

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
OCTOBER 5, 2023**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on October 5, 2023, was called to order by Chairperson Shute at 2:00 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, Member Milakovich.

Also Present: General Manager Wiley, Billing Specialist Kilmer, Information Systems Specialist Espino, Alternate Harp, Administrative Analyst Weber, Customer Service Supervisor Cruz.

Also Present Via Teleconference or Video Conference:

Construction and Meters Supervisor Lagunas.

No 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**

There were no members of the public in attendance via teleconference or video conference; therefore, the instructions were not read aloud.

5. **SEATING OF ALTERNATES**

No alternates were seated.

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

There were no amendments to the agenda.

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

There were no comments.

***8. APPROVAL OF MINUTES**

A. September 7, 2023

Motion:

To approve the minutes.

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

Vote: Motion carried by unanimous vote (summary: Ayes = 4).

Ayes: Member Hamilton, Member Shute, Member Stewart, Member Milakovich

9. INTRODUCTION OF NEW GENERAL MANAGER AND GENERAL MANAGER COMMENTS

Mr. Wiley introduced himself as the new general manager as of September 25, 2023. He stated he thought it would be a good fit coming to RMWD and how that is continually affirmed each day he shows up. He reaffirmed his commitment to the District's communication and outreach as well as expressed his appreciation for members of the public providing feedback in these areas.

Mr. Wiley distributed ballcaps with the new logos to each of the committee members in appreciation for their input while collaborating on the logo design. Mr. Shute expressed his gratitude for allowing the committee members to participate and provide feedback.

10. COMMITTEE MEMBER COMMENTS

Mr. Shute mentioned his appreciation for everything Mr. Kennedy did to educate him and now looks forward to what Mr. Wiley will be bringing to the table that will be helpful for the committee members when communicating with the public. He also expressed gratitude for the updates Mr. Gutierrez shares with the committee members.

Mr. Stewart stated he had the opportunity to serve on the RMWD Board twice and how adding the customer service piece to this committee has been huge, especially in a rural area such as Rainbow. He welcomed Mr. Wiley to RMWD, noting not only were the committee members excited for him to learn more about this committee itself, but to also hear from Mr. Wiley as to ways in which this committee can provide support with the ongoing process of both communicating with and receiving communication from the customers.

Mr. Hamilton noted customer service is essential in that it is the first point of contact with the ratepayers. He stressed the importance of focusing on addressing the littlest matters to help form a positive impression as opposed to a negative one.

11. NEWSLETTER CONTENT PLANNING

Ms. Weber recapped the contents of the September newsletter. She also reviewed the planned contents for both the October and November editions. Discussion ensued regarding the customer survey.

Mr. Wiley mentioned there may also be something included in the November newsletter related to RMWD's different customer classes. Mr. Shute recommended future newsletters include something interactive and fun related to what not to flush down the drain.

12. COMMUNITY EVENT OUTREACH PLANNING

Ms. Weber stated in light of RMWD's current budget situation and to be sensitive to the needs of the ratepayers, it was collectively decided to place the 70th anniversary celebration on hold until the 75th anniversary. She said for the 70th anniversary will be part of the apparel, stickers, and other items rolled out with the replenishment schedule, as well as a press release, history of the district video, and anniversary recognition from surrounding agencies. Ms. Harp added there has also been discussion about replacing the magazine article framed in the front office with a nicely framed image that talks about RMWD's 70th years of service in the lobby as well.

Mr. Hamilton mentioned the importance of communicating with the ratepayers about how this is all being rolled out so that there no impact on costs. Ms. Harp agreed, noting there will be more talk about focusing on the digital aspects as well as replacing things that would have been replenished anyways.

Mr. Shute asked whether the video that was in development years ago will be used as a starting point. Ms. Weber confirmed this would be correct with the addition of interviews with Mr. Kennedy, as well as Mr. Wiley. Mr. Hamilton encouraged Mr. Wiley to watch this video which has an interview with RMWD ratepayer, Bill Hitt, who helped build the original aqueduct.

Ms. Weber announced RMWD will be attending the Firefighter's Open House next weekend at which attendees will have an opportunity to receive some RMWD inventoried swag. Ms. Harp stated staff members from operations as well as risk and safety will be available to show what is being done to collaborate with emergency preparedness.

Ms. Weber also announced Bonsall High School STEM students will be participating in a RMWD headquarters field trip to visit with engineering, IT, operations, and finance. She mentioned a representative from Palomar College will be invited to show possible pathways for education after high school that can benefit the community. Mr. Shute inquired as to who attended the last field trip. Ms. Weber stated it was the same high school, but with different STEM program students. Discussion ensued.

Mr. Hamilton recommended packaging and submitting something for the CSDA awards program.

Ms. Harp pointed out there was a grant application in progress for funding future field trip supplies.

13. DETACHMENT UPDATE

Mr. Hamilton provided an overview noting the election will take place on November 7, 2023. He mentioned SDCWA filed a lawsuit against RMWD and how discussions have taken place to reach some type of resolution that would preclude them from having to file and process this suit. He stated there has been some positive feedback from SDCWA regarding precluding the lawsuit as well as facilitate detachment if approved by the voters.

Mr. Wiley pointed out the ballots have been mailed out and how RMWD was Measure B. He noted there is a ballot box at the District headquarters as well as at multiple locations throughout RMWD and FPUD boundaries. He mentioned there were several requirements RMWD must meet, including sending letters to all 18,000 registered voters, posting notices at three locations throughout the district boundaries, as well as publication in local newspapers. He stated staff was actively working to have all of these requirements met on or before October 28, 2023.

Mr. Shute asked if there has been any action from the Governor related to AB399. Mr. Wiley stated AB399 was not signed as of a few days prior; however, it is anticipated the bill will be signed but potentially with a statement that is forward looking. Discussions followed.

14. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES

Ms. Weber reviewed the multiple recent media stories and interviews related to RMWD. Mr. Hamilton recommended including the date of the article clippings. Discussion ensued.

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

It was noted that the quarterly customer service metrics, customer service survey update, and district headquarters field trip update should be on the next committee agenda.

Ms. Harp inquired as to whether the committee would like to move the November 2nd committee meeting start time to 1:00 p.m. to allow for those committee members interested in attending the district headquarters field trip to do so and then go right into the committee meeting following a lunch break as opposed to having to come back to the District later that day to meet. There were no objections to this change.

Mr. Stewart requested that a presentation on RMWD's long-range plan be placed on a future committee meeting agenda.

16. ADJOURNMENT

The meeting was adjourned by Chairperson Shute.

The meeting adjourned at 2:52 p.m.

Bill Shute, Committee Chairperson

Dawn M. Washburn, Board Secretary