



COMMUNICATIONS COMMITTEE MEETING

RAINBOW MUNICIPAL WATER DISTRICT
Monday, September 11, 2017
Communications Committee Meeting - Time: 3:30 p.m.

District Office	3707 Old Highway 395	Fallbrook, CA 92028
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Notice is hereby given that the Communications Committee will be holding a regular meeting beginning at 3:30 p.m. on Monday, September 11, 2017.

AGENDA

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL: Mike Daily (Chair) _____ Jeanna Kirby (Vice Chair) _____**
 Members: Elysian Kurnik _____ Hayden Hamilton _____
 Alternates: Cynthia Gray _____
4. **SEATING OF ALTERNATES**
5. **ADDITIONS/DELETIONS/AMENDMENTS TO THE AGENDA (Government Code §54954.2)**
6. **PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA**

COMMITTEE ACTION ITEMS

- *7. **APPROVAL OF MINUTES**
 A. August 7, 2017
8. **DISCUSSION REGARDING BILLING FORMAT AND MARKETING**
9. **DISCUSSION REGARDING REVISED OUTREACH TIMELINE**
10. **DISCUSSION REGARDING COMMITTEE MEMBERSHIP**
11. **DISCUSSION REGARDING POTENTIAL COMMITTEE MEETING DATE CHANGE**
12. **COMMUNICATIONS PLAN/TOPICS/STRATEGIC PLAN OBJECTIVES**
13. **REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES**

14. COMMITTEE MEMBER COMMENTS

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

16. ADJOURNMENT

ATTEST TO POSTING:



Hayden Hamilton
Secretary of the Board

8-29-17 @ 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
AUGUST 7, 2017**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on August 7, 2017 was called to order by Chairperson Daily at 3:34 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, Alternate Gray.

Also Present: General Manager Kennedy, Executive Assistant Washburn.

Absent: Member Kurnik, Member Hamilton.

Two members of the public were present.

4. **SEATING OF ALTERNATES**

Mr. Daily noted Mrs. Gray would be seated for this meeting.

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

There were no changes to the agenda.

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

Mr. Schinn was introduced as a member of the public interested in possibly serving on the committee.

COMMITTEE ACTION ITEMS

*7. **APPROVAL OF MINUTES**

A. July 10, 2017

Motion:

To approve the minutes as written.

Action: Approve, Moved by Alternate Gray, Seconded by Member Kirby.

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

Ayes: Member Daily, Member Kirby, Alternate Gray.

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8. FACILITY NAMING COMMUNICATIONS EFFORTS

Mr. Kennedy explained the purpose of renaming the facilities as a means of having them named relative to their location for easier identification. He stated once the signage is complete, there will be an update provided to the committee; therefore, it was not necessary to keep this as a standing committee agenda item.

9. NEW BILLING NOTIFICATIONS AND MARKETING

Mr. Kennedy explained until RMWD determines which utility billing product to be utilized, he recommends delaying any billing formats and marketing. Discussion followed.

10. COMMUNICATIONS PLAN/TOPICS/STRATEGIC PLAN OBJECTIVES

Mrs. Gray noted there were no new proposed changes to the strategic plan that affect communications. Mr. Daily explained the purpose of the plan and that how it is periodically updated based on goal setting and accomplishments.

Mr. Kennedy referenced the August 2017 RMWD newsletter while noting this edition was dedicated to explaining the new rate structure as well as future needs for the system. Discussion followed.

It was noted public participation and input is encouraged on all topics published in the District newsletter.

Mr. Kennedy talked about how the San Diego Chapter of CSDA was putting together new ideas for educating school-age children on special districts. He stated Mrs. Gray will be working with the local school system to encourage classroom participation in educational programs and how this may be something with which the committee members may like to assist.

Mr. Kennedy asked Mrs. Gray to have the communications list available at the next committee meeting for review.

11. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

There was no discussion.

12. COMMITTEE MEMBER COMMENTS

Mrs. Kirby announced next month would be her last month on the committee. Discussion took place regarding moving the committee meeting to another day of the week to accommodate the member's schedules. Ms. Washburn offered to have Mrs. Kirby's Form 700 prepared in advance should the meeting date not change.

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

It was noted the potential meeting date change, billing format and marketing, committee membership, revised outreach timeline.

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14. ADJOURNMENT

The meeting was adjourned to September 11, 2017 at 3:30 p.m. by Mr. Daily.

The meeting adjourned at 4:39 a.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary