



AGENDA

Communications and Customer Service Committee Meeting

Board Room
3707 Old Highway 395
Fallbrook, CA 92028

Tuesday, April 16, 2024
1:00 PM

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL:** Bill Shute (Chair), Bill Stewart (Vice Chair), Member Hayden Hamilton, Alternate Karleen Harp, Alternate Josh Cruz
4. **SEATING OF ALTERNATES**
5. **ADDITIONS/DELETIONS/AMENDMENTS TO THE AGENDA**
6. **APPROVAL OF THE AGENDA**
7. **PUBLIC COMMENT**

Any person may address the Committee at this time upon any subject not identified on this Agenda, but within the jurisdiction of Rainbow Municipal Water District; however, any matter that requires action will be referred to staff for a report and action at a subsequent meeting. As to matters on the Agenda, an opportunity will be given to address the Committee when the matter is considered.

Members of the public may make comments in person by submitting a Speaker Slip to the Board Secretary, virtually through virtual or teleconference options, or by submitting an email to tquintanar@rainbowmwd.ca.gov no less than one hour prior to the posted start time of the meeting. Comments shall be made in an orderly manner, and profanity, slander, or abusive language which is disruptive to the meeting will not be tolerated. Individuals have a limit of three (3) minutes to make comments and will have the opportunity when called upon by the presiding officer.
8. **APPROVAL OF MINUTES**
 - A. March 7, 2024
9. **APPOINTMENT OF VICE CHAIRPERSON**
10. **COMMENTS**
 - A. General Manager's Comments
 - B. Committee Member's Comments
11. **STRATEGIC COMMUNICATIONS PLAN DEVELOPMENT UPDATE**

- 12. **CUSTOMER SERVICE SURVEY**
- 13. **COMMUNITY EVENTS & OUTREACH PLANNING UPDATE**
- 14. **NEWSLETTER CONTENT PLANNING**
- 15. **PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES**
- 16. **LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT MEETING**
- 17. **ADJOURNMENT - To May 21, 2024 at 1:00 p.m.**

ATTEST TO POSTING:

/s/Terese Quintanar
 Terese Quintanar
 District Secretary

4/12/2024 9:02 AM
 Date and Time of Posting
 Outside Display Cases

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For Online Participation:

Go to: <https://rainbowmwd.zoom.us/j/82688515149>

If members of the public attending virtually would like to ask a question or make a comment on any item listed on this agenda, please utilize the "Raise Hand" button, located at the bottom of the screen. We will be alerted that they would like to speak. When called upon, please unmute the microphone and ask the question or make comments in no more than three minutes.

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*Those who have joined by dialing a number on their telephone, can dial *9 to alert us of a request to speak, and *6 to unmute, once called upon by the presiding officer.*

In accordance with the requirements of California Government Code Section 54954.2, this agenda has been posted at the District's Administrative offices not less than 72 hours prior to the meeting date and time above. All public records relating to each agenda item, including any public records distributed less than 72 hours prior to the meeting to all, or a majority of all, of the members of District's Board, are available for public inspection in the office of the District Secretary, 3707 Old Highway 395, Fallbrook, CA 92028

If you have special needs because of a disability which makes it difficult for you to participate in the meeting or you require assistance or auxiliary aids to participate in the meeting, please contact the District Secretary, (760) 728-1178, by at least noon on the Friday preceding the meeting. The District will attempt to make arrangements to accommodate your disability.

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
MARCH 7, 2024**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on March 7, 2024, was called to order by Chairperson Shute at 3:32 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Shute presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Shute, Member Hamilton

Also Present: General Manager Wiley (left at 3:50 p.m.), District Secretary Quintanar, Information Technology Manager Khattab, Customer Service Supervisor Cruz, Administrative Analyst Weber, Construction and Meters Supervisor Lagunas, Chief Financial Officer Aragon, Alternate Harp

Absent: Member Stewart, Member Milakovich

Also Present Via Teleconference or Video Conference:

No public members were present in person, via teleconference, or video conference.

4. **APPROVAL OF THE AGENDA**

Motion:

To approve the Agenda as presented.

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

Vote: Motion carried by unanimous vote (summary: Ayes = 3).

Ayes: Member Hamilton, Member Shute, Alternate Harp

5. **SEATING OF ALTERNATES**

Alternate Harp was seated.

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

There were no amendments to the agenda.

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

There were none.

8. APPROVAL OF MINUTES

A. February 1, 2024

Motion:

To approve the minutes as presented.

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

Vote: Motion carried by unanimous vote (summary: Ayes = 3).

