

MINUTES¹
INFORMATION AND OUTREACH COMMITTEE MEETING OF THE
BOARD OF DIRECTORS OF THE
COLORADO RIVER WATER CONSERVATION DISTRICT
AND OF THE
COLORADO RIVER WATER CONSERVATION DISTRICT
ACTING BY AND THROUGH ITS COLORADO RIVER WATER PROJECTS ENTERPRISE

February 9, 2022

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) and of the Colorado River Water Conservation District acting by and through its Colorado River Water Projects Enterprise was held on Wednesday, February 9, 2022 at Hotel Maverick, 840 Kennedy Ave, Grand Junction, CO 81501.

Committee Members participating during all or part of the meeting:

Alden Vanden Brink, Chair
Martha Whitmore, (ex-officio), Ouray County
Rebie Hazard, Saguache County
Kathy-Chandler Henry, Vice President, Eagle County
Taylor Hawes, Summit County

Others participating during all or part of the meeting:

Andrew A. Mueller, General Manager, CRWCD
Mark Roeber, Delta County Director, CRWCD
Audrey Turner, Chief of Operations, CRWCD
Zane Kessler, Director of Government Relations, CRWCD
Marielle Cowdin, Director of Public Relations, CRWCD
Brendon Langenhuizen, Director of Technical Advocacy, CRWCD
Lindsay DeFrates, PR and Media Specialist, CRWCD
Amy Moyer, Director of Strategic Partnerships, CRWCD
Stephanie Moore, Executive Assistant, CRWCD
Lorra Nichols, Paralegal, CRWCD

Quorum.

Chairman Vanden Brink found a quorum and called the meeting to order at 7:31 a.m.

Discussion of Strategies.

Marielle Cowdin presented a new Strategic Communications Plan to provide a clearer and more impactful roadmap for constituent communications in the year to come including pillars to guide these activities through 2022 and beyond (partnerships & next-generation innovation, conservation for adaptation, headwaters economics, and healthy watersheds). Further, the External Affairs Department will implement a new 2022 Front Range direct-to-consumer campaign (in two phases) which is directed to Front Range water consumers.

¹An audio recording has been made of the meeting. The motions described herein may not necessarily represent a verbatim transcription. The audio recordings are available for listening at the CRWCD offices during regular office hours. These minutes are the official record of the Colorado River Water Conservation District's meeting.

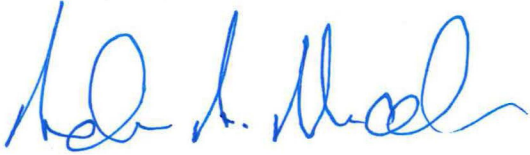
Adjourn.

There being no other business before the Committee, *Chairman Vanden Brink* adjourned the meeting at 8:25 a.m.



Martha Whitmore, President

ATTEST:



Andrew A. Mueller, Secretary/General Manager