



**COMMUNICATIONS AND CUSTOMER
SERVICE COMMITTEE MEETING**

RAINBOW MUNICIPAL WATER DISTRICT

Thursday, July 12, 2018

Communications and Customer Service Committee Meeting - Time: 3:30 p.m.

District Office

3707 Old Highway 395

Fallbrook, CA 92028

Notice is hereby given that the Communications and Customer Service Committee will be holding a regular meeting beginning at 3:30 p.m. on Thursday, July 12, 2018.

AGENDA

- 1. **CALL TO ORDER**
- 2. **PLEDGE OF ALLEGIANCE**
- 3. **ROLL CALL: Mike Daily (Chair) _____ Jeanna Kirby (Vice Chair) _____**
 Members: Hayden Hamilton _____
 Alternates: Cynthia Gray _____
- 4. **SEATING OF ALTERNATES**
- 5. **ADDITIONS/DELETIONS/AMENDMENTS TO THE AGENDA (Government Code §54954.2)**
- 6. **PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA**

COMMITTEE ACTION ITEMS

- *7. **APPROVAL OF MINUTES**
 A. June 7, 2018
- 8. **DISCUSSION AND POSSIBLE ACTION REGARDING COMMITTEE MEMBERSHIP**
- 9. **AMI UPDATE**
- 10. **VIDEO PRESENTATION**
- 11. **EXTENDED NEWSLETTER REVIEW**
- 12. **PUBLIC COMMUNICATIONS AND OUTREACH ITEMS**
 A. Topics
 B. Strategic Plan Objectives

- C. Calendar
- D. Snipes Calendar

- 13. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES
- 14. COMMITTEE MEMBER COMMENTS
- 15. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS AND CUSTOMER SERVICE COMMITTEE MEETING
- 16. ADJOURNMENT

ATTEST TO POSTING:



Hayden Hamilton
Secretary of the Board

7-5-18 @ 3:45 p.m.

Date and Time of Posting
Outside Display Cases

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
JUNE 7, 2018**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on June 7, 2018 was called to order by Chairperson Daily at 1:31 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 Kirby, Member Hamilton, Alternate Gray.

Also Present: General Manager Kennedy, Executive Assistant Washburn, Customer Service Representative De La Cerda.

No members of the public were present.

Discussion went to Item #13D.

4. **SEATING OF ALTERNATES**

Mr. Daily announced Mrs. Gray would be seated as an alternate.

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

Discussion went to Item #13.

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

There were no comments.

COMMITTEE ACTION ITEMS

*7. **APPROVAL OF MINUTES**

A. May 3, 2018

Motion:

Approve the minutes as written.

Action: Approve, Moved by Alternate Gray, Seconded by Member Hamilton.

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

Ayes: Member Daily, Member Kirby, Member Hamilton, Alternate Gray.

Discussion went to Item #8.

8. DISCUSSION REGARDING COMMENDATION FOR ELYSIAN KURNIK

Mr. Kennedy solicited the members for input on the draft commendation prepared on their behalf.

Motion:

To approve the commendation without revisions.

Action: Approve, Moved by Member Hamilton, Seconded by Alternate Gray.

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

Ayes: Member Daily, Member Kirby, Member Hamilton, Alternate Gray.

Discussion went to Item #9.

9. DRAFT EXTENDED NEWSLETTER REVIEW

Mrs. Gray mentioned she had forward a draft to the committee members, but had not received any feedback. She pointed out the deadline for finalizing the newsletter was here; however, to allow for committee review, she preferred delaying the publication for a month and having the members submit any proposed changes to her electronically for tracking purposes.

Discussion went to Item #10.

10. DISCUSSION REGARDING VIDEO PRESENTATION

Mr. Kennedy noted RMWD had an agreement for the videographer for two videos with the history of the District being the first to include interviews with Bill Hitt, Russ Hatfield, and Rincon Band of Luiseno Indians Chairman Bo Mazzetti.

Mrs. Gray stated the interviews would be scheduled for the upcoming week.

Discussion ensued regarding the interviews being structured and how they will be conducted.

Discussion went to Item #11.

11. VINTAGE CARSHOW DEBRIEFING

Mr. Daily shared a customer suggestion that RMWD show its current and future financial positioning on the water bills.

It was noted there was more engagement from those visiting the booth, temperatures and venue arrangements were very nice. Discussion followed regarding the types of questions asked by the visitors and how there was value to RMWD being present at this event.

Mr. Hamilton recalled there being a recommendation that a general information card be created to hand out at these types of events.

Discussion went to Item #12.

12. THE VILLAGE NEWS SUBSCRIPTION UPDATE

It was confirmed a subscription has been purchased by RMWD.

Discussion returned to Item #13.

13. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS

- A. Topics
- B. Strategic Plan Objectives
- C. Calendar
- D. Snipes Calendar
- E. Customer Service Update

Mrs. Gray introduced Customer Service Representative Gina De La Cerda, noting she would be responsible for provide updates from RMWD Customer Service Department throughout the next 12 months due to the recent blending of customer service with communications. Mrs. De La Cerda briefed the committee on her work and educational experience.

Discussion ensued regarding formulating the messaging on the newly published proposed water use restrictions.

Discussion went to Item #7.

Discussion returned from Item #13.

Mr. Kennedy talked about addressing the new proposed water use laws in the June newsletter.

Discussion ensued regarding how the Customer Service could be provided more flexibility to assist customers including updating the Administrative Code policies to allow for such.

Discussion took place regarding the Snipes Calendar regarding information to include over the next couple of months.

Mrs. De La Cerda noted the change in weather has caused customers to call regarding their bill increases. Mrs. Gray offered to include something encouraging customers to check their irrigation systems.

Discussion went to Item #14.

14. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Discussion ensued regarding media articles relative to RMWD.

Mr. Kennedy noted there was an article that may be of interest in the Voice of San Diego.

Discussion went to Item #15.

15. COMMITTEE MEMBER COMMENTS

There were no comments.

Discussion went to Item #16.

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

It was suggested an AMI update, the video presentation, and extended newsletter review be on the next committee agenda.

17. ADJOURNMENT

The meeting was adjourned to Thursday, July 12, 2018 at 3:30 p.m. with a motion made by Member Daily.

The meeting adjourned at 5:04 p.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary