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COMMUNICATIONS AND CUSTOMER SERVICE COMMITTEE MEETING

RAINBOW MUNICIPAL WATER DISTRICT

Thursday, May 4, 2023

Communications and Customer Service Committee Meeting - Time: 3:30 p.m.

District Office **3707 Old Highway 395** **Fallbrook, CA 92028**

Notice is hereby given that the Communications and Customer Service Committee will be holding a regular meeting beginning at 3:30 p.m. on Thursday, May 4, 2023.

AGENDA

- 1. **CALL TO ORDER**
- 2. **PLEDGE OF ALLEGIANCE**
- 3. **ROLL CALL: Bill Shute (Chair) _____ Bill Stewart (Vice Chair) _____**
Members: Hayden Hamilton _____ Jenene Milakovich _____

4. INSTRUCTIONS TO ALLOW PUBLIC COMMENT ON AGENDA ITEMS FROM THOSE ATTENDING THIS MEETING VIA TELECONFERENCE OR VIDEO CONFERENCE

CHAIR TO READ ALOUD - "If at any point, anyone would like to ask a question or make a comment and have joined this meeting with their computer, they can click on the "Raise Hand" button located at the bottom of the screen. We will be alerted that they would like to speak. When called upon, please unmute the microphone and ask the question or make comments in no more than three minutes.

Those who have joined by dialing a number on their telephone, will need to press *6 to unmute themselves and then *9 to alert us that they would like to speak.

A slight pause will also be offered at the conclusion of each agenda item discussion to allow public members an opportunity to make comments or ask questions."

5. SEATING OF ALTERNATES
6. ADDITIONS/DELETIONS/AMENDMENTS TO THE AGENDA (Government Code §54954.2)
7. PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA (Limit 3 Minutes)
- *8. APPROVAL OF MINUTES
 - A. April 6, 2023
9. GENERAL MANAGER COMMENTS
10. COMMITTEE MEMBER COMMENTS
11. AVOCADO FESTIVAL UPDATE
12. REVIEW OF AVOCADO FESTIVAL CUSTOMER SURVEY RESULTS
13. RMWD HEADQUARTERS LOCAL SCHOOL FIELD TRIP UPDATE
14. NEWSLETTER COMMUNICATION CONTACT PLANNING
15. APPOINTMENT OF COMMITTEE CHAIRPERSON
16. CONSIDER APPOINTMENT OF ALTERNATE MEMBER
17. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES
18. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS AND CUSTOMER SERVICE COMMITTEE MEETING
19. ADJOURNMENT

ATTEST TO POSTING:

Pam Moss
Pam Moss
Secretary of the Board

4/26/23 @ 1:00 p.m.
Date and Time of Posting
Outside Display Cases

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
APRIL 6, 2023**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on April 6, 2023, was called to order by Chairperson Shute at 3:35 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Shute presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Shute, Member Stewart, Member Hamilton (*via video conference*).

Also Present: General Manager Kennedy, Executive Assistant Washburn, Operations Manager Gutierrez, Human Resources Manager Harp, Customer Service Supervisor Cruz.

Absent: Member Milakovich.

Also Present Via Teleconference or Video Conference:

Information Systems Specialist Espino.

Two members of the public were present in person, via teleconference or video conference.

4. **INSTRUCTIONS TO ALLOW PUBLIC COMMENT ON AGENDA ITEMS FROM THOSE ATTENDING THIS MEETING VIA TELECONFERENCE OR VIDEO CONFERENCE**

Mr. Shute read aloud the instructions for those attending the meeting via teleconference or video conference.

5. **SEATING OF ALTERNATES**

No alternates were seated.

6. **ADDITIONS/DELETIONS/AMENDMENTS TO THE AGENDA (Government Code §54954.2)**

Mr. Kennedy recommended deferring Item #11. There were no objections.

7. **PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA (Limit 3 Minutes)**

There were no public comments.

***8. APPROVAL OF MINUTES**
A. March 2, 2023

Motion:

Action: Approve, Moved by Member Hamilton, Seconded by Member Stewart.

Vote: Motion carried by roll call vote (summary: Ayes = 3).

Ayes: Member Hamilton, Member Shute, Member Stewart.

Absent: Member Milakovich.

9. GENERAL MANAGER COMMENTS

Mr. Kennedy provided an update on the water supply situation noting California was no longer in the middle of the worst drought in 1,200 years due to the recent continuous heavy rains. He mentioned as of one and a half weeks ago, the state has said that the state water project deliveries will be at 75% and how all the reservoirs will topped off. Discussion ensued.

Mr. Kennedy also reported SDCWA has publicized they will be increasing their water rates by 14% and how this has been met with quite a bit of opposition by the SDCWA Board as well as the City of San Diego.

Mr. Shute inquired as to what happened at Owens Lake. Mr. Kennedy explained this was part of the Los Angeles aqueduct that was washed out due to the heavy rains; however, it has since been repaired.

10. COMMITTEE MEMBER COMMENTS

Mr. Hamilton apologized for missing last month’s meeting due to attending a tour of the State Water Project. He shared some tour highlights with the committee. Discussion followed.

Mr. Stewart commented on an article published in a recent edition of the Tribune that talked about desalination. Discussion followed.

Mr. Shute reported Frank Becker thanked everyone for their time and energy, but he would not be interested in serving on the committee at this time. He said he thanked Mr. Becker for his consideration.

11. HOA AND SUBMETERING OUTREACH UPDATE

This item was deferred per Item #6.

12. RMWD HEADQUARTERS BECOMING FIELD TRIP DESTINATION FOR LOCAL SCHOOLS UPDATE

Mr. Shute recommended changing the title of this item to the local school field trip update.

Ms. Harp announced the field trip has been rescheduled for April 27, 2022, and will coincide with the National Take Your Kids to Work Day. It was noted committee members were welcome to come and observe both events.

13. NEWSLETTER COMMUNUCATION CONTENT PLANNING

Ms. Harp displayed a working draft of the newsletter content calendar as she solicited the committee members for input. It was decided the high school visit recap and understanding your water bill, water awareness month, and national drinking water week would be timely for the May newsletter. Mr. Kennedy recommended including a small reminder for irrigation checks in May and moving the water efficiency item to June.

Mr. Kennedy recommended deferring the remaining ideas and handing those over to Heather Mitchell when she joins RMWD staff on April 17th. There were no objections.

Mr. Stewart suggested publishing a picture and cut-line summary of the big projects that have been accomplished over the past several years. Mr. Kennedy said there have been some published; however, it always depends on the amount of space allotted. It was noted there is an item listed for recurring articles related to CIP projects.

Mr. Shute asked if RMWD has a carousel on its website. Mr. Kennedy confirmed the District website does have a carousel on the front page. Mr. Shute recommended utilizing this as an informational means of sharing CIP project updates with the community.

Ms. Harp suggested including a small write-up for recruiting more volunteers to serve on all RMWD's standing committees. There were no objections.

14. PREPARATION FOR AVOCADO FESTIVAL

Ms. Harp reported the festival will take place on April 23, 2023, as she reviewed the current volunteer schedule. She noted although some staff members have volunteered to work at the booth, there were still time slots available for committee members to assist as well. Mr. Shute volunteered for the morning shift.

Mr. Hamilton and Mr. Stewart said they will both need to check their schedules and let Ms. Harp know if there was a timeslot for which they could volunteer.

Ms. Harp pointed out sample swag bags have been provided for each of the committee members attending the meeting in person today. She talked about each of the items included in the bags.

Ms. Harp solicited the committee members for input on the proposed participation objectives she displayed. Mr. Shute recommended having one person designated to track the number of visitors stop by the booth and utilize that information to compare with the level of participation in each of the activities made available. Discussion ensued regarding the possible survey questions.

Discussion returned from Item #16.

Mr. Shute recommended providing tri-fold information pamphlets related to serving on the RMWD committees at the Avocado Festival as a means of helping with recruiting more committee members.

Discussion went to Item #17.

15. 70th ANNIVERSARY CELEBRATION PLANNING

Ms. Harp stated although nothing official has been planned, she did share the committee’s input with the Board at their March meeting, and how it appeared the Board was on the same page in terms of deferring creating a new District logo. She said for now plans will proceed with a celebration and when Heather starts, she will be tasked with kicking off the 70th anniversary logo contest. Mr. Kennedy suggested opening up the logo contest to committee members as well.

16. COMMITTEE MEMBERSHIP

Mr. Kennedy recommended the committee recommend the Board appoint Heather Mitchell as an alternate once she joins RMWD on April 17, 2023 since she will be primarily handling the preparation of materials and other tasks similar to what Ms. Gray used to do.

Motion:

To recommend the Board appoint Heather Mitchell as an alternate member on this committee.

Action: Approve, Moved by Member Stewart, Seconded by Member Hamilton.

Vote: Motion carried by roll call vote (summary: Ayes = 3).

Ayes: Member Hamilton, Member Shute, Member Stewart.

Absent: Member Milakovich.

Mr. Hamilton asked whether Ms. Gray would be seeking membership on this committee. Mr. Kennedy stated not at this time, but possibly in the future.

Discussion returned to Item #14.

17. APPOINTMENT OF VICE CHAIRPERSON

Motion:

To appoint Bill Stewart as Vice Chairperson.

Action: Approve, Moved by Member Hamilton, Seconded by Member Shute.

Vote: Motion carried by roll call vote (summary: Ayes = 3).

Ayes: Member Hamilton, Member Shute, Member Stewart.

18. DETACHMENT UPDATE

Mr. Kennedy reported the early draft staff report was released which was discussed at both the Special District Advisory and City’s Advisory Committee, respectively. He pointed out there were a number of items in the report with which there is disagreement, but also others that are agreed upon. He talked about each of the three recommended options contained in the report noting one would be to approve the detachment with an exit fee, another to defer the detachment decision until after a Municipal Service Review of SDCWA is completed in approximately two years, and the other to deny the detachment. He said based on the discussions that have taken place, receipt of an updated version of the report is anticipated. Discussion followed.

Mr. Kennedy noted as of right now, it seems as though LAFCO will be discussing this matter in June; however, that has not yet been confirmed.

19. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES

Mr. Hamilton noted there was an article similar to the one Mr. Stewart mentioned earlier published in The Village News.

Mr. Kennedy mentioned there will be communications mailed out regarding the final Town Hall Meeting scheduled for May 17, 2023 at the FPUD offices.

Mr. Shute recommended reaching out to The Village News to publish an article on the school field trip event. Mr. Kennedy agreed this would be a good idea.

20. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS AND CUSTOMER SERVICE COMMITTEE MEETING

It was noted updates on the Avocado Festival and field trip should be on the next agenda.

21. ADJOURNMENT

The meeting was adjourned by Chairperson Shute.

The meeting adjourned at 4:50 p.m.

Bill Shute, Committee Chairperson

Dawn M. Washburn, Board Secretary

