

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE  
COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
MARCH 7, 2019**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on March 7, 2019 was called to order by Chairperson Kirby at 3:31 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Kirby, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

**Present:** Member Kirby, Member Hamilton, Member Stewart

**Also Present:** General Manager Kennedy, Executive Assistant Washburn, Project Manager Johnson, Human Resources Assistant McMillon

**Absent:** Member Johnson, Alternate Gray, Customer Service Supervisor Rubio.

Two members of the public were present.

4. **SEATING OF ALTERNATES**

There were no alternates seated.

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

Mr. Kennedy noted Item #9 would need to be deferred to the April meeting and that Ms. Gray would try to join the meeting prior to the discussion on Item #14 if possible.

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

There were no comments.

**COMMITTEE ACTION ITEMS**

\*7. **APPROVAL OF MINUTES**

A. February 7, 2019

It was noted “Vice Chairperson Kirby” needed to be changed to “Chairperson Kirby”.

***Motion:***

***To approve the minutes as corrected.***

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

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

***Ayes: Member Kirby, Member Hamilton, Member Stewart.***

**8. DISCUSSION REGARDING COMMITTEE MEMBERSHIP AND APPOINTMENTS**

Mr. Kennedy pointed out both Bill Shute and Russell Vernon attended the February committee meeting at which time they introduced themselves as well as expressed interest in serving as members. He explained this item was to consider taking action to recommend the Board appoint both Mr. Shute and Mr. Vernon as members of the committee at the March 26, 2019 Board meeting.

Ms. Washburn announced Mr. Stewart was officially appointed to serve on the committee by the Board at their February 26, 2019 meeting.

***Motion:***

***To recommend the Board appoint Bill Shute and Russell Vernon to serve as members of the Communications and Customer Service committee.***

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

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

***Ayes: Member Kirby, Member Hamilton, Member Stewart.***

**9. DOOR HANGER REVIEW**

This item was deferred per Item #5.

**10. WATER SERVICE UPGRADE PROJECT UPDATE**

Mr. Kennedy explained over the last 24 hours, it has become clear ABM and RMWD were going to part ways and it was just a matter of working out the terms of separation. He pointed out this matter was now to be discussed by the Board in Closed Session.

Discussion ensued regarding progress on the street signs.

*Discussion went to Item #12.*

**11. VIDEO BRIEFING**

Ms. McMillon referenced the story board handout provided noting the topics to be touched upon. She announced the videographer will be visiting with RMWD staff on March 15, 2019 to work on the video. Mr. Kennedy pointed out staff was waiting to hear from others who have agreed to be interviewed for the video.

*Discussion went to Item #13.*

**12. FLUME UPDATE**

Mr. Kennedy referred to the two handouts provided explaining what has been proposed to RMWD which he will be presenting to the District's Legal Counsel and Board of Directors for consideration.

Mr. Hamilton inquired as to why RMWD would want to limit the number of devices to each of the different customer classes. Mr. Kennedy stated this was something the Board would need to consider and determine how they want the devices distributed. Mr. Hamilton recommended utilizing a sliding scale process.

Mr. Stewart expressed how pleased with the device and the peace of mind it brings to be notified if there is a leak or excessive water use.

Mr. Kennedy pointed out the District would not receive any of the data produced by the device.

Discussion ensued.

Mr. Shute inquired as to what Flume has in place regarding protecting the privacy of the data it receives and whether there were any charges customers may receive for data privacy. He recommended there be full disclosure regarding protecting the data as part of the service agreement. Mr. Kennedy acknowledged this was valuable input and would provide a draft of the information RMWD would post on its website at the next committee meeting for input. He offered to provide this concept to Flume and report back to the committee on the findings.

Mr. Kennedy encouraged the committee to take the handouts provided with them for review and share with him any feedback or input.

Discussion continued regarding RMWD promoting the devices to the customers including offering incentives. Mr. Hamilton suggested including a write-up in the newsletter and possibly contacting the Village News regarding publishing a press release or perhaps writing a story on the program.

Ms. Kirby inquired about whether a roll out date has been set. Mr. Kennedy said he was working with Flume to work out the details as they prepare for rolling out the program. Discussion continued regarding the importance in establishing the data protection.

Discussion returned to Item #11.

### **13. PRESS RELEASE REVIEW**

Mr. Kennedy referenced the sample press release from 2016 noting RMWD will submit an application for the District Transparency Certificate of Excellence and how one of the requirements is to provide two copies of the press releases. He noted the Flume and WASUP projects will have press releases; however, it would be best to have one prepared for new Board Member Carl Rindfleisch and reelection of Miguel Gasca.

Ms. Largent suggested a press release on the election process and requirements for seeking election to serve on the Board.

Discussion ensued regarding utilizing the Next-Door forum as a resourceful means of hearing from the customers and learning if details could be missing in the messaging such as with the recent occurrence with the public rate hearing website notification.

**14. DISCUSSION REGARDING PHONE TREE**

Mr. Kennedy explained the new phone system phone tree may need to be changed; however, Ms. Gray would be able to speak more on this subject at the next meeting. It was recommended an option for selecting an operator to direct the call be incorporated.

Ms. Kirby mentioned how the phone tree works at VWD and some of the options made available to the customers. Discussion ensued regarding the importance of disclosing calls are being recorded.

**15. DISCUSSION REGARDING USE OF RMWD LOGO**

Mr. Hamilton explained an issue was raised at the last Board meeting regarding the use of the RMWD logo and, more importantly, it has been substituting it with the use of the Excellence Coin branding. He noted the Board President's concern was that RMWD needed to be more consistent in its presentation and utilization of symbolization for communications. He suggested RMWD develop a branding policy; however, he did note the coin branding should be allowed if it is not superseding the District's logo.

**16. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS**

- A. Topics
- B. Strategic Plan Objectives
- C. Calendar
- D. Snipes Calendar
- E. Updates from Other Committees
- F. Customer Relations

Ms. McMillon announced RMWD would be hosting a Family Education event on April 25, 2019. She also asked committee members interested in assisting with the Avocado Festival to contact Ms. Gray by telephone or email. Mr. Kennedy mentioned Ms. Gray will look also be looking into RMWD participating in the Fallbrook Vintage Car Show.

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

There were no items to discuss.

**18. COMMITTEE MEMBER COMMENTS**

There were no comments.

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

It was noted the door hanger review, a WASUP update, phone tree discussion, the role of the chairperson, and welcoming of new committee members.

**20. ADJOURNMENT**

The meeting was adjourned by Chairperson Kirby.

The meeting adjourned at 4:59 p.m.

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**Jeanna Kirby, Committee Chairperson**

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**Dawn M. Washburn, Board Secretary**