

# CAC MINUTES

FOR THE MEETING OF June 19, 2014

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**CAC MEMBERS IN ATTENDANCE:** Phil Lidov, Jim Ives, Don Schlup, Bethany Gravel, Bruce Hutchins,

**CAC Members Absent:** Barry Hudson, Peter Mueller, Kevin Puccio, Karl Hanlon,

**Guests:** Tim Flynn,

**Denver Water Staff:** Melissa Elliott, Heather Stauffer, Mark Waage, Kathie Dudas

## **OPENING REMARKS, PUBLIC COMMENTS, AGENDA AND MINUTES**

The May minutes and June agenda were not approved, due to lack of quorum.

There were no comments from the public.

### **Denver Water Update – (Melissa Elliott)**

A good time was had by all at the first annual Denver Metro Water Festival at the Auraria Campus in Denver. Lots of volunteers and distributors were present and dozens of Denver Water employees volunteered or gave presentations at the event. Senate Bill 103, which Denver Water was heavily involved in supporting, was signed into law on June 6<sup>th</sup>. The new law phases out the sale of water-wasting showers, toilets and urinals and requires fixtures sold in Colorado to be WaterSense approved.

### **Update on State Water Plan- (Marc Waage)**

Marc Waage gave the CAC a brief update on the progress of the South Platte Basin Implementation Plan. Marc is a substitute representative for the IBCC and a member of the Metro Basin Roundtable. Marc reminded the CAC that there are opportunities to provide comments on the CWCB website. A full draft of the water plan is due on the Governor's desk at the end of this year. Individual basin plans are due in the middle of July, so all the roundtables are scurrying to get those finished. At the same time the Colorado Water Conservation Board (CWCB) staff are releasing individual chapters of the plan and asking for comments. All comments are also due in July. Final versions of the basin plans will be available in April 2015. They will also release a draft of the water plan as a whole in April 2015 as well.

### **Presentation on Branding- (Kathie Dudas)**

Kathie Dudas introduced herself to the CAC. Kathie Dudas is Denver Water's new marketing manager. Her background includes lots of branding experience which is what she will be working on at Denver Water as well. For the past several months, Denver Water has been engaged in a branding effort. Kathie explained that the best brands are ones that are developed intentionally. Denver Water is currently involved in positioning our brand by looking at market research, gathering information from customer surveys, stakeholder feedback and focus groups. During the positioning phase of the brand development Kathie and the marketing

group will take 10 brand value statements to the focus groups and see how they rate. Kathie would like to hear feedback from the CAC on the 10 brand statements as well.

### **Overview of Denver Water Campus Plan-(Melissa Elliott)**

Denver Water's Operations Complex Redevelopment (OCR) started by evaluating each building on Denver Water's campus to determine the condition of each building, and their sustainability for potential reuse if they are retained. They found 6 buildings on Denver Water's campus were older than 55 years, with the newest building on site being 5 years old. The main administration building is 33 years old with limited information technology capabilities. Reasons for redeveloping the property include: safety concerns, human development opportunities, average annual cost per account, customer satisfaction opportunities and cycle time opportunities. In 2012 Denver Water selected a team comprised of the Trammell Crow Company and RNL Design to help develop a future space plan. The pre-design process includes deciding on future needs, integrating "workplace of the future" and sustainability concepts, conceptual cost estimates and creating preliminary phasing plans and schedules. The Operations Complex Redevelopment team has developed a conceptual layout of the new campus plan that is awaiting approval from the Board of Water Commissioners. Moving forward Denver Water is looking to develop a master plan schedule and reach an agreement on how Denver Water will use programs such as LEAN to deliver inputs to the design. Denver Water will be working toward the development of a master plan and all-in budget in fall of 2014. After the Board approves plans, city permitting could begin in late 2014; potential construction could begin in 2015.

### **CAC Business-(Phil Lidov)**

The CAC talked about details for the July Tour of Foothills Treatment Plant, Kassler, and Strontia Springs. The CAC also discussed issues with committee member attendance.