization and personal commitment to its goals and objectives;
- c. Understand financial accounting for nonprofit organizations. Participates in fundraising and member recruitment for the organization;
- d. Manage the Board of Director's review of and action related to the Board's financial responsibilities;

- e. Work with the Chair to ensure that appropriate financial reports are made available to the Board on a timely basis;
- f. Present the annual and multi-year budgets to the Board of Directors for approval; and
- g. Review the annual audit and answer Board Members' questions about the audit.

2. Specific Duties

- a. Monitor investments and provide recommendations for ways to improve Colorado WaterWise's financial position.
- b. Bank account maintenance – Selecting a bank, signing checks, and investing excess funds wisely.
- c. Financial transaction oversight – Being knowledgeable about who has access to the organization's funds, and any outstanding bills or debts owed, as well as developing systems for keeping cash flow manageable.
- d. Budgets – Developing annual and multi-year budgets as well as comparing the actual revenues and expenses incurred against the budget. Uses the budget to track finances throughout the year.
- e. Financial Policies – Overseeing the development and observation of the organization's financial policies.
- f. Reports – Keeping the board regularly informed of key financial events, trends, concerns, and assessment of fiscal health in addition to completing required financial reporting forms in a timely fashion and making these forms available to the board.
- g. Tax Coordinator – helping track various tax reporting obligations; this is more of an inventory monitor as we utilize services from a Certified Public Accountant for tax filings.
- h. Finance Committee (if applicable) – Serving as Chair of the Finance Committee.

The Treasurer is largely influential in proper financial management and thus, also greatly affects the public's perception, trust, and assurance in the organization management. Therefore, organizations should seek desirable qualifications in a Treasurer such as financial literacy, attention to detail, timeliness in completing tasks, neat and accurate record keeping, and a willingness to ask questions.

3. Accountability

While financial management is the primary focus of the Treasurer, the entire Board of Directors shares accountability. As highlighted by the Minnesota Nonprofit Alliance Fund, "the treasurer shouldn't feel, or be made to feel, that they have sole responsibility for the financial health of the organization. Their role is to make sure that the information is accurate, timely and provided to the board."

BOARD MEMBERS

1. General Responsibilities

- a. Regularly attends Board of Directors meetings and related meetings;
- b. Makes serious commitment to participate actively in committee work;
- c. Volunteers for and willingly accepts assignments and completes them in a timely and thorough manner;
- d. Stays informed about committee matters, prepares themselves well for meetings, and reviews and comments on minutes and reports;
- e. Gets to know other committee members and builds a collegial working relationship that contributes to consensus;
- f. Is an active participant in the committee's annual evaluation and planning efforts; and
- g. Participates in fundraising and member recruitment for the organization.

2. Expectations

- a. Each Board member must make a minimum three (3) year commitment to serve unless he/she is replacing a Board member who has resigned "in-term." In this case, the member must commit to serve no less than the entirety of the term filled.
- b. Each Board member must serve on and actively participate in at least one committee or as an officer. Any Board member may be removed from the Board by a majority vote of the remaining members for failing to do so.
- c. Each Board member must become a Colorado WaterWise member at a 'Basic' or higher membership level within six (6) months of being elected.
- d. Each Board member must attend at least eight (8) Board meetings by phone or in person per year.
- e. Each Board member residing along the Front Range or within reasonable⁴ driving distance to the Denver metropolitan area must attend at least six (6) Board meetings per year in person.
- f. Every year, Board members are required to complete and do their best to adhere to the Board Recruitment Pledge, found on page 10.
- g. Each Board member residing on the West Slope or beyond a reasonable driving distance from the Denver metropolitan area must attend at least two (2) Board meetings in person per year.
- h. Any Board member may be removed from the Board by a majority vote of the remaining members for missing three (3) or more consecutive meetings either in person or by phone without justifiable cause⁵.

3. Conflict of Interest Policy

- a. Each Board member must read and sign the Colorado WaterWise Conflict of Interest Policy found on page 28 of this handbook.

⁴ Reasonable is considered to be 120 miles.

⁵ Justifiable is considered subjective and may include inclement weather, technical limitations, etc.



Board Member's Recruitment Pledge

Board Member _____

Colorado WaterWise does not require a personal financial commitment from its Board of Directors. Instead, as of January 2021, the Board adopted a policy requiring each member of the Board to pledge to recruit supporters of the organization.

My Personal Recruitment Commitment

As a board member for Colorado WaterWise, I personally pledge to recruit:

- __ new or lapsed individual member(s)
- __ new or lapsed organization(s)
- __ new speaker(s) to the Water Conservation Symposium
- __ new sponsor(s) of the Water Conservation Symposium
- __ new writer(s) or article(s) for an edition of *Waterwise*
- __ new Board of Directors candidate(s)
- __ new committee member(s)
- __ other supporter(s) defined as:
- _____

Each member should choose at least two items above and indicate the quantity for the pledge type. Some members will be able to pledge more than others, but no matter the size of the pledge, it is important to set an outreach example.

I further agree to participate in outreach activities as needed, including assisting in Colorado Gives Day outreach efforts. I make this commitment as a part of my fundamental duties as a member of the Colorado WaterWise Board of Directors.

Board Member Signature

Date

COMMITTEES

MEMBERSHIP COMMITTEE

The Membership Committee works to ensure that Colorado WaterWise's membership provides a basic level of financial support for the organization. The committee defines membership benefits and values, sets membership levels, maintains a membership database, supports members, ensures that renewal information goes out in a timely manner, and works with the management team to recruit new members. The committee is responsible for responding to all member inquiries, as well as maintaining the member database on the Colorado WaterWise website.

NEWSLETTER COMMITTEE

The Newsletter Committee is charged with producing the quarterly WaterWise newsletter. Each issue has a focused topic with supporting articles. It is published on the first of March, June, September, and December. The newsletter is an important communication tool. It incorporates articles written by the Colorado WaterWise membership and its network on current research, events, and happenings in the Colorado water community and beyond.

EDUCATION EVENTS COMMITTEE

The Educational Events Committee will host quarterly sessions of interest to members. Industry/Manufacturer members and Annual Event Sponsors are given priority to present their products and case studies. This series is reserved for active members only.

WEBSITE COMMITTEE

The Colorado WaterWise website communicates the organizational goals and objectives to members and visitors. The website hosts information about the organization, the Board of Directors, projects, technical resources, newsletter, and events. It also provides a platform for essential organizational functions including member and contact database management, membership registration and renewal, e-mail marketing, document storage, event registration, and online credit card payments.

The Website committee's role is to optimize the website for the display of timely information. Website committee members learn through web-based tutorials how to manage website structure and functions and train Board members, committee members, and staff on posting information.

- **Posting of Information:** Posting of content is a responsibility shared by all committees and Board members. Each committee should designate a member to post information about their projects. Management Team information should be posted by the Secretary in the Board Business Section. The Website committee is responsible for adding pages and modifying formats as necessary to accommodate new information. If interested in posting information, any Board member may request administrative access to the website and training from the Website committee.
- **E-mail Distribution:** The Secretary is responsible for e-mail distribution to mailing lists. If a committee needs to send out information to a mailing list, the information should be first approved by the Management Team and then sent to the Secretary.

- Member/Contact Database: The Membership committee is responsible for maintaining the member/contact database.
- Posting Events: Events and meetings may be posted by the Website committee or Board members with administrative access to the website. Any water conservation or water resources related event can be posted. Events and meetings can be set up so that attendees can register on the website. Attendees are automatically recorded in the contact database and the number of attendees registered for each event is tracked.

ANNUAL EVENT COMMITTEE

The Annual Event Committee is responsible for organizing and executing Colorado WaterWise's annual event. This day-long event engages and educates the community to help promote urban water conservation to professionals throughout Colorado. The Annual Event Committee will deliver a successful annual event each year through implementation of the event's project plan. The project plan includes tasks such as (including but not limited to): identify a theme, select a venue, audio and visual equipment, identify topics and speakers, develop a pricing strategy, develop registration platform, identify sponsors and sponsor benefits, marketing materials, and public relations, document financials, award program and door prizes, and other key event deliverables. The Annual Event Committee will need to designate:

- **Facility Coordinator**: secure room-reservation, arrange for necessary amenities required for the meeting. Act as a liaison between the committee and the facility managers. Determine needs for additional duties such as room set-up, cleaning and membership sign-ins/seating assignments. Organize food/refreshments. Sub-tasker assistance required.
- **Program Manager**: Develop a list of discussion topics and provide a time frame/agenda. Assign "speakers search" responsibilities. Assign handouts and notebooks preparation responsibilities. Sub-tasker assistance required.
- **Event Host**: manage the progression of activities in a timely fashion. Provide opening comments and introductions.
- **Publicist**: Get the word out, prepare event's brochure, post information on the website, contact membership, solicit involvement, track and coordinate registrations, assist in agenda development and printed materials. Sub-tasker assistance required.
- **Sponsor Agent**: Contact and secure sponsors for the event. Coordinate with the Publicist.
- **Surveys**: Develop a survey, coordinate completion, gather and communicate survey results.
- **Registration**: Monitor and reconcile registration with money collected and coordinate with treasurer. Prepare name tags, registration list for the day of, staff and monitor registration table.

COLORADO WATER: LIVE LIKE YOU LOVE IT COMMITTEE

Colorado WaterWise launched the Colorado Water – Live Like You Love It (LLYLI) campaign in 2014. This statewide campaign is designed to deliver a unified, consistent message about the value of Colorado water and the need to Conserve, Care for and Commit to becoming more informed about this critical and finite resource. By consolidating funds and resources and streamlining messaging, we can collectively make a bigger impact on educating Coloradans about the resource no one can live without. The roles of this committee are:

- Outreach and Fundraising: Establish and maintain partnerships with organizations interested in educating the public about the value of Colorado’s water. Provide resources for campaign partners.
- Development and Management: Direct campaign strategy (product development, events and communications). Oversee the campaign consultant, lovecoloradowater.org, and social media and coordinates campaign activities.

DATA AND TOOLS COMMITTEE

The Data and Tools Committee is focused on developing resources for use by utilities and end users to advance and scale water conservation efforts. This committee had historically focused on the commercial, industrial and institutional (CII) sector, but in 2016 the committee decided to expand its focus from CII to tools and technical resources. Two current examples of tools that CWW has developed are the H2ORegsCO App and AWWA M36 Water Loss Audit Training. We look for input from the CWW board and membership to inform the initiatives of the committee.

OPERATIONAL CALENDAR

COLORADO WATERWISE MEETINGS - 2021 CALENDAR

Date	Meeting	Time	Location	Agenda Theme & Reminders
January 14, 2021	BOD mtg	10:00-12:00	Conf Call	Officer Elections Action plan check in
January 28, 2021	MT mtg	10:30-11:30	Conf Call	
February 11, 2021	BOD mtg	10:00-12:00	Conf Call	
February 25, 2021	MT mtg	10:30-11:30	Conf Call	Finance update
March 11, 2021	BOD mtg	10:00-12:00	Conf Call	Strategic planning update
March 25, 2021	MT mtg	10:30-11:30	Conf Call	
April 8, 2021	BOD mtg	10:00-12:00	Conf Call	Committee update – Newsletter
April 29, 2021	MT mtg	10:30-11:30	Conf Call	
May 13, 2021	BOD mtg	10:00-12:00	Conf Call	Committee update – Education Events
May 27, 2021	MT mtg	10:30-11:30	Conf Call	
June 10, 2021	BOD mtg	10:00-12:00	Conf Call	Finance update Committee update - Website
June 24, 2021	MT mtg	10:30-11:30	Conf Call	
July 8, 2021	BOD mtg	10:00-12:00	Conf Call	Committee update - Annual Event
July 29, 2021	MT mtg	10:30-11:30	Conf Call	
August 12, 2021	BOD mtg	10:00-12:00	Conf Call	Committee update - LLYLI
August 26, 2021	MT mtg	10:30-11:30	Conf Call	
September 9, 2021	BOD mtg	10:00-12:00	Thornton	Solicit CWW staff requirements Finance update Committee update – Tools
September 30, 2021	MT mtg	10:30-11:30	Conf Call	Solicit BOD Nominations
October 14, 2021	BOD mtg	10:00-12:00	Conference Call Only	Budget Session Solicit BOD nominations Solicit CWW Staff Requirements Committee update - Membership
10/XX/2021	Symposium			
October 28, 2021	MT mtg	10:30-11:30	Conf Call	Discuss 2022 Meeting Schedule Draft CWW staff contract
November 11, 2021	BOD mtg	10:00-12:00	Aurora Municipal Center	Budget 1st Reading Solicit BOD Nominations Solicit Officer Nominations Set 2022 Meeting Schedule Committee update - Newsletter
December 1, 2021	MT mtg	10:30-11:30	Conf Call	Officer Nominations
December 9, 2021	BOD mtg	10:00-12:00	Agriburbia	Budget 2nd Reading BOD Nominee Invitation Officer Elections CWW Staff Contract Approval
December 30, 2021	MT mtg	10:30-11:30	Conf Call	

ORGANIZATIONAL PLANS

colorado waterwise strategic plan

Mission

Colorado WaterWise addresses the state’s water challenges by improving water efficiency through connecting diverse communities, creating innovative solutions, and providing valuable resources to its members.

Vision

Recognized as a collaborative leader in water efficiency, we are creating a more sustainable water future for Colorado.

The 5 C’s, Our Core Principles

1. Connecting stakeholders
2. Collaborating with industry partners
3. Creating tools
4. Contributing to water policy
5. Communicating innovations and best practices

Strategic Goals	Objectives	Related Committees
Water Conservation Leadership <i>Create valuable tools and programs, connect stakeholders</i>	<ul style="list-style-type: none"> • Increase knowledge about effective conservation programs and practices • Develop effective implementation plans for all current and future projects/programs • Strengthen relationships between CWW members 	<ul style="list-style-type: none"> • Annual Event • LLYLI • Education Events • Newsletter • Tools Committee • Website
Organizational Stewardship <i>Manage the organization, staff, and resources effectively</i>	<ul style="list-style-type: none"> • Maintain effective governance structure and decision making processes • Ensure that all activities undertaken align with CWW’s mission and goals 	<ul style="list-style-type: none"> • Management Team and Staff • Board
Membership Development <i>Retain and grow membership and ensure sustainable levels of income for CWW</i>	<ul style="list-style-type: none"> • Enhance the CWW value/experience for members • Provide clear and consistent member benefits • Develop and maintain strategic partnerships 	<ul style="list-style-type: none"> • Membership Committee • Management Team • Committee Chairs
Effective Communications <i>Ensure timely and effective communication with our members and non-members</i>	<ul style="list-style-type: none"> • Provide regular communications with members and non-members regarding our activities, programs and new developments • Communicate innovations and best practices to the Colorado conservation community 	<ul style="list-style-type: none"> • Website • Newsletter • Management Team and Staff (email, social media)



2021 Action Plan

Organizational Stewardship

The CWW Management Team and staff will complete the following:

- Maintain the “big picture” perspective of CWW in all organizational activities by following the goals and objectives outlined in the Strategic Plan
- Provide quarterly check-ins on our Action Plan goals during board meetings.
- Maintain and communicate a clear picture of our financials and track our progress through the year.
- Seek out partnerships that enhance CWW’s mission and strategic plan.
- Ensure completion of Board Member commitments.

Membership Committee

Goal	Strategies	Assignments	Deadlines
Update the spreadsheet of potential members and partners	Formalize this process with an SOP or something similar.	Lead: Melissa	Quarterly
Achieve \$40,000 in memberships	Increase outreach by Board of Directors: challenge to bring in one member per year per board member. Re-engage lapsed members.	All Directors	EOY
Complete a membership survey	Send a survey (review past survey questions and data from CO Conservation Study) to members as a mid-year check-in.	Lead: Diana	July
Create a member retention plan	Complete a formal plan for membership retention.	Lead: Don	June
Create a membership spotlight	To be included in Waterwise newsletter, similar to the Board Spotlight but more detailed.	Lead: Diana	March
Define and achieve communications to prospective members	Determine the need to formalize this process. This ties into the spreadsheet of potential members, as well.	Committee	Quarterly
Create a contractor membership level, student membership level	Survey of CWW contacts to confirm the need for this.	Lead: Melissa	EOY
TBD: Plan and host a membership event	If safe, develop an event, perhaps a happy hour after the Symposium (drink ticket is a member benefit).	Committee	Symposium in October

Follow up on free COVID-related memberships	Direct one-on-one outreach to these members. Ask what member benefits they utilized.	Lead: Melissa	March
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Website Committee

Goal	Strategies	Assignments	Deadlines
Create a better link between CWW's and LLYLI's websites	Work with LLYLI committee to add CWW elements to website.	Committees	EOY
Post jobs, events, etc. in a timely manner	Remind members to submit calendar items.	Committee	Regularly
Website appearance changes	Complete remaining changes to "Learn About Water Conservation" page	Lead: Melissa	Q1
Finalize seasonal / drought pages	Polish ideas for pages. Add more resources to pages.	Lead: Diana	Q1
Schedule Facebook posts	Borrow ideas from LLYLI social media calendar. Post twice weekly. Use a scheduler tool.	Committee	Q2

Newsletter Committee

Goal	Strategies	Assignments	Deadlines
Expand pool of writers/geographically and in diversity	Reach out to various organizations for writers. Mountain, western slope and southern CO etc.	BOD and NL committee	EOY
Require each BOD member submit at least one article (themselves or find one) each year.	Create a calendar for BOD so they know when they are due.	Committee	Quarterly with each issue
Solicit more industry articles from members and prospects	Do warm contact emails or calls to our industry partners. Possibly offer a 1/4 page add with submission or offer article with one paid ad.	Committee	Quarterly with each issue
Publish newsletters quarterly	Stick to a well-defined calendar and deadlines.	Committee	Quarterly with each issue
Create calendar requests	Create a reoccurring editorial committee meeting and deadlines.	Editor	January

Data and Tools Committee

Goal	Strategies	Assignments	Deadlines
Promote outdoor water efficiency	Conduct a pilot project to roll out Greeley's irrigation app to other service areas and evaluate longer-term potential for CWW to	Lead: Kevin	Q2 2021 (define) Q2-Q3 2021 (execute)

	assume ownership as a member benefit. Evaluate CWW's role vs. participating utilities, funding, app development and maintenance, marketing and promotion, etc.	Support: Lance, Eric, TBD Thornton rep	Q4 2021 (analyze and make recommendation to CWW board)
Promote outdoor water efficiency	Select and plan the next educational event on landscaper certification and training programs (webinar, annual symposium, technical training, etc.).	Lead: Lance Support: Eric	EOY
Promote outdoor water efficiency	Advertise landscaper training opportunities on CWW website as they arise where appropriate.	Lead: Kevin, Lance, Eric Support: Melissa/Diana	Ongoing
Promote outdoor water efficiency	Draft a framework and recommendations for a statewide landscape and irrigation certifications standard.	Lead: Lance Support: Rick, Eric, Kevin, John	EOY
Improve technical resources	Update CWW's Best Management Practices Guide	Lead: Courtney Support: Lance, Eric	EOY
Improve technical resources	Complete the State of CO Conservation Programs pilot report	Leads: Amy and Diana Support: Charlotte, Courtney, Thomas, Tyler	EOY
Promote CII efficiency	Explore, and if feasible plan, a 1-day workshop focusing on CII efficiency programs	Lead: Amy Support: Diana, Lyndsey	EOY

Educational Events Committee

Goal	Strategies	Assignment	Deadline
Hold at least six events	Develop a schedule for planning and holding educational events in 2021	Brad	Q1
Push for broader equity and diversity in speakers and topics	<ol style="list-style-type: none"> Increase participation of minorities and women speakers Reach out to groups advocating water equity and ask what topics might be relevant 	Committee	EOY
Hold events that are timely and relevant	Address current Issues facing the greater Colorado water community	Committee	EOY
Hold events that have broad appeal for greater attendance	<ol style="list-style-type: none"> Develop targeted themes that extend our reach 	Committee	EOY

	<ol style="list-style-type: none"> 2. Use as a mechanism for membership recruitment 3. Deliver co-branded webinars with other professional water associations 		
Provide an incentive to attendees	Look into providing CEUs, prizes, CWW certification program	Lead: Lindsay	Q2
Hold events that represent at least one industry partner and one member		Committee	EOY
Be flexible with event formats		Committee	EOY

Annual Event Committee

Goal	Strategy	Responsible Party	Deadline
Plan and execute a successful annual event	Meet early and regularly as a committee to identify details of event. Begin promotion of event as early as possible.	Committee	Prior to Symposium
Increase sponsorship by 10% over 2019 numbers	Engage with past sponsors. Identify sponsors from past events that have not sponsored recently. Identify organizations or companies that align with the topics/sessions of the Symposium	Committee	Prior to Symposium
Attract new attendees	Utilize partnerships, e.g., RMSAWWA, to reach a wider audience	Committee	Prior to Symposium
Increase the overall profits from event by 10% from 2019 numbers	Reduce costs where possible. Increase sponsorship and registration numbers	Committee	Prior to Symposium
Increase happy hour participation by 20% from 2020 numbers	Plan a happy hour that is convenient (both time and location) for attendees. Identify incentive to attend (drink tickets, etc.) Promote the happy hour prior to the event to allow attendees to plan ahead.	Committee	Prior to Symposium
Place announcements starting in January on the calendar, in the first 3 newsletters, and have a tagline in Monthly Update for all-year advertising of call for speakers, sponsors, and registration.	Work with Newsletter committee to ensure ad placements are on time and included in prior newsletter editions.	Melissa and Newsletter Committee	Prior to Symposium
Stretch goal: Plan for hybrid (online and in-person) event	<ol style="list-style-type: none"> 1. Identify online platform for hosting online event. 	Committee	Prior to Symposium

	2. Identify technology needs to ensure in-person session are streamed online. Identify pricing different between the two options		
Stretch goal: Host a training the day before the Symposium	Identify a training that would align with the session topics to increase participation.	Committee	Prior to Symposium

