

Colorado WaterWise Board Meeting

Thursday, September 12, 2019

City of Greeley; 1001 11th Ave, 2nd floor, Greeley, CO

10:00 a.m. – 12:00 p.m.

P: Called-in via phone
X: Attended in-person

Board:

	Amelia Nuding	Western Resource Advocates	amelia.nuding@westernresources.org
X	Alyssa Quinn	Platte Canyon W&S District	alquinn@plattecanyon.org
X	Amy Volkens	Brendle Group	avolckens@brendlegroup.com
X	Brad Brady	Yearout Energy Solutions	brad.brady@yearoutenergy.com
	Courtney Black	Intera	CBlack@intera.com
X	Diana Denwood	Aurora Water	ddenwood@auroragov.org
X	Eric Olson	City of Fort Collins	eolson@fcgov.com
	Katie Helm	City of Fountain	khelm@fountaincolorado.org
X	Laura Wing	City of Thornton	laura.wing@cityofthornton.net
X	Lyndsey Lucia	Northern Water Conservancy	llucia@northernwater.org
X	Quint Redman	Agriburbia	qredmond@agriburbia.com
	Ruth Quade	City of Greeley	ruth.quade@greeleygov.com
X	Thomas Riggle	Centennial W&S District	triggle@highlandsranch.org
	Tyler Kesler	Boulder County	tkesler@bouldercounty.org
X	Melissa Brasfield	CWW Board Staff	admin@coloradowaterwise.org

Guests:

Nicol – Parker Water & Sanitation District

Pam Wright – City of Greeley

Jessica – Evoque Communications

Call to Order

Lyndsey called the meeting to order at 10:08 AM

Board Business and Action Items

Approval of August Board Minutes. **Laura motions, Diana seconds. August minutes are approved.**

LLYLI: Bike4Water Brainstorming Session

Jessica provided an update and guided the conversation.

Successes:

- Gains in social media with new and current followers
- Great partnerships with breweries
- Great conversations with the public to raise awareness of the importance of water

Lessons learned:

- Connection between water/biking/beer was not strong enough
- In the future focus more on water and less on biking
- Some visitors have hesitation to post to personal social media accounts for the prize so we may want to reconsider how we encourage prize entries
- Very hot weather may have deterred people from stopping by the event

- Earlier promotion of the event to get a larger push to the public

Recommendations:

- Look at the group's goals on who to share this event with – breweries, bike groups, members/partners, etc.
- Make connection to water stronger
- Happy hours event on Bike to Work day or synergy with Earth Day
- Partner with larger breweries to have greater foot traffic
- Reevaluate concept to ensure a stronger water awareness message
- Less on social media and more on direct outreach to target audience
- Earlier planning, at least 6 months out.

Other thoughts from the board:

- Alyssa asked if the guy ever picked up the bike. The first winner we were not able to get a hold of. The second winner has confirmed and will be picking up the bike soon and will send photos.
- Thomas mentioned that Earth Day will have a lot going on that week and we may be able to tie into those events.
- Bike to Work day connection might be a good option to connect with local residents versus visitors that were common at this year's event. Possibly connect it to a happy hour to get people on their way home from work. Worth looking into creating a station in the geographic regions that have organized station maps.
- Connect with restaurants and breweries
- Prize drawing with just name and phone number instead of social media drawing.

Jessica asked if this event is accomplishing the goals of LLYLI? Laura isn't sure it is because we weren't able to get enough of our members engaged. We have made connections with the breweries, but where do we go with those connections? We may want to encourage our members/partners to co-host events with us in the future. We need to do more targeted outreach with members about the event to encourage them to participate. We may also consider doing a webinar similar to the LLYLI webinar we did this year.

Thomas asks if our goal is to get members to share the information or for us to share the information? Many thought it was both. We may also consider shifting the focus of the LLYLI committee to partnership building in 2020 and then kick off an event in 2021.

Alyssa will set up a call with the committee to discuss some of these items.

LLYLI: Copyright

Melissa provided all the materials to Charlie for the copyright and trademark work and Charlie notified us that he is retiring in November and will not be able to assist us with this work. He provided a recommendation for another lawyer. Melissa will be doing research and talking with a couple potential attorneys to work with and will report back to the committee and board on the details and fees.

Alyssa discussed the addition of a Service Mark (SM) to materials while we work on the copyright/trademark work. She was able to get a quote from Watermark for \$1500 to add the service mark to all the materials. The group questioned if this is something that we might be able to do internally. Quint mentioned that he has the ability to add the SM icon to the materials. Alyssa will work on getting the native files together from Watermark and Quint will work on incorporating the SM by the end of October. Quint mentioned that we may want to create a use statement that goes on all materials. Jessica has the native files for the brochure and will share that as well.

Finance Update

Laura handed out a snapshot of the finances (income and expenses through August 31). We are doing well overall with finances and will have additional income and expenses with the Symposium, membership and LLYLI. Brad asked where the LLYLI money comes from. It comes from the partnerships directly and is not pulled from membership money.

Smart Phone App Update

Eric provided the group an update on recent conversations regarding the smartphone app. After some brainstorming, we have decided to put the H2O app to rest due to lack of use. There was talks of moving it to a website instead of app but we

are not set on the next steps with that process. Thomas asked if other utilities have a budget for drought activities that we might be able to tap into if we want to develop this either as a website or app, most said they do not.

LLYLI: South Platte Roundtable Discussion

Laura and Alyssa met with Casey Davenport and Mallory who work as education and outreach persons for Metro and South Platte round tables about a potential partnership with LLYLI. They have a positive desire for a LLYLI partnership. Casey also works with Colorado Watershed Assembly and sees a possible partnership with that organization as well. Casey will take it back to the roundtables for discussion. They did ask them how she sees the toolkit being used by the round tables – would each member expect to have access to LLYLI materials? And she said no, they would use it for the round table publications but not by members directly. They could likely contribute \$1,500 to \$2,000 to use the toolkit. They will also be looking to use their own information and incorporate the LLYLI look into those new materials. Casey also mentioned that Bob Peters from Denver Water seemed interested in this partnership idea. Diana asked how that price range fits into the pricing structure currently in place. Alyssa said it does not fit into the new pricing model. Jessica asked about the grants that the roundtables offers and the potential for LLYLI to get one of those. Amy mentioned that we may be able to use this as the in-kind match for the CO Water Plan grant requirement. Jessica asked if both roundtables would be interested and Alyssa said the South Platte would likely be more promising. Casey is taking this back to the roundtables to discuss and she will follow up with us after they meet.

Diana asked what the update was on the pricing. Laura said that we have not solidified it. Thomas added that we have gone back and forth with the roundtables as well. The board requested more specifics to be able to vote as a board. **Alyssa will schedule a meeting to wrap that up and finalize pricing and materials soon.**

Symposium Update

Melissa shared that we are doing well with sponsorships for this year. The committee proposed the conservation award winner and the board did not have issues with that nomination. Melissa reminded board members to register before early bird ends at the end of next week. The website has been updated with all the information on speaker sessions. **Melissa will be sending a reminder email to mailing list for a push on registration prior to early bird.**

Strategic Planning

Tyler potentially has access to a facilitator for November. November is typically the budget meeting and September is usually strategic meeting. Thomas thinks this should be an off-site half day meeting to hash out all the details of a path forward and do project planning for CWW. Lyndsey reminded the board that we have the formal Action Plan that covers our annual projects and goals. Diana reminded the board that the Action Plan is updated annually and the Strategic Plan is what guides the organization and is updated every 5 years. It was last updated about 3 years ago. Quint mentioned that the mishmash of funding is confusing and that we might want to reach beyond utilities and industries for members.

The board discussed the timing of this meeting and would like to have this planning session before the end of the year - potentially the first week of November. **Diana will confirm with Tyler on facilitator availability.** If a facilitator is available, **Melissa will send out a doodle poll with dates in first week of November for a four-hour time block.** (Thomas noted that the Water in the West Symposium is the 5th and 6th of November.)

Melissa will look into any board members whose term is up and send emails to those board members. Melissa will also work on board member solicitation.

Round Robin

Amy mentioned that Brendle Group is working with OWOW on student design projects. They will be doing public judging on December 4th with an outreach event from 8 a.m. to noon. Amy was seeing if there was interest in having a LLYLI/CWW table at this event. Alyssa and Melissa volunteered to participate and represent CWW. **Amy will send details of the event to Alyssa and Melissa.**

Lyndsey mentioned having CWW sign a letter of support for the City of Greeley on a grant for AMI and that the email vote never happened so we need to vote now. **Alyssa motions, Thomas seconds.** CWW will sign a letter of support. **Lyndsey or Diana will sign the letter and give the letter to Ruth.**

Eric mentioned that Fort Collins won the Outstanding Public Engagement Award at Water Smart. And will be attending the conference.

Amy asked about the State of water conservation project and attending some outreach events at CU-Boulder to possibly hire someone to assist with the program. Amy will try to solicit interested students.

Brad mentioned that he will be attending the Special District Association District Conference next week and asked if that event would be a good venue to talk about CWW and LLYLI. The board agreed and Melissa will work with Brad to get CWW flyers.

Wrap up and adjourn

Lyndsey adjourned the meeting at 12:00 PM.

Submitted by:
Melissa Brasfield