

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
MARCH 7, 2016**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on March 7, 2016 was called to order by Chairperson Daily at 3:32 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 O’Leary
Member Daily
Member Kurnik
Member Kirby

Absent: Member Brazier
Member Romani

Also Present: General Manager Kennedy
Executive Assistant Washburn
Administrative Analyst Gray

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 February 23, 2016 Regular Board meeting to report on this committee. He noted the Board approved the Strategic Plan which will be discussed later in this meeting.

*6. **APPROVAL OF MINUTES**

A. February 1, 2016

Action:

Moved by Member Kirby to approve the minutes as written. Seconded by Member Kurnik.

After consideration, the motion CARRIED by the following vote:

AYES: Members Kirby, Daily, O'Leary, and Kurnik
NOES: None
ABSTAINED: None
ABSENT: Members Brazier and Romani

7. REVIEW OF COMMUNICATIONS PLAN

Mrs. Gray pointed out communications falls under Item #4 of the Strategic Plan Goals and Objectives where everything the committee had talked about achieving has been included.

Mr. Kennedy added Mrs. Gray was collecting bills from various local districts from which to reference when looking at changing the look of RMWD's bills. He noted the finance department was currently working with the new billing company and hope to have something next month for this committee to review.

Mr. O'Leary suggested the RMWD's bill include information about the monthly fixed costs that must be paid regardless of the actual water use. Discussion ensued regarding locked off meters.

Mrs. Gray showed the enhancements made to the newsletter. She also noted RMWD was in the application process for a booth at the Avocado Festival and if selected, she will submit the necessary information to the festival committee. It was suggested there be maps of the RMWD's divisions and samples of the desalination plant water available at the festival.

Discussion ensued regarding the upcoming newsletter and the information to be included. Mrs. Gray noted she wants to include something related to water conservation and construction updates in each edition.

It was noted the phone number was missing from the bottom of the newly enhanced newsletter. It was also suggested the footer could be smaller.

Mr. Kennedy pointed out once the full Board is in place, he would like to publish one press release per month. He stated he would have announcements on the Board appointees for both The Village News and Union Tribune after the selections have been made. He also mentioned it would be worthwhile to publish something regarding Dennis Sanford participating in a run off election for the seat he ran for at LAFCO.

Discussion ensued regarding special projects that will demand publicity notification during 2016.

8. REVIEW AND UPDATE OF STRATEGIC PLAN

It was noted the strategic plan was difficult to find on the front page on RMWD's website.

Discussion ensued regarding the water reclamation plant preliminary design report study as well as the groundwater project in terms of how both fit in the strategic plan.

Mr. O'Leary suggested press releases should be more tailored than the press taking agenda items from which to start a story and gathering quotes after the fact. Mr. Kennedy recommended identifying a subset of the agenda items at each Board meeting that are of interest and substance to determine whether the committee wants to prepare a press release.

Mr. O'Leary talked about the goal of improving communications between the committees and the Board of Directors. He suggested there may be some press release ideas if there is a joint meeting. Mr. Kennedy noted the Budget and Finance Committee will have a joint meeting with the Board near budget time, the Engineering Committee around the time the Groundwater and Water Reclamation studies are being completed in the summer, and the Communications in the fall. He explained these joint meetings would be at the normal Board meeting dates and times.

9. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Mr. Kennedy pointed out there have been more than one customers have expressed concern with the locked off meter costs increasing; some of which have stated they would be going to the media regarding the situation. Discussion followed.

Mr. Daily solicited for other media related stories for discussion.

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

Mr. O'Leary noted he would be absent at the next meeting.

It was suggested there be an update on the Avocado Festival and review of the 4th Grade Calendar contest entries on the next agenda.

11. ADJOURNMENT

Action:

Moved by Member O'Leary to adjourn the meeting. Seconded by Member Kirby.

After consideration, the motion CARRIED by the following vote:

AYES:	Members Daily, Kirby, Kurnik, and O'Leary
NOES:	None
ABSTAINED:	None
ABSENT:	Members Brazier and Romani

The meeting adjourned at 4:50 p.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary