

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
JANUARY 6, 2014**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on January 6, 2014 was called to order by Chairperson Bednarski at 3:36 p.m. p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Bednarski, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

**Present:** Member Vega  
Alternate O'Leary  
Member Bednarski

**Absent:** Member Romani  
Member Daily

**Also Present:** Executive Assistant/Board Secretary Washburn  
District Engineer Plonka  
Director Brazier

No members of the public were present.

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

There were no public comments.

**COMMITTEE ACTION ITEMS**

5. **COMMITTEE MEMBER COMMENTS**

Mr. O'Leary mentioned he was continuing to working the article he volunteered to write up for the next edition of the "Communicator".

Mr. Vega talked about the article he wrote for the newsletter. Ms. Washburn noted this was included in the January 2014 newsletter.

Discussion ensued regarding Mr. O'Leary's article.

\*6. **APPROVAL OF MINUTES**

A. December 2, 2013

**Action:**

***Moved by Member Vega to approve the minutes as written. Seconded by Alternate O'Leary.***

***After consideration, the motion CARRIED by the following vote:***

**AYES:** Member Vega, Alternate O'Leary and Member Bednarski.  
**NOES:** None.  
**ABSTAINED:** None.  
**ABSENT:** Member Romani and Member Daily.

**7. ROAD SHOW UPDATES**

Ms. Washburn told the committee Dr. Brady wanted to call the presentation "Rainbow Municipal Water District Transitioning to the Future". She also mentioned an invitation to community groups was included in the January 2014 newsletter. Mrs. Bednarski recommended the invitation continue to be published in upcoming newsletters as well as specifically address HOA's per Mr. Daily's request.

**8. DISCUSSION REGARDING MEMBERS ATTENDING BOARD MEETINGS**

It was recommended this be a continuous item on the Communications Committee agenda in the event she is unable to attend the RMWD Board meetings.

**9. UPCOMING NEWSLETTER TOPICS**

It was noted Items #1 and #11 on the Newsletter/Communicator Topics have been included in the January 2014 newsletter. Mr. Vega recommended adding an item to the list for a write-up on Dr. Brady.

Ms. Denke explained the list provided was the most current version as prioritized by Dr. Brady. Discussion followed.

Mr. Vega suggested there be an item on growth and how connections will impact the current ratepayers as far as rates are concerned. He asked that it be included under Item #4 on the list to capture the implications as well as where the developments are to be located.

Mr. O'Leary recommended a picture from the first "road show" presentation (if available) be included in the February newsletter and/or the next "Communicator" in order to generate community interest.

Mrs. Bednarski noted an article on the "Grease Can Program" be included in an upcoming newsletter. Ms. Denke talked about the proposed scheduled program deadlines as well as an event held at the Fallbrook library to meet the grease can artists.

Mr. Vega stressed if RMWD was going to respond to the newspaper blog, it needed to be done immediately in some sort of format not necessarily in a future newsletter. He volunteered to work on putting together a response.

Discussion went to Item #13.

**10. UPDATES ON DISTRICT "COMMUNICATOR"**

This item was addressed under Items #5 and #9 herein.

**11. REVIEW OF TIMELINE FOR NEWSLETTER AND COMMUNICATOR ARTICLES**

It was noted Mr. O'Leary may not be prepared with a "Communicator" article for February due to the fact he needed more time to research nurseries within the district boundaries.

**12. GREASE CAN PROGRAM UPDATE**

This item was addressed under Item #9 herein.

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

Mr. Vega read aloud the two points made in responses to the recent article on RMWD's rate increase published in The Village News. He expressed concern the comment regarding RMWD having the highest rates as well as the printed information regarding the consolidation to eliminate the need to raise rates.

Mr. Buckley joined the meeting to address the responses published on line regarding RMWD's recent rate increase. He explained staff has presented information to the Board each time a rate increase is under consideration. He noted any comparisons made can be in favor of or against the district depending upon the type of agency utilized in the comparison and their revenue sources and demographics. He confirmed regardless of how it is reviewed, RMWD has one of the highest water rates. He stressed it was important to be careful when making any statements in the public media which could be misconstrued. Mr. Vega agreed there should not be any public response made based on the information provided by Mr. Buckley. Discussion ensued.

Mr. Vega shared newspaper articles regarding the MWD lawsuit.

Discussion ensued regarding the variation in which the newsletters are being received from the online website subscription. Ms. Washburn explained this has been researched and there was no answer for why one individual was receiving the newsletter via email in one format and another in a different format. She noted the alternative may be to consider new software for this function; however, this has not been considered at this point due to the potential merger and changes made to the website.

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

Mrs. Bednarski recommended keeping the agenda the same for the February meeting.

**15. ADJOURNMENT**

**Action:**

***Moved by Alternate O'Leary to adjourn. Seconded by Member Vega.***

***After consideration, the motion CARRIED by the following vote:***

**AYES:** Member Vega, Alternate O'Leary and Member Bednarski.  
**NOES:** None.  
**ABSTAINED:** None.  
**ABSENT:** Member Romani and Member Daily.

---

**Kelly Bednarski, Committee Chairperson**

---

**Dawn M. Washburn, Board Secretary**