

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE  
COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
OCTOBER 1, 2020**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on October 1, 2020 was called to order by Chairperson Shute at 3:32 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Shute, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

**Present:** Member Hamilton (*via video conference*), Member Shute, Member Stewart, Member Vernon (*via video conference*).

**Also Present:** General Manager Kennedy, Executive Assistant Washburn, District Services Representative Holtz, Information and Technology Manager Khattab.

**Present via Teleconference or Video:**

Alternate Member Gray, Operations Manager Gutierrez, Finance Manager Largent, Information and Technology Manager Khattab.

One member of the public was present via teleconference or video teleconference.

4. **INSTRUCTIONS TO ALLOW PUBLIC COMMENT ON AGENDA ITEMS FROM THOSE ATTENDING THIS MEETING VIA TELECONFERENCE OR VIDEO CONFERENCE**

Mr. Shute read aloud the instructions for those attending the meeting via teleconference or video teleconference.

5. **SEATING OF ALTERNATES**

There were no alternates seated.

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

There were no amendments to the agenda.

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

There were no comments.

**8. GENERAL MANAGER COMMENTS UPDATE ON REOPENING THE RMWD HEADQUARTERS**

Mr. Kennedy reported the County remains undecided regarding the restrictions; therefore, the District will remain status quo unless there is input from this committee or the public regarding reopening to the public.

Ms. Gray said she has not received any complaints from the public related to the District being closed or dropping off their payments.

**9. COMMITTEE MEMBER COMMENTS**

Mr. Stewart asked if there were any updates on the replacement of the pressure reducing stations in the Pala Mesa area due to the failure of the contractor. Mr. Gutierrez said the project has been pushed out and will restart early 2021. Discussion ensued regarding communicating the changes to the impacted customers.

Mr. Stewart commented on the recent email from the SDCWA implementing new agricultural rates and whether this was a strategy to secure votes on the initiative from RMWD and FPUD. Mr. Kennedy explained the transitional rate was approaching a sunset clause and how this was being converted to permanent which will include new criteria for eligibility. He said a request has been made to allow for an opportunity to communicate this change to the agriculture customers which has been honored. He stated a draft of these communications will be brought to the committee at their November meeting for review and then mailed to the customers immediately thereafter. Mr. Vernon suggested this information also be provided on the District website.

**\*10. APPROVAL OF MINUTES**

**A. September 3, 2020**

***Motion:***

***To approve the minutes.***

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

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

***Ayes: Member Hamilton, Member Shute, Member Stewart, Member Vernon.***

**11. SIGNAGE FOR PIPELINE UPGRADE PROJECT (PUP)**

Ms. Gray shared the updated version of the proposed signage after incorporating the committee's input.

Mr. Hamilton suggested including a more specific timeframe as opposed to a three-month window. Discussion ensued regarding options were available for updating the signs with a month window once the contractor provides a schedule.

Mr. Kennedy recommended including the District's project name on the sign for reference purposes in the event a customer calls in to customer service with inquiries.

Ms. Gray reconfirmed the committee's recommended changes so she and Mr. Gutierrez could begin working on finalizing and ordering the signage.

**12. POSTCARD COMMUNICATIONS WITH FLUME DEVICE INFORMATION TO UTILIZE POST WATER SERVICE UPGRADE PROJECT (WSUP) PROGRAM**

Ms. Gray shared the first draft of the postcard. It was decided the committee would be given an opportunity to review an updated draft and provide Ms. Gray with feedback prior to the postcards being mailed out.

Mr. Kennedy commented on RMWD and Flume sharing the mailing costs.

Mr. Vernon inquired as to why this information was not included in the most recent newsletter. Mr. Kennedy explained the postcards would target only those customers whose services have been upgraded since the general information was already provided in previous newsletters.

Mr. Kennedy suggested placing RMWD's information on the face of the postcard and anything related to Flume on the back. He asked the committee members to provide any feedback to Ms. Gray within the next two weeks so these postcards can be mailed out to customers prior to the October 27, 2020 Board meeting.

Mr. Vernon encouraged the primary function be communicate to the customers about the services available in addition to this service as opposed to promoting a service provided by a third party.

**13. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS**

- A. Topics
- B. Calendar
- C. Snipes Calendar
- D. Updates from Other Committees
- E. Customer Relations
- F. Monthly Newsletter Review
- G. Social Media Post Updates

There were no comments.

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

Mr. Hamilton reported RMWD was not included in the most recent edition of The Village News.

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

It was noted the Permanent Special Agricultural Water Rate (PSAWR) outreach, newsletter communications regarding a proposed rate increase, as well as an update on the SDCWA detachment.

**16. ADJOURNMENT**

*The meeting was adjourned by Chairperson Shute.*

The meeting adjourned at 4:11 p.m.

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**Bill Shute, Committee Chairperson**

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**Dawn M. Washburn, Board Secretary**