

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
SEPTEMBER 9, 2013**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on September 9, 2013 was called to order by Chairperson Bednarski at 10:05 a.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Bednarski, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Vega
Alternate O'Leary
Member Bednarski

Absent: Member Romani
Member Daily

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

There were no members of the public present.

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

There were no comments.

COMMITTEE ACTION ITEMS

5. **COMMITTEE MEMBER COMMENTS**

Mrs. Bednarski recalled the August 27, 2013 Board meeting events and expressed concern there may be some communication breakdown between this committee and the RMWD Board of Directors. She suggested it may be beneficial to have a Director on this committee or make sure they know what this committee is doing.

Mr. O'Leary talked about Director McManigle's comment regarding expanding communications to the ratepayers utilizing the remainder of the budgeted funds. He noted Director Sanford's comments regarding the state of the water districts being in a flux. He also made mention of how this committee was not operating under a different managerial set up and it may be helpful to take this into account when working on future goals and objectives.

Mr. Vega said unless there is someone that is going to step up to the executive level to fill the role Mr. Seymour played as the chief communicator, the breakdown in the committee may continue. He suggested soliciting the Board Members to sit on the committee for a few months and see if communications improve.

Dr. Brady agreed it may be good to have a committee advocate from the Board and highly recommended it be placed on the September Board meeting agenda for consideration.

***6. APPROVAL OF MINUTES**

A. August 5, 2013

Action:

Moved by Member Vega to approve the minutes. Seconded by Alternate O'Leary.

After consideration, the motion CARRIED by the following vote:

AYES: Member Vega, Alternate O'Leary and Member Bednarski.

NOES: None.

ABSTAINED: None.

ABSENT: Member Romani and Member Daily.

7. RMWD AND FPUD COOPERATIVE EFFORTS (Noelle Denke)

Dr. Brady mentioned co-branding was continuing with the all RMWD and FPUD employees receiving business cards. He also talked about the new informal survey being conducted for all RMWD walk-in customers which will be used to get an idea of how many customers would be impacted with the transitioning of customer service to the FPUD offices, especially in regards to making and receiving cash payments.

Mrs. Bednarski suggested the short questionnaire be made a part of the October newsletter.

Dr. Brady announced the FPUD employees would like the RMWD staff members to join them at their holiday party at the end of the year. He said he was working on the costs to ensure it would be minimal to the employees. He requested that copies of the letter prepared for staff and Board be sent to the committee members as notification of continued cooperative efforts and outreach.

Discussion continued regarding cooperative efforts.

8. UPDATES ON DISTRICT NEWSLETTER AND UPCOMING TOPICS

Dr. Brady noted the transition schedule could be a part of the October newsletter at the soonest.

Discussion ensued regarding the look of the newsletter for those signing up to receive it via the RMWD website. Ms. Washburn offered to contact the webmaster to find out if there was a means of making the newsletter look better in the translation process.

Mr. Atilano recommended there be an item in the November newsletter regarding the SDCWA shutdown.

9. UPDATES ON DISTRICT “COMMUNICATOR”

Dr. Brady offered to make any final changes to the “Communicator” once a new draft is received from Mr. Daily.

Mr. O’Leary suggested articles on Beck Reservoir and the NCJPA/Consolidation be considered for future editions of the “Communicator”.

It was decided Ms. Washburn would get a the current version from Mr. Daily which she will in turn forward to Dr. Brady for finalizing.

10. DISCUSSION AND POSSIBLE ACTION REGARDING COMMUNICATIONS COMMITTEE PURPOSE STATEMENT TO INCLUDE “BUDGET RECOMMENDATIONS”

Discussion ensued regarding the committee spending money. Mr. Vega suggested a sentence being included in the Administrative Code Section 2.09 to address the matter of committees making recommendations to the Board to spend money on certain items.

Ms. Washburn explained the process by which a committee would take action to make a recommendation to the Board for spending money on unexpected communicative projects.

Dr. Brady added it would be up to him to make sure appropriate funding is included in each fiscal year budget to cover matters of community outreach and communications.

It was determined there was not a need to change Administrative Code Section 2.09 at this time.

11. ROAD SHOW SUGGESTIONS FROM COMMITTEE TO STAFF

Dr. Brady collected individual notes from each committee member on the road show presentation.

Mr. Vega provided a summary page that he would like to see included in the presentation.

Discussion ensued regarding whether or not FPUD should be highlighted in the road show. Mr. O’Leary and Mrs. Bednarski agreed the bottom line should show what RMWD was doing for the customers. Mrs. Bednarski suggested there be more maps and graphs included in the presentation.

Dr. Brady announced all water districts have been asked to give a presentation on their respective progress.

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

Dr. Brady said he would present the road show to the committee members at the next meeting.

It was determined Noelle would bring in her list of newsletter article topics as well as updates on the transitioning schedule for customer service.

Discussion ensued regarding the possible merger of facilities in the event RMWD and FPUD consolidate and how this would be explored and explained in more detail in the future.

Mrs. Bednarski announced she will not be available to attend the October 7th committee meeting. The committee decided to postpone the meeting one week.

13. ADJOURNMENT

Action:

Moved by Alternate O'Leary to adjourn to October 14, 2013 at 3:30 p.m. Seconded by Member Vega.

After consideration, the motion CARRIED by the following vote:

AYES: Member Vega, Alternate O'Leary and Member Bednarski.

NOES: None.

ABSTAINED: None.

ABSENT: Member Romani and Member Daily.

The meeting adjourned at 11:28 a.m.

Kelly Bednarski, Committee Chairperson

Dawn M. Washburn, Board Secretary