

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
SEPTEMBER 11, 2017**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on September 11, 2017 was called to order by Chairperson Daily at 3:30 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 Kurnik, Member Kirby, Member Hamilton.

**Also Present:** Alternate Gray, Engineering Technician Rubio.

One member of the public was present.

4. **SEATING OF ALTERNATES**

Mr. Daily did not seat any alternates due to a quorum being present.

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. Daily introduced David Shinn to the committee noting Mr. Shinn was interested in serving as a member. Mr. Daily noted the committee will make a recommendation to the Board for Mr. Shinn's appointment under the membership item on the agenda.

**COMMITTEE ACTION ITEMS**

\*7. **APPROVAL OF MINUTES**

A. August 7, 2017

***Motion:***

***To approve the minutes as written.***

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

***Vote: Motion passed unanimously.***

***Ayes: Member Daily, Member Kirby, Member Hamilton, Member Kurnik.***

**8. DISCUSSION REGARDING BILLING FORMAT AND MARKETING**

Mrs. Gray informed the committee that the Board approved Infor Systems to replace Springbrook; therefore, the committee may want to hold off on revising the billing format until the change has been completed.

**9. DISCUSSION REGARDING REVISED OUTREACH TIMELINE**

Mrs. Gray said the timeline was included with the Strategic Plan.

**10. DISCUSSION REGARDING COMMITTEE MEMBERSHIP**

Mr. Daily asked Dave Shinn whether he was interested in serving on the committee. Mr. Shinn inquired as to the purpose of the committee. Mrs. Gray provided Mr. Shinn with a copy of the Strategic Plan pointing out the objectives for this committee. Mr. Daily said external, internal and community outreach for the District was the main purpose.

Mr. Shinn briefed the committee on his background noting he owns his own business and was now semi-retired.

***Motion:***

***To recommend to the Board to appoint Mr. Shinn as a member of the Communications Committee.***

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

***Vote: Motion passed unanimously.***

***Ayes: Member Daily, Member Kirby, Member Hamilton, Member Kurnik.***

**11. DISCUSSION REGARDING POTENTIAL COMMITTEE MEETING DATE CHANGE**

Mr. Daily would like to propose changing the meeting time and date to keep Ms. Kirby from leaving the committee due to scheduling conflicts. He proposed changing the meeting to the first Thursday of the month.

***Motion:***

***To officially change the meeting date for the Communications Committee to the first Thursday of each month at 3:30 p.m.***

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

***Vote: Motion passed unanimously.***

***Ayes: Member Daily, Member Kirby, Member Hamilton, Member Kurnik.***

**12. COMMUNICATIONS PLAN/TOPICS/STRATEGIC PLAN OBJECTIVES**

Mrs. Gray said she has been in contact and hopes to continue interacting with the schools as well as reaching out to high schools. Discussion ensued.

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

Mr. Daily mentioned there was not a lot of information in the media except for the election of Brian Brady's wife being elected to the Rancho Water District Board of Directors.

**14. COMMITTEE MEMBER COMMENTS**

There were no comments.

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

It was noted billing format and marketing item needs to be on the next agenda.

**16. ADJOURNMENT**

*The meeting was adjourned with a motion made by Member Daily to October 5, 2017.*

The meeting adjourned at 4:21 p.m.

---

**Mike Daily, Committee Chairperson**

---

**Dawn M. Washburn, Board Secretary**