



COMMUNICATIONS COMMITTEE MEETING

RAINBOW MUNICIPAL WATER DISTRICT
Monday, May 2, 2016
Communications Committee Meeting - Time: 3:30 p.m.

District Office 3707 Old Highway 395 Fallbrook, CA 92028

Notice is hereby given that the Communications Committee will be holding a regular meeting beginning at 3:30 p.m. on Monday, May 2, 2016.

AGENDA


- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. ROLL CALL: Mike Daily (Chair) _____ Tim O'Leary (Vice Chair) _____**
 - Members:** Helene Brazier _____ Elysian Kurnik _____
 - Jeanna Kirby _____
- 4. ADDITIONS/DELETIONS/AMENDMENTS TO THE AGENDA (Government Code §54954.2)**
- 5. PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA**

COMMITTEE ACTION ITEMS

- *6. APPROVAL OF MINUTES**
 - A. April 4, 2016**
- 7. DISCUSSION AND POSSIBLE ACTION REGARDING COMMITTEE MEMBERSHIP**
- 8. COMMUNICATIONS PLAN**
- 9. DISCUSSION AND POSSIBLE ACTION TO CHANGE NOMENCLATURE FOR CUSTOMERS**
- 10. DISCUSSION AND POSSIBLE ACTION REGARDING INCORPORATING NEW GRAPHICS INTO WEBSITE, NEWSLETTER, ETC.**
- 11. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES**
- 12. COMMITTEE MEMBER COMMENTS**

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

ATTEST TO POSTING:



Helene Brazier
Secretary of the Board

4-29-16 @ 3:00 PM

Date and Time of Posting
Outside Display Cases

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**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
APRIL 4, 2016**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on April 4, 2016 was called to order by Chairperson Daily at 3:36 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 Brazier, Member Kurnik, Member Kirby,

Absent: Member Romani, Member O’Leary

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

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**

There were no public comments.

COMMITTEE ACTION ITEMS

6. **COMMITTEE MEMBER COMMENTS**

Ms. Brazier asked for the comments to be moved to a latter part of the agenda in the future.

*7. **APPROVAL OF MINUTES**

A. May 7, 2012

It was noted Item #7A needed to be changed to March 7, 2016.

Motion:

Accept the minutes as drafted.

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

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

Ayes: Member Daily, Member Brazier, Member Kurnik, Member Kirby.

8. DISCUSSION AND POSSIBLE ACTION TO CHANGE NOMENCLATURE FOR CUSTOMERS

Mr. Kennedy explained the purpose of this item was to discuss how RMWD can improve the manner in which RMWD customers are referenced. He encouraged the committee members to provide some references at the next committee meeting for discussion. It was suggested the employees also be solicited for ideas.

9. DISCUSSION AND POSSIBLE ACTION REGARDING INCORPORATING NEW GRAPHICS INTO WEBSITE, NEWSLETTER, ETC.

Mrs. Gray provided the members with examples of existing and new graphics for consideration.

It was suggested to continue to use the arched "R". Mr. Kennedy offered to work on the samples more and discuss those at the next meeting.

10. AVOCADO FESTIVAL UPDATE

Mrs. Gray reported RMWD was not selected to participate in the Avocado Festival in 2016. She noted she would continue to work on being more prepared for the festival application process for 2017.

11. FOURTH GRADE CALENDAR CONTEST RESULTS

Mrs. Gray announced the three top contestants were submitted for the 2017 calendar. She mentioned RMWD was considering making magnets to display the artwork on the work vehicles. Mr. Daily asked if there was any interest in adding something to the magnets notifying the public how to contact the District in the event of an emergency or reporting leaks.

Discussion ensued regarding present awards to the contest winners.

12. COMMUNICATIONS PLAN

Mrs. Gray provided updated copies of the Communications Plan. It was noted announcement of the new Board Members would take up a majority of the April newsletter. Mrs. Gray mentioned there would be an operations featured event included as well.

Discussion ensued regarding staff working to finalizing the EOC. It was noted there would be something to report on this in a Fall edition of the newsletter.

Ms. Kurnik suggested pictures of the winning calendar entries be in the April newsletter.

13. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

- A.** "Proposed New Commercial Center Faces Many Hurdles"
- B.** "Water Bill Jump Hard to Swallow in Rainbow"

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It was noted sharing media stories proved to be valuable. Discussion ensued regarding Item #13A.

14. REVIEW PUBLISHED NEWS RELEASES

Mr. Kennedy noted these news releases were published in both The Village News and San Diego Tribune. He stated RMWD also