



12. DISCUSSION AND POSSIBLE ACTION REGARDING THE NOVEMBER 7, 2016 COMMUNICATIONS COMMITTEE MEETING
13. COMMITTEE MEMBER COMMENTS
14. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS COMMITTEE MEETING
15. ADJOURNMENT

**ATTEST TO POSTING:**

  
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Helene Brazier  
Secretary of the Board

*9-30-16 @ 2:00 P.M.*  
\_\_\_\_\_  
Date and Time of Posting  
Outside Display Cases

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**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
SEPTEMBER 12, 2016**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on September 12, 2016 was called to order by Chairperson Daily at 3:33 p.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 Daily, Member Brazier, Member Kurnik, Member Kirby, Alternate Gray.

**Absent:** Member O'Leary.

**Also Present:** General Manager Kennedy, Executive Assistant Washburn.

Three members of the public was present.

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

There were no changes.

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

Mr. Kennedy pointed our Hamilton Hayden was in the audience and was also on the ballot for the RMWD Board of Directors in the November 8, 2016 General Election.

Bob and Jennifer Hamilton introduced themselves to the Committee. Mrs. Hamilton noted their attendance was in response to the newsletter's request for customer input regarding the format changes to the customer bills.

Mr. Kennedy explained how the new bills will show exactly where any increases are implemented as well as a cost breakdown in other areas.

Mrs. Hamilton talked about how the example provided in the newsletter was poor due to the fact the two bills provided did not have the same amounts on them; therefore, causing the information given to appear less transparent. She suggested the newsletter better explain the information provided in the bill so that the reasons for the change are better understood.

Discussion ensued.

Mr. Kennedy offered to meet with Mr. and Mrs. Hamilton any time to talk about the relationship with water. He also suggested there be a more detailed article in the upcoming newsletter regarding the same.

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- \*6. APPROVAL OF MINUTES**  
 A. August 1, 2016

***Motion:***

***To approve the minutes as written.***

***Action: Approve, Moved by Member Kirby, Seconded by Member Kurnik.***

***Vote: Motion passed (summary: Ayes = 4, Noes = 0, Abstain = 1).***

***Ayes: Member Daily, Member Brazier, Member Kurnik, Member Kirby.***

***Abstain: Member Gray.***

**7. COMMUNICATIONS PLAN**

Mr. Daily suggested this item be listed as "Communications Plan/Topics" on future agendas.

Mrs. Gray reviewed the topics noting there were some adjustments made due to the relativity to the timeframe selected.

Mr. Kennedy pointed out the billing system change would not be completed until October or November in order to make sure the information provided on the bills are correct.

Mrs. Gray noted the next newsletter would continue to prepare the customers for the new look to their RMWD bills.

It was noted the asset management program would be pushed out to December.

Mr. Daily suggested staff contact the desalination coordinator to see if she has anything that could be used by RMWD in a future article on the desalination plant.

Discussion ensued.

Discussion ensued regarding local community events. Mr. Kennedy agreed with putting together the information regarding pop-ups and other materials to ready RMWD for participation in community outreach events.

Mr. Kennedy talked about how the website now has the ability to support customer surveys. It was noted staff should look into a means of showing the results of each survey.

Discussion ensued regarding strategic plan items including facilities tours.

**8. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES**

Mr. Daily mentioned the recent article regarding RMWD's pump station. Discussion ensued.

Ms. Brazier noted the article regarding SDG&E having the highest utility taxes in nation.

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**9. DISCUSSION REGARDING THE OCTOBER JOINT MEETING WITH THE COMMUNICATIONS COMMITTEE AND BOARD OF DIRECTORS**

Mr. Daily asked about the appropriate attire for the meeting as well as what the expectations were for the committee members at the meeting. It was noted the attire was business casual. Mr. Kennedy explained what efforts could be made by the committee to engage the Board in a two-way conversation regarding each other's expectations.

Mr. Kennedy said he and Mrs. Gray will work on a presentation together for the Committee to present at the joint meeting. He noted a draft would be presented to the committee at their next meeting. Discussion followed.

It was noted the joint meeting would be on October 25, 2016 at 1:00 p.m.

**10. COMMITTEE MEMBER COMMENTS**

There were no member comments.

Discussion ensued regarding updating Section 2.09 of the Administrative Code to include the involvement of alternates at all committee meetings.

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

It was noted joint Board/Communications Committee Meeting preparation including a committee presentation as well as whether the November committee meeting should be postponed be on the next agenda.

**12. ADJOURNMENT**

***Motion:***

***To adjourn.***

***Action: Adjourn, Moved by Member Kurnik, Seconded by Member Kirby.***

***Vote: Motion passed (summary: Ayes = 4, Noes = 0, Abstain = 1).***

***Ayes: Member Daily, Member Brazier, Member Kurnik, Member Kirby.***

***Abstain: Member Gray.***

The meeting adjourned at 4:54 p.m.

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**Mike Daily, Committee Chairperson**

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**Dawn M. Washburn, Board Secretary**