

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE  
COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
JULY 11, 2019**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on July 11, 2019 was called to order by Chairperson Johnson at 3:32 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Johnson, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

**Present:** Member Hamilton, Member Johnson, Member Shute, Alternate Gray.

**Also Present:** Executive Assistant Washburn, Customer Service Supervisor Rubio.

**Absent:** Member Stewart, Member Vernon, General Manager Kennedy.

No members of the public were present.

4. **SEATING OF ALTERNATES**

Ms. Johnson noted Ms. Gray would be seated as an alternate.

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

Ms. Gray announced Item #11 would need to be deferred to the next committee meeting.

6. **PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA (Limit 3 Minutes)**

There were no comments.

**COMMITTEE ACTION ITEMS**

\*7. **APPROVAL OF MINUTES**

A. June 6, 2019

***Motion:***

***To approve the minutes as written.***

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

***Vote: Motion carried by unanimous (summary: Ayes = 4).***

***Ayes: Member Hamilton, Member Johnson, Member Shute, Alternate Gray.***

## 8. DISCUSSION AND POSSIBLE ACTION TO APPOINT COMMITTEE VICE CHAIRPERSON

### ***Motion:***

***To appoint Bill Stewart to serve as Committee Vice Chairperson.***

***Action: Approve, Moved by Member Hamilton, None seconded.***

Mr. Shute expressed interested in serving as the Vice Chairperson. Ms. Gray noted the positive interaction she has experienced with Mr. Shute during his tenure on the committee.

Mr. Hamilton withdrew his original motion.

### ***Motion:***

***To appoint Bill Shute to serve as the Committee Vice Chairperson.***

***Action: Approve, Moved by Member Hamilton, Seconded by Alternate Gray.***

***Vote: Motion carried by unanimous vote (summary: Ayes = 4).***

***Ayes: Member Hamilton, Member Johnson, Member Shute, Alternate Gray.***

## \*9. REVIEW OF RMWD CORE VALUES

Ms. Johnson noted she had requested a review of the core value to ensure the committee had an awareness of the core values and what they represent. Discussion ensued regarding the Excellence Coin Program. Ms. Johnson requested the core values be placed somewhere on the agenda as a reminder of this committee's focus.

Ms. Gray noted she had proposed the idea of the committee producing a Mission Statement for relaying information to the public. Ms. Johnson suggested a subcommittee be formed to work with Ms. Gray in putting together a committee-specific mission statement. Mr. Hamilton and Mr. Shute agreed to participate on the subcommittee and prepare a draft for the next committee meeting.

Mr. Shute recommended the core values be presented at the bottom of every newsletter. Ms. Johnson asked the subcommittee to meet separately from the full committee meeting to brainstorm and bring ideas back to the full committee when Mr. Kennedy and staff are present to make any final decisions.

## 10. GENERIC RESPONSE TO SOCIAL MEDIA POSTS

Ms. Gray presented the proposed generic response to social media posts. Discussion ensued regarding how to make the proposed response more conversational as opposed to coming from an organization.

Ms. Johnson asked the committee members to provided Ms. Gray with any feedback on the proposed generic response provided from which a new draft will be presented at the next committee meeting.

**11. BROCHURE REVIEW**

This item was deferred to the next committee meeting.

**12. LEGISLATIVE SUPPORT EXAMPLE POLICIES**

Ms. Gray presented a proposed Guidelines and Procedures Manual drafted by Mr. Kennedy. Mr. Shute stated he found the document to be well done, especially in the concept of thinking about the position of the District and what policies it may support. Ms. Johnson thanked Ms. Gray for getting the information to the committee members in advance to allow an opportunity to provide input and feedback for Mr. Kennedy's consideration prior to taking it to the Board for approval.

**13. MEDIA PUBLICATIONS DISCUSSION**

Ms. Johnson noted this item would be an ongoing agenda item to be discussed when Mr. Kennedy is present at the committee meeting.

Mr. Hamilton mentioned there will be a presentation given at the July 23, 2019 Regular Board meeting related to the annexation into Eastern Municipal Water District the committee members may want to see. Mr. Shute offered to attend the meeting on behalf of the committee.

Ms. Johnson asked for an update on this matter to be on the next committee agenda.

**14. WEBSITE ANALYTICS**

Ms. Gray referenced the analytics report from the RMWD website. Ms. Johnson asked for more information on the column headings be provided at the next committee meeting.

**15. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS**

- A.** Topics
- B.** Strategic Plan Objectives
- C.** Calendar
- D.** Snipes Calendar
- E.** Updates from Other Committees
- F.** Customer Relations
- G.** Monthly Newsletter Review

Mr. Shute inquired as to how members of the community can bring forward ideas or requests to the District. Ms. Gray recommended encouraging public members submit their ideas through "The Better Idea" email program to start the dialog and then have presentations given at committee meetings. Mr. Hamilton recommended Ms. Gray create a form for public members to submit their ideas to the public. Ms. Gray offered to provide a draft form for committee discussion at the next meeting. Ms. Johnson asked for the current procedure and possibly exploring improvement for receiving public comment be discussed at the next meeting as well.

Ms. Gray spoke on the Voice of San Diego publication entitled "The State Cited San Diego Water Officials for Water Treatment Failure" noting the information presented was incorrect in terms of the map of the area impacted. She noted Mr. Kennedy did contact The Voice of San Diego and the information was to be corrected.

Discussion ensued regarding the strategic plan objectives. Ms. Johnson requested updated strategic plan objectives be provided to the committee members at their August committee meeting for review and continue discussions at future committee meetings in terms of the committee member roles and responsibilities.

Ms. Gray referenced the copies of the draft July 2019 newsletter provided as a handout. Ms. Johnson suggested any input from committee members on this newsletter be shared with Ms. Gray before 5:00 p.m. today.

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

This item was addressed under Item #15.

**17. COMMITTEE MEMBER COMMENTS**

Mr. Shute applauded staff on the informational packet provided on the Flume Program. Ms. Gray thanked the committee members for their input and assistance with preparing the packet. Discussion followed regarding how many have customers have subscribed to the program.

Mr. Shute proposed an agenda item for the next committee meeting regarding how RMWD approaches posting corrections to media stories related to RMWD.

**18. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS AND CUSTOMER SERVICE COMMITTEE MEETING**

It was noted a subcommittee update on the Communications and Customer Service Committee Mission Statement, generic response to social media posts, brochure review, committee recommendation for board approval of legislative support example policies, media publications, deannexation update, website analytics, "The Better Way" draft form, updated strategic plan objectives, and approach to posting corrections to media stories related to RMWD should be on the next committee agenda.

**19. ADJOURNMENT**

The meeting was adjourned by Chairperson Johnson.

The meeting adjourned at 4:35 p.m.

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**Julie Johnson, Committee Chairperson**

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**Dawn M. Washburn, Board Secretary**