

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
SEPTEMBER 8, 2014**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on September 8, 2014 was called to order by Chairperson Romani at 3:37 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Romani, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Romani
Member Daily
Member O'Leary

Absent: Member Meadow

Also Present: General Manager Kennedy
Assistant Rubio
Director Brazier
FPUD General Manager Brady

One member of the public was present.

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

There were no public comments.

COMMITTEE ACTION ITEMS

5. **COMMITTEE MEMBER COMMENTS**

Mr. O'Leary reported he attended the last District Board Meeting in which Mr. Kennedy was named general manager and Ms. Meadow was voted as a new member to the Communications Committee.

Mr. O'Leary reported he attended the Tea Party Meeting on August 28, 2014 regarding the takeover. He mentioned it was interesting to hear the two District representatives present information regarding their perspective on the matter. He said there were about 55 individuals in attendance. He stated RMWD representatives did a good job with their presentation. He mentioned he continues to monitor the local newspaper for information from both districts regarding the takeover. Mr. Daily and Ms. Romani mentioned they have also been monitoring the local newspaper for any news regarding the takeover. Discussion ensued.

***6. APPROVAL OF MINUTES**

A. July 7, 2014

Action:

Moved by Member O'Leary to approve the minutes as written. Seconded by Member Daily.

After consideration, the motion CARRIED by the following vote:

AYES: Member Romani, Member Daily and Member O'Leary.

NOES: None.

ABSTAINED: None.

ABSENT: Member Meadow.

7. LAFCO UPDATE

Mr. Kennedy said he will be meeting with Mr. Ott at LAFCO to discuss the process and timelines. He mentioned LAFCO staff may be delaying the process until after the upcoming elections of the LAFCO Board Members to allow for any changes.

8. NEWSLETTER TOPICS

Mr. Daily said the drought seems to be top priority and it was unknown as to whether there was anything RMWD could do to provide additional communications to the customers.

Mr. O'Leary encouraged Mr. Kennedy to be involved. Mr. Kennedy said he plans to be more involved having only been here a week and a half he still needs to obtain more information. He acknowledged having input from the Communications Committee is very valuable.

Mr. Kennedy said SDCWA wanted all the Districts to be aligned with the Drought Policy so all the information going out to the customers would be consistent in the mass media.

Ms. Rhyne asked about the scheduling regarding watering. Mr. Kennedy said it should have been sent out to the customers when the Drought Ordinance was adopted and that he would make sure to reinforce the schedule. Ms. Rhyne recommended selecting a District employee and providing some personal information in the newsletter. She said the ratepayers own the District and they may want to hear some information regarding those they employ. Mr. Kennedy said an employee profile could be included in the newsletter. Mr. Daily agreed this was a good idea. Discussion ensued.

9. DISTRICT "COMMUNICATOR"

Ms. Romani questioned the inaccurate information being placed in the local newspaper by FPUD. Ms. Rhyne agreed noting her plans to send in articles to correct the inaccuracies being published.

Mr. O'Leary suggested having Ms. Washburn send out an email to the Communications Committee Members regarding the newsletter topics and see if there is something the committee members can do to help fill in the pages. Discussion ensued.

10. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Mr. O'Leary provided copies of various media articles from the newspapers.

Mr. Daily said he wrote a letter to Mr. Ott and received a nice response.

Mr. O'Leary mentioned LAFCO has not prepared their staff report to make their recommendation to the LAFCO Board regarding the takeover.

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

Mr. Daily would like to include a LAFCO update and welcome new member Ms. Meadow.

Mr. Kennedy would like the Committee to assist with effective communication strategy regarding how to handle delinquent accounts appropriately. Ms. Brazier suggested having Ms. Thomas attend the next meeting with a copy of the current policy for discussion and review. Discussion ensued.

Mr. O'Leary suggested adding the Beck Reservoir on the Agenda. He also suggested a "meet the new team" article be published in the communicator.

12. ADJOURNMENT

Action:

Moved by Member Daily to adjourn to October 6, 2014 at 3:30 p.m. Seconded by Member O'Leary.

After consideration, the motion CARRIED by the following vote:

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

Dorothy Romani, Committee Chairperson

Dawn M. Washburn, Board Secretary