

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
JUNE 4, 2020**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on June 4, 2020 was called to order by Chairperson Johnson at 3:30 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Johnson, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Hamilton, Member Johnson (*via video teleconference*), Member Shute (*via video teleconference*), Member Vernon (*via video teleconference*), Alternate Gray (*via video teleconference*).

Also Present: General Manager Kennedy, Executive Assistant Washburn, Information and Technology Specialist Espino.

Absent: Member Stewart.

Present via video teleconference:

Information and Technology Manager Khattab, Finance Manager Largent.

No members of the public were present.

4. **SEATING OF ALTERNATES**

There were no alternates seated.

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 (Limit 3 Minutes)**

There were no comments.

7. **GENERAL MANAGER COMMENTS TO INCLUDE AN UPDATE ON REOPENING THE RMWD HEADQUARTERS**

Mr. Kennedy reported the tentative date to reopen the District was originally set for June 8, 2020; however, after discussing all the County requirements, it was found this tentative date was

premature. He shared some of the challenges with employees working various hours throughout the day and night with trying to meet the requirements.

Mr. Kennedy solicited the committee members for input. Mr. Vernon recommended delaying reopening the District until the requirements are somewhat less, especially when it has been stated taking temperatures does not necessarily determine whether someone is infected with COVID-19.

Mr. Shute said he liked the idea of delaying the reopening of the District taking into consideration all the turmoil that has been happening recently which could change the number of COVID-19 cases.

Mr. Hamilton agreed with there not being a compelling need to reopen, it should be delayed.

Ms. Gray shared other local water districts are looking to follow suit with what all the agencies put in place. She will update the committee as developments occur.

Ms. Largent shared the customer service call volume during the pandemic with the committee.

Ms. Johnson asked if the District were to remain closed to the public, would employees lose their jobs. Mr. Kennedy and Ms. Largent assured the committee RMWD employees have more than enough of work to do.

Ms. Johnson expressed her gratitude to the staff for doing their due diligence and being conscientious related to reopening the District as well as the focus on the continued employment of their employees. She noted the committee supports the District not reopening at this time. Mr. Vernon seconded Ms. Johnson's gratitude to the employees. It was confirmed an update would be provided at the July committee meeting.

8. COMMITTEE MEMBER COMMENTS

There were no comments.

***9. APPROVAL OF MINUTES**

A. May 7, 2020

Motion:

To approve the minutes.

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

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

Ayes: Member Hamilton, Member Johnson, Member Shute, Member Vernon.

10. STRATEGIC PLAN OBJECTIVES REVIEW

Mr. Kennedy recalled just before the pandemic the Board had started the process of updating the Strategic Plan but have decided to put the plan on hold until they were able to meet in person.

Mr. Hamilton asked for the Customer Service and Communications plan be redistributed to the committee members so they can provide input. Ms. Johnson suggested the objectives be reviewed after the Board has had an opportunity to review the entire Strategic Plan. Mr. Vernon supported the recirculation of the plan to the committee members and in return the members will provide their input over the next two months.

Mr. Shute pointed out with the current unprecedented economic downturn and asked if the District has any plans in place to address customers not being able to pay their water bills. Mr. Kennedy explained the processes recently put in place and Ms. Largent noted the percentage of non-payment due to the pandemic was insignificant over the past thirty days. Mr. Kennedy pointed out RMWD would be continuing the process to not charge late fees or shutting off services and how the Board will be asked to initiate other options in certain scenarios.

11. CSUSM STUDENT PROGRAM UPDATE

Mr. Kennedy stated he and Ms. Gray have reviewed the report provided by the students. Ms. Gray offered to email the report to the committee members for their reference as well as shared the highlights of the information provided in the report including ideas for internal and external communications, enhancing the newsletters, a new logo, and educational program ideas. Ms. Johnson said she strongly supports RMWD working with students involved in this program.

Mr. Shute asked if this report was provided in the form of a presentation. Ms. Gray explained due to the pandemic, it was not, but rather presented over a series of phone calls.

Ms. Johnson pointed out CSUSM do ask for community members to serve on panels and how RMWD committee members may want to participate on such. Mr. Kennedy added RMWD would like to engage students in other aspects of the District.

Mr. Hamilton suggested staff make contact with those involved to find out if they are available to make a presentation to the committee as well as for staff via Zoom as well as recommended sending a thank you letter to each individual involved with preparing this valuable report for student's to include with their portfolios.

Mr. Shute asked if RMWD planned to have one of the students who worked on the report to participate in implementing the plan as an intern. Mr. Kennedy asked Ms. Gray to make that contact. Ms. Johnson suggested also reaching out to Palomar Community College.

12. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS

- A.** Topics
- B.** Calendar
- C.** Snipes Calendar
- D.** Updates from Other Committees
- E.** Customer Relations
- F.** Monthly Newsletter Review
- G.** Social Media Post Updates

Mr. Hamilton asked if there was an update on the Fallbrook Vintage Car Show. Ms. Gray said she has not received anything.

Mr. Kennedy pointed out there may be updates from the Engineering and Operations Committee as work begins on projects.

13. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Ms. Gray mentioned some of the media stories related to RMWD. Discussion ensued.

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

It was noted updates on the CSUSM Student Program, headquarters facility, and the reopening of the District, as well as pressure management communications should be on the next agenda.

15. ADJOURNMENT

The meeting was adjourned by Ms. Johnson to July 2, 2020.

The meeting adjourned at 4:16 p.m.

Julie Johnson, Committee Chairperson

Dawn M. Washburn, Board Secretary