

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
MARCH 5, 2012**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on March 5, 2012 was called to order by Chairperson Daily at 10:33 a.m. a.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Daily presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Vega
Alternate Washburn
Member Daily
Member Sowden
Alternate O’Leary

Absent: Member Romani

Also Present: Director Brazier

One member of the public was present.

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

There were no public comments.

COMMITTEE ACTION ITEMS

5. **COMMITTEE MEMBER COMMENTS**

The committee was informed that Ms. Helene Brazier had been appointed to fill the empty seat for Division 1. Mr. O’Leary requested an update of where public notification of the changeover took place. RMWD representative Washburn indicated that the newsletter was the primary resource.

Mr. Vega questioned the reason for pushback of the Communicator publication. RMWD responded that administrative delays had occurred related to the Division 1 changeover.

***6. APPROVAL OF MINUTES**

A. February 6, 2012

Action:

Moved by Member Vega to approve the minutes as written. Seconded by Member Sowden.

After consideration, the motion CARRIED by the following vote:

AYES: Member Vega, Member Sowden, Alternate Washburn, Member Daily and Alternate O'Leary.

NOES: None.

ABSTAINED: None.

ABSENT: Member Romani.

7. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA

A. Two stories were provided from FPUD and the LA Times. Sowden will incorporate information from the articles in future COMMUNICATOR stories

8. REVIEW of RMWD FINANCIAL PICTURE (LARRY CARLSTROM)

Mr. Carlstrom was unable to attend so the agenda item was moved to April.

9. REVIEW OF EMERGING COMMUNICATIONS ISSUES AND STRATEGIES FOR NEXT TWELVE MONTHS

- A. Board Member Re-Election (Divisions 1, 2, 5)
- B. Bond/Fund requirements and approval to utilize State revolving fund
- C. Lift Stations 1 and 2 (March Completion)
- D. Sewer replacement Planning/Groundbreaking
- E. Completions of Morro Reservoir and Pala Mesa Tank (late Summer/Early Fall)
- F. Passarelle Meters
- G. Pappas Meters
- H. Lack of water in 2013 due to 2012 rain/snowfall

Reviewed dates of emerging communications issues and strategies over the next twelve months. No major Water Meter "groups will be joining the rate payer base in CY 12 or CY13. Palomar College is an active ratepayer.

10. UPCOMING NEWSLETTER TOPICS

- A. Completion of Pala Mesa Reservoir/Tank
- B. Morro Reservoir under budget plus use of cooperative Federal Funds (Mid-Summer completion)
- C. No longer under State mandates

Topics reviewed and re-validated

11. "COMMUNICATOR" TOPICS DISCUSSION FOR DECEMBER 2011 AND EDITORIAL SCHEDULE REVIEW FOR MARCH 2012 ISSUE

- A. Roadshow Extract
- B. Calendar Year 2012 Infrastructure Finance Measures
- C. Relationship of Budget to Infrastructure Rehabilitation
- D. Annexation
- E. Intra-district cooperation and District Consolidation

Discussion of “Communicator” topics resulted in recommendation by Mr. Vega for addition of an article or series of articles discussing the relationship of budget requirements to infrastructure requirements.

12. UPDATE PROPOSED DRAFT RMWD COMMUNICATIONS PLANNING DOCUMENT AND CONTINUED DISCUSSION OF RMWD STRATEGIC COMMUNICATIONS PROCESS AND SUPPORT

Continued discussion of updates and recommended improvements to the general planning document and major projects that may be candidates for formal planning, execution and measurement.

- 13. UPDATE REGARDING EFFORT/ACTIVITIES TO INCREASE COMMITTEE PARTICIPATION**
- A. Continued Advertising in the Newsletter
 - B. Alternate approaches?

Ms. Bednarski inquired as to the responsibilities of the committee.

Action:

Moved by Alternate O'Leary to recommend to the Board that Kelly Bednarski be appointed as a member of the Communications Committee. Seconded by Member Vega.

After consideration, the motion CARRIED by the following vote:

- AYES:** Member Vega, Member Sowden, Alternate Washburn, Member Daily and Alternate O'Leary.
- NOES:** None.
- ABSTAINED:** None.
- ABSENT:** Member Romani.

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

Committee Members proposed new topics for the December meeting. Topics included updates by Finance Department, Installation of new Committee Member Bednaski, and report of Board meeting by Mr. O'Leary

15. ADJOURNMENT

Action:

Moved by Member Sowden to adjourn the meeting. Seconded by Member Vega.

After consideration, the motion CARRIED by the following vote:

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

The meeting adjourned at 11:54 p.m.

Michael Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary