

# **Value of Water Campaign Subcommittee**

## **Conference Call Minutes**

**February 23, 2011, 10am – 12pm**

Attendees: Alyssa Quinn (Platte Canyon), Deborah Burell (CWCB), Lyle Whitney (Aurora Water), , Ruth Quade (Greeley), Brenda O'Brien (Colorado WaterWise), Curry Rosato (Boulder), Amy Conklin (Amy Conklin, LLC), Nicole Seltzer (CFWE), Jim Pokrandt (CRWCD), Reagan Waskom (CSU), Peter Mayer (Aquacraft), Laurie D'Audney (Fort Collins), Hannah Holm (Mesa County), Melissa Elliot (Denver Water)

### **Update on Action Items**

- Distribution list / Addition of new Members - Amy Conklin asked if we had representation from NGOs and/or private sector. Peter Mayer named off Aquacraft, Colorado WaterWise and CFWE. She said that she would reach out to a few more organizations.
- Creation of Flow Chart for Water 2012 and Value of Water Campaign - Nicole created a flow chart to define the roles of both campaigns and it is attached.

### **Water 2012 Update**

- Coordinator Position - Nicole posted the coordinator position on February 14 and it will stay open until March 11. So far they have received 14 applications and she expects to get at least 20 by the closing date. The goal is to have someone hired and working by April 1. This position will be paid out of the \$26,000 that has come in as donations. They are waiting to see if the grant from CWCB will come through to fund the rest of the position, the hiring of the consultant and implementing the goals. Please direct anyone you know who might be interested to [www.cfwe.org/jobs](http://www.cfwe.org/jobs)
- Nicole also reported that they have formed a management team to oversee the hiring, goals and budget, so that she isn't charged with all of that. Members of the management team come from the different subcommittees. Alyssa is our representative on the MT. They are currently working on a one-page Roles and Responsibilities document to help govern them.

### **Update on other funding mechanisms**

- USBR -Brenda advised of an email received from Joshua German with the USBR which referred us to a Brian Little from the Eastern Colorado USBR Area Office. Joshua contacted Brian about the project and informed him of our interest in funding opportunities. Brian was to contact Esther to discuss. Should have an update from USBR for the next meeting..
- EPA – Esther is going to check with Sylvia Bienzle from the EPA and see if they have any funding available. Unsure if non-profits can apply, or if application needs to come from the State (Veva).

- NPS 319 – Curry reported that she submitted a grant in December for \$49,000 and has not heard back on whether we got it or not. She said that NPS is currently reviewing the grants and that no news isn't necessarily a bad thing.
- AWWA –Melissa said that no one has approached RMSAWWA about funding this project. She scheduled Nicole to come to their next board meeting to talk about the Water 2012 campaign. Nicole suggested that Alyssa draft some talking points about the project for RMSAWWA. Melissa thought that the campaign was too directed at Colorado to reach out to National AWWA.
- Other - Melissa asked if this was a campaign directed at solely drinking water or if wastewater and water reuse was included. The consensus of the group was for all water. She suggested that we approach the Water Environment Federation and some of the other wastewater groups. Melissa and Alyssa will discuss the options and contact information offline. Curry suggested that she get a representative from CDPHE to be on the committee especially if we get NPS 319 money.

### **Creating Value of Water Campaign Image**

The question was posed whether we need to come up with a logo or campaign image since we have separated from the Water 2012 campaign. It was decided that should be part of the branding that the consultant will scope.

The meeting finished early and it was decided to hang up and get back on the phone at 11:30 when CWCB planned to introduce the consultant to the group

**CWCB** – Deborah Burrell introduced herself as the new Grants Administrator at CWCB. She works within OWCDP for Veva administering the Water Efficiency Grant Program.)

Megan Lane from GBSM

Four Phases for the Plan: Multiyear plan on the importance of water resources

#### **Phase I:**

- Appreciation, awareness, framework, and messaging.
- Laying ground work for the best practices, looking at what is already being done and what other areas have done.
- Answer this fundamental question: What is the baseline of what Coloradoans know about water?
- Make sure we aren't duplicating any other efforts.

#### **Phase II:**

- Work with committee and other stakeholders
- What do we want them to know?
- Develop tactics and strategies.
- What are the existing communication channels?
- How will we measure successes?

#### **Phase III:**

- Development of the Plan
- Brand Identity

- Step by step roadmap to implement the plan
- Media relations

**Phase IV:** This phase will be developed by GBSM, but subcommittee will be responsible for implementation.

- Gather input on what is developed and what is going to work.
- Menu of options that can be implemented in stages depending on budget.

**Funding:** \$25K grant for this scoping phase and \$150K that's been set aside legislatively for the campaign's implementation. (Peter M). The scope of work **may** be available before the March 9 meeting if it's out of procurement.

Melissa said that once we get our feet on the ground with some of the scoping done, it will be much easier to go to bigger groups and ask for participation.

**Time Frame:** Complete by June 30<sup>th</sup>, including funding requests

\*\*\* Next Meeting will be March 9, 2011 1:00p.m. at Platte Canyon Water & Sanitation District – This meeting will be the first sit down with the Consultant.