

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
JUNE 11, 2012**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on June 11, 2012 was called to order by Vice Chairperson Vega at 10:325 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. June 11, 2012 Vice Chairperson Vega presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Romani
Member Vega
Alternate Washburn
Alternate O'Leary
Member Bednarski

Absent: Member Sowden
Member Daily

Also Present: General Manager Seymour
Executive Assistant/Board Secretary Washburn
Water Operations/Customer Service Manager Atilano

One member of the public was present.

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

There were no comments.

COMMITTEE ACTION ITEMS

5. **COMMITTEE MEMBER COMMENTS**

There were no comments.

*6. **APPROVAL OF MINUTES**

A. May 7, 2012

Action:

Moved by Alternate O'Leary to approve the minutes as submitted. Seconded by Member Romani.

After consideration, the motion CARRIED by the following vote:

AYES: Member Romani, Member Vega, Alternate Washburn, Alternate O'Leary and Member Bednarski.
NOES: None.
ABSTAINED: None.
ABSENT: Member Sowden and Member Daily.

7. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Ms. Romani expressed concern regarding the potential consolidation and the need to have as much information out to the public as possible.

Ms. Bednarski mentioned not only the articles on the potential RMWD/FPUD consolidation but also one regarding mitigation of dust reported in the LA Times.

Mr. Vega talked about the May 10th paid advertisement published by Archie McPhee of FPUD, especially where it stated Mr. Seymour jumped up and shouted he would not be resigning should the consolidation happen. Mr. Seymour clarified he simply raised his hand and said it was already decided that he would be the general manager to resign in the event of a merger. Mr. Vega stated he felt Mr. McPhee should be forced to make a paid retraction. Discussion ensued.

8. RMWD GENERAL MANAGERS COMMITTEE UPDATE (Mr. Dave Seymour)

Mr. Seymour updated the committee on a few items the committee has been discussion over the past months. He pointed out SDCWA has filed another lawsuit against MWD to be combined with their original lawsuit due to the MWD's recent rate structure changes. He provided a brief background on what has transpired since the onset of the lawsuit. He noted SDCWA has scheduled a public hearing in July where they will seek to increase their rates which will be passed on to their member agencies, including RMWD who will in turn need to raise its rates.

Mr. Seymour talked about the status of the potential consolidation and how it was currently being studied by a financial consultant. It was noted the consultant was Phil Forbes, a RMWD customer and ex-CFO at Rancho Water District when that agency went through a merger of its own. Mr. Vega recommended Mr. Seymour provide brief updates on this topic in the RMWD monthly newsletter for the benefit of the public.

Mr. Seymour mentioned it appeared to staff as though RMWD may be the recipient of not just one, but possibly two of the State Revolving Fund Loans for which it applied. He said it was anticipated RMWD would receive some type of confirmation by the end of summer. Ms. Rhyne expressed concern it may be bad timing for RMWD to receive State Revolving Fund Loans at the same time they are looking into consolidating with FPUD.

Discussion ensued regarding conjunctive use. Mr. Seymour noted the three options available to the District when it came to consolidating as 1) do nothing, 2) a full consolidation of RMWD and FPUD, 3) or form a Joint Power Authority. He noted both agencies needed to go through the LAFCO process should they decide to move forward with a full consolidation of the two agencies.

Mr. O'Leary expressed concern that forming a Joint Powers Authority could be extremely complicated. Mr. Seymour explained several different ways in which a JPA could be formed. He pointed out a JPA does form another level of bureaucracy.

Discussion continued regarding different aspects of the potential consolidation of RMWD and FPUD.

Mr. Seymour confirmed LAFCO would have the final say as to whether or not the two agencies could be dissolved and merged into one district.

