

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
JULY 1, 2013**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on July 1, 2013 was called to order by Vice Chairperson Vega at 3:32 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Bednarski, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

**Present:** Member Bednarski  
Member Vega  
Member Daily  
Alternate O'Leary

**Absent:** Member Romani

**Also Present:** Executive Assistant/Board Secretary Washburn  
General Manager Brady  
Director Brazier  
Public Affairs Specialist Denke (FPUD)

No members of the public were present.

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

There were no public comments.

**COMMITTEE ACTION ITEMS**

5. **COMMITTEE MEMBER COMMENTS**

There were no comments.

\*6. **APPROVAL OF MINUTES**

A. June 3, 2013

**Action:**

***Moved by Alternate O'Leary to approve the minutes. Seconded by Member Daily.***

***After consideration, the motion CARRIED by the following vote:***

**AYES:** Member Vega, Member Daily and Alternate O'Leary.

**NOES:** None.

**ABSTAINED:** None.

**ABSENT:** Member Romani and Member Bednarski.

**7. RMWD GENERAL MANAGER BOARD MEETING UPDATE (Dr. Brian Brady or Designated Representative)**

Dr. Brady briefed the committee on the June 25, 2013 Board meeting. He noted the Board continues to support the Beck Reservoir project by authorizing staff to work with California Department of Health Services. He noted the UV project would cost approximately \$10M-\$11M with an estimated timeframe of eighteen months if CDPHS agrees to permitting design and construction. Discussion followed.

***Kelly Bednarski joined the meeting at 3:38 p.m.***

Dr. Brady noted the Board approved a Resolution to request a change to the RMWD contract with CalPERS to add a two-year retirement provision to allow the District to offer an early retirement incentive to qualifying employees. He noted FPUD has this provision; however, it has never been utilized to date. He pointed out should CalPERS agree to add the provision, the Board will vote again to approve a revised contract.

Dr. Brady mentioned the Board's approval to form a monitoring group and staff was just now starting to go through the necessary steps.

Dr. Brady reported RMWD Board President McManigle was nominated for a seat on the CSDA Board of Directors.

***Charlie Vega turned the meeting over to Chairperson Bednarski.***

**8. DISCUSSION AND POSSIBLE ACTION REGARDING HOW MANY NEWSLETTERS SHOULD BE PUBLISHED PER YEAR (BRIAN BRADY)**

Dr. Brady recommended RMWD publish newsletters every other month. Mrs. Bednarski suggested this may be a good opportunity to get in synch with FPUD's newsletter calendars timelines.

*Discussion went to Item #9.*

**Action:**

***Moved by Member Vega the Communications Committee recommend to the Board the RMWD newsletter be published every other month. Seconded by Member O'Leary.***

***After consideration, the motion CARRIED by the following vote:***

**AYES:** Member Vega, Member Daily, Member Bednarski, and Alternate O'Leary.  
**NOES:** None.  
**ABSTAINED:** None.  
**ABSENT:** Member Romani.

Mrs. Bednarski suggested an amendment to the motion include "The Communicator" to be published as needed. Mr. Vega said he would prefer this to be a separate motion; therefore, he did not want to amend his original motion.

Discussion ensued regarding utilizing the RMWD website more frequently. Mr. Vega said until there was an official merge, RMWD and FPUD websites should remain separate. It was noted this should be on the next committee agenda for further discussion.

Discussion ensued regarding whether or not a recommendation should be made to the Board regarding publishing specific seasonal issues of "The Communicator" or keep publishing it on an "as needed" basis. It was decided to stay with the "as needed" basis.

Discussion went to Item #10.

**9. UPCOMING NEWSLETTER TOPICS**

- A. SDCWA
- B. Dry Season
- C. Additional Topics
- D. Update from Staff Regarding Topics and Timeline to Get In Synch with FPUD

Ms. Denke provided a calendar for FPUD newsletters as she reviewed typical topics that could be published in upcoming issues of *The Pipeline*. Discussion ensued regarding possible parallels and commonality from which RMWD could publish information on some of the same topics provided.

Mrs. Bednarski inquired as to how the Committee could assist RMWD with some of these ideas. Mr. O'Leary asked whether or not the Committee should make a formal recommendation to the Board regarding reducing the number of newsletters. Dr. Brady agreed there were several common items on the list that could be shared and that a recommendation to the Board would be a good idea.

Discussion returned to Item #8.

**10. UPDATES ON DISTRICT "COMMUNICATOR"**

- A. Progress on Mike Daily's Article
- B. Projected Schedule & Topics

It was reiterated "The Communicator" would be published on an "as needed" basis.

Mr. Daily noted his article was staged as an interview which would include images. He explained he would need to humanize the article and then email it out to the committee members for input.

It was noted Mr. Daily's write-up would be published in August.

Discussion went to Item #11.

**11. DISCUSSION AND POSSIBLE ACTION REGARDING PARTICIPATION IN ROADSHOWS**

- A. Staff to Provide Some Local Organization Names and Meeting Times.
- B. Attendees
- C. Frequency

Dr. Brady provided the Committee with an outline of proposed items for an RMWD road show. He noted he was open to suggestions for themes or headline. It was agreed suggestions could be brought back to the next committee meeting for consideration.

Dr. Brady stated as soon as the Committee approves the finalized road show presentation, it could start being presented at local organizations. Mrs. Bednarski provided Dr. Brady with an initial list of some of organizations for his consideration.

Mr. O'Leary suggested the road show presentation be more focused on the consolidation efforts as opposed to RMWD's history. Mrs. Bednarski pointed out discussions relating to a possible consolidation could be addressed during discussion periods held during the road show. It was noted the presentation would be modified as it progresses.

**12. RMWD AND FPUD COOPERATIVE EFFORTS (Noelle Denke)**

It was decided to defer this item to the next committee meeting.

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

It was noted discussions regarding input for the website and road show would be on the next agenda as well as the RMWD/FPUD cooperative efforts.

**14. ADJOURNMENT**

**Action:**

***Moved by Member Vega to adjourn the meeting to August 5, 2013 at 3:30 p.m. Seconded by Member Daily.***

***After consideration, the motion CARRIED by the following vote:***

**AYES:** Member Vega, Member Daily and Alternate O'Leary.  
**NOES:** None.  
**ABSTAINED:** None.  
**ABSENT:** Member Romani and Member Bednarski.

The meeting adjourned at 4:49 p.m.

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**Kelly Bednarski, Committee Chairperson**

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**Dawn M. Washburn, Board Secretary**