



COMMUNICATIONS COMMITTEE MEETING

RAINBOW MUNICIPAL WATER DISTRICT
Thursday, February 1, 2018
Communications Committee Meeting - Time: 3:30 p.m.

District Office	3707 Old Highway 395	Fallbrook, CA 92028
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Notice is hereby given that the Communications Committee will be holding a regular meeting beginning at 3:30 p.m. on Thursday, February 1, 2018.

AGENDA

- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. ROLL CALL: Mike Daily (Chair) _____ Jeanna Kirby (Vice Chair) _____**
Members: Elysian Kurnik _____ Hayden Hamilton _____
Alternates: Cynthia Gray _____
- 4. SEATING OF ALTERNATES**
- 5. ADDITIONS/DELETIONS/AMENDMENTS TO THE AGENDA (Government Code §54954.2)**
- 6. PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA**

COMMITTEE ACTION ITEMS

- *7. APPROVAL OF MINUTES**
A. January 4, 2018
- 8. DISCUSSION REGARDING BENEFITS OF EXPANDED QUARTERLY NEWSLETTER**
- 9. EAM NEWSLETTER ARTICLE**
- 10. FACILITY NAMING UPDATE AND COMPLETION OF ADDITIONAL LIFT STATION SITES**
- 11. QUARTERLY SNIPE CALENDAR IDEAS**
- 12. DISCUSSION REGARDING RATEPAYER INCENTIVE PROGRAM**

- 13. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS
 - A. Topics
 - B. Strategic Plan Objectives
 - C. Calendar
- 14. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES
- 15. COMMITTEE MEMBER COMMENTS
- 16. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS COMMITTEE MEETING
- 17. ADJOURNMENT

ATTEST TO POSTING:



Hayden Hamilton
Secretary of the Board

1-29-18 @ 2:30 p.m.

Date and Time of Posting
Outside Display Cases

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
JANUARY 4, 2018**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on January 4, 2018 was called to order by Chairperson Daily at 3:32 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 Kurnik, Member Kirby, Member Hamilton

Also Present: General Manager Kennedy, Alternate Gray

No members of the public were present.

4. **SEATING OF ALTERNATES**

There was no seating of alternates.

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

There were no changes to the agenda by committee members.

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

There were no comments.

COMMITTEE ACTION ITEMS

*7. **APPROVAL OF MINUTES**

A. November 2, 2017

Motion:

Approve the minutes as written.

Action: Approve, Moved by Member Kirby, Seconded by Member Hamilton.

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

Ayes: Member Daily, Member Kirby, Member Hamilton, Member Kurnik.

8. **UPDATE ON LILAC FIRE ACTIVITIES**

Mr. Kennedy updated the committee on the District Emergency Operations Center activities related to the Lilac Fire. Discussion ensued.

9. COMMUNICATIONS CALENDAR REVIEW

Ms. Gray reviewed the upcoming community events and District interest in participation.

10. DISCUSSION REGARDING RATEPAYER INCENTIVE PROGRAM

Mr. Kennedy suggested we continue exploring the options for this program. He suggested something along the lines of "I Know a Better Way" type of program that will incentivize ratepayers to bring new innovative ideas to the committee for review and possible implementation. It was also mentioned that a specific inbox be set up for the submittal of these ideas. Mr. Hamilton suggested we bring the topic back for further discussion.

11. CREATION OF SNIPE CALENDAR

Mr. Kennedy stated that the first snipe is going out with the new billing cycle regarding the upcoming rate hearing. He suggested we continue to focus on important topic and create seasonal messages. It was suggested that this topic be brought back for further discussion.

12. DISCUSSION REGARDING DEVELOPING A PROCESS FOR CHANNELING RATEPAYER INQUIRIES CONCERNING INCREASES

Mr. Kennedy stated that the upcoming rate hearing notice is anticipated to invoke customer inquiries and increase customer service call center activity. It was suggested that a script be developed to ensure uniform responses are presented to ratepayers. Alternate Gray volunteered to develop the script.

13. UPDATE ON VIDEOGRAPY RESEARCH RESULTS

Alternate Gray updated the committee on the result of the Bonsall High School FAQ video assignment inquiry. She stated that she will be following up with the fourteen students interested in the design and production of our FAQ video series.

14. PRESENT INPUT ON DESIGN FOR NEW RAINBOW MWD SIGN AT FRONT ENTRANCE

Karleen Harp presented three design options. The committee suggested design changes and agreed to go forward with the production of the new sign based on their variations on the design.

15. DISCUSSION AND POSSIBLE ACTION TO APPOINT 2018 COMMITTEE OFFICERS

Member Daily said there was an opportunity to select a new Chairperson and Co-Chairperson. The members said they were content with the current appointees and recommends no change. Member Hamilton suggested advertising for new committee members in next month's newsletter.

Motion:

Leave appointees as status quo.

Action: Approve, Moved by Member Kurnik, Seconded by Member Hamilton.

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

Ayes: Member Daily, Member Kirby, Member Hamilton, Member Kurnik.

16. COMMUNICATIONS PLAN/TOPICS/STRATEGIC PLAN OBJECTIVES

Alternate Gray suggested combining topic #9 and #16.

17. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Mr. Kennedy mentioned that the District was highlighted in an article in the Municipal Water and Sewer magazine. No other current media stories outside of the regular board meeting recap in the Village News were reviewed.

18. COMMITTEE MEMBER COMMENTS

Member Hamilton suggested examining the options related to the production of a two-page quarterly newsletter. Mr. Kennedy stated that he will check with the finance department regarding the bill insert options. Member Kurnik suggested we investigate further the benefit of an expanded quarterly newsletter. Member Hamilton also suggested issuing an asset management article.

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

The following agenda items were suggested for the next Engineering Committee Meeting:

- Facility naming
- Quarterly Snipe calendar ideas
- EAM news article
- Ratepayer incentive program
- 2-page quarterly newsletter

20. ADJOURNMENT

The meeting was adjourned with a motion made by Chairperson Daily to February 1, 2018.

The meeting adjourned at 5:05 p.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary