

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE  
COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
DECEMBER 3, 2020**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on December 3, 2020 was called to order by Chairperson Shute at 3:32 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Shute, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

**Present:** Member Hamilton, Member Shute, Member Vernon (*via video conference*), Member Stewart (*arrived at 3:46 p.m.*).

**Also Present:** Executive Assistant Washburn, Information and Technology Manager Khattab.

**Also Present Via Teleconference or Video Conference:**

General Manager Kennedy, Alternate Gray, Associate Finance Manager Largent.

One member of the public was present via teleconference or video teleconference.

4. **INSTRUCTIONS TO ALLOW PUBLIC COMMENT ON AGENDA ITEMS FROM THOSE ATTENDING THIS MEETING VIA TELECONFERENCE OR VIDEO CONFERENCE**

Mr. Shute read aloud the instructions for those attending the meeting via teleconference or video conference.

5. **SEATING OF ALTERNATES**

There were no alternates seated for this meeting.

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

There were no changes.

7. **PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA (Limit 3 Minutes)**

There were no comments.

\*8. **APPROVAL OF MINUTES**

A. November 5, 2020

***Motion:***

***To approve the minutes.***

**Action: Approve, Moved by Member Hamilton, Seconded by Member Shute.**

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

**Ayes: Member Hamilton, Member Shute, Member Vernon.**

**Absent: Member Stewart.**

**9. GENERAL MANAGER COMMENTS UPDATE ON REOPENING THE RMWD HEADQUARTERS**

Mr. Kennedy reported the District will not reopen at this time and will continue to work status quo. He mentioned some current practices may need to be updated to include the latest restrictions. Discussion ensued.

Mr. Shute inquired as to whether the District has considered utilizing the COVID notification application available on cell phones. Mr. Kennedy noted this was in the process of being investigated.

**10. COMMITTEE MEMBER COMMENTS**

There were no comments.

**11. PERMANENT SPECIAL AGRICULTURAL WATER RATE (PSAWR) OUTREACH**

Mr. Kennedy stated most of the local agency general managers had a recent discussion regarding this matter regarding the data presented being very poor. He said it is likely RMWD will need to go through a process that includes some combined regional messaging. He pointed out the challenge will be not knowing how the marketplace will react until business decisions are made by some customers. He noted information on this matter will be continually published in the District's newsletter/

**Member Stewart joined the meeting at 3:46 p.m.**

Mr. Vernon inquired as to more details as to how the determinations are made. Ms. Largent stated TSWAR makes up approximately 16% of RMWD's consumption for FY20. Mr. Vernon suggested RMWD schedule a meeting to allow for an opportunity to speak with the impacted customers directly. Mr. Kennedy stated it was the consensus of the among the agricultural general managers was to work through this regionally to try to sort this out.

Mr. Hamilton asked in relation to the agricultural general managers working today, was there a timeline for getting something out to the customers. Mr. Kennedy said he would reach out to Mr. Arant to coordinate a timeline. Mr. Hamilton suggested RMWD be prepared to communicate with its customers to meet SDCWA's deadlines.

**12. ANNUAL REVIEW OF COMMITTEE ACTIVITIES**

Mr. Shute pointed out this item was discussed at the last committee meeting and how the intent was to look back at the year in terms of what the committee has accomplished. He asked if this was something everyone was ready to discuss today.

Mr. Vernon touched on a few items the committee completed last year such as provided guidance to the organization on newsletters, made suggested website updates, recommended improvements to billing statements, and assisted with WSUP communications.

Mr. Shute suggested the committee members look through the 2020 committee agendas and prepare a list of activities in which this committee has participated in and then bring those back to the committee to discuss what worked well and what did not.

Discussion ensued regarding creating a means for gathering feedback from the RMWD customer base related to RMWD's possible detachment from SDCWA without crossing any lines of advocacy. Mr. Kennedy cautioned any communications related to the detachment need to only be available to RMWD ratepayers.

### **13. SDCWA DETACHMENT UPDATE**

Mr. Kennedy reported LAFCO has hired a consultant to review RMWD's application as well as SDCWA's response. He stated right now there was another application before LAFCO for the annexation of Meadowood into RMWD and how LAFCO has confirmed RMWD's application for detachment does not need to be modified due to this separate matter.

Mr. Hamilton reported he and Mr. Kennedy met with SDCWA's Chair who has prepared a proposal to share with SDCWA. Discussion ensued.

### **14. FLUME UPDATE**

Mr. Kennedy said he will be speaking at a California Water Environment Federation Conference next week. He explained they asked him to speak about alternatives to AMI. He reported RMWD has 400 customers on the Flume program.

Mr. Hamilton asked whether Flume was providing opportunities to swap out the original devices for the upgraded ones. Mr. Kennedy stated it was his understanding if an original device needs replacing, Flume will send them a new updated device.

Mr. Shute asked if the current program was still funded and if so which device would new members receive. Mr. Kennedy stated anyone new to the program will receive the upgraded device; however, this would need to be confirmed.

Ms. Gray shared the draft postcard for committee input. Mr. Kennedy pointed out this postcard should primarily promote the WSUP program and then share information on Flume as a secondary piece of information. Ms. Gray offered to move the address lines and fill in the remaining space with appropriate messaging.

### **15. DISCUSSION AND POSSIBLE ACTION REGARDING COMMITTEE MEMBERSHIP (REAPPOINTMENTS)**

Ms. Washburn explained the Administrative Code calls for any committee members to be reappointed after four years of service which currently applies to Ms. Gray and Mr. Hamilton.

#### ***Motion:***

***To recommend the Board reappoint Member Hamilton as a member of the Communications and Customer Service Committee.***

**Action: Approve, Moved by Member Vernon, Seconded by Member Stewart.**

**Vote: Motion passed (summary: Ayes = 3, Noes = 0, Abstain = 1).**

**Ayes: Member Shute, Member Vernon, Member Stewart.**

**Abstain: Member Hamilton.**

**Motion:**

**To recommend the Board reappoint Cynthia Gray as an alternate member of the Communications and Customer Service Committee.**

**Action: Approve, Moved by Member Hamilton, Seconded by Member Stewart.**

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

**Ayes: Member Hamilton, Member Shute, Member Vernon, Member Stewart.**

**16. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS**

- A.** Topics
- B.** Calendar
- C.** Snipes Calendar
- D.** Updates from Other Committees
- E.** Customer Relations
- F.** Monthly Newsletter Review
- G.** Social Media Post Updates

Mr. Kennedy noted he and Jack Bebee sent an article on the detachment to the Village News to be printed.

Mr. Vernon asked if anything is submitted to the Village News on some of the current projects taking place throughout the District. Mr. Kennedy stated nothing has been submitted, but this could be considered.

Mr. Stewart inquired as to the status of the Pressure Reducing Valve. Mr. Kennedy said it was his understanding this would be completed by the end of the year.

Mr. Shute inquired as to whether other committees could be invited to one of this committee's meetings and provide an update on their activities. Mr. Kennedy pointed out the Engineering and Operations Committee was working on a CIP Strategic Plan which may come before this committee early next year to allow for an opportunity to discuss how to best communicate the plan with the public.

Discussion ensued.

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

There were no media stories discussed.

**18. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS AND CUSTOMER SERVICE COMMITTEE MEETING**

It was noted a project update, WSUP and Flume communication review, SDCWA detachment update, PSAWR outreach update, capturing customer input ideas, pipeline video presentation, committee activity review and establishing goals and objections, updates on the headquarters development study as well as a strategic plan review should be on the next agenda.

Mr. Kennedy asked Ms. Washburn to email the committee members the headquarters study recently provided to the Engineering and Operations Committee members.

**19. ADJOURNMENT**

*The meeting was adjourned by Chairperson Shute.*

The meeting adjourned at 4:45 p.m.

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**Bill Shute, Committee Chairperson**

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**Dawn M. Washburn, Board Secretary**