Live Like You Love It Committee

Goal	Strategies	Assignment	Deadlines
Focus on partnership cultivation	<ol style="list-style-type: none"> 1. Execute WECO partnership re: statewide education campaign. 2. Partner with one additional Basin Roundtable 3. Partnership with For the Love of Colorado 	Committee	Ongoing
Develop toolkit material	Toolkit material to include: <ul style="list-style-type: none"> • 2021 social media calendar • Social media graphics/ads • 3 slideshow videos • Graphics/infographics for drought material • Market drought material to partners and to groups e.g. Water Availability Task Force • Review and update LLYLI material as needed 	Evoque	June
Increase social media presence	<ol style="list-style-type: none"> 1. Utilize 2021 social media calendar 2. Increase social media posts 1-3 times per week 	Staff/Committee	Ongoing
Copyright / trademark CWW materials	Continue the process and finalize	Attorney	Q2
Make LLYLI website improvements	<ol style="list-style-type: none"> 1. Complete upgrade 2. Keep website current 3. Improve connection between CWW and LLYLI websites 	Thomas Wright/Committee	Q1

PROTOCOLS & POLICIES

COLORADO WATERWISE EXPENSES AND INVOICING POLICY

This policy provides general guidelines for handling expenses and invoicing. Budgeted Expenses refer to items included in the annual Colorado WaterWise Board-approved budget projection. The Co-Signature refers to name(s), in addition to the Treasurer, authorized to access Colorado WaterWise banking accounts.

Budgeted Expenses

Expenses within the annual Board-approved budget can be processed directly by the Treasurer, Co-Signature, or Executive Director.

Non-Budgeted Expenses

- Non-budgeted expenses under \$200 can be processed directly by the Treasurer or Co-chair as needed, with information provided to the Management Team as soon as possible. However, any cumulative expenses over \$500 per month must receive authorization from the Colorado WaterWise Board of Directors.
- Non-budgeted expenses \$200 to \$499 require approval by the Management Team.
- Any cumulative expenses \$500 or more per month must receive authorization from the Colorado WaterWise Board of Directors.
- Non-budgeted expenses over \$500 require approval by the Colorado WaterWise Board of Directors.

Invoicing Policy

Only the Treasurer and Co-Signatory have access to the Colorado WaterWise bank accounts. Expenses of \$500 or more will generally be paid directly by the Treasurer.

The administration staff will generally pay for expenses out-of-pocket and submit an end-of-month invoice for reimbursement. If the staff's cumulative monthly expenses exceed \$800, he or she may request a mid-month reimbursement.

COLORADO WATERWISE FUNDING FOR OUTSIDE ENTITIES AND PROJECTS

Guidelines for Use

Colorado WaterWise would like to support outside groups and projects that fall within its mission to promote the efficient use of water in Colorado. In the past, funds for special projects came in the form of conference sponsorships, membership and project-specific funding. A variety of projects are regularly presented to Colorado WaterWise to request funding. Colorado WaterWise allocates funds for this purpose in its annual budget but needs guidelines in order to select the projects that will be funded. This money is to be distributed according to the following guidelines.

1. Geographic Area

Funds can be used to support activities and groups within Colorado. Activities outside Colorado are also eligible provided that a demonstrated benefit to the Colorado WaterWise mission can be justified.

2. Projects Funded

Colorado WaterWise will fund a wide array of projects, including but not limited to: conference sponsorship, public education and outreach materials, web content creation, water conservation planning and implementation, and water conservation research. Funding will be limited to \$1,000 per applicant unless otherwise determined.

3. Proposal

To be eligible for funding, the entity must submit a proposal to the Colorado WaterWise Board for consideration. The proposal must include:

- Name of group requesting funds
- Copy of group bylaws and mission statement
- Tax status of group if applicable, e.g. 501(c)3
- Amount of funds requested
- Description of project on which funds are to be spent
- Statement of how the project fits within the Colorado WaterWise mission
- Project timeline

A copy of the proposal form is found on the following page.

4. Evaluation

The Colorado WaterWise Board will evaluate the proposal and approve or deny funding within 30 days of the request. Selection criteria include:

- Relevance to current Colorado WaterWise mission and projects
- Benefit of project to Colorado WaterWise and its members
- Thoroughness of proposal
- Levels of past and current funding
- Project Score based on Colorado WaterWise Project Funding Evaluation Form

5. Reporting Requirements

Funds disbursed must be spent according to the original project proposal. Within an agreed upon timeframe, the grantee must submit an overview of how Colorado WaterWise funds were spent, the progress of the project, and a copy of materials developed as part of the project (e.g. final reports, outreach materials, etc.)

COLORADO WATERWISE FUNDING REQUEST
PROJECT PROPOSAL

Project _____ **Title** _____

Project Director _____ **Name** _____ **and** _____ **Title** _____

Applicant Institution _____

Address _____

Phone _____ **Fax** _____

Email _____

Project period _____

Amount requested _____

Total project _____ **budget** _____

Tax-exempt status _____ **(tax** _____ **identification** _____ **number)** _____

Please attach the following to your application:

- Applicant Institution’s Bylaws and Mission Statement
- Project description
- Project budget

Project Director Signature _____ **Date** _____

Submit Proposal Materials to:
Colorado WaterWise
PO Box 40202
Denver, CO 80204-0202
board@coloradowaterwise.org

Strawman Proposal Template

This template is used by CWW Board members and others to propose projects for the organization to consider. It serves as a reference for review, approval, development, and implementation.

1. **Program Name**
2. **Basic Description**
3. **Timeline with Milestones**
4. **Budget** Briefly describe and attach full budget.

5. **Target Market** Check all that apply.

<input type="checkbox"/>	All customers
<input type="checkbox"/>	Residential indoor
<input type="checkbox"/>	Residential outdoor
<input type="checkbox"/>	Commercial indoor
<input type="checkbox"/>	Commercial outdoor
<input type="checkbox"/>	New construction

<input type="checkbox"/>	Multifamily indoor
<input type="checkbox"/>	Multifamily outdoor
<input type="checkbox"/>	Utility
<input type="checkbox"/>	Landscape contractors
<input type="checkbox"/>	Other:

6. **Describe How the Project Meets the Following Criteria**
 - i. Advances the CWW Mission to promote efficient use of Colorado’s water
 - ii. Meets the needs of at least one CWW member
 - iii. Fulfills a need that cannot be met (or will not be met in the near term) by another entity
 - iv. Has at least one advocate/sponsor/champion on the Board of Directors
 - v. Has an adequate funding source (reserves may also be considered)
7. **Describe Benefits** e.g. politically acceptable, likely to succeed, untapped market, significant savings
8. **Describe Potential Challenges** e.g. politically unpopular, saturated market, little savings potential
9. **Resources Needed** How will CWW provide the resources to ensure appropriate long-term maintenance?

Does this project have collaborative partners? If so, a Partnership MOU must be presented.	YES / NO
Does the project require copyrighting or trademarking?	YES / NO
Will consultants be needed? If so, a Consultant Contract and an Intellectual Property Agreement must be presented.	YES / NO

COLORADO WATERWISE CONFLICT OF INTEREST POLICY

Article I **Purpose**

The purpose of the conflict-of-interest policy is to protect Colorado WaterWise's interest when it is contemplating entering into a transaction or arrangement that might benefit the private interest of a member, staff person or director of Colorado WaterWise ("CWW") or might result in a possible excess benefit transaction. This policy is intended to supplement but not replace any applicable state and federal laws governing conflict of interest applicable to nonprofit and charitable organizations.

Article II **Definitions**

1. Interested Person

Any director, staff person, or member with governing board delegated powers, who has a direct or indirect financial interest, as defined below, is an interested person.

2. Financial Interest

A person has a financial interest if the person has, directly or indirectly, through business, investment, or family:

- a) An ownership or investment interest in any entity with which CWW has a transaction or arrangement,
- b) A compensation arrangement with CWW or with any entity or individual with which CWW has a transaction or arrangement, or
- c) A potential ownership or investment interest in, or compensation arrangement with, any entity or individual with which CWW is negotiating a transaction or arrangement.

Compensation includes direct and indirect remuneration as well as gifts or favors that are not insubstantial.

Article III **Procedures**

1. Duty to Disclose

In connection with any actual or possible conflict of interest, an interested person must disclose the existence of the financial interest and be given the opportunity to disclose all material facts to the directors and members of committees with governing board delegated powers considering the proposed transaction or arrangement.

2. Determining Whether a Conflict of Interest Exists

After disclosure of the financial interest and all material facts, and after any discussion with the interested person, he/she shall leave the governing board or committee meeting while the determination of a conflict of interest is discussed and voted upon. The remaining board or committee members shall decide if a conflict of interest exists.

3. Procedures for Addressing the Conflict of Interest

- a) An interested person may make a presentation at the governing board or committee meeting, but after the presentation, he/she shall leave the meeting during the discussion of, and the vote on, the transaction or arrangement involving the possible conflict of interest.
- b) The chairperson of the governing board or committee shall, if appropriate, appoint a

disinterested person or committee to investigate alternatives to the proposed transaction or arrangement.

- c) After exercising due diligence, the governing board or committee shall determine whether CWW can obtain with reasonable efforts a more advantageous transaction or arrangement from a person or entity that would not give rise to a conflict of interest.
- d) If a more advantageous transaction or arrangement is not reasonably possible under circumstances not producing a conflict of interest, the governing board or committee shall determine by a majority vote of the disinterested directors whether the transaction or arrangement is in CWW's best interest, for its own benefit, and whether it is fair and reasonable. In conformity with the above determination, it shall make its decision as to whether to enter into the transaction or arrangement.

4. Violation of the Conflicts of Interest Policy

- a) If the governing board or committee has reasonable cause to believe a member has failed to disclose actual or possible conflicts of interest, it shall inform the member of the basis for such belief and afford the member an opportunity to explain the alleged failure to disclose.
- b) If, after hearing the member's response and after making further investigation as warranted by the circumstances, the governing board or committee determines the member has failed to disclose an actual or possible conflict of interest, it shall take appropriate disciplinary and corrective action.

Article IV **Records of Proceedings**

The minutes of the governing board and all committees with board delegated powers shall contain:

- a) The names of the persons who disclosed or otherwise were found to have a financial interest in connection with an actual or possible conflict of interest, the nature of the financial interest, any action taken to determine whether a conflict of interest was present, and the governing board's or committee's decision as to whether a conflict of interest in fact existed.
- b) The names of the persons who were present for discussions and votes relating to the transaction or arrangement, the content of the discussion, including any alternatives to the proposed transaction or arrangement, and a record of any votes taken in connection with the proceedings.

Article V **Compensation**

- a) A voting member of the governing board who receives compensation, directly or indirectly, from CWW for services is precluded from voting on matters pertaining to that member's compensation.
- b) A staff person or voting member of any committee whose jurisdiction includes compensation matters and who receives compensation, directly or indirectly, from CWW for services is precluded from voting on matters pertaining to that person's compensation.
- c) No staff person, voting member of the governing board or any committee whose jurisdiction includes compensation matters and who receives compensation, directly or indirectly, from CWW, either individually or collectively, is prohibited from providing information to any committee regarding compensation.

Article VI Annual Statements

Each director, staff person, or member with governing board delegated powers shall annually sign a statement which affirms such person:

- a) Has received a copy of the conflicts of interest policy,
- b) Has read and understands the policy,
- c) Has agreed to comply with the policy, and
- d) Understands CWW is charitable and in order to maintain its federal tax exemption it must engage primarily in activities which accomplish one or more of its tax-exempt purposes.

Article VII Periodic Reviews

To ensure CWW operates in a manner consistent with charitable purposes and does not engage in activities that could jeopardize its tax-exempt status, periodic reviews shall be conducted. The periodic reviews shall, at a minimum, include the following subjects:

- a) Whether compensation arrangements and benefits are reasonable, based on competent survey information, and the result of arm's length bargaining.
- b) Whether partnerships, joint ventures, and arrangements with management organizations conform to CWW's written policies, are properly recorded, reflect reasonable investment or payments for goods and services, further charitable purposes and do not result in inurement, impermissible private benefit or in an excess benefit transaction.

Article VIII

Use of Outside Experts

When conducting the periodic reviews as provided for in Article VII, CWW may, but need not, use outside advisors. If outside experts are used, their use shall not relieve the governing board of its responsibility for ensuring periodic reviews are conducted.

COLORADO WATERWISE MEETING PROCEDURE

Please note that this procedure is to occur within one month's time, from completion of Colorado WaterWise monthly meeting to beginning of the next meeting, occurring continuously throughout the year.

1. Colorado WaterWise meetings occur the second Thursday of each month.
2. The Secretaries will draft meeting minutes. Within five (5) business days, the minutes will be finalized then distributed via email to Colorado WaterWise members, along with pertinent documents.
3. The Secretary then writes a draft agenda for the next Colorado WaterWise meeting and sends draft agenda via email to Board of Directors, within three (3) business days of prior meeting minutes received; for agenda ideas, comments, additions and potential removal of items.
4. The Colorado WaterWise Board has five (5) business days to make recommendations and comments to the draft agenda, on the 5th day (close of business) the Secretary will review and finalize the agenda, final agenda will be distributed to Colorado WaterWise members via email, within three (3) business days.
5. The Secretary will send the Management team a meeting notice reminder for the upcoming Management team meeting that takes place monthly.
6. The Management team will review finalized agenda and make comments for discussion at the Management team meeting, scheduled for at least one week prior to Colorado WaterWise meeting.
7. The Management Team will meet at least one week prior to each Colorado WaterWise meeting to discuss agenda items and any other pressing topics. The Secretary will take meeting notes, and if necessary the Secretary will email a briefing of the Management team meeting to the Colorado WaterWise Board and update agenda (adding Management team's items), three (3) business days prior to Colorado WaterWise meeting for review. The Board is welcome to bring all comments from Management team meeting to the Board meeting on that Thursday following Management team meeting.
8. The finalized meeting minutes will be discussed at each Colorado WaterWise meeting. Upon approval from Chair, the Secretary will ensure that the meeting minutes are posted to the website within five (5) business days.

COMMUNICATION PLAN

The goals of the communication plan are:

- To outline a timely method for handling communication throughout the organization;
- To provide a means for all members to provide feedback to the Board; and
- To organize communication methods.

Potential target audiences:

- Board of Directors
- Colorado WaterWise membership
- CWW listserv (known individuals and organizations with a vested interest in Colorado water conservation)
- Sister organizations (e.g. Water Education Colorado)

1. Newsletter

Newsletters are distributed on a quarterly basis and display a variety of water conservation issues. Board members are invited to provide ideas and/or articles at monthly board meetings or directly to the editors at any time. A draft newsletter is sent to the management team for input before final submittal. The newsletter is then posted to the website and an email to everyone on the newsletter list, which includes non-members.

FREQUENCY: Quarterly

AUDIENCE: Membership

2. Educational Events

Lunch ‘n Learn series will be implemented by the Educational Events Committee.

FREQUENCY: Semi-annually or as topics present themselves

AUDIENCE: Public

3. Webinars

All webinars will be implemented by the Educational Events Committee.

FREQUENCY: Triannually (every four months) or as topics present themselves

AUDIENCE: Public

4. Website

The website is the online face of the organization and a forum for current/future happenings, job postings, and technical information for Colorado WaterWise members.

FREQUENCY: As needed

AUDIENCE: Public and Membership-only

5. Legislative Issues

Legislative updates will be provided as needed. Legislative updates are currently published in the newsletter.

FREQUENCY: As needed

AUDIENCE: Board, Membership

6. Press Releases

All requests for information to be posted on the web should be sent to the Website committee Chair.

FREQUENCY: As needed

AUDIENCE: Media

7. Monthly Email Updates

Monthly emails provide updates on events, organizational changes, and include announcements from members and sister organizations. All updates or recommendations should be sent to the Administrator.

FREQUENCY: As needed

AUDIENCE: CWW Listserv

MEMBERSHIP ELEVATOR SPEECH

Colorado WaterWise is the collaborative leader in urban water conservation in Colorado. We connect all kinds of stakeholders: utilities, companies, manufacturers, state agencies, as well as private and non-for profit water professionals. We offer networking events, tools, and resources to our members. Together we are able to achieve things that utilities cannot achieve on their own, such as our education campaign “Live Like You Love It” and the Water Conservation Best Practices manual. As a member you not only have access to our products and networking events, but you have the opportunity to participate in or even develop the programs and resources that best meet your specific needs. Join us today.

1. Purpose and Mission

- Addressing the state's water challenges by improving water efficiency through diverse community connections, innovative solutions and valuable member resources. Recognized as a collaborative leader in water efficiency, we are creating a more sustainable water future for Colorado. Core Principles
- Leadership: We empower Colorado to be a leader in water efficiency.
- Collaboration: We nurture collaboration in the water community.
- Education: We raise awareness of the importance of water for today and tomorrow.
- Innovation: We build and share resources.
- Stewardship: We foster the next generation of water stewards.
- We currently have 99 members and an email list of over 1,000 contacts.

2. Activities and Resources

- Educational Events (lunch ‘n learns and webinars)
- Annual Symposium
- Newsletter
- Informal get-together through joint events with RMSAWWA
- Tools and resources:
 - LLYLI – water education campaign
 - Water conservation best practices
 - Several resources on our website

3. Membership Benefits

- Bundle depending on organization size: 2, 5, 11 members
- Newsletter
- Access to members-only resources, case study library (TBD) and database of members
- Access to webinar recordings after the live event
- Reduced Symposium registration
- Opportunities to promote your work through newsletter, lunch ‘n learns, webinars
- LLYLI Toolkit
- Might be adding event registration through our website
- Encourage new ideas!

4. Board of Directors

- Benefits: Collaborating and connecting with other conservation professionals, professional development
- Describe requirements and expectations
- Any one may attend our meetings, but non-board directors do not vote on issues.

Encourage members to participate on committees.

BYLAWS

ARTICLE I. OFFICES

1.1 Offices: The Corporation may, in the discretion of the Board of Directors, keep and maintain offices wherever the business of the Corporation may require.

1.2 Registered Office and Agent: The Corporation shall have and continuously maintain in the State of Colorado a registered office and a registered agent whose business office is identical with such registered office. The initial registered office and the initial registered agent are specified in the articles of incorporation. The Corporation may change its registered office or its registered agent, or both, upon filing a statement as specified by the Colorado Nonprofit Corporation Act in the office of the Secretary of State of Colorado, or by otherwise complying with Colorado law as it may apply from time to time.

ARTICLE II. DIRECTORS

2.1 Authority and Duties of Board of Directors: The business and affairs of the Corporation shall be managed by a Board of Directors, except as otherwise provided by Colorado law or the articles of incorporation of the corporation. In addition to any duties imposed by law, the articles of incorporation or these bylaws, each director shall have the duty to attend meetings of the Board of Directors and to fulfill any responsibilities assigned to him by the Board of Directors.

2.2 Number: The number of directors of this Corporation shall be no fewer than seven (7) and no more than fifteen (15). Subject to the foregoing, the exact number of directors may be increased or decreased by resolution of the Board of Directors, but no decrease shall have the effect of shortening the term of any incumbent director.

2.3 Qualification: Directors shall be natural persons at least eighteen (18) years old, and preferably be residents of the State of Colorado.

2.4 Election and Term: Directors shall be elected by the Board of Directors at its meeting of the Board of Directors held in November. Each director shall serve a three (3) year term. Terms will be staggered as evenly as possible to provide continuity on the board. Each director will hold office until his successor shall have been elected and qualified, or until his earlier death, resignation or removal. The board shall consist of individuals who have significant experience in, interest in or knowledge about Colorado water issues or activities, or who have supported Colorado WaterWise and its causes, or who are deemed qualified for any other reasons.

2.5 Removal and Resignation: Any director may be removed with or without cause (in the nature of misconduct, negligence or disregard of duty) by action of a majority of the remaining directors of the Corporation. Any director may resign at any time by giving written notice to the Chairperson of the board, the Chair or to the secretary, and acceptance of such resignation shall not be necessary to make it effective unless the notice so provides.

2.6 Vacancies: Any vacancy occurring on the Board of Directors and any directorship to be filled by reason of an increase in the size of the Board of Directors shall be filled by the affirmative vote of a majority of the Board of Directors. A director elected to fill a vacancy shall hold office during the unexpired term of his predecessor in office.

2.7 Meetings: Special meetings of the Board of Directors may be called by the Chairperson of the board or any two (2) members of the Board of Directors

2.8 Notices: Notice of each meeting of the Board of Directors, stating the date, hour, and place of such meeting, shall be given to each member of the Board of Directors by the Chairperson of the board, the Chair, the Secretary, or, in the case of a special meeting, the members of the board calling the meeting. Notice of a regular meeting at which the question of the removal of a director is to be submitted to a vote shall be given pursuant to this section as if the meeting were a regular meeting or a special meeting. All communication of the CWW Board shall be electronic, via email, except in special circumstances where postal mail or some other form of communication is required.

2.9 Quorum: A majority of all directors (66% of all board members) shall constitute a quorum for the transaction of business at all meetings of the board of directors. For decisions to be made by vote, 60% of all eligible board members must be in agreement. The act of the majority of board members present (or via phone/video call) at any meeting shall be the act of the board of directors, except as otherwise specifically required by law. For some actions (referred to as class A), 66% of all eligible board members must be in agreement. For major actions (referred to as class B), 75% of all eligible board members are required to be in agreement. See table below for an example of the number of board members required in each category. The number of board members required is calculated by multiplying the required percentage by the total number of eligible board members.

2.10

Number of Board Members	10	11	12	13	14	15
Quorum (66%)	7	7	8	9	9	10
Required for Action (60%)	6	7	8	8	9	9
Required for Class A Actions (66%)	7	7	8	9	9	10
Required for Class B Actions (75%)	8	9	9	10	11	12

To the greatest extent possible, all items to be voted upon will be announced before the Board meeting in the agenda or in a separate notice. Members who know they will not attend the next meeting can send a proxy or email their vote in advance.

Class A items that require a 66% vote include, but are limited to:

General Administration:

- Call to Order
- Approval of meeting minutes
- Adjourn
- Recess

Board Business

- New Board member
- Depose a board member from office
- Election of officers

Organizational Business:

- Amending the bylaws or rules of order
- Changing the CWW membership structure
- Expelling a member
- If an unbudgeted purchase item exceeds \$500
- Direction on large projects
- Legislative support
- Political support

Class B items that require a 75% vote include:

- Reconsideration (actions brought back to discussion)
- Dissolving the organization

2.11 Waiver: A written waiver of notice signed by a director, whether before, at, or after the time stated therein, shall be equivalent to the giving of a due and proper notice and a waiver of objections to the calling or convening of the meeting. Attendance or participation of a director at a meeting shall constitute a waiver of notice of such meeting, except when a director attends or participates in a meeting for the sole purpose of objecting to the transaction of any business because the meeting is not lawfully called or convened and does not otherwise participate in the meeting.

2.12 Attendance by Telephone: Members of the Board of Directors may participate in a meeting of the board by means of conference telephone or similar communications equipment by which all persons

participating in the meeting can hear each other at the same time. Such participation shall constitute presence in person at the meeting.

2.13 Action by Directors without a Meeting: Any action required to be or which may be taken at a meeting of the Board of Directors may be taken without a meeting if a consent in writing, setting forth the action so taken, shall be signed by all of the directors. Such consent may be executed in counterparts and shall be effective as of the date of the last signature thereon, unless the consent specifies a different effective date. Between meetings, a vote by email, conference call or other means may be taken by the Chair and shall be recorded in the minutes of the next meeting.

In addition to any duties imposed by law, the articles of incorporation, or these bylaws, each director shall have the duty to attend meetings of the Board of Directors and to fulfill any responsibilities assigned to him or her by the Board of Directors.

ARTICLE III. COMMITTEES

3.1 Authorization of Committees of the Board of Directors: The Board of Directors, by resolution adopted by a majority of the full Board of Directors, may designate and appoint from among its members one or more committees, each of which shall consist of one or more directors.

3.2 Committee Procedures: Subject to Section 3.1, the Board of Directors may provide by resolution such powers, limitations and procedures for committees, as the board deems advisable. Committees will have a designated purpose as a standing committee or as a project committee. Standing committees would be in place to perform ongoing tasks necessary for the functions of the Corporation. There will be no prescribed end date and funds will be renewed annually. Project committees will have an end date with a specified goal set by the Board and a limited budget. To the extent that the Board of Directors does not establish other procedures for such a committee, each committee shall be governed by the procedures established in Section 2.7 (except as they relate to an annual meeting of directors) and Sections 2.8, 2.9, 2.10, 2.11, and 2.12 of these bylaws, as if the committee were the Board of Directors.

ARTICLE IV. - OFFICERS

4.1 Number and Election: The officers of the Corporation shall be a Chair or Co-chairs, a Secretary or Co-secretaries, and a Treasurer or Co-treasurers, each of whom, except the Chair(s) shall be elected by the Board of Directors at its first meeting following the election of directors each year. The Board of Directors may elect one or more Chairs, and the Board of Directors may elect one or more Secretaries

and one or more Treasurers and such other subordinate officers and agents as the board or the Chair(s) shall deem necessary, who shall hold their offices and agencies for such terms (not exceeding three years for any one term) and shall have such authorities, powers and duties as shall be determined from time to time by these bylaws, the Board of Directors or the Chair(s). Any two or more offices may be held by the same person, except the offices of Chair and Secretary. The officers of the Corporation shall be natural persons at least eighteen (18) years old.

4.2 Chair or Co-chairs: There may be one Chair or two Co-chairs, if the Board of Directors deems it expedient. The Chair(s) shall be the chief executive officer(s) of the Corporation. The Chair(s) shall preside at all meetings of the Board of Directors. He (meaning one or two females or males) shall represent the Corporation at public events or news conferences. Subject to the direction and control of the Board of Directors, he shall have general and active management of the business of the Corporation and shall see that all orders and resolutions of the Board of Directors are carried into effect. He may negotiate for, enter into and execute contracts, deeds and other instruments and agreements on behalf of the Corporation as are approved by the Board of Directors or committees designated by the Board of Directors. The Chair(s) shall appoint the Chairpersons of all standing and special committees and shall be a member ex-officio of all committees except any committees that might be set up to nominate future officers. He shall have such additional authority, powers, and duties as approved by a quorum of the Board of Directors on case by case bases.

4.3 Secretary or Co-secretaries: There may be one Secretary or two Co-secretaries, if the board deems it expedient. The Secretary(s) shall give, or cause to be given, notice of meetings of the Board of Directors pursuant to Section 2.8; keep the minutes of such meetings, and have such other authority, powers, and duties as are appropriate and customary for the office of Secretary or as the Board of Directors or the Chair(s) may prescribe from time to time. The Secretary shall distribute to all members, at the second meeting of the year, a membership list which shall include addresses, telephone numbers, and special interests of the members.

4.4 Treasurer: The Treasurer shall have control of the funds and the care and custody of all stocks, bonds, and other securities owned by the Corporation and shall be responsible for the preparation and filing of tax returns. He or she shall receive all moneys paid to the Corporation and, subject to any, limits imposed by the Board of Directors or the Chair(s), shall have authority to give receipts and vouchers, to sign and endorse checks and warrants in the Corporation's name and on the Corporation's behalf, and give full discharge for the same. The Treasurer shall also have charge of disbursement of the funds of the Corporation, shall keep full and accurate records of the receipts and disbursements, and shall

deposit all moneys and other valuable effects in the name of and to the credit of the Corporation in such depositories as shall be designated by the Board of Directors. Secretary(s) shall have charge of the corporate seal, be responsible for the maintenance of all corporate records and files and the preparation and filing of reports to governmental agencies (other than tax returns), have authority to impress or affix the corporate seal to any instrument requiring it (and, when so impressed or affixed, it may be attested by his signature). He or she shall have such additional authority, powers, and duties as are appropriate and customary for the office of Treasurer and as the Board of Directors or Chair may prescribe from time to time.

4.5 Terms: Chairmen, Secretaries and Treasurers will serve one (1) year renewable terms not to exceed three (3) terms. Terms are renewable upon confirmation of a quorum of directors at the November meeting.

4.6 Removal and Resignation; Vacancies: Any officer elected or appointed by the Board of Directors may be removed at any time upon the discretion of a majority of directors with or without cause; see 2.5. Unexcused absences of more than two regularly scheduled board meetings per year may be grounds for removal. Any officer/director may resign at any time by giving thirty (30) days written notice of his resignation to the Chair or to the Secretary, and acceptance of such resignation shall not be necessary to make it effective unless the notice so provides. Any vacancy occurring in any office, the election or appointment to which is made by the Board of Directors, shall be filled by the Board of Directors. Any, vacancy occurring in any other office of the Corporation may be filled by the Board of Directors or the Chair for the unexpired portion of the term.

4.7 Compensation: Subject to Article II, Section B of the articles of incorporation, officers may receive such compensation for their services as may be authorized or ratified by the Board of Directors. Election or appointment of an officer shall not of itself create a contract or other right to compensation for services performed as or by an officer.

