

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE  
COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
MAY 4, 2023**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on May 4, 2023, was called to order by Chairperson Shute at 3:32 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Shute presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

**Present:** Member Hamilton, Member Shute, Member Stewart.

**Also Present:** General Manager Kennedy, Executive Assistant Washburn, Human Resources Manager Harp, Operations Manager Gutierrez, Information Technology Manager Khattab, Customer Service Supervisor Cruz, Human Resources Specialist Ramirez.

**Absent:** Member Milakovich.

**Also Present Via Teleconference or Video Conference:**

Finance Manager Largent.

No members of the public were present in person, via teleconference or video conference.

4. **INSTRUCTIONS TO ALLOW PUBLIC COMMENT ON AGENDA ITEMS FROM THOSE ATTENDING THIS MEETING VIA TELECONFERENCE OR VIDEO CONFERENCE**

There were no public members present via teleconference or video conference; therefore, the instructions were not read aloud.

5. **SEATING OF ALTERNATES**

No alternates were seated.

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

There are no amendments to the agenda.

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

There were no comments.

**\*8. APPROVAL OF MINUTES**  
**A. April 6, 2023**

***Motion:***

***To approve the minutes.***

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

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

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

***Absent: Member Milakovich.***

**9. GENERAL MANAGER COMMENTS**

Mr. Kennedy announced the LAFCO hearing regarding the detachment matter has been set for June 5, 2023. He noted the report came out last week with five options from which the Commission may choose. He summarized each of the options as well as mentioned the report was open for public comments which must be remitted no later than May 22, 2023 so they can be incorporated into the final report that will be presented to the Commission on June 5, 2023 for their consideration. Mr. Kennedy stated hearing will be held in downtown San Diego at the County Board of Supervisors Chambers starting at 8:30 a.m. and that it may be available to make public comment via Zoom; however, that has not yet been confirmed.

Mr. Shute asked whether an agenda had been published. Ms. Harp stated the agenda was due to be published on May 29, 2023 with any written comments received by the May 22, 2023 deadline to be included in the agenda packet. Discussion ensued regarding the public testimony process.

Mr. Shute inquired as to whether the meeting will be broadcast. Mr. Kennedy stated they have a YouTube channel and anyone who would like to comment via Zoom will need to request a link in advance of the meeting. He encouraged any public member wishing to remit written comments to do so before May 22, 2023.

Mr. Hamilton noted a Town Hall Meeting will also be held on May 17<sup>th</sup> at the FPUD offices starting at 6:00 p.m. He recommended a handout be provided at this meeting noting the highlights. Mr. Kennedy stated FPUD staff would be putting together informational handouts.

Discussion ensued.

**10. COMMITTEE MEMBER COMMENTS**

There were no comments.

*Discussion returned from Item #18.*

Mr. Stewart requested an update on the headquarters development study. Mr. Kennedy provided an update as to what has transpired as well as noted this will be addressed as part of the next budget cycle.

*Discussion went to Item #19.*

## **11. AVOCADO FESTIVAL UPDATE**

Ms. Harp displayed pictures recapping the festival activities including this was the first year with measurable metrics, there were approximately 1,500 booth visitors, 1,200 promo items were given away, the prize wheel drew crowds, the first in-person survey kiosk obtained 35 responses, as well as having double booths allowed for airflow through traffic. She provided an overview of the successes as well as improvements for next year. She reported 110 staff hours were spent on this event.

## **12. REVIEW OF AVOCADO FESTIVAL CUSTOMER SURVEY RESULTS**

Ms. Harp displayed details related to the survey results noting 34 people completed the survey and how 80% of RMWD customers were aware of the detachment efforts.

Mr. Shute suggested scheduling staff to work the booths be prepared more in advance.

Ms. Harp shared the list of top concerns the customers provided as well as reviewed the charted responses to the customer survey questions. She noted none of the respondents provided their contact information. She pointed out the customer survey will be left open.

Ms. Harp introduced Claudia Ramirez, RMWD's Human Resources Specialist, who has been listening in on these committee meetings for quite some time. She pointed out Ms. Ramirez has been publishing the RMWD newsletter since February as well as instrumental in preparing for and setting up the recent community and internal events.

Mr. Hamilton asked if it would be appropriate to leverage any of the survey information with RMWD's communications to LAFCO. Mr. Kennedy stated with the report being published, it may not be helpful to provide new information; however, he will give it some consideration. Mr. Hamilton stated it may be prudent to mention the customer responses received at the festival.

Discussion ensued regarding extending the survey beyond this event so customers can continually participate in this survey. Ms. Harp stated it will be posted on the website, provided in the newsletter, as well as possible accessible on an iPad kiosk in the lobby. Discussion followed.

## **13. RMWD HEADQUARTERS LOCAL SCHOOL FIELD TRIP UPDATE**

Ms. Harp displayed pictures and shared highlights of the 2023 Bonsall High School Field Trip that took place on April 27<sup>th</sup>. She noted there were approximately 26 high school students in attendance enrolled in the STEM program in attendance. She said 100 labor hours were spent on this event.

Mr. Khattab explained the simulated SCADA control panel students were able to use while visiting the IT station during the tour.

Mr. Kennedy mentioned he received feedback that this was the best field trip ever taken by the students and how the vast variety of activities resulted in every student leaving very inspired. He added this feedback also included compliments that every RMWD staff member with which the students engaged was outstanding.

Discussion ensued regarding how many RMWD customers fall into the Bonsall Unified School District.

Mr. Shute congratulated staff on a job well done. He asked for this committee's appreciation be passed along to all the employees who participated in this event.

#### **14. NEWSLETTER COMMUNICATION CONTACT PLANNING**

Ms. Harp reported the May newsletter was in the process of being drafted to include the LAFCO public hearing, cost saving opportunity for local farmers, the customer service survey, as well as a recap of the Bonsall High School field trip.

Ms. Harp noted the June newsletter will include instructions for participating in RMWD's rate hearing as well as a promotional piece for the customer survey. She solicited the committee for input on other possible articles such as irrigation checks, flume program, LAFCO meeting update, and a pie chart showing where the customer's money goes. Mr. Shute recommended including write-ups on the flume program, the pie chart, and an update on the LAFCO hearing. He said if there was not an update on the LAFCO hearing, then he would suggest having something on irrigation checks. Mr. Kennedy noted there will be continued calls for committee members. Ms. Washburn stated she has not received calls from anyone interested in volunteering on one of RMWD's committees.

Mr. Cruz mentioned customer service continually promotes the Flume program and how Flume has said there are only eleven more devices available at the \$50 rate. Mr. Kennedy stated he just confirmed 722 devices have been purchased; therefore, there should be a few hundred more available.

#### **15. APPOINTMENT OF COMMITTEE CHAIRPERSON**

Ms. Washburn explained the committee had deferred appointing a chairperson since October 2022 and that when the vice chairperson appointment was placed on the April committee agenda for consideration, the chairperson appointment was accidentally omitted; therefore, the committee still needs to appoint (or reappoint) a chairperson.

***Motion:***

***To reappoint Bill Shute as Chairperson.***

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

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

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

***Absent: Member Milakovich.***

#### **16. CONSIDER APPOINTMENT OF ALTERNATE MEMBER**

Mr. Kennedy mentioned it was thought the person hired to fill the public relations position would become an alternate member on this committee; however, after their first week at RMWD, they had decided this was not the best and wanted to pursue other ventures. He suggested the committee recommend the Board appoint Ms. Harp to serve as the alternate until the public relations position is filled and that new hire has an opportunity to get more familiar with their role.

***Motion:***

***To recommend the Board appoint Karleen Harp to serve as the committee's alternate.***

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

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

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

***Absent: Member Milakovich.***

**17. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES**

Mr. Kennedy mentioned RMWD was featured in Sunday's edition of the Union Tribune. Discussion ensued.

Mr. Hamilton suggested publishing a press release in The Village News regarding the successful high school STEM program field trip to RMWD's headquarters.

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

It was noted updates on the detachment and customer survey results, as well as newsletter communication contact planning should be on the next committee meeting agenda.

*Discussion returned to #10.*

**19. ADJOURNMENT**

***The meeting was adjourned by Chairperson Shute.***

The meeting adjourned at 4:43 p.m.

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**Bill Shute, Committee Chairperson**

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**Dawn M. Washburn, Board Secretary**