

MINUTES¹

INFORMATION AND OUTREACH COMMITTEE MEETING OF THE BOARD OF DIRECTORS OF THE COLORADO RIVER WATER CONSERVATION DISTRICT

January 21, 2020

Pursuant to notice duly and properly given, an Information and Outreach Committee meeting of the Board of Directors of the Colorado River Water Conservation District (CRWCD) was held on Tuesday January 21, 2020 at the offices of the Colorado River Water Conservation District, 201 Centennial Street, Glenwood Springs, Colorado.

Committee members present during all or part of the meeting:

Karn Stiegelmeier, Chair Marti Whitmore, Vice President
Rebie Hazard David H. Merritt, President, ex-officio
Steve Acquafresca

Committee members not present:

Al Vanden Brink

Other directors present during all or part of the meeting:

Doug Monger Stan Whinnery

Others present during all or part of the meeting:

Andrew A. Mueller, General Manager, CRWCD
Peter Fleming, General Counsel, CRWCD
Audrey Turner, Chief of Operations, CRWCD
Jason Turner, Senior Counsel, CRWCD
Laurie DePaolo, Executive Assistant, CRWCD
Jim Pokrandt, Director, Community Affairs, CRWCD
Zane Kessler, Director, Governmental Affairs, CRWCD
Alesha Frederick, Director, Information & Outreach, CRWCD
Eleanor Hasenbeck, Water Policy & Communications Fellow, CRWCD
Gracie Wright, Contract Administrator/Information Specialist, CRWCD
Heather Sackett, Aspen Journalism
Scott Hummer, Water Commissioner, Division 6

Quorum

Chairperson Stiegelmeier called the meeting to order at 4:40 p.m.

2020 Information and Outreach Planning.

Alesha Frederick provided an overview of 2020 outreach and branding activities proposed by the External Affairs team. Those activities include the following six key pillars that will be the basis of the External Affairs and staff communications with River District constituents and will have a consistent message that conveys what the River District does, what it offers and/or why we are needed by our constituents for the protection of West Slope water.

1. The Colorado River District works to protect West Slope water and keep it on the West Slope.
 2. The Colorado River District works to ensure western Colorado communities have safe and reliable drinking water supplies.
-

3. The Colorado River District works to protect West Slope water for West Slope farmers and ranchers in order to sustain local food production.
4. The Colorado River District works to protect fish and wildlife by maintaining river levels and water quality.
5. The Colorado River District works to mitigate increasingly unpredictable water supplies and droughts.
6. The Colorado River District works to help farmers and ranchers modernize irrigation.

Other activities include increasing State of the River workshops from 11 to 13, the annual CRWCD water seminar in Grand Junction on September 10, continued use of social media platforms, hosting 3-4 webinars, and creating a leave-behind product that highlights the work of the CRWCD.

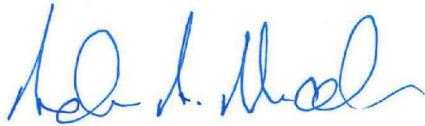
Adjourn.

There being no other business before the Committee, Chairperson Stiegelmeier adjourned the meeting at 5:22 p.m.



David H. Merritt, President

ATTEST:



Andrew A. Mueller, Secretary/General Manager