

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
APRIL 5, 2018**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on April 5, 2018 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 Kirby, Member Hamilton, Alternate Gray.

Also Present: General Manager Kennedy, Executive Assistant Washburn.

Absent: Member Kurnik.

Four members of the public were present.

4. **SEATING OF ALTERNATES**

Mr. Daily noted Mrs. Gray will be seated as an alternate at this meeting.

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

It was noted the date on the agenda was incorrect.

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

A member of the public introduced herself to the committee noting her family has property off Rainbow Road that belonged to her father since the 1970's. She said she wants to get more involved with water matters facing the community. She talked about the American Farm Bureau and how it peaked her interest to start collecting information and data on water matters facing the community.

Mr. Kennedy explained this was the communications committee meeting which talks about better means of communicating with RMWD's customers. The committee members introduced themselves.

COMMITTEE ACTION ITEMS

*7. **APPROVAL OF MINUTES**

A. March 1, 2018

Ms. Gray noted "discussion" needed to be removed in Item #14.

Motion:

To approve the minutes as revised.

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

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

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

8. DISCUSSION REGARDING COMMUNITY EVENTS

- A. Polo Shirt Update for Community Events
- B. Avocado Festival - April 15, 2018
- C. Vintage Car Show - May 27, 2018

Mrs. Gray announced a test run of polo shirts have arrived for use at the upcoming community events. Discussion ensued regarding the difficulties faced when ordering materials with the RMWD logo; therefore, a discussion regarding possibly changing the logo may be on the next committee agenda.

Discussion ensued regarding committee members' role at community events.

Mr. Kennedy mentioned an equipment display and video would be set up at the festivals. Mrs. Gray noted all the other materials would be arriving in the next week and that she would be providing a schedule of who will be working the booth and when to committee members for their reference.

9. PUBLIC TOUR PRESENTATION REVIEW

Discussion ensued regarding feedback from the tour preview.

Mr. Hamilton asked if these would be run on a regular schedule. Mr. Kennedy explained notification would be provided in the newsletters when a tour is scheduled and depending on interest more tours will be added. Mr. Hamilton recommended there be people prepared to speak during the tours should the main presenter be unable to attend.

Discussion took place regarding creating a virtual tour as opposed to spending too much time driving on site visits. It was noted the goal was to give the customers as much information about the District in the most efficient manner.

10. DISCUSSION REGARDING CUSTOMER SERVICES

Mr. Kennedy noted recently the Engineering Committee reviewed their charter which will be brought to the Board for possible amendment. He mentioned a recent situation may be cause for this committee to consider possibly amending its charter as well to include customer service in terms of interpreting and reviewing policies and procedures related to customer-related matters.

Mr. Daily stated this addition would be beneficial for communicating with the public. It was confirmed the committee could be assisting by advising the Board on potential policy changes.

Mr. Hamilton explained when it comes to customer service, there is no defined policy and practice for escalation should a customer not be satisfied with the response received. He explained how having a defined policy and practice would benefit RMWD's customer service representatives.

The public member noted for younger Californians, consistency, accountability, and transparency are vital. She suggested gathering data and translating everything to numbers would be important when looking at defining policies and procedures.

11. MUNICIPAL SEWER AND WATER VIDEO

A. Article Plaque for Lobby

Mr. Kennedy shared the recent MSW Magazine video with the committee. Discussion ensued regarding a video made on the history of the District as well as for FAQ's.

Mr. Kennedy talked about how an article plaque would be a good addition to the main office as a means of sharing it with the public. It was decided to proceed with purchasing one.

12. DISCUSSION REGARDING POSSIBLY RESCHEDULING MAY 3, 2018 COMMUNICATIONS COMMITTEE MEETING

Mr. Daily announced changing the meeting date no longer needed to be discussed.

13. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS

A. Topics

Mr. Kennedy mentioned the water supply update provided in the April 2018 newsletter.

It was noted the upcoming 2018 elections should be published in the June 2018 newsletter.

B. Strategic Plan Objectives

Discussion ensued regarding press releases.

Mr. Kennedy said he would talk about the communications committee objectives with the Board at the April meeting.

C. Calendar

Mr. Daily asked if there was anything coming up that should be mentioned in public communications.

Discussion ensued regarding topics for the first extended newsletter and the costs involved. It was decided EAM and condition assessment should be the first topic.

D. Snipes Calendar

14. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Mr. Daily shared the Rainbow Property owners article that mentioned RMWD as well as the "Keeping the Taps Flowing" article published in The Village News.

15. COMMITTEE MEMBER COMMENTS

There were no comments.

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

It was noted the charter amendment, discussion regarding changing the logo, Avocado Festival debrief, and extended newsletter draft should to be on the next agenda.

17. ADJOURNMENT

The meeting was adjourned by a motion made by Member Daily.

The meeting adjourned at 4:58 p.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary