

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
NOVEMBER 5, 2020**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on November 5, 2020 was called to order by Chairperson Shute at 3:30 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Shute, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Hamilton, Member Shute, Member Stewart, Member Vernon (*via video teleconference*).

Also Present: Executive Assistant Washburn, Information and Technology Specialist Espino.

Also Present Via Teleconference or Video Conference:

Alternate Gray, Finance Manager Largent, Information and Technology Manager Khattab.

One member of the public was present via teleconference or video teleconference.

4. **INSTRUCTIONS TO ALLOW PUBLIC COMMENT ON AGENDA ITEMS FROM THOSE ATTENDING THIS MEETING VIA TELECONFERENCE OR VIDEO CONFERENCE**

Mr. Shute read aloud the instructions for those attending the meeting via teleconference or video conference.

3. **SEATING OF ALTERNATES**

No alternates were seated.

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

Ms. Largent noted there will not be an update on Item #15.

7. **PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA (Limit 3 Minutes)**

There were no comments.

*8. **APPROVAL OF MINUTES**

A. October 1, 2020

Motion:

To approve the minutes as revised.

Action: Approve, Moved by Member Hamilton, Seconded by Member Vernon.

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

Ayes: Member Hamilton, Member Shute, Member Stewart, Member Vernon.

9. GENERAL MANAGER COMMENTS UPDATE ON REOPENING THE RMWD HEADQUARTERS

Ms. Largent reported in Mr. Kennedy's absence that the District is remaining status quo.

10. COMMITTEE MEMBER COMMENTS

Mr. Hamilton suggested a press release be done on the election. Ms. Washburn noted this could be done; however, there were restrictions that needed to be followed. Ms. Gray stated she would look at what was done last time and use that as an example.

11. REFINING ENHANCED NEWSLETTER TEMPLATES

Ms. Gray displayed samples of enhanced newsletter templates. There was no objection from the committee to utilize the three presented samples for producing the newsletter going forward.

12. UPDATING PRINTED MATERIAL ON BACK OF WATER BILLS

Ms. Gray displayed a sample of the material to print on the back of bills. She pointed out when incorporating the input received from Mr. Shute, the content increased so much the necessary adjustments to make it fit on the page forced the font size to be too small.

Mr. Vernon recommended dropping the circles and replacing those with a text box such as that found on the top of the 2020 rate sheet.

Ms. Gray pointed out code definitions will be added to the information provided.

The committee thanked Ms. Gray for her work on this project.

13. PSAWR OUTREACH

Ms. Largent reported staff has been meeting with some of the other local districts to prepare a joint uniform communication to send out to the public. She mentioned the transition process needs to be completed in six months. She stated the committee members will be presented with samples of these communications for their input. She added the procedures among the local agencies will also be uniform.

Discussion ensued regarding the information shared by Mr. Kennedy at the Board meeting in terms of the incorrect information provided to RMWD from SDCWA.

14. NEWSLETTER COMMUNICATIONS RE: PROPOSAL RATE INCREASE

Ms. Largent pointed out the suggestions received from the committee members were very valuable and will be incorporated into the notice and then forwarded to Legal Counsel for final approval before sending it to the customers.

Mr. Shute stated for the record this item was to discuss a “public notice” (not a “newsletter”) regarding a “proposed” (not “proposal”) rate increase (the agenda item title was incorrect).

Ms. Largent noted any additional comments need to be received no later than Monday, November 9, 2020. It was confirmed these comments should be provided to Mr. Kennedy, Ms. Largent, and Ms. Gray.

15. SDCWA DETACHMENT UPDATE

This item was deferred to the December committee meeting.

16. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS

- A. Topics
- B. Calendar
- C. Snipes Calendar
- D. Updates from Other Committees
- E. Customer Relations
- F. Monthly Newsletter Review
- G. Social Media Post Updates

There were no comments.

17. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Mr. Hamilton mentioned there were a few recent articles related to RMWD published.

18. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS AND CUSTOMER SERVICE COMMITTEE MEETING

It was noted the PSWAR outreach, an annual review of this committee’s activities as well as updates on the SDCWA detachment and Flume respectively should be on the next committee agenda.

19. ADJOURNMENT

The meeting was adjourned by Chairperson Shute.

The meeting adjourned at 4:15 p.m.

Bill Shute, Committee Chairperson

Dawn M. Washburn, Board Secretary