

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
MAY 2, 2016**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on May 2, 2016 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 Kirby.

Absent: Member Kurnik.

Also Present: General Manager Kennedy, Executive Assistant Washburn, Administrative Analyst Gray.

Two members of the public was present.

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

There were no changes to the agenda.

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

There were no comments.

COMMITTEE ACTION ITEMS

*6. **APPROVAL OF MINUTES**

A. April 4, 2016

Motion:

To approve the minutes as written.

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

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

Ayes: Member Daily, Member O'Leary, Member Brazier, Member Kirby.

7. **DISCUSSION AND POSSIBLE ACTION REGARDING COMMITTEE MEMBERSHIP**

Ms. Washburn mentioned Dorothy Romani has decided to resign from the committee and thanked everyone for their patience over the last few months.

It was noted there was an advertisement in the last newsletter soliciting for new members. Mr. Kennedy pointed out there was an option to add staff members as an alternate member to

ensure business can be conducted with a quorum. Ms. Brazier mentioned if there was enough interest, she would be happy to step down to allow room for someone else to join.

8. COMMUNICATIONS PLAN

Mrs. Gray provided copies of the updated 2016 Newsletters Topics Suggestions and Strategic Plan.

Mr. Kennedy talked about there may be something to report to the customer regarding MWD's potential rate increase once RMWD is notified by MWD. Discussion ensued.

Mr. O'Leary offered to provide a write-up on the May 2016 California Avocado Commission meeting for the RMWD June newsletter.

Discussion ensued.

Mr. Kennedy reviewed the RMWD Strategic Plan 2016 Communications Objectives. Mrs. Gray mentioned she has received copies from several other agencies; however, until it is defined how much Springbrook can actually do in terms of format changes we will not know exactly what the modifications will include.

Discussions continued as the committee reviewed the Strategic Plan Communications Objectives.

9. DISCUSSION AND POSSIBLE ACTION TO CHANGE NOMENCLATURE FOR CUSTOMERS

Discussion ensued regarding what nomenclature should be used to appropriately constitute ownership.

Mr. Kennedy pointed out Legal Counsel suggested utilizing the term "constituents". Discussion ensued regarding the terms "shareholders", "stockholders", and "ratepayers". It was noted the term "stakeholders" means the customer has a vested interest in paying attention to what is going on.

10. DISCUSSION AND POSSIBLE ACTION REGARDING INCORPORATING NEW GRAPHICS INTO WEBSITE, NEWSLETTER, ETC.

It was noted there was nothing to report at this time.

11. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Discussion ensued regarding current media stories as well as regarding after hour services and shutdown notifications.

It was noted there was an article in The Village News regarding FPUD's seeking a replacement for one of their directors.

12. COMMITTEE MEMBER COMMENTS

Mr. O'Leary inquired about the Board item regarding the Robert's Rules of Order. Mr. Kennedy explained this item was to review the District's parliamentary procedures and discuss how both the Board and committee meetings should be handled.

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

It was noted there should be an item to consider adding a staff member to the committee and the possible resignation of Director Brazier as well as repeat Item #10 on the next agenda.

Mrs. Kirby mentioned she would not be at the June meeting.

14. ADJOURNMENT

Motion:

Action: Adjourn, Moved by Member O'Leary, Seconded by Member Brazier.

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

Ayes: Member Daily, Member O'Leary, Member Brazier, Member Kirby.

The meeting adjourned at 4:58 p.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary