

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
JULY 10, 2017**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on July 10, 2017 was called to order by Chairperson Daily at 3:42 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 Hamilton, Member Kurnik (*arrived at 3:56 p.m.*), Alternate Gray.

**Also Present:** Executive Assistant Washburn, Human Resources Manager Harp.

**Absent:** Member Kirby.

One member of the public was present.

4. **SEATING OF ALTERNATES**

Mr. Daily noted Mrs. Gray will be seated to participated in this meeting.

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

There were no changes to the agenda.

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

There were no comments.

**COMMITTEE ACTION ITEMS**

\*7. **APPROVAL OF MINUTES**

A. June 5, 2017

Ms. Gray pointed out there was an extra period in the fourth paragraph of Item #11.

***Motion:***

***Approve the minutes as revised.***

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

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

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

Discussion went to Item #9.

## **8. PRESENTATION REGARDING LOCAL SENIOR SERVICES**

Judi Bonilla, Aging Expert and Author for Advocate for Aging, joined the meeting via teleconference. A presentation was given on “Aging in Place” and what types of services and training are available for local seniors within the Fallbrook community.

Discussion ensued regarding the sort of training that may be helpful for the RMWD customer service representatives.

It was noted the information Ms. Bonilla provided was valuable to help RMWD’s senior community.

Ms. Gray stated the committee would continue to get with Mrs. Martinez to discuss the bill formatting as a means of assisting the senior ratepayers.

Discussion went to Item #11.

## **9. DISCUSSION REGARDING NAMING OF FACILITIES**

Ms. Brazier mentioned the only facility name that was unfavorable at the Engineering Committee meeting was the one suggestion to use “Little Gopher Canyon”. Mrs. Gray noted the other suggestion for this same facility was “Old River”.

Mr. Hamilton asked whether the naming of the facilities was for the benefit of the public or internal use. It was noted this was something that needed to be determined to decide whether signage was necessary at the facilities.

Discussion went to Item #10.

## **10. DISCUSSION REGARDING NEW BILLING NOTIFICATIONS AND MARKETING**

Mrs. Gray solicited the committee members for their input in terms of messaging.

Mr. Hamilton mentioned it would be beneficial for the public to be able to access their usage in terms of time of day so that they could make adjustments to use water during off peak hours. Discussion ensued regarding Smart Meters providing this capability in the future.

***Member Kurnik joined the meeting at 3:56 p.m.***

Mrs. Martinez pointed out there would be options to include targeting certain customer types if and when necessary.

Discussion returned to Item #8.

## **11. COMMUNICATIONS PLAN/TOPICS/STRATEGIC PLAN OBJECTIVES**

Mrs. Gray mentioned the FAQ’s are started, but need more fine tuning relative to RMWD’s customer base. Mr. Daily offered his assistance with this project or any other strategic objectives.

Mrs. Gray encouraged the committee to review the handout presented and notify her with any recommendations and input.

Discussion went to Item #12.

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

Mr. Daily commented on three articles provided to the Committee.

Discussion went to Item #13.

**13. COMMITTEE MEMBER COMMENTS**

There were no comments.

Discussion went to Item #14.

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

It was noted the naming facilities communication efforts as well as new billing notifications and marketing should be on the next committee agenda.

**15. ADJOURNMENT**

The meeting was adjourned at 5:03 p.m.

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**Mike Daily, Committee Chairperson**

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**Dawn M. Washburn, Board Secretary**