

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
MARCH 4, 2013**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on March 4, 2013 was called to order by Chairperson Bednarski at 3:34 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
Member Daily
Alternate O'Leary
Member Bednarski

Absent: Member Romani

Also Present: General Manager Seymour
Executive Assistant Washburn
Water Operations/Customer Service Manager Atilano
Director Brazier

One member of the public was 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 introduced Noelle Denke, the public relations person for Fallbrook Public Utility District. He noted Ms. Denke was invited here today for the committee to get to know her as well as get a sense as to utilize her in conjunction with the two agencies as well as the JPA.

Ms. Denke stated she has worked for FPUD for the past ten years working on several public relation projects. She provided examples of how she implemented certain public awareness programs for FPUD.

Ms. Romani joined the meeting at 3:39 p.m.

Discussion ensued regarding how some of the ideas Ms. Denke has brought up would be beneficial to the JPA.

Ms. Denke mentioned she publishes 1-2 press releases per year and there are no newsletters included with FPUD's bills.

Discussion ensued regarding how FPUD integrates with Ms. Denke in regards to the water programs and projects she orchestrates. It was noted FPUD has a separate budget item for educational outreach activities which totals approximately \$45,000 and she works a total of 24 hours per week.

Mr. O'Leary asked whether or not she has discussed with Mr. Brady as to what his expectations are with FPUD as well as in conjunction with the JPA. She noted they had spoken about possibly including RMWD in the water educational programs at the elementary school which she noted would be relatively easy to do with the one elementary school in the area.

Discussion continued regarding future possibilities for public relations as well as maintaining the FPUD website.

Mr. Atliano asked how much staff input does Ms. Denke receive for public outreach. She stated she gets quite a bit; however, she runs everything by the general manager prior to publishing.

***6. APPROVAL OF MINUTES**

A. February 4, 2013

Action:

Moved by Member Vega to approve the minutes as written. Seconded by Member Romani.

After consideration, the motion CARRIED by the following vote:

AYES: Member Romani, Member Vega, Member Daily, Alternate O'Leary and Member Bednarski.

NOES: None.

ABSTAINED: None.

ABSENT: None.

7. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Ms. Romani provided an article on the Highway 76 realignment.

Mr. Daily provided an article entitled "End of the Rainbow" pertaining to the unhappiness of the current merger as well as another excerpt from FPUD that was published in The Village News.

8. RMWD GENERAL MANAGER COMMITTEE UPDATE (Mr. Dave Seymour or Designated Representative)

Mr. Seymour reported the Board voted to approve the Joint Powers Authority just as the FPUD Board did at their February Board meeting. He noted the first meeting of the JPA Board of Directors has been scheduled for Wednesday, March 6, 2013 at 2:30 p.m. He pointed out Directors Brazier, Sanford, Lucy, Davies, McDougal, and Gebhart have been appointed to the JPA Board with Directors Griffiths and Hayden serving as alternates.

Mr. Seymour announced his last day with RMWD would be April 5, 2013.

Mr. Seymour talked about the RMWD rate changes approved at the February Board meeting and how there was some offset.

Discussion ensued regarding who would replace Mr. Seymour as far as providing updates to the committees, reporting, and preparing items for publication. Mr. Seymour stated this would be for Mr. Brady to decide and Mr. Buckley will be the Assistant General Manager at RMWD.

Mr. Seymour complimented Mr. O'Leary on his 60th Anniversary write-up. Discussion took place regarding how to change the first line of the second paragraph due to the recent approval of the JPA by both agency boards.

Discussion ensued regarding how it should state in the newsletter how the offsets could possibly result in reduced amounts on customer bills.

Mr. Seymour reiterated the District will remain the same including the committees with the exception of his presence.

Discussion ensued regarding the possible sale of the RMWD property should a full consolidation take place. Mr. Seymour pointed out it could be a possibility down the road; however, there were other priorities that needed to be addressed first.

The committee members thanked Mr. Seymour for his assistance over the past several years.

9. DISCUSSION, SELECTION, AND POSSIBLE ASSIGNMENTS FOR UPCOMING NEWSLETTER AND COMMUNICATOR TOPICS

A. Infrastructure Article by Mike Daily with Possible Photos of New Tanks

Mr. Daily reported he has not yet had an opportunity to meet with Ms. Plonka; therefore, he had nothing ready to discuss at this time.

It was determined Mr. Vega should be put in touch with Mr. Buckley to gather the information he needs for his newsletter article for April.

It was noted Mr. Daily would continue to write for a May deadline, Mr. O'Leary's "Joined at the Hip" article may fill the April newsletter along with Mr. Vega's article, Ms. Denke will provide a write-up on Mr. Brady for consideration, and Mrs. Bednarski's and Ms. Romani's articles would be bumped for the newsletter in June or later depending upon what transpires at the district.

Discussion continued.

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

It was suggested Ms. Denke speak with Mr. Brady regarding her attending the April committee meeting. Mr. Seymour suggested it be on the agenda to take action on water educational programs for possible approval to make a recommendation to the RMWD Board.

Mrs. Bednarski announced she was on the hook for federal jury duty; therefore, she may not be available to attend the next committee meeting.

11. ADJOURNMENT

It was noted the next meeting would be on Monday, April 8, 2013 at 3:30 p.m.

Action:

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

After consideration, the motion CARRIED by the following vote:

AYES: Member Romani, Member Vega, Member Daily, Alternate O'Leary and Member Bednarski.

NOES: None.

ABSTAINED: None.

ABSENT: None.

The meeting adjourned at 4:45 p.m.

Kelly Bednarski, Committee Chairperson

Dawn M. Washburn, Board Secretary