



Las Campanas Water Cooperative
SANTA FE, NEW MEXICO

*Communications and Sustainability
Committee Meeting Minutes
January 6, 2020 / 1:30 P.M.*

Members Present: Barbara Shoemaker, Committee Chair
Stephen Raab
Ginny Selvin

Members Not Present: Ken Kirk
Bob Taber

Also, Present: Steve Miller
James Lightfoot
Kim Visser-Weinmann, General Manager
Heather Roybal, Customer Support Manager

1. Update on development of online calendar and proposed use of Zoom (or other technology) to enhance Board/Staff communications (Kim)

Kim to meet with Paul Black of Cisneros, Thursday January 9th at 9:30 to if Cisneros can meet the Co-op's needs for calendar project. Tentative launch date is January 17th.

2. Review of proposed Communications and Sustainability monthly/annual calendar format (Kim)

Refer to #1.

3. Update on Welcome Packet (Heather/Ginny)

Although the Welcome Letter was reviewed and by Ginny, Kim and Heather, there is still some grammatical errors that need to be corrected. Ginny suggested using a softer tone in the letter as well, and the Committee agreed. Ginny will work with Heather to continue editing the Welcome Letter and present the draft during the next meeting.

4. Final review of Survey questions (Barb)

Barbara presented the final version of the survey, and the Committee suggested she add two questions regarding feedback on our website. Heather will email Barbara a current email list for all Co-op Member's by Friday, January 10th. Barbara will update the survey and plans to email it out to the community under the name *Metric Consultants*. Barbara will also draft an email blast to be sent on Monday, January 13th to let the Members know the survey will be emailed out and to look for it.

5. Discussion of proposed communications to encourage receiving bills electronically/ paying of bills electronically (Heather)

Heather has drafted an email blast to send out in February and has asked the Committee to review the draft and send all changes to Heather by January 31st.

6. Review of Q1 Proposed Communications and Sustainability Calendar including: (Kim/All)

- **Q1 Board meeting invitations to Co-op membership – dates? Include news article if Mayor speaking?**

The Committee decided the key topic should be Water Sustainability. Kim will reach out to the Mayor's office to confirm topic.

- Q1 Board meeting speaker plan (see above)
- **Survey launch date**

This survey is scheduled to launch the week of January 13th. Survey results meeting will be held on February 18th from 1:30 – 3:00 p.m.

- **Timing for messaging on electronic receipt/payment of invoices**

This will be sent out the first week of February.

- **Eye on Water messaging/ input from homeowners**

Heather will reach out to homeowners (full and part time) who have experienced large leaks since the Eye On Water system has been implemented and request a quote to use in Eye On Water communications. Heather will work with Barbara on this project.

- **Content for Newsletter articles possibly to include**
 - **40/80-year plan**
 - **Bryan was in contact with Bill Schneider of the City of Santa Fe and this is a 5-year work in progress. The City has hired a consultant for this project**

- **Update on Eye on Water status with customer results / feedback, reduction of overages from 2017?**

Data is currently being gathered to have these statistics within the next month.

- **Electronic billing initiative**
- **Content for Sustainability article**
- **Scheduling of Tracy for classes?**

Tracy has given Kim dates for March and April; Kim is confirming dates with Tony from the Aldea HOA to see if the meeting room is available.

- **Scheduling of plant tours?**

7. Building engagement 2020 (Kim/All)

Due to time constraints, this item has been tabled.

8. Confirming of next meeting date

The Committee decided to meet once each quarter moving forward. The next meeting is scheduled for April 6th at 1:30 p.m.