

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
JULY 7, 2014**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on July 7, 2014 was called to order by Chairperson Romani at 3:32 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Romani, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Romani
Member Daily
Member O'Leary

Absent: None

Also Present: Interim General Manager Sneed
Executive Assistant/Board Secretary Washburn
Director Brazier

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**

Mr. O'Leary reported he attended the last Board meeting and gave an update on the last Communications Committee meeting. He suggested Mr. Sneed provide an update on three items that may be of interest.

Ms. Washburn reported the Board approved a change to the Committee policy in that Board members in the audience are allowed to participate in the committee meetings at the Committee's request.

6. **APPROVAL OF MINUTES**

A. June 2, 2014

Discussion ensued regarding how the vice chairperson was selected at the last meeting. It was confirmed Mr. O'Leary was selected due to the fact Mr. Daily's schedule may not allow for attendance at all meetings.

Action:

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

After consideration, the motion CARRIED by the following vote:

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

7. DISCUSSION REGARDING NEW PUBLIC RELATIONS CONSULTANT

Mr. Sneed updated the committee by reporting RMWD has finalized an agreement with the public relations consultant. He noted the consultants did attend the Lake Rancho Viejo community meeting on June 25, 2014. He explained the consultants were tasked with assisting with and providing write-ups for the newsletter, updating RMWD's website, putting information on RMWD's Facebook page, as well as participate in the ad hoc committee meetings. He confirmed they would also be watching the media coverage on the reorganization matter.

Mr. Daily asked Mr. Sneed and Director Brazier whether or not there have been any discussion between the Board, the consultant, and the general manager regarding the role of the communications committee. Director Brazier noted the consultants acknowledged the presence of the communications committee and that they would develop some way to get the committee involved due to the fact it would be helpful.

Mr. Sneed stated the final contract was negotiated at \$5,000 per month. He explained the agreement was for RMWD to utilize their services as long as they need to with the understanding the agreement can be terminated with a thirty day notice. Director Brazier pointed out there were some preliminary discussions that if RMWD felt they needed outside help ongoing into the future the public relations firm would be willing to talk to RMWD about that possibility. Discussion followed.

Director Brazier noted the consultants wanted to know whether or not the committee members had associations with any groups within their community.

Director Brazier pointed out the comment period to LAFCO has been extended to August 1, 2014 and how any comments received from individuals will be provided with a receipt from LAFCO. She noted after all the letters are in to LAFCO, their committee will review those and respond to the comments in their report. Mr. O'Leary pointed out members of the public can also speak to LAFCO directly at their Board meeting. Director Brazier noted the petition period will be held after the LAFCO Board makes a determination and that petition period will not take place until official notification is received by RMWD.

Discussion continued.

8. UPDATE ON FPUD APPLICATION TO LAFCO

Mr. O'Leary inquired as to whether or not it would be beneficial to have Mr. Seymour to speak out on this topic on RMWD's behalf due to the fact he may be influential.

Mr. Daily asked for an update on the FPUD application to LAFCO. Mr. Sneed pointed out RMWD has received positive response from many individuals. He noted staff has been referring these individuals to write or email their comments to Mike Ott at LAFCO. Mr. Daily recommended encouraging individuals to send comments to Supervisor Horn in addition to LAFCO.

Mr. O'Leary inquired as to whether or not the Executive Officer at LAFCO has indicated as to how long this process will take. Mr. Sneed stated it was his understanding it could take as long as two years.

Discussion ensued regarding some inaccuracies in the public opinion comments published in the July 3, 2014 edition of The Village News, especially the fact that even with the consolidation both districts have stated water rates would not be reduced, but maybe stabilize.

It was confirmed the public relations firm works directly with RMWD management and ad hoc committee as directed by the Board.

Discussion ensued regarding how the process could be sped up for the public relations firm due to the upcoming August 1, 2014 comment period deadline.

Mr. Daily mentioned the feedback received in regards to the yellow sheets of information sent out to the customers was that it was found to be impactful. He recommended the next mailer be in other colors so that they are given attention as the process progresses. Discussion ensued.

It was noted the ad hoc committee meetings are not public meetings conducted with staff, two Board Members, and legal counsel only.

Mr. O'Leary recommended mentioning to the public relations firm the "Communicator" is another vehicle for getting information out to the ratepayers that may be useful. Mr. Daily agreed that the "Communicator" and newsletter should be vetted together for addressing this matter. It was suggested there be a "Communicator" dedicated to explaining RMWD's water rates in greater detail. Discussion ensued regarding what type of detailed information could be provided to assist in the ratepayer's understanding as to their water bills.

Mr. O'Leary suggested the public relations firms may be better at articulating information that is not in water district jargon for the benefit of the ratepayers. Discussion ensued.

It was noted commenting to news articles would not be as beneficial as utilizing a blog to get the facts out to the public. Mr. Sneed encouraged the committee members to talk to their neighbors and community groups as well.

Mr. Daily suggested the committee get in sync with the public relations firm in order to avoid an overlapping of tasks and measures taken. Discussion ensued.

It was decided the next committee meeting will be on July 28, 2014 at 3:30 p.m. and the August 4, 2014 meeting will be cancelled.

Mr. Daily recommended the committee members come to the next meeting with a list of grass root ideas.

9. UPCOMING NEWSLETTER TOPICS

This item was discussed under Item #8 herein.

10. UPDATES ON DISTRICT “COMMUNICATOR”

This item was discussed under Item #8 herein.

11. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

This item was not discussed.

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

This item was not discussed.

13. ADJOURNMENT

Action:

Moved by Member O'Leary to adjourn to July 28, 2014. Seconded by Member Daily.

After consideration, the motion CARRIED by the following vote:

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

The meeting adjourned at 4:55 p.m.

Dorothy Romani, Committee Chairperson

Dawn M. Washburn, Board Secretary