ARTICLE V. - MEMBERS

5.1 Members: The Board of Directors may, by resolution, provide for members or classes of members. Dues may be set periodically as the Board of Directors so decide.

ARTICLE VI. - SEAL

6.1 Seal: The Board of Directors may adopt a seal which shall be circular in form and shall bear the name of the Corporation and the words "SEAL" and "COLORADO" which, when adopted, shall constitute the

corporate seal of the Corporation. The seal may be used by causing it or a facsimile thereof to be impressed, affixed, manually reproduced or rubber stamped with indelible ink.

ARTICLE VII. - INDEMNIFICATION

7.1 Definitions: As used in this Article VII,

(a)) "Corporation" includes any domestic or foreign predecessor entity of the Corporation in a merger, consolidation, or other transaction in which the predecessor's existence ceased upon consummation of the transaction;

(b)) "director or officer" means an individual who is or was a director or officer of the Corporation and an individual who, while a director or officer of the Corporation, is or was serving at the Corporation's request as a director, officer, partner, trustee, employee, or agent of any other foreign or domestic Corporation or of any partnership, joint venture, trust, other enterprise, or employee benefit plan. A director or officer shall be considered to be serving an employee benefit plan at the Corporation's request if his duties to the Corporation also impose duties on or otherwise involve services by him to the plan or to participants in or beneficiaries of the plan. "Director or officer" includes, unless the context otherwise requires, the estate or personal representative of a director or officer;

(c) "expenses" includes attorney fees;

(d)) "liability" means the obligation to pay a judgment, settlement, penalty, fine (including an excise tax assessed with respect to an employee benefit plan), or reasonable expense trust, other enterprise, or employee benefit plan;

(e) "official capacity," when used with respect to a director or officer, means the office of director or officer in the Corporation. "Official capacity" does not include service for any other foreign or domestic Corporation or for any partnership, joint venture, trust, other enterprise, or employee benefit plan;

(f)) "party" includes an individual who was, is, or is threatened to be made a named defendant or respondent in a proceeding;

(g)) "proceeding" means any threatened, pending, or completed action, suit, or proceeding, whether civil, criminal, administrative, or investigative and whether formal or informal.

7.2 Mandatory Indemnification:

(a) Except as provided in paragraph (d) of this Section 7.2, the Corporation shall indemnify against liability incurred in any proceeding an individual made a party to the proceeding because he is or was a director or officer if:

(i) He conducted himself in good faith;

(ii) He reasonably believed:

A. In the case of conduct in his official capacity with the Corporation, that his conduct was in the Corporation's best interests; or

B. In all other cases, that his conduct was at least not opposed to the Corporation's best interests; and

(iii) In the case of any criminal proceeding, he had no reasonable cause to believe his conduct was unlawful.

(b) A director's or officer's conduct with respect to an employee benefit plan for a purpose he reasonably believed to be in the interests of the participants in or beneficiaries of the plan is conduct that satisfies the requirements of Section 7.2(a)(ii)(B). A director's or officer's conduct with respect to an employee benefit plan for a purpose that he did not reasonably believe to be in the interests of the participants in or beneficiaries of the plan shall be deemed not to satisfy the requirements of Section 7.2(a) (i).

(c) The termination of any proceeding by judgment, order, settlement, or conviction, or upon a plea of nolo contendere or its equivalent, is not of itself determinative that the individual did not meet the standard of conduct set forth in paragraph (a) of this Section 7.2.

(d) The Corporation may not indemnify a director or officer under this Section 7.2 either:

(i) In connection with a proceeding by or in the right of the Corporation in which the director or officer was adjudged liable to the Corporation; or

(ii) In connection with any proceeding charging improper personal benefit to the director or officer, whether or not involving action in his official capacity, in which he was adjudged liable on the basis that personal benefit was improperly received by him.

(e) Indemnification permitted under this Section 7.2 in connection with a proceeding by or in the right of the Corporation is limited to reasonable expenses incurred in connection with the proceeding.

7.3 Authorization:

(a) The Corporation shall not indemnify a director or officer under Section 7.2 unless authorized in the specific case after a determination has been made that indemnification of the director or officer is permissible in the circumstances because he has met the standard of conduct set forth in paragraph (a) of Section 7.2.

(b) The determination required to be made by paragraph (a) of this Section 7.3 shall be made:

(i) By the Board of Directors by a majority vote of a quorum, which quorum shall consist of directors not parties to the proceeding; or

(ii) If a quorum cannot be obtained, by a majority vote of a committee of the board designated by the board, which committee shall consist of two or more directors not parties to the proceeding; except that directors who are parties to the proceeding may participate in the designation of directors for the committee.

(c) If the quorum cannot be obtained or the committee cannot be established under paragraph (b) of this Section 7.3, or even if a quorum is obtained or a committee designated if such quorum or committee so directs, the determination required to be made by paragraph (a) of this Section 7.3 shall be made by independent legal counsel selected by a vote of the Board of Directors or the committee in the manner specified in subparagraph (i) or (ii) of paragraph (b) of this Section 7.3 or, if a quorum of the full board cannot be obtained and a committee cannot be established, by independent legal counsel selected by a majority vote of the full board.

(d) Authorization of indemnification and evaluation as to reasonableness of expenses shall be made in the same manner as the determination that indemnification is required; except that, if the determination that indemnification is required is made by independent legal counsel, authorization of indemnification and evaluation as to reasonableness of expenses shall be made by the body that selected said counsel.

7.4 Advance Payment:

(a) The Corporation shall pay for or reimburse the reasonable expenses incurred by a director or officer who is a party to a proceeding in advance of the final disposition of the proceeding if:

(i) The director or officer furnishes the Corporation a written affirmation of his good-faith belief that he has met the standard of conduct described in Section 7.2(a);

(ii)) The director or officer furnishes the Corporation a written undertaking, executed personally or on his behalf, to repay the advance if it is determined that he did not meet such standard of conduct; and

(iii)) A determination is made that the facts then known to those making the determination would not preclude indemnification under this Section 7.4.

(b)) The undertaking required by subparagraph (ii) of paragraph (a) of this Section 7.4 shall be an unlimited general obligation of the director or officer, but need not be secured and may be accepted without reference to financial ability to make repayment.

(c) Determinations and authorizations of payments under this Section 7.4 shall be made in the manner specified in Section 7.3.

7.5 Insurance: The Corporation may purchase and maintain insurance on behalf of a person who is or was a director, officer, employee, fiduciary, or agent of the Corporation or who, while a director, officer, employee, fiduciary, or agent of the Corporation, is or was serving at the request of the Corporation as a director, officer, partner, trustee, employee, fiduciary, or agent of any other foreign or domestic Corporation or of any partnership, joint venture, trust, other enterprise, or employee benefit plan against any liability asserted against or incurred by him in any such capacity or arising out of his status as such, whether or not the Corporation would have the power to indemnify him against such liability under the provisions of this Article VII. Any such insurance may be procured from any insurance company designated by the Board of Directors of the Corporation, whether such insurance company is formed under the laws of Colorado or any other jurisdiction of the United States or elsewhere, including any insurance company in which the Corporation has equity or any other interest, through stock ownership or otherwise.

ARTICLE VIII. - FISCAL YEAR

8.1 Fiscal Year: The Board of Directors may, by resolution, adopt a fiscal year for the Corporation.

ARTICLE IX. - AMENDMENT

9.1 Amendment: These bylaws may at any time and from time to time be amended, supplemented or repealed by a majority of the Board of Directors.