

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
MARCH 6, 2017**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on March 6, 2017 was called to order by Chairperson Daily at 3:35 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 Kirby, Member Hamilton, Alternate Gray.

**Absent:** Member Kurnik.

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

One member of the public was present.

4. **SEATING OF ALTERNATES**

Mrs. Gray was seated to serve as an alternate for this meeting.

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

There were no changes to the agenda by committee members.

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

There were no comments.

**COMMITTEE ACTION ITEMS**

\*7. **APPROVAL OF MINUTES**

A. February 6, 2017

***Motion:***

***Approve the minutes as written.***

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

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

***Ayes: Member Daily, Member Kirby, Member Hamilton, Alternate Gray.***

*Discussion went to Item #9.*

## **8. DISCUSSION AND POSSIBLE ACTION REGARDING NEW BILLING FORMAT**

Mr. Kennedy reviewed some of the proposed changes including have a description in gallons as well as in units, spelling out Class Codes, displaying a graph regardless of the amount of usage, using the blank areas for monthly messages/notifications, and providing usage in gallons as opposed to units.

It was noted InfoSend, Inc. would be invited to the next committee meeting to give a presentation.

Mr. Kennedy noted proposed changes would be provided to the public in several notices prior to moving forward.

Discussion went to Item #12.

## **9. PROJECT NAMING BRAINSTORMING SESSION FOR LIFT STATIONS**

Mr. Kennedy explained renaming the lift stations may be helpful in identifying the lift stations in the event of an emergency. He noted two of the lift stations are about to be constructed; therefore, the timing for considering name changes was appropriate.

Mrs. Harp noted an employee suggested naming facilities after those employees that have worked at RMWD for years. Discussion ensued.

Discussion ensued regarding naming the lift stations and other facilities according to their location for identification purposes. It was suggested engaging the public in a facility naming contest provided there be specific criteria to be met in the naming process.

Mr. Kennedy offered to put together some guidelines and bring something back for Committee consideration.

Discussion went to Item #10.

## **10. DISCUSSION REGARDING AVOCADO FESTIVAL**

Mr. Kennedy reported a decision has not been made by the Fallbrook Chamber of Commerce as far as RMWD having a space at the festival. He noted sponsors would be guaranteed prime spots; however, the cost involved would be significant. He solicited the Committee for their opinion as to whether RMWD should attend this event. Discussion ensued RMWD having so few opportunities to engage with the public; therefore, it may be beneficial to attend.

It was decided the District should participate in the festival and then evaluate its benefits for future reference.

Mrs. Gray stated she or Ms. Washburn would schedule a time for the committee members to have their pictures taken for badges for use at public events.

Discussion went to Item #11.

**11. DISCUSSION REGARDING LOCAL SENIOR SERVICES**

This item was deferred to the April committee meeting with an update from Legal Counsel.

Discussion went to Item #8.

**12. COMMUNICATIONS PLAN/TOPICS**

Mr. Daily recommended possibly sending a message about continued water use efficiency. Mrs. Gray suggested making the message stronger regarding how customers can keep using water efficiently.

Mr. Hamilton suggested listing the programs in which RMWD participates in the newsletter. Mrs. Gray noted she would mention the video contest winners in the May edition of the newsletter. Mr. Kennedy announced the Board approved adding a Go Pro as part of the prize pool for the video contest.

Discussion ensued regarding an annual self-audit program.

Mr. Hamilton suggested there should be press releases on the Moosa Creek pipeline repair, the newly appointed Board Member, and the two awards RMWD received.

Mr. Kennedy agreed to invite the newspaper contacts to attend events such as the video contest.

Discussion went to Item #13.

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

Discussion ensued regarding purchasing media space in the local newspaper.

Discussion went to Item #14.

**14. COMMITTEE MEMBER COMMENTS**

There were no comments.

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

It was noted a presentation from InfoSend, Inc., the facility naming contest criteria, and an update on the local senior services should be on the next committee agenda.

**16. ADJOURNMENT**

***The meeting was adjourned with a motion made by Director Daily***

The meeting adjourned at 5:00 p.m.

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**Mike Daily, Committee Chairperson**

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**Dawn M. Washburn, Board Secretary**