Ayes: Member Hamilton, Member Shute, Alternate Harp

9. COMMENTS

A. General Manager's Comments

B. Committee Member's Comments

Mr. Wiley reported on his attendance at Sullivan Middle School's Career Day on March 6, 2024. He announced the joint Board and Committee budget workshop meetings, invited the Committee to attend, and provided a brief report on items approved at the February 27, 2024, Board Meeting. For several reasons, Mr. Wiley proposed a change in the dates and times of these regular meetings, suggesting regular meetings on the third Tuesday of each month. If that can be accommodated, he also requested consideration to change the meeting time to 1:00 p.m.

Ms. Harp commented on an April California State Sam Marcos program she will be participating in. Chairman Shute commended staff for repairs made last week and suggested outreach to Home Owner's Associations to offer steps for pre and post-water interruptions. He also talked of ways to encourage customers to update the District with their contact information, for relevant alerts.

10. STRATEGIC COMMUNICATIONS PLAN DEVELOPMENT UPDATE

Ms. Harp reported on the February 15, 2024, Strategic Communications Workshop. Member Hayden inquired about the financial impact of a bilingual website. A link to Google Translate may be an option.

11. CSDA ANNUAL AWARDS NOMINATIONS

Suggestions were welcomed. The deadline to submit is May 1, 2024. Staff will draft submittals for the Committee to review in April. Member Hayden suggested submission for CropSWAP, next year. For Board Member of the Year, Miguel Gasca could be nominated and recognized for his efforts toward detachment. Public outreach and townhall meetings could also be nominated, as a very effective facilitation of communication.

12. CUSTOMER SERVICE SURVEY

Ms. Weber presented information on the new template. The draft survey will be up and running next month.

13. COMMUNITY EVENTS & OUTREACH PLANNING UPDATE

Ms. Weber reported that the next field trip is scheduled for Thursday April 25, 2024, and will include students from Bonsall High School. Staff is anticipating thirty students to participate. She also provided information on the NCWA Water Awareness Poster Contest. Ms. Harp reported on the plan and promotional items planned for the Avocado Festival, scheduled for Sunday, April 21, 2024. New promotional items were suggested. Members Shute and Hamilton relayed positive feedback on their preferred items. Member Shute volunteered to staff the booth at the Avocado Festival and asked for the tri-fold encouraging committee engagement.

The Committee expressed interest in the District's presence at the Fallbrook Vintage Car Club's 57th Annual Car Show, being held on Sunday, May 26, 2024. The Committee suggested asking for volunteers to distribute information, and a modest budget for give-away items.

14. NEWSLETTER CONTENT PLANNING

Ms. Weber relayed the topics planned for the March Newsletter, including CropSWAP, Value of Water, How to Read Your Bill, the Calendar Contest, and MWD's Tree Rebate Program. Member Hamilton suggested a YouTube Video for our website to help people read their bills as well.

Topics for April include Project Updates, Planting for Spring, Share Your Experience, and the Avocado Festival. Topics for May's newsletter include National Drinking Water Awareness Month, What's Backflow?, and Thanks for Visiting our Booth, which will be a recap of the Avocado Festival.

15. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES

Ms. Weber provided recent articles published in the Village News.

16. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT MEETING

The Strategic Communications Plan Development Update and CSDA Award nominations will be discussed again next month. The Committee also requested an update from Mr. Wiley regarding the San Diego County Water Authority detachment progress.

17. ADJOURNMENT - To Thursday, May 2, 2024, at 3:30 p.m.

The meeting was adjourned by Chairman Shute at 4:37 p.m.

Bill Shute, Committee Chairperson

Terese Quintanar, District Secretary

Rainbow Water appoints new board member to Division 3

March 14, 2024

FALLBROOK – The Rainbow Municipal Water District Board of Directors announced the appointment of Cari Dale to the Division 3 vacancy. Dale, a resident of Fallbrook since 2001 with 30 years of management experience in water and wastewater utilities, was sworn into office at the Tuesday, Feb. 27, board meeting.

Dale is the former director of water utilities for Oceanside, where she oversaw over 150 professionals in the full-service water, wastewater and recycled water programs. While at the city of Oceanside, she managed the annual operating budget of \$114 million and a capital budget of \$91 million.

“We are pleased with the board’s decision to appoint a seasoned professional with a wealth of knowledge in the water industry,” Jake Wiley, general manager of Rainbow Water, said. “Her long-standing relationships in the community and professional experience will be an asset to our board.”

Before working at city of Oceanside, Dale served as operations manager for Olivenhain Municipal Water District and oversaw day-to-day operations and maintenance for water and sewer utilities as the assistant general manager at Carlsbad Municipal Water District. She began her career at the city of Ontario with a variety of positions including environmental programs manager and assistant utilities director.



Dale received numerous accolades and industry recognitions over the past 30 years, and in 2022, she was awarded the Recycled Water Advocate of the Year from WaterReuse California. She holds a master’s degree in public administration with emphasis in water resources management from California State University San Bernardino and a bachelor’s degree in biology from Macalester College.

Dale fills a position left vacant in December with the departure of Miguel Gasca, who stepped down from the board to move out of the area.