

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
JUNE 2, 2014**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on June 2, 2014 was called to order by Member Daily at 4:15 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Member Daily, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

**Present:** Member Romani  
Member Daily  
Alternate O'Leary

**Absent:** None

**Also Present:** General Manager Buckley  
Executive Assistant/Board Secretary Washburn  
Director Brazier

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. **DISCUSSION AND POSSIBLE ACTION TO CHANGE TIM O'LEARY FROM AN ALTERNATE MEMBER TO A COMMITTEE MEMBER**

**Action:**

***Moved by Member Daily that the Committee recommend to the Board that Tim O'Leary be changed in status from a alternate member to a regular committee member. Seconded by Member Romani.***

***After consideration, the motion CARRIED by the following vote:***

**AYES:** Member Romani, Member Daily and Alternate O'Leary.  
**NOES:** None.  
**ABSTAINED:** None.  
**ABSENT:** None.

It was noted the Committee would be making a recommendation to the Board for their consideration at this time.

**7. DISCUSSION AND POSSIBLE ACTION REGARDING APPOINTMENT OF A NEW COMMITTEE CHAIRPERSON AND VICE CHAIRPERSON**

Mr. Daily noted he has some concerns that he may not be able to attend committee meetings on a regular basis due to his current schedule. He confirmed he will not be available for the August Committee meeting. Mr. O'Leary recommended the committee work around Mr. Daily's schedule for committee meetings. Discussion ensued.

**Action:**

***Moved by Alternate O'Leary to appoint Dorothy Romani as Chairperson and Tim O'Leary as Vice Chairperson. Seconded by Member Daily.***

***After consideration, the motion CARRIED by the following vote:***

**AYES:** Member Romani, Member Daily and Alternate O'Leary.  
**NOES:** None.  
**ABSTAINED:** None.  
**ABSENT:** None.

**\*8. APPROVAL OF MINUTES**

**A. May 5, 2014**

**Action:**

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

***After consideration, the motion CARRIED by the following vote:***

**AYES:** Member Romani, Member Daily and Alternate O'Leary.  
**NOES:** None.  
**ABSTAINED:** None.  
**ABSENT:** None.

**9. DISCUSSION WITH NEW PUBLIC RELATIONS CONSULTANT**

Mr. Buckley mentioned he had collected four names of strong sources with two coming to meet the Board ad hoc committee at upcoming meetings. He noted these meetings were not open to the public. He talked about what the emphasis would be for a public relations consultant. He pointed out the ad hoc committee will make a recommendation to the Board for consideration.

Mr. Daily asked for clarification as to whether there would be some discussion as to how to mesh a new public relations representative with this committee due to the fact he does not understand the purpose of this committee should RMWD retain someone for public relation purposes. Mr. Buckley explained this was something being considered as firms are interviewed; however, since there is not a staff person dedicated for public relations, he wanted to ask the individuals being interviewed to explain how they would be able to work with this committee. Discussion followed.

Mr. O'Leary stated it may be best to wait and see what role this committee will play once RMWD retains a representative. He noted whoever is brought on board will need to be brought up to speed and absorb some of RMWD's culture. Mr. Daily agreed the committee may be able to provide some background information on the dynamics of things; therefore, the committee may be valuable in this manner.

It was confirmed this matter would be brought before the Board at their next meeting. Mr. O'Leary offered to assist by meeting with prospective consultants outside of a committee meeting. Mr. Buckley noted any of the firms under consideration would have worked with a variety of groups; therefore, they may be able to tell RMWD how they can best utilize the talents and time of the committee members. He said he was also somewhat assured the representative would attend the Communications Committee meeting and bring everyone up to speed.

Mr. Daily urged RMWD to ensure any public relations representative would come up with good measures of effectiveness. He stated although he was little skeptical, he does believe a professional will help RMWD a great deal with this matter. Mr. Buckley added a public relations consultant may also help add some definition to this committee.

Mr. Buckley said he believed the Board wanted the ad hoc committee to come up with one firm to recommend for their consideration.

Discussion ensued.

Mr. Buckley reported RMWD just received the letter from LAFCO stating they had received the application from FPUD and that it met their requirements and that LAFCO has set a new date of July 11, 2014 to send any additional information including comments from any interested parties. He mentioned LAFCO's Executive Officer, Michael Ott, has leaned on the belief that if there are benefits to the ratepayers it would be good idea; however, the other general thoughts are that this would be a terrible precedence to set in that any agency can come along and take over another one regardless of whether or not it is wanted and why would LAFCO want that to happen.

Mr. Daily asked whether or not the public relations firms were close in proximity to RMWD. Mr. Buckley answered they are located within the County of San Diego, but not in Fallbrook.

#### **10. UPDATE ON FPUD APPLICATION TO LAFCO**

This item was addressed under Item #9 herein.

#### **11. UPCOMING NEWSLETTER TOPICS**

Ms. Washburn stated the June newsletter was already full with information including the May update prepared by the Board ad hoc committee members and three small articles.

Mr. Buckley stated staff was seeking for other means of presenting information to the RMWD ratepayers in order to help them be knowledgeable in the event this matter does go out to a public vote.

It was confirmed the deadline for the newsletters are generally the fifth of each month; therefore, any articles or write-ups should be to Ms. Washburn before the end of the previous month.

**12. UPDATES ON DISTRICT “COMMUNICATOR”**

This item was discussed under Item #11 herein.

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

There were no media stories to discuss.

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

There were no suggested agenda items.

**15. ADJOURNMENT**

**Action:**

***Moved by Alternate O'Leary to adjourn to July 7, 2014 at 3:30 p.m. Seconded by Member Romani.***

***After consideration, the motion CARRIED by the following vote:***

**AYES:** Member Romani, Member Daily and Alternate O'Leary.  
**NOES:** None.  
**ABSTAINED:** None.  
**ABSENT:** None.

The meeting adjourned at 4:57 p.m.

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**Dorothy Romani, Chairperson**

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**Dawn M. Washburn, Board Secretary**