

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
FEBRUARY 1, 2018**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on February 1, 2018 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 Hamilton, Alternate Gray.

Also Present: General Manager Kennedy, Executive Assistant Washburn.

Absent: Member Kurnik, Member Kirby.

No members of the public were present.

4. **SEATING OF ALTERNATES**

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

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

There were no changes.

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

There were no comments.

COMMITTEE ACTION ITEMS

*7. **APPROVAL OF MINUTES**

A. January 4, 2018

Mrs. Gray noted there were minor corrections to the minutes that would be revised.

Motion:

To approve the minutes including the revisions suggested by Mrs. Gray.

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

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

Ayes: Member Daily, Member Hamilton, Alternate Gray.

8. DISCUSSION REGARDING BENEFITS OF EXPANDED QUARTERLY NEWSLETTER

It was noted the expansion would be a two-page (front and back) quarterly newsletter.

Discussion ensued regarding costs and subject matter.

Mr. Hamilton mentioned his suggestion would be to introduce staff to the public.

Mr. Daily recommended the committee work on putting together a structured planning calendar with the anticipated start date being April 2018.

Mr. Kennedy noted there were projects on which he could provide articles. Mr. Hamilton pointed out there have been public requests for information on long-term water supply. Discussion followed.

Mr. Kennedy recommended possibly spotlighting RMWD customers as well as committee members. He directed Mrs. Gray to put together a list of the ideas named at this meeting and bringing it back to the next committee meeting for review, comment, and input. He stated the validated costs for shipping and printing would also be provided at the next committee meeting.

Discussion followed.

Mr. Hamilton inquired about a recent drought declaration. Mr. Kennedy explained the State Water Board released proposed water use restriction regulations; however, a drought was not declared. Discussion ensued regarding climate and weather pattern changes.

9. EAM NEWSLETTER ARTICLE

Mrs. Gray mentioned this would most likely be included in the expanded quarterly newsletter.

Mr. Hamilton suggested including focus on one segment related to the benefit to the ratepayers.

10. FACILITY NAMING UPDATE AND COMPLETION OF ADDITIONAL LIFT STATION SITES

Mrs. Gray explained the system operators pointed out there were three additional lift stations that had not been renamed. Mr. Hamilton inquired about Lift Station 1. Mr. Kennedy stated Lift Station 1 was being decommissioned, B Plant was going out of service, one was being renamed Rancho Viejo and the other Rancho Monserate. He confirmed Lift Station 2 has been renamed Old River Lift Station.

11. QUARTERLY SNIPE CALENDAR IDEAS

Mr. Kennedy suggested tying this into the expanded quarterly newsletter except when there are other matters of importance.

12. DISCUSSION REGARDING RATEPAYER INCENTIVE PROGRAM

Mr. Kennedy stated after giving this idea consideration he recommended there be an article in the upcoming newsletter encouraging any customers who have an idea in terms of a better way to do something to make a presentation at a committee meeting. Mr. Hayden suggested RMWD provided a list of points that should be addressed in the customer presentations.

13. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS

A. Topics

It was noted this item was covered during earlier discussions at this meeting.

B. Strategic Plan Objectives

Mrs. Gray recommended the committee hold a mock-up tour in March 2018. Ms. Washburn agreed to work with the committee members and coordinate a time and day that works for most of the members for an afternoon tour starting after 12:00 p.m.

Mrs. Gray talked about the May 2018 Vintage Car Show noting she was seeking volunteers to assist with the RMWD booth. She stated she would work with the committee and staff to put together a rotation schedule to be shared with staff and committee members.

Discussion ensued regarding the types of items RMWD may want to have available to hand out to booth visitors during community events.

C. Calendar

It was noted the Vintage Car Show will be held on May 27, 2018 and the Avocado Festival on April 15, 2018.

14. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

There was reference to the article in The Village News on January 18, 2018 noting RMWD approved time extensions for the Pala Mesa Highlands sewer agreement.

15. COMMITTEE MEMBER COMMENTS

Mr. Hamilton inquired as to the RMWD sign being replaced at the entrance to the District. Mr. Kennedy said he would follow up with Mrs. Harp on this.

Mr. Hamilton asked how RMWD plans to get interest in the CSDA contests from its local schools. It was noted Mrs. Gray is already working with the schools on this as well as other reach out programs. Discussion ensued regarding means of gaining interest from local students while presenting RMWD to them.

It was recommended an announcement RMWD was seeking committee members be included in the upcoming newsletter.

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

It was noted the strategic objectives, story board preview, and extended newsletter matrix would be on the next committee agenda.

17. ADJOURNMENT

The meeting was adjourned with a motion made by Member Daily.

The meeting adjourned at 4:50 p.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary