

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
FEBRUARY 1, 2016**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on February 1, 2016 was called to order by Vice Chairperson O’Leary at 3:36 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Vice Chairperson O’Leary, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member O’Leary
Member Brazier
Member Kurnik
Member Kirby

Absent: Member Daily
Member Romani

Also Present: General Manager Kennedy
Administrative Analyst Gray

No members of the public were present.

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 APPOINT 2016 COMMITTEE OFFICERS**

Action:

Moved by Member Brazier to keep current officers. Seconded by Member O’Leary.

After consideration, the motion CARRIED by the following vote:

AYES: Member Brazier, Member Kurnik, Member O’Leary, and Member Kirby
NOES: None
ABSTAINED: None
ABSENT: Member Daily and Member Romani

***7. APPROVAL OF MINUTES**

A. January 11, 2016

Action:

Moved by Member O’Leary to approve the minutes as submitted. Seconded by Member Brazier.

After consideration, the motion CARRIED by the following vote:

AYES: Member Brazier, Member Kirby, Member O’Leary, and Member Kurnik

NOES: None

ABSTAINED: None

ABSENT: Member Daily and Member Romani

8. REVIEW OF COMMUNICATIONS COMMITTEE PLAN

Mr. Kennedy suggested maybe something could be written up on the old Bonsall Schoolhouse as part of the spotlighting of education, teachers, and awareness portion of the March newsletter.

Mr. O’Leary talked about possibly having something on the history of Rainbow as provided by Bill Hitt. He also offered to put something together showing what waterlines go where and the annual SDCWA shutdown. Discussion ensued.

9. REVIEW AND UPDATE ON STRATEGIC PLAN

Mr. Kennedy reported the Board approved the Strategic Plan at their January 26, 2016 meeting. He noted staff was now in the process of developing all the specific implementations including breakdown the focus points and coming up with sub-goals with time measurements.

Mr. Kennedy solicited the committee for feedback on Strategic Focus Area 5 where it talks about expanding options for bill pay and timely account information. Ideas included:

- Update RMWD’s bill format (May 1st have draft bill).
- Actively encourage participation in 4th grade poster contest (actively judge, present awards to “winners”, create truck magnets).
- One news release per month.
- Get a booth at Avocado Festival and one other regional event.
- Enhance newsletter design and content.
- Create videos on FAQ’s for website (list of things to know about on-site water and improved FAQ section).
- Set up speaker’s bureau and notify groups.
- Set up quarterly tours and waiver forms.
- Set up annual joint meetings for each committee (1 per every 4 months).

Discussion continued.

10. UPCOMING NEWSLETTER TOPICS

It was decided this reoccurring item would be changed to “Communications Plan” on future agendas.

11. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Discussion ensued regarding a recent story on water quality matters that were unrelated to RMWD.

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

Mr. Kennedy stated he would bring something on changes to the look of RMWD's bills as well as the Administrative Code section related to the Committees.

13. ADJOURNMENT

Action:

Moved by Member Kurnik to adjourn. Seconded by Member Kirby.

After consideration, the motion CARRIED by the following vote:

AYES: Member Brazier, Member Kirby, Member O'Leary, and Member Kurnik
NOES: None
ABSTAINED: None
ABSENT: Member Daily and Member Romani

Tim O'Leary, Committee Vice Chairperson

Dawn M. Washburn, Board Secretary