

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
JUNE 6, 2016**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on June 6, 2016 was called to order by Chairperson Daily at 3:33 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 O'Leary, Member Brazier.

Absent: Member Kurnik, Member Kirby.

Also Present: Executive Assistant Washburn, Administrative Analyst Gray.

One member of the public was present.

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

There were no changes.

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

There were no comments.

COMMITTEE ACTION ITEMS

*6. **APPROVAL OF MINUTES**

Motion:

Action: Approve, Moved by Member Brazier, Seconded by Member O'Leary.

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

Ayes: Member Daily, Member O'Leary, Member Brazier.

7. **DISCUSSION AND POSSIBLE ACTION REGARDING COMMITTEE MEMBERSHIP**

It was determined Administrative Analyst Gray be added to the committee member to ensure a quorum is present at all meetings.

Motion:

Recommend to the Board that Cynthia Gray be added as an alternate member to the committee roster.

Action: Approve, Moved by Member Brazier, Seconded by Member O'Leary.

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

Ayes: Member Daily, Member O'Leary, Member Brazier.

It was suggested RMWD continue to solicit for new members in the monthly newsletter.

8. DISCUSSION AND POSSIBLE ACTION REGARDING INCORPORATING NEW GRAPHICS INTO WEBSITE, NEWSLETTER, ETC.

Mrs. Gray pointed out the graphics in the newsletter have been dialed in. She recommended RMWD sending out a survey to get feedback from those who access the district website. Mr. Daily suggested a paper survey be included with the monthly bill. Mrs. Gray proposed bringing this matter back to the committee at the next Committee meeting for discussion.

Mr. O'Leary recommended expanding the website survey to a full customer service survey as part of the Strategic Plan. Mrs. Gray suggested bringing this back to the next committee meeting for consideration.

9. COMMUNICATIONS PLAN

Mrs. Gray noted the revisions made to the 2016 Newsletters Topics Suggestions as provided in the handout distributed. Discussion ensued regarding reporting media information relative to RMWD in the District newsletter.

Mrs. Gray thanked Mr. O'Leary for the write-up he provided on the Avocado Commission. It was noted, the write-up was quite long; however, portions of it could be utilized as "filler" in upcoming newsletter editions.

Discussion ensued regarding staff input in terms of being spotlighted in the newsletter.

Mr. O'Leary suggested the LAFCO event scheduled for July could be replaced with another topic.

10. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Ms. Brazier reported one presidential candidate stated there was no drought in California.

11. COMMITTEE MEMBER COMMENTS

Mr. Daily mentioned he was monitoring the conjunctive use program involving FPUD and Camp Pendleton.

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

It was noted the object for a website/customer service survey, addition of a staff member to the committee, the newly approved Parliamentary procedures, a Strategic Plan quarterly update, and newsletter water-interest filler topics be on the next committee agenda for discussion.

Discussion ensued.

Mr. Hamilton suggested an article be written on the Groundwater Sustainability plan "Ag Alert" quoted as being due in mid 2017 and how this could involve RMWD.

13. ADJOURNMENT

Motion:

Action: Adjourn, Moved by Member Brazier, Seconded by Member O'Leary.

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

Ayes: Member Daily, Member O'Leary, Member Brazier.

The meeting adjourned at 4:44 p.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary