

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
JULY 11, 2016**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on July 11, 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, Alternate Gray.

Absent: Member Kurnik.

Also Present: General Manager Kennedy, Executive Assistant Washburn, Human Resources Manager Harp, Director Stewart.

No members of the public were 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**

Mr. Daily welcomed Karleen, RMWD's new Human Resources Manager, to the committee meeting.

COMMITTEE ACTION ITEMS

*6. **APPROVAL OF MINUTES**

A. June 6, 2016

Motion:

To approve the minutes as written.

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

Vote: Motion carried by unanimous roll call vote (summary: Ayes = 5).

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

7. DISCUSSION REGARDING CUSTOMER SERVICE SATISFACTION SURVEY

Mrs. Gray stated she has looked into whether there was a benefit to conducting a survey when her research shows a 10% return for an investment of thousands of dollars.

Ms. Brazier suggested utilizing space in the newsletter directing those interested to go to the RMWD website and ask a different question each month.

Mr. O'Leary recommended spending the money on the survey. Mr. Kennedy agreed to go this direction; however, we need to be clear about the question RMWD is trying to get answered. Discussion ensued.

Mr. Kennedy suggested putting something in the August newsletter pointing the ratepayers to the website to answer customer satisfaction questions and see how many respond before moving forward with investing in a mail-in survey.

Discussion ensued regarding what specific types of questions should be asked before moving forward in either direction.

Mr. Kennedy offered to contact SDCWA to see if they can break down their previous survey responses by member agency and provide RMWD with those that apply to it.

Mr. Daily recommended a customer service survey be included in the mid-year budget adjustment before spending the money. Mr. O'Leary agreed.

8. DISCUSSION REGARDING COMMITTEE MEMBERSHIP

It was noted Mrs. Gray has been appointed as an alternate on this committee by the Board at their last meeting.

9. DISCUSSION REGARDING PARLIAMENTARY PROCEDURES

Mr. Kennedy recalled copies of the revised procedures were provided to the committee members. He asked if there were any questions at this time. He stated if there were no questions, this may be something to bring back for review at a Committee Meeting in December, 2016.

10. STRATEGIC PLAN QUARTERLY UPDATE

Mrs. Gray recalled the committee was working on the new look for the bills once the financial software transition is complete.

Mrs. Gray noted RMWD did not get the Avocado Festival; however, she has put in for other festivals coming to the area. She stated she would also be meeting with several other community groups to see where RMWD can become more involved. Discussion ensued regarding community groups renting RMWD's Board Room for meeting purposes.

Mrs. Gray reported RMWD was 100% on the enhanced newsletter design, the speaker's bureau was placed on the website, work on updating FAQ's and shutdown notifications for the website continues, the fourth grade and high school presentations have been completed, and how she will be looking into other water wise programs.

Mrs. Gray stated she will start working on preparing waiver forms for public attendees. She also reported on the joint Board of Directors/Budget and Finance Committee meeting.

11. DISCUSSION REGARDING POSSIBLE FILLER ARTICLES FOR MONTHLY NEWSLETTER

Mrs. Gray reported there has not been a lack in information to use in the newsletters lately.

Discussion ensued regarding electronic monitoring.

12. COMMITTEE MEMBER COMMENTS

Mr. O'Leary talked about the CHP website being a resource in the event of emergencies.

Mr. Daily recommended everyone read the book titled "Planet Water: Investing in the World's Most Valuable Resources".

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

It was suggested there be an item to discuss the potential customer satisfaction survey questions.

14. ADJOURNMENT

Motion:

To adjourn the meeting.

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

Vote: Motion carried by unanimous roll call vote (summary: Ayes = 5).

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

The meeting adjourned at 4:55 p.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary