

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
OCTOBER 5, 2015**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on October 5, 2015 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 O’Leary
Member Brazier
Member Kurnik

Absent: Member Romani

Also Present: General Manager Kennedy
Executive Assistant Washburn

Two members of the public were present.

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

Mr. Daily recognized Mr. Kelly and Mrs. Kirby as members of the audience who may be interested in serving on the committee.

Mrs. Kirby noted she works for Vallecitos Water District where she has served in several capacities over the past 15 years. She mentioned she currently works as an Accounts Analyst which involves conservation matters.

COMMITTEE ACTION ITEMS

5. **COMMITTEE MEMBER COMMENTS**

There were no comments.

*6. **APPROVAL OF MINUTES**

A. August 10, 2015

Action:

Moved by Member Brazier to approve the minutes. Seconded by Member Kurnik.

After consideration, the motion CARRIED by the following roll call vote:

AYES: Member Daily, Member O'Leary, Member Brazier, and Member Kurnik
NOES: None
ABSTAINED: None
ABSENT: Member Romani

7. DISCUSSION REGARDING COMMITTEE MEMBERSHIP/ABSENCES

Mr. Kelly stated he would like to serve on the committee. Discussion ensued regarding how he may contribute by serving on this committee.

Mr. Kennedy noted several projects that would be specifically addressed by this committee as well as providing information to the public.

Action:

Moved by Member Brazier to recommend the Board appoint Mr. Kelly to serve on the Communications Committee. Seconded by Member Kurnik.

After consideration, the motion CARRIED by the following roll call vote:

AYES: Member Daily, Member Brazier, Member O'Leary, and Member Kurnik
NOES: None
ABSTAINED: None
ABSENT: Member Romani

Mr. Kennedy recommended Ms. Washburn reach out to Ms. Romani to find out if she is still interested in serving on this committee and report back at the November meeting.

8. DISCUSSION REGARDING CONSERVATION OUTREACH

Mr. Kennedy talked about the letter received from the State Water Quality Control Board and the exchange of correspondence that took place regarding the percentage of conservation produced by RMWD. He noted they have required that RMWD increase the District conservation efforts by hiring someone to oversee conservation matters; therefore, the District will be interviewing for an Administrative Analyst for this purpose as well as fulfill needs in other areas including records management. He explained the different aspects involved with conservation.

Discussion ensued regarding media outreach to RMWD customers including providing information about devices available for monitoring water use including effectively explaining how the customer could benefit from investing in such devices.

Discussion continued regarding water audits and how to encourage RMWD ratepayers to get these conducted in order to meet the State Water Quality Control Board requirements to have seven audits done per month.

Ms. Kurnik suggested there be some type of campaign with lawn signs as a means of getting the audit information out to the public. Mr. O'Leary recommended spotlighting those customers who had audits conducted as well as their feedback and results in the newsletters.

Mr. Kelly presented ideas for the log books provided by RMWD for monitoring water use. Discussion followed.

Mr. Kennedy noted he would work with implementing those ideas shared today as well as some other ideas such as landscape classes, plant fairs, etc.

9. DISCUSSION REGARDING LONG TERM GOALS FOR COMMUNICATIONS COMMITTEE

Mr. Kennedy said he would like to have this committee focus on specific topical matters and means for communicating with the public. He noted the water rate hearing will start on October 27, 2015.

Discussion ensued regarding communicating any rate changes with RMWD customers.

Mr. Kennedy offered to provide copies of the draft strategic plan to all the committee members.

10. GENERAL MANAGER UPDATES

Mr. Kennedy reported how RMWD came out on top in the LAFCO matter. He noted the report written by LAFCO was ridiculously biased. He also mentioned how LAFCO pulled out a whole new set of slides containing a great deal of financial information the day of the hearing that the commissioners had not seen prior to the meeting and how this was not well-received by some of the commissioners. He concluded with noting the deciding factor may very well have been that this matter was not being allowed to go out to the public for a vote.

Mr. Kennedy updated the committee on some challenges that arose over the past two weeks that could have led to a reconsideration of the commissioners; however, these appear to have failed.

Mr. Kennedy talked about how the RMWD employees got to celebrate the LAFCO win one last time as a group in order to put this matter behind them and start moving forward on District matters.

Mr. O'Leary expressed thanks to those that worked very hard on the LAFCO matter. He noted it was said how this was the most controversial LAFCO hearing ever.

Discussion continued regarding some of the stuff that took place at the LAFCO hearing held on September 14, 2015.

Mr. Kennedy reported the Board approved staff moving forward with the water reclamation project at their last regular meeting. He explained why funding this project may be challenging.

Mr. Kennedy explained how the results of the Groundwater Study could benefit the District. He noted once more details develop, it could mean the committee may start working on getting this information out to the community. Discussion continued.

11. UPCOMING NEWSLETTER TOPICS

Mr. Daily recommended there be something in upcoming newsletters regarding El Nino.

12. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

There were no RMWD related media stories discussed.

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

It was recommended Mr. Kelly's appointment to the committee be on the next agenda.

14. ADJOURNMENT

Action:

Moved by Member O'Leary to adjourn the meeting to November 2, 2015. Seconded by Member Brazier.

After consideration, the motion CARRIED by the following roll call vote:

AYES: Member Brazier, Member Daily, Member O'Leary, and Member Kurnik
NOES: None
ABSTAINED: None
ABSENT: Member Romani

The meeting adjourned at 5:01 p.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary