

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

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on August 1, 2016 was called to order by Chairperson Daily at 3:34 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 O'Leary, Member Brazier, Member Kurnik,  
Member Kirby

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

No public members were present.

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

There were no changes to the agenda.

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

There were no comments.

**COMMITTEE ACTION ITEMS**

\*6. **APPROVAL OF MINUTES**

A. July 11, 2016

***Motion:***

***To approve the minutes of July 11, 2016.***

***Action: Approve, Moved by Member Brazier, Seconded by Member Kirby.***

***Vote: Motion carried by unanimous roll call vote (summary: Ayes = 6).***

***Ayes: Member Daily, Member O'Leary, Member Brazier, Member Kurnik, Member Kirby,  
Alternate Gray.***

## **7. PRESENTATION OF GOOGLE ANALYTICS DATA FOR WEBSITE USAGE**

Mrs. Gray presented the report showing activity on RMWD's website. It was noted there was a job posting on the website recently which could have increased the number of website hits.

Discussion ensued regarding what types of customer survey questions should be asked.

Mrs. Gray presented the new look to the RMWD water bills. Ms. Brazier stated she was delighted to see the water consumption simplified.

Mrs. Kirby pointed out the average gallons per day were not on the bill. Mrs. Gray noted this was the first bill generated with Springbrook; however, she would make note of this and work on getting this information on the bills.

Discussion ensued regarding the information provided on the new bills as well as input from the committee members as to what additional changes should be made in order to help the customers better understand all the information provided.

It was suggested there be a reminder encouraging customers to visit RMWD's website be included in the special message section of the new bills as well as in the newsletter as a means of getting more customers to access the website as well as reply to a customer survey.

Mrs. Gray presented the SDCWA survey results per Mr. Kennedy's request.

## **8. DISCUSSION AND POSSIBLE ACTION REGARDING CUSTOMER SURVEYS**

### **A. SDCWA Survey 2015 Water Issues Results-Public Opinion Poll (North County)**

This information was discussed under Item #7.

#### Discussion returned from Item #7.

Mrs. Gray pointed out there were questions specific to whether the correct information was being provided to the customers regarding water.

Discussion ensued regarding Page #100 as well as the summary tables showing the responses by region.

#### Discussion went to Item #9.

## **9. COMMUNICATIONS PLAN**

Mrs. Gray referenced the Plan as well as pointed out she had highlighted those items done for this month's newsletter. She talked about the wastewater staff conducting a cleaning a particular site which made it available to get some good pictures.

#### Discussion returned to Item #8.

## **10. STRATEGIC PLAN UPDATE**

Mrs. Gray mentioned Director Walker made a request at the Board meeting that there be monthly updates with each of the three committees in terms of the strategic plan. She pointed out as far as this committee was concerned, the new look to the bill is 75%-80% complete, the news releases are at 100%, and how she was still waiting to hear back on RMWD participating in the Autumn Festival.

Mrs. Gray talked about her recent interactions with the Bonsall Chamber of Commerce and how they have been communicating back and forth about future interactions with the community. She noted the next step would be for her to look into getting items for booth setups. Discussion ensued.

Mrs. Gray mentioned she was working on the frequently asked questions with other staff members as well as videos that would be published on the website. She mentioned there would also be one of these informative videos on backflow devices as well. She stated she hoped to have a video for the committee to preview at their next committee meeting.

Mrs. Gray stressed how well the shutdown notifications have helped with the process. She explained how the GIS will start working with the Asset Management Program which will be a great tool for shutdowns. Mr. O'Leary recommended we use the shutdown resources for the SDCWA and MWD shutdowns as well.

Mrs. Gray noted she would probably roll out the facility tours with a tour of the Desalination Plant. Discussion followed. Mrs. Gray reiterated she continues working on the waiver form for such tours.

Discussion ensued regarding the speaker's bureau.

Ms. Elysian inquired as to whether we would contact the Fallbrook School District regarding student outreach due to the fact there may be RMWD students attending Fallbrook schools. Discussion followed regarding having additional topics to speak about at the high school level including careers in the water industry with which Mrs. Harp offered to assist.

## **11. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES**

Mr. Daily briefly mentioned two recent media articles.

## **12. COMMITTEE MEMBER COMMENTS**

There were no comments.

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

Mr. Daily recommended there be an item regarding the joint meeting with the Board of Directors in October.

**14. ADJOURNMENT**

***Motion:***

***To adjourn.***

***Action: Adjourn, Moved by Member O'Leary, Seconded by Member Brazier.***

***Vote: Motion carried by unanimous roll call vote (summary: Ayes = 6).***

***Ayes: Member Daily, Member O'Leary, Member Brazier, Member Kurnik, Member Kirby, Alternate Gray.***

The meeting adjourned at 4:52 p.m.

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**Mike Daily, Committee Chairperson**

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**Dawn M. Washburn, Board Secretary**