9. EMERGING COMMUNICATION ISSUES, OPPORTUNITIES AND STRATEGIES NEXT TWELVE MONTHS (RE-VALIDATE)

- A. Board Election in Divisions 1, 2, and 5.
- B. Bond/Fund Requirements (Approval to Use State Revolving Fund)
- C. Lift Station 1 and 2 (March 2012 Completion)
- D. Sewer Replacement Planning/Groundbreaking
- E. Completions of Morro Reservoir and Pala Mesa Tank (Late Summer/Early Fall)
- F. Passerelle Meters
- G. Pappas Meters
- H. Pardee Meters
- I. Lack of Water in 2013 Due to 2012 Rain/Snowfall

Mr. Vega suggested Item #9B may need to become Item #9A due to timing. Discussion ensued regarding RMWD possibly needing to hold a special election in relation to the State Revolving Funds.

Mr. Seymour pointed out once Morro Reservoir has been completely filled with water, RMWD will no longer be under the California Department of Public Health Services.

Mr. O'Leary asked whether or not it would be a good idea to have both RMWD and FPUD to host an open house for communication purposes. Mr. Seymour pointed out how at this time the Boards have only approved studying potential consolidation or forming a JPA. He said it would not be until after the Boards decide they have received enough information from the studies before either agency would move forward with holding an open house. Discussion ensued regarding when it would be more appropriate to move forward with something of this nature, especially when it comes to spending money.

Ms. Bednarski inquired about the current status of the Pappas project. Mr. Seymour explained the first steps taken; however, he noted it would a two year process.

Mr. Seymour reported Palomar College was moving forward on their project; however, they have been delayed to some degree due to legal matters. Discussion followed.

10. UPCOMING NEWSLETTER TOPICS

- A. Completion of Pala Mesa Reservoir/Tank
- B. Morro Reservoir Under Budget Plus Use of Cooperative Fed Funds (Mid-Summer Completion)
- C. No Longer Under State Mandates

This item was mostly addressed under Item #9 herein.

11. “COMMUNICATOR” TOPICS DISCUSSION AND EDITORIAL SCHEDULE REVIEW FOR JUNE 2012 ISSUE

- A. Roadshow Extract
- B. Calendar Year 2012 Infrastructure Finance Measures
- C. Relationship of Budget to Infrastructure Rehabilitation
- D. Administrative Consolidation (3 Districts)
- E. District Consolidation (3 Districts)
- F. Toilet to Tap Projects (Vega)
- G. Lake Meade Inflow (Sowden)

Mr. Vega mentioned his conversations with Mr. Daily as well as Mr. Seymour regarding the Communicator where it was noted the Committee Members need to write more complete articles that are print ready when it comes time to publish the Communicator. He suggested a conversation be held at a future committee meeting regarding this matter when more committee members are present.

Mr. Seymour stated when the Communicator was initially established, the format was set up where the Committee Members worked together collectively to prepare articles and had them ready for print. He said for quite some time this format worked quite well; however, this process seems to have tapered off lately.

Mr. Vega said he would like to use the recent article he has prepared to get the committee “back on track” by sending it out to the other committee members via email for comment and input.

Discussion continued.

12. DISCUSSION OF DRAFT RMWD COMMUNICATIONS PLANNING DOCUMENT AND CONTINUED DISCUSSION OF RMWD STRATEGIC COMMUNICATIONS PROCESS AND SUPPORT

- A. Review Draft Infrastructure Communications Plan

This item was deferred due to Mr. Daily’s absence.

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

It was decided one of the first items on the next agenda should be to discuss preparing quality articles to be published in “The Communicator”.

14. ADJOURNMENT

Action:

Moved by Member Romani to adjourn. Seconded by Member Bednarski.

After consideration, the motion CARRIED by the following vote:

AYES: Member Romani, Member Vega, Alternate Washburn, Alternate O'Leary and Member Bednarski.
NOES: None.
ABSTAINED: None.
ABSENT: Member Sowden and Member Daily.

The meeting was adjourned at 11:51 a.m.

Charles Vega, Committee Vice Chairperson

Dawn M. Washburn, Board Secretary