



## COMMUNICATIONS COMMITTEE MEETING

**RAINBOW MUNICIPAL WATER DISTRICT**  
**Monday, March 5, 2012**  
**Communications Committee Meeting - Time: 10:30 a.m.**

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<b>District Office</b>	<b>3707 Old Highway 395</b>	<b>Fallbrook, CA 92028</b>
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Notice is hereby given that the Communications Committee will be holding a regular meeting beginning at 10:30 a.m. on Monday, March 5, 2012.

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### AGENDA

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL: Mike Daily (Chair) \_\_\_\_\_ Charlie Vega (Vice Chair) \_\_\_\_\_**  
**Members: Dorothy Romani \_\_\_\_\_ Tom Sowden \_\_\_\_\_**  
**Alternates: Tim O'Leary \_\_\_\_\_ Dawn Washburn \_\_\_\_\_**
4. **PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA**

### COMMITTEE ACTION ITEMS

5. **COMMITTEE MEMBER COMMENTS**
- \*6. **APPROVAL OF MINUTES**
  - A. February 6, 2012
7. **REVIEW AND ANALYSIS OF RMWD RELATED MEDIA**
8. **REVIEW OF RMWD FINANCIAL PICTURE (LARRY CARLSTROM)**
9. **EMERGING COMMUNICATION ISSUES, OPPORTUNITIES AND STRATEGIES NEXT TWELVE MONTHS (RE-VALIDATE)**
  - A. Board Election in Divisions 1, 2, and 5
  - B. Bond/Fund Requirements (Approval to use State Revolving Fund)
  - C. Lift Station 1 and 2
  - D. Sewer Replacement Planning/Groundbreaking
  - E. Completions of Morro Reservoir and Pala Mesa Tank
  - F. Pasarell Meters
  - G. Pappas Meters

- H. Pardee Meters
- I. Lack of Water in 2013 due to 2012 rain/snowfall

**10. UPCOMING NEWSLETTER TOPICS**

- A. Completion of Pala Mesa Reservoir/Tank
- B. Morro Reservoir under budget plus Use of Cooperative Fed Funds (Mid-Summer completion)
- C. No longer under State Mandates

**11. "COMMUNICATOR" TOPICS DISCUSSION FOR MARCH 2012 AND EDITORIAL SCHEDULE REVIEW FOR JUNE 2012 ISSUE**

- A. Roadshow Extract
- B. Calendar Year 2012 Infrastructure Finance Measures
- C. Relationship of Budget to Infrastructure Rehabilitation
- D. Administrative Consolidation (3 districts)
- E. District Consolidation (3 Districts)
- F. Toilet to Tap Projects (Vega)
- G. Lake Meade Inflow (Sowden)

**12. UPDATE PROPOSED DRAFT RMWD COMMUNICATIONS PLANNING DOCUMENT AND CONTINUED DISCUSSION OF RMWD STRATEGIC COMMUNICATIONS PROCESS AND SUPPORT**

**13. UPDATE REGARDING EFFORT/ACTIVITIES TO INCREASE COMMITTEE PARTICIPATION**

- A. Continued Advertising in the Newsletter
- B. Alternate approaches?

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

**15. ADJOURNMENT**

**ATTEST TO POSTING:**

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Helene Brazier  
Secretary of the Board

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Date and Time of Posting  
Outside Display Cases