

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
FEBRUARY 6, 2017**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on February 6, 2017 was called to order by Chairperson Daily at 3:31 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

Absent: None

Also Present: Alternate Gray, General Manager Kennedy.

No members of the public were present.

4. **SEATING OF ALTERNATES**

It was noted Alternate Gray would not need to be seated at this meeting.

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

There were no changes to the agenda.

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

Mr. Daily mentioned the award presented to Ms. Washburn was given out at the Employee Recognition Banquet. He pointed out since there was a typo on the award, a new one was made to replace the original.

COMMITTEE ACTION ITEMS

*7. **APPROVAL OF MINUTES**

A. January 9, 2017

Motion:

To approve the minutes as stated.

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

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

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

8. **PROJECT NAMING BRAINSTORMING SESSION**

Mr. Kennedy explained this was to discuss naming the “water reuse/reclamation and recovering imported return flow” project. Discussion ensued regarding possible name choices that will be discussed again at a future committee meeting.

9. DISCUSSION REGARDING NON-PROFIT SENIOR CARE SERVICES

Mr. Kennedy solicited the committee for their input regarding how RMWD may want to address communicating the availability of these senior care services. Discussion ensued.

It was decided a policy be put in place for these types of situations and then possibly contact the provider to discuss the services and training process in greater detail.

10. FALLBROOK CHAMBER COMMERCE EVENT UPDATE

Mrs. Gray provided an update on the Avocado Festival noting RMWD’s deposit was accepted; however, confirmation would not be known until thirty days out from the date of the festival. She mentioned she was doing research on materials to hand out to the public at this event as well as other events in the future.

Mrs. Kirby stated the networking at the commerce event was great; however, she was surprised there was not more general public present.

11. DISCUSSION REGARDING PURCHASING EVENT MATERIALS

This item was partially discussed under Item #10.

Mr. Kennedy suggested coming up with some ideas for a banner for community events. Mrs. Kirby recommended teaming up with a nursery and possibly handing out succulents which would draw public attention.

Mr. Daily suggested having large pictures of District projects or facilities displayed.

Mrs. Kurnik recommended having an interactive model.

12. 2017 AVOCADO FESTIVAL UPDATE

Mrs. Gray provided an update under Item #10.

It was noted the festival is scheduled for April 23, 2017; therefore, preparing for a booth would need to become a priority at this time in order to be ready should RMWD receive approval to have a booth at the festival.

13. COMMUNICATIONS PLAN/TOPICS

Mr. Kennedy stated there were no updates.

14. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Discussion ensued regarding the drought being declared over in San Diego County.

15. COMMITTEE MEMBER COMMENTS

There were no comments.

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

It was noted the Avocado Festival, the project naming and the senior services should be on the next meeting's agenda.

17. ADJOURNMENT

The meeting was adjourned with a motion by Member Kirby, Seconded by Member Kurnik.

The meeting adjourned at 4:37 p.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary