

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
JANUARY 7, 2013**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on August 6, 2012 was called to order by Chairperson Bednarski at 3:33 p.m. p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Kelly Bednarski, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

**Present:** Member Vega  
Member Daily  
Alternate O'Leary  
Member Bednarski

**Absent:** Member Romani

**Also Present:** Assistant General Manager/District Engineer Lee  
General Manager Seymour  
Customer Service/Water Operations Manager Atilano  
Director Helene Brazier

No members of the public were present.

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

There were no public comments.

**COMMITTEE ACTION ITEMS**

5. **COMMITTEE MEMBER COMMENTS**

There were no public comments.

\*6. **APPROVAL OF MINUTES**

A. December 10, 2012

Mrs. Bednarski pointed out she voted no on Item #8.

Mr. O'Leary pointed out Item #7 should be clarified due to the fact his intent may have been misunderstood. Ms. Washburn said she would listen to the recording again.

**Action:**

***Moved by Member Vega to approve the minutes as revised. Seconded by Member Daily.***

***After consideration, the motion CARRIED by the following vote:***

**AYES:** Member Vega, Member Daily, Alternate O'Leary and Member Bednarski.  
**NOES:** None.  
**ABSTAINED:** None.  
**ABSENT:** Member Romani.

**7. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES**

Mrs. Bednarski presented two water-related media stories.

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

- **Results of RMWD Board Meeting and Potential Media Impact on RMWD**
- **Assistance requested of Communications Committee?**

Mr. Seymour announced the January newsletter has just been completed. He noted the two main focuses were on the Engineering Committee's search for new water resources as well as an update on the JPA/Consolidation studies.

Mr. Seymour talked about the State Revolving Fund Loans and how we are now waiting to receive some of the money prior to issuing a press release which he anticipates will be in February. He explained how the rate increase public hearing to be held at the February 26, 2013 Board meeting may or may not be impacted by RMWD receipt of the State Revolving Funds.

Mr. Daily inquired as to whether or not the committee would be able to assist with the press release. Mr. Seymour stated he would present the draft to the committee for editing/input prior to its release.

Mr. Seymour mentioned the draft Joint Services Agreement was ready to be presented to the Board at the January 22<sup>nd</sup> Board meeting after which time he will have Ms. Washburn forward a copy to the committee members. He explained what could take place should the Board decide to move forward with forming a Joint Powers Authority (JPA) and eventually completely consolidate.

Mr. Vega inquired as to how the JPA would save money. Mr. Seymour stated mostly through headcount via attrition. Mr. Vega asked the level of power that would come with a JPA. Mr. Seymour said it would be very limited and basically oversee hiring the managers. Mr. Seymour talked about how the JPA Board could be potentially made up including how many members. He reiterated the JPA's power would be very limited.

Mr. O'Leary asked if both agency Boards were expected to vote on forming a JPA at their next Board meeting. Mr. Seymour said he anticipated it would not be officially voted on until late February at the very earliest; however, it depended upon the amount of Board comment, input, changes, etc.

Mr. Seymour noted the SDCWA ten-day shutdown scheduled to start on January 13, 2013. Mr. Atilano explained the purpose for the shutdown as well as what would SDCWA would be doing to the facilities. Discussion followed.

Mr. O'Leary asked whether or not a press release on the draft Joint Services Agreement would be in order. Mr. Seymour stated maybe when it is finalized, but not in draft form.

**9. 2013 COMMUNICATIONS COMMITTEE CHAIRPERSON TURNOVER**

Mr. Daily stated he had this on the agenda to acknowledge Mrs. Bednarski and to make sure she felt comfortable asking for assistance while getting familiar with chairing the committee.

**10. KELLY'S Q&A'S FOR NEXT CYCLE**

- **Decision on questions to be passed to Dawn if required**

Mrs. Bednarski stated she did not have any new articles prepared at this time other than the one she had already prepared.

Mr. Vega suggested keeping the idea of desalination on the "front burner". Discussion ensued.

**11. UPDATE FROM MIKE DAILY REGARDING RMWD INFRASTRUCTURE-RELATED ARTICLE**

Mr. Daily stated he has an article started on RMWD's infrastructure and was only waiting on getting some answers to his questions and possible quotes from Mr. Lee prior to completing it. It was decided this article should be ready for committee review and February and out for publication in March, 2013.

**12. DISCUSSION OF UPCOMING MONTHLY NEWSLETTER TOPICS**

Ms. Washburn pointed out the January newsletter was already sent for distribution. Mr. Seymour explained the February newsletter would possibly have something on the JPA agreement as well as the State Revolving Funds should there be enough information before the newsletter deadline.

**13. DISCUSSION REGARDING 12 BASIC COMMUNICATIONS THEMES FOR MONTHLY COMMUNICATIONS/NEWSLETTERS**

- **February \_\_\_\_\_**
- **June – Budget**
- **Aug – Drought Related**
- **Dec \_\_\_\_\_**

Mr. Lee suggested the committee members submit to Ms. Washburn article ideas they feel may be seasonally appropriate and take those and brainstorm those ideas at each monthly meeting. It was agreed this would be a helpful source.

Discussion ensued putting together a list of the suggestions received on the white board at the next meeting for the committee to brainstorm. It was decided this would be an item on the next Communications Committee agenda.

Mr. Seymour clarified what types of communications would or would not be in violation of the Brown Act.

Mr. O'Leary asked Mr. Seymour when he retires and Mr. Lee becomes the General Manager would he be responsible for the information published in any RMWD communications. Mr. Seymour pointed out RMWD's policy states all media must be approved by the General Manager and he would hope that whoever was his successor would operate in the same manner.

**14. DISCUSSION AND RECOMMENDATIONS RECOMMENDING COMMUNICATIONS COMMITTEE INVOLVEMENT IN THE JPA PROCESS**

- **Level of Communications Support**
- **Should the Committee ask to be acknowledged/written-in to the document**
- **Impact (if any) of the 10 JPA "variables on the Communications Committee activities"**

This item was address under the other items provided herein.

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

It was noted the editorial calendar would be on the next agenda. Mr. Daily reminded Mrs. Bednarski as Chairperson she can change the agenda items she wanted. Discussion continued.

Discussion ensued regarding providing committee reports at the Board meetings.

**16. ADJOURNMENT**

**Action:**

***Moved by Member Daily to adjourn to February 4, 2013 at 3:30 p.m. Seconded by Member Vega.***

***After consideration, the motion CARRIED by the following vote:***

**AYES:** Member Vega, Member Daily, Alternate O'Leary and Member Bednarski.  
**NOES:** None.  
**ABSTAINED:** None.  
**ABSENT:** Member Romani.

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**Kelly Bednarski, Committee Chairperson**

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**Dawn M. Washburn, Board Secretary**