

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
DECEMBER 2, 2013**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on December 2, 2013 was called to order by Chairperson Bednarski at 3:32 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Bednarski, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Vega
Member Daily
Alternate O'Leary
Member Bednarski

Absent: Member Romani

Also Present: Executive Assistant/Board Secretary Washburn
General Manager Brady
Director Brazier
Public Affairs Specialist Denke (FPUD)

No members of the public were present.

4. **PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA**

There were no comments.

COMMITTEE ACTION ITEMS

5. **COMMITTEE MEMBER COMMENTS**

There were no comments.

*6. **APPROVAL OF MINUTES**

A. November 4, 2013

Action:

Moved by Alternate O'Leary to approve the minutes. Seconded by Member Daily.

After consideration, the motion CARRIED by the following vote:

AYES: Member Vega, Member Daily, Alternate O'Leary and Member Bednarski.
NOES: None.
ABSTAINED: None.
ABSENT: Member Romani.

7. DISCUSSION REGARDING REVISED ROAD SHOW PRESENTATION
A. Schedule of Events

Dr. Brady stated he had incorporated input received from the committee members; however, it was still in draft form. He said he has not had an opportunity to run this by local community groups as of yet because of the holiday season. He explained staff was working to set up times for presenting the show at community meetings.

Mrs. Bednarski referenced Page #15 noting there was a change in some of the formatting. Dr. Brady agreed to make this revision.

It was noted there would be something in the newsletter inviting HOA's to sign up for the presentation.

It was suggested adding the Fallbrook, Rainbow, Bonsall, and Pauma Valley Planning Groups to the list of community groups. Mr. O'Leary asked that the committee members be notified when these groups will hear the presentation so that they may attend.

Mr. O'Leary recommended making the road show part of the "Communicator".

Member Romani joined the meeting at 3:43 p.m.

8. DISCUSSION AND POSSIBLE ACTION TO APPOINT A COMMITTEE CHAIRPERSON FOR 2014

Dr. Brady offered to conduct the nominations on Mrs. Bednarski's behalf.

Action:

Moved by Member Vega to nominate Kelly Bednarski for Chairperson. Seconded by Member Romani.

After consideration, the motion CARRIED by the following vote:

AYES: Member Romani, Member Vega, Member Daily and Alternate O'Leary.
NOES: None.
ABSTAINED: Member Bednarski.
ABSENT: None.

Mrs. Bednarski stated she does not mind running the meeting; however, she would like some assistance from staff in reminding her of things she may be overlooking.

Action:

Moved by Member Vega to close the nominations. Seconded by Member Daily. No vote taken.

Nominations were closed at 3:46 p.m.

9. DISCUSSION AND POSSIBLE ACTION REGARDING SCHOOL PROGRAMS

- A.** Committee Assistance
- B.** Budget

Mrs. Denke provided copies of the 2014 calendars produced from the artwork provided by local fourth graders including those from the Bonsall Elementary School. She noted there was not a big window of time for the Bonsall Elementary School entries; however, there were three winners from their classes. She noted in the interest of time, she will be personally delivering copies of the calendars to the local schools.

Discussion ensued regarding the steps taken to inform the children about water in order to create an understanding as well as generate calendar contest entries. Mrs. Denke talked about how the children were acknowledged for their winning entries by the individual RMWD and FPUD Boards respectively.

Discussion continued regarding the calendar drawings.

Mrs. Bednarski inquired as to how the calendar contest flowed within the RMWD budget. Dr. Brady pointed out although RMWD has not yet been billed, a percentage of the cost will be allocated by RMWD. He added the percentage would not exceed the allocated monies in the budget for school programs.

Discussion ensued regarding whether or not there were any recommended changes for the communications portion of the budget. Dr. Brady clarified his time spent on the road show was part of his normal responsibilities; however, Mrs. Denke's time and the cost of the calendar of the program will need to be appropriately allocated to both agency budgets.

10. UPCOMING NEWSLETTER TOPICS

This item was addressed under Item #12 herein.

11. UPDATES ON DISTRICT "COMMUNICATOR"

This item was addressed under Item #12 herein.

12. RMWD AND FPUD COOPERATIVE EFFORTS (Noelle Denke and Dr. Brady)

A. List of Newsletter Topics

Dr. Brady provided copies of a list of cooperative efforts for community outreach and school programs. He talked about developments, the RMWD/FPUD consolidation efforts, delta conservation plan, the Highway 76 project including funding for the realignment of pipes, the customer service transition, an update on the San Diego Water Authority vs. Metropolitan Water District lawsuit, conservation tips, as well as a number of other items he wants included in the future newsletters. He noted some of these other items could be a major construction project, Beck Reservoir, spotlighting of agricultural customers, and employee of the year acknowledgements.

Mr. Vega suggested an introduction of Dr. Brady be included in an upcoming newsletter. Dr. Brady noted there were certain aspects that are regulated as far as what types of information can be included in the newsletter when writing biographies of district staff and board members.

Mr. Vega also suggested naming some possibilities for proposed changes that may positively impact the ratepayers in terms of economics.

Dr. Brady explained the consolidation process would be a priority for community outreach; however, it will be staff driven.

Mr. O'Leary recommended possibly breaking out a few main topics from the road show presentation as part of the newsletter for community emphasis. Dr. Brady pointed out something like the Beck Reservoir project would not be ready for reporting for quite a few months. Discussion ensued regarding some of the other key topics. Dr. Brady agreed the Highway 76 project was a timely subject.

Mr. Vega asked Dr. Brady to put the list in a chronological order so that the committee members could assist staff by drafting newsletter and/or "Communicator" articles as directed by Dr. Brady. Mr. O'Leary suggested future "Communicator" articles be provided as handouts at the local community group meetings. Mrs. Bednarski recommended utilizing extra slides to address specific focus topics at these meetings to ensure community inquiries are addressed (i.e., Beck Reservoir). Discussion continued.

Dr. Brady noted the matter of funding the Highway 76 project could possibly be addressed in the January edition of the newsletter. Discussion ensued regarding the funding issues facing the district. He agreed to rework the list of newsletter topics and email a revised version to the committee members for their reference.

Dr. Brady solicited the committee members for information in regards to agricultural customers and how some of the large farmers could be spotlighted in the newsletter. Mr. Daily offered suggestions as to how these types of customers can easily be identified by local companies.

It was confirmed the Employee of the Year will be selected on December 14, 2013 and will be acknowledged in the January newsletter. Mr. O'Leary volunteered to put together a write-up highlighting a local nursery for the January edition.

Mr. O'Leary talked about the community interest group regarding Beck Reservoir. Mr. Vega suggested Director Lucy provide some insight as to the Beck Reservoir project including some of the concerns of the residents in that particular area.

Mr. Daily mentioned the inclusion of the Grease Can program be part of the January newsletter in order to generate community interest.

Discussion ensued regarding reporting on the LAFCO public hearing and application process. Dr. Brady noted any communication outreach on the consolidation progress would be for the purpose of public awareness. He also noted the agencies will need to show a good faith interest in getting the public informed on the matter.

Mr. Daily agreed to provide Dr. Brady with a list of the local HOA groups.

B. Updates on Transitioning Schedule for Customer Service

Dr. Brady reported the transitioning schedule was taking more time than anticipated due to working on the integration of the two districts.

13. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

There were no media stories provided.

14. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS COMMITTEE MEETING

Mr. Daily suggested the Grease Can program be on the agenda in order to discuss whether or not the committee can provide assistance as well as budgetary needs.

Mrs. Benarski suggested an update on the road show be on the next agenda.

15. ADJOURNMENT

Action:

Moved by Member Romani to adjourn to Monday, January 6, 2014 at 3:30 p.m.. Seconded by Member Vega.

After consideration, the motion CARRIED by the following vote:

AYES: Member Romani, Member Vega, Member Daily, Alternate O'Leary and Member Bednarski.
NOES: None.
ABSTAINED: None.
ABSENT: None.

The meeting adjourned at 4:41 p.m.

Kelly Bednarski, Committee Chairperson

Dawn M. Washburn, Board Secretary