

Barr Lake/Milton Reservoir Watershed Association

BMW Board Meeting
January 25, 2011 9:00am – 12:00pm
Metro Wastewater Reclamation District, Denver, CO

MINUTES

Board Attendance:

Laurie Rink – FRICO
Sarah Reeves – SPCURE
Kipp Scott - ECCV
Steve Lundt - Metro
Dennis Stowe – L/E WWTP
Michelle Seubert –CO Dept. of Parks (telephone)
Amy Woodis – Metro
Vic Lucero – Thornton

Chris Piper – Denver Water
Tim Grotheer – Centennial (telephone)

Public Attendance:

Amy Conklin – BMW Coordinator
Susan Thornton – BMW Coordinator
Kristi Livedalen – Squire, Sanders & Dempsey L.L.P.

I. Opening

The attendees introduced themselves and the minutes from 11/23/10 were approved by acclamation.

II. Updates/Action Items

- Treasurer’s Report – Kipp Scott reported on the bank balance, at \$82,374.49 with over \$25,000 in checks to deposit. We had received a re-imbusement check from the state, and had submitted a request for the remaining \$14,000 of the 319 grant. Dennis Stowe suggested that, upon receipt of the final re-imbusement check that we send a letter to the state conveying that we believe we have fulfilled our responsibilities for the grant. Kipp Scott went on to report that the Budget Committee is always anxious to accept new members. We will be meeting electronically before March to discuss invoicing information and other topics. All Board members interested in participating are welcome.
- CDPHE Update – Briefing the WQCC – Laurie reported about progress on this item. Greg Naugle is consulting with Paul Frohardt to identify an appropriate WQCC meeting for us to present our activities completing the 319 grant.
- Coordinator Updates
 - Press Release – Susan Thornton thanked the Board for input on drafting the final press release. She shared the media the document was released to and those who ran it.
 - Grant Opportunities - Amy Conklin reported on grant opportunities she has been researching.
 - *Americorps* – Amy Conklin submitted an interest form on behalf of BMW but was careful not to commit BMW. Steve Lundt suggested

that we request volunteers for a River Cleanup Day if we organize one. Vic Lucero cautioned that we should be sure we are insured against any possible liability. **The coordinators were instructed to contact Jeff Shoemaker of the Greenway Foundation to determine if we could be of assistance helping him and/or PURE recruit Americorps volunteers as an in-kind donation to these organizations.** Michele Seubert is coordinating Americorps volunteers for Barr Lake Appreciation Day. **The coordinators were also instructed to contact Urban Drainage and Flood Control District to determine if we could participate in their Clean up Days.**

- *Water SMART Water and Energy Efficiency Grants* – Laurie Rink reported that she had spoken with a west slope conservation district that had lobbied hard for one of these grants and had a very good relationship with the Bureau of Reclamation and was unsuccessful in their application. The money is earmarked for water conservation rather than water quality protection. Dennis Stowe expressed interest in reviewing the grant himself to determine if there wasn't some way for BMW to package an application.
 - *NRCS* – Amy Conklin explained that these grants appear to be structured to require an organization such as a soil conservation district to apply to be a member, then it's individual land owner members could apply for money for specific projects. **The coordinators were instructed to e-mail Shelley Stanley of the Big Dry Creek Watershed Association (BDCWA) and offer to assist them with any efforts they make to pursue a project that would be eligible for this type of grant.** One goal of participating in BDCWA's effort would be for BMW to improve communication and cooperation with the agricultural community. Amy Woodis and Dennis Stowe would send the coordinators contact information for the NRCS contact working with the farms where the biosolids are spread. The group identified several projects that may be worth pursuing and **directed the coordinators to compile the projects into a spreadsheet so we can prioritize them and work strategically. One component should be collaboration with other organizations.**
 - *Xcel Foundation* – Until our status changes to a 501 c 3, we are not eligible for these grants but the foundation may be worth applying to for funding to conduct a Clean Up Day.
- Potential of jointly hosting conference – There was universal enthusiasm for the concept of a jointly hosted conference, which includes all the urban watershed groups, with the Cherry Creek Stewardship Partners. The only caution was to make sure it does not cause conflict with the Colorado Watershed Assembly and their conference. **The coordinators were instructed to pursue the possibility of a jointly hosted conference with Cherry Creek Stewardship Partners.**

- Website visits in Dec. 2010 – Amy Conklin reported that there was a significant jump in visitors to our website following the posting of the TMDL documents.
- 501(c)3 Status Update – Amy Conklin and Susan Thornton have been working to prepare the forms to change our status and they are now ready to pass on to Steve Janssen for a legal review. Amy Conklin will deliver a hard copy to him tomorrow at the CWC conference. We need to be sure to follow up with the Secretary of State to change any registration there.

III. Public Outreach Effort Discussion

Susan Thornton and Amy Conklin led the discussion about how to focus BMW's public outreach efforts to maximize our limited resources by distributing a spreadsheet of potential activities by audience. The key question to be answered in whatever efforts are pursued is who the audience is.

To reach the largest number of people and be most effective in delivering our message, we should consider using the video resources of our members. Dennis Stowe, Amy Woodis, and Vic Lucero will check with the video departments within their organizations on the availability of previously released videos to be posted on the website and the potential for their organizations to contribute an in-kind donation of production time. Dennis Stowe will send Amy Conklin the contact information for Kelly Picado at NACWA, who may have national videos that may be appropriate for posting on our website. **Amy Conklin will contact Jane Clary to see if BDCWA has a video that may be appropriate for posting to our website. The coordinators were instructed to track in-kind donations as part of the budget.**

The group discussed what our message should be and reached consensus on a message of 'Water Quality is important and here's what you can do'. We may need to hire a consultant to help refine the message if there is an opportunity to produce a video and/or participate in a coordinated campaign. If a coordinated campaign is developed, bill stuffers could be another advertizing option.

The group discussed the option of working cooperatively with other groups to coordinate a consistent message and deliver it. Amy Conklin presented information on CLEAR, a stormwater group already organized to work cooperatively to improve stormwater quality. There may be an opportunity to work with other urban watershed groups to develop the same sort of cooperative advertizing campaign but focus on nutrients. Chris Piper encouraged the group to think strategically about the goal of the message which may lead to some type of legislative action and work with a variety of grantors.

The *Newsletter* was discussed and consensus reached that the format should change to a much shorter e-mail blast. The newsletter should be no longer than 2 pages and should be sent out on a flexible schedule of at least quarterly and more often as there was news to report. The purpose of the change in the newsletter presentation would be to be more visible to our audience and to direct more people to our website. **The coordinators were instructed to include options for website revisions in their 2011 proposal.**

The meeting schedule for the various BMW committees was discussed. There was consensus that there should be a Stakeholder meeting in February to present a suggested revised meeting schedule. The new meeting schedule would include fewer Stakeholder meetings, the Board absorbing the I&E Committee activities, the formation of *ad hoc* committees, and encouraging Stakeholders to participate in the subcommittees. The revised Stakeholder schedule is being developed because the focus of BMW activities has shifted from developing a TMDL to implementing it. The revised schedule calls for more active Stakeholder meetings and includes a

River Clean up Day in the Spring, the Watershed Tour in June, the BBQ in August, and potential participation in a conference in the fall. The revised schedule will be presented to the Stakeholders at the February 22nd meeting for their feedback.

IV. Next Stakeholder Meeting (2/22/11)

- a. Location – Vic Lucero will check to see if the meeting room at his plant is available.
- b. Agenda – **Amy Conklin was instructed to follow up with Dr. Roesner to confirm he is coming to the meeting.** Other agenda items include:
 - presenting the revised meeting schedule,
 - introduce the concept of the Watershed Tour to be conducted at the new Visitor's Center at the Rocky Mountain Arsenal, followed by a tour.
 - Introduce the concept of the BBQ being held at the Rocky Mountain Bird Observatory with boat rides out to see the limnocorrals and walks along the dam to see FRICO's new spillway.
 - the proposed revised format for the newsletter,
 - a presentation of the 2011 budget,
 - review of the coordinator's proposal,
 - updates on the 319 grant and TMDL,
 - the possibility of a joint conference encouraging their participation in an *ad hoc* committee, and
 - general encouragement to stay involved.

The 'New Vision for Implementation' is something we need their participation in to be successful.

V. New Business/Open Topics

- Technical Committee – Steve Lundt reported that there will be meeting this Thursday to discuss the work plan for the limnocorrals and obtaining updated data for the water quality data base.
- Other conferences and meetings – the Colorado Water Congress conference is this week. No other conference were identified.
- Review of Invoicing information – The Budget Committee will be reviewing invoicing information and asking for the Board's assistance.
- Michele Seubert reported that she would be attending a meeting of the High Plains Parks Managers on March 23rd where she had asked BMW to make a presentation. Steve Lundt and Laurie Rink would be working together to develop an appropriate presentation. The coordinators can use that presentation as the basis for future presentation. The presentation will be sensitive to our strategic goals.

VI. Next Meeting

- a. Technical Committee (January 27th, 2011, 9:00 am – 11:00 am)
- b. Stakeholder Meeting (February 22, 2011, 9:00am – 12:00pm)