

**RECORD OF PROCEEDINGS  
MINUTES  
of the  
Board of Water Commissioners**

Denver Water Administration Building  
1600 West 12<sup>th</sup> Avenue  
Denver, CO  
Board Room, First Floor

Video Conference: <http://zoom.us/join>, Meeting ID: 858 7071 9900, Password: 580731  
or Dial-in: (669) 900-6833, Meeting ID: 858 7071 9900

**Wednesday, November 9, 2022**

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**Open Session**

A duly called Regular Meeting of the Board of Water Commissioners was held Wednesday, November 9, 2022, beginning at 9:00 a.m. in the Board Room and via Zoom Video Conference: <http://zoom.us/join>, Meeting ID: 858 7071 9900, Password: 580731 or via Dial-in: (669) 900-6833, Meeting ID: 858 7071 9900. Members of the Board present during the Regular Meeting were:

**Gary M. Reiff, President**  
**Craig Jones, First Vice President**  
**Tyrone J. Gant, Vice President**  
**Dominique Gómez, Vice President**

Board employees and others present during portions of the meeting were:

J.S. Lochhead, CEO/Manager	D. Fairburn, Engineer
J.A. Anderson, Chief of Staff	C. Fikan, Finance Associate Analyst
A. Bricmont, Chief Financial Officer	D. Herrera, IT Application Manager
J. Brody, General Counsel	J. Kirk, Communications Sr. Specialist
B.D. Good, Chief Administrative Officer	D. Lopez, IT Support Sr. Specialist
D. Gorgemans, Chief Internal Auditor	D. Martinelli, Finance Associate Analyst
R. Mahoney, Chief Engineering Officer	K. Oligney, Director IT Infrastructure
R. Marsicek, Chief Water Resource Strategy Officer	S. Overby, Business Operations Support
T.J. Roode, Chief Operations and Maintenance Officer	J. Park, IT Application Sr. Developer
	J. Potts, Finance Analyst
	C. Proctor, Communications Sr. Specialist

*Denver Water aspires to be the best water utility in the nation.*

Integrity :: Vision :: Passion :: Excellence :: Respect



E. Abbott, IT Application Manager  
S. Adamkovics, Finance Sr. Analyst  
C. Burri, Interagency Project Manager  
A. Cavallaro, Paralegal  
S. Chesney, Director Public Affairs  
K. Dudas, Public Affairs Manager

K. Riegle, Attorney  
T. Thompson, Public Affairs Manager  
K. Unger, Communications Sr. Specialist  
P. Williams, Executive Assistant  
D. Newnam

## INTRODUCTORY BUSINESS

Commissioner Reiff called the meeting to order at 9:04 a.m. Upon motion regularly made, seconded and unanimously carried, Commissioner Donner was found to be absent for good cause and was excused.

### Public Comment and Communications

Commissioner Reiff issued an invitation to members of the public to comment to the Board on any matters not included in the meeting Agenda. There was no public comment.

## ACTION ITEMS

Upon motion regularly made, seconded and unanimously carried by the Commissioners then present, unless otherwise noted, the Board acted upon the following agenda items:

**1. ITEM II-A-1: MINUTES FROM OCTOBER 12, 2022**

Approved the Minutes from the October 12, 2022 Board Meeting.

**2. ITEM II-A-2: MINUTES FROM OCTOBER 26, 2022**

Approved the Minutes from the October 26, 2022 Board Meeting.

**3. ITEM II-A-3: FIRST AMENDMENT TO 2022 WOLFORD MOUNTAIN RESERVOIR BUDGET AGREEMENT – CONTRACT 505316**

Approved the First Amendment to Contract 505316 with the Colorado River Water Conservation District for Denver Water's additional contribution of \$421,572 to the 2022 Wolford operation, maintenance, and rehabilitation budget, for a total amended contract amount not to exceed \$848,611.

**4. ITEM II-A-4: THE U.S. FOREST SERVICE 2022 COLLECTION AGREEMENT FROM FORESTS TO FAUCETS PARTNERSHIP – CONTRACT 505503**

Approved Contract 505503 with the U.S. Forest Service for forest health and wildfire risk reduction, for the contract period from November 9, 2022 to November 9, 2027, for a total contract amount not to exceed \$1,689,213.

**POLICY MATTERS**

**5. ITEM III-A: INTEGRATED MARKETING & COMMUNICATIONS STRATEGY**

Ms. Chesney and Ms. Dudas presented the 2023 Integrated Marketing and Communication Strategy to the Board, a copy of which is attached to and incorporated in these Minutes as Exhibit A. They detailed Denver Water's approach to achieving the organization's communication and marketing goals in support of the Strategic Plan. Ms. Chesney highlighted how public affairs supports the Strategic Plan through four goal-oriented, strategic perspectives centered around customer service and sustaining communities: excellent operations; inspired people; trusted leader; and strong financials. She stated that Denver Water's branding and communications unifies these goals through consistent messaging, which helps engage the community, reinforcing that Denver Water is the trusted source of information on water issues.

Ms. Dudas discussed the proposed 2023 Pure Brand budget for marketing and advertising services, reporting that its current budget is \$2.3 million, and the contract runs through October 2025. She highlighted the different Denver Water initiatives and messaging with which Pure Brand assists, including filter usage reminders for the Lead Reduction Program, tips for indoor and outdoor water conservation and efficiency, and awareness for landscape transformation. She also touched on the methods by which communications with the public are tracked and monitored, and the metrics that are measured.

In response to a question from Commissioner Gomez, Ms. Dudas explained that both print and email are used for public outreach, with print media being the more effective approach at this time.

Mr. Lochhead praised the public affairs team for its messaging and for being the leading edge in communications with our customers, as evidenced by their work on the Lead Reduction Program.

Board members expressed support for this marketing approach.

**6. ITEM IV-A: CEO UPDATE**

Mr. Lochhead reported that he and Ms. Anderson attended the 2022 Executive Management Conference hosted by the Association of Metropolitan Water Agencies (AMWA). Mr. Lochhead has been on the AMWA Board for a number of years and was recently elected to the Executive Committee. He stated that the AMWA is comprised of the largest publicly owned water utilities in the United States and works with Congress and federal agencies to promote policies and regulations that protect public health and sustainable drinking water. AMWA assisted with getting the Financing Lead Out of Water (FLOW) Act introduced in Congress, which would make it easier to finance lead service line replacement projects with tax-exempt debt.

**ADJOURNMENT**

No further business appearing, the Board voted unanimously to adjourn into an Executive Session at approximately 9:23 a.m.

DocuSigned by:  
*Jim Lochhead*  
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Secretary

DocuSigned by:  
*Gary M. Reiff*  
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President