

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
MAY 3, 2018**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on May 3, 2018 was called to order by Chairperson Daily at 3:30 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 Kirby, Member Hamilton.

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

One member of the public was present.

4. **SEATING OF ALTERNATES**

There were no alternates seated for this meeting.

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

There were no changes to the agenda.

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

There were no public comments.

Mr. Daily announced Mrs. Kurnik has resigned from the Communications Committee effective today. He noted the comments Mrs. Kurnik included in her resignation email commending staff and committee members. It was decided the committee would send something to Mrs. Kurnik in recognition of her service on the committee.

COMMITTEE ACTION ITEMS

*7. **APPROVAL OF MINUTES**

A. April 5, 2018

Motion:

Approve the minutes as written.

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

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

Ayes: Member Daily, Member Kirby, Member Hamilton.

8. AMENDING COMMITTEE CHARTER TO INCLUDE CUSTOMER SERVICE

Mrs. Martinez explained scenarios encountered in the Customer Service Department involving customers getting assistance with their bills from others not on their accounts. Discussion ensued regarding what RMWD could do to comply with privacy regulations while granting permission to allow for such assistance.

Mr. Hamilton inquired as to whether RMWD had a process for completing a standard Power of Attorney form. Mr. Kennedy offered to contact Legal Counsel for some insight on this matter in terms of what type of process and paperwork would be appropriate.

Discussion ensued regarding some possible revisions to the District's lock off procedures.

Mr. Hamilton recalled a discussion he had with Mr. Kennedy regarding incorporating customer service into the committee charter. Mr. Kennedy pointed out the committee already addresses customers service; therefore, this would be making it more official by changing the name to include "Customer Service" and "customer service policies" be added to the bulleted items with a customer service representative providing updates at future committee meetings.

Ms. Johnson asked whether there has been outreach conducted with other water agencies on how they address the matter of account holders being able to grant permission to others to assist with their billing matters. She explained how not addressing this matter in the proper manner is not good for the account holder nor the District, especially when it comes to senior citizens. She expressed RMWD would be a good neighbor by reaching out to all customers regarding making it an option for adding a secondary contact to their accounts. Discussion ensued.

Motion:

To recommend the Board approve changing the Communications Committee charter name to include "Customer Service" and "customer service policies" be added to the bulleted items contained in the policy.

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

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

Ayes: Member Daily, Member Kirby, Member Hamilton.

9. REVIEW OF DRAFT EXTENDED NEWSLETTER

Mr. Kennedy stated the committee members have been emailed a draft of the extended newsletter for their input. He explained the draft provides ideas of some topics that could be expanded or pared down.

Mrs. Kirby suggested the information provided be less technical so customers understand the information much easier.

Mr. Hamilton recommended coming from an angle explaining why the item being discussed is a benefit and value to the customer. He talked about several writing style techniques that would be helpful.

Mr. Kennedy suggested bringing an updated draft to the next committee meeting and provide an opportunity for the committee and staff to work on updating it collectively.

Discussion ensued regarding the purpose, goal, and objective for the extended newsletters.

Mr. Daily suggested headlining the articles appropriately would generate public interest in the information being presented. Discussion followed.

10. AVOCADO FESTIVAL DEBRIEFING

Mrs. Gray shared photographs taken at the festival. She briefed the committee on the positive response to the District's booth set up.

Mrs. Gray stated she would send out information to the committee members regarding the Vintage Car Show.

Mr. Hamilton suggested having everything being given to those visiting the booths prepared prior to the festivity start time. It was also recommended having a prize wheel with questions for the customers to answer, multi-purpose bags for giveaways, and an opportunity for customers to update their account information on an electronic device that's readily available.

11. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS

- A.** Topics
- B.** Strategic Plan Objectives
- C.** Calendar
- D.** Snipes Calendar

Mr. Kennedy talked about exploring the idea of capturing a history of RMWD video to include members of the public speaking on their historical experiences and possible cultural changes in the area. It was agreed with including the tribal valley in the video.

Mrs. Gray talked about the strategic plan objectives related to the educational outreach programs. Director Hamilton suggested notifying students of future contests through the high school newsletter. Mrs. Gray agreed to check into this resource. Discussion ensued. Mr. Kennedy encouraged the committee members to review the objectives and contact him with any comments or suggestions they would like to have presented to the Board at their next meeting.

It was noted there were no changes to the calendared items.

12. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Mr. Daily and Mr. Hamilton shared articles about RMWD and water issues published in The Village News over the past few weeks.

Mr. Hamilton noted there was an article published in The Village News related to the conservation course Committee Member Moss attended.

Mrs. Washburn agreed to research getting RMWD signed up to receive The Village News.

13. COMMITTEE MEMBER COMMENTS

There were no comments.

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

It was noted a commendation for Member Kurnik, draft extended newsletter, customer service update, flow restrictor update, video presentation, Vintage Car Show debriefing, and an update on The Village News subscription.

15. ADJOURNMENT

The meeting was adjourned with a motion made by Member Daily.

The meeting adjourned at 4:56 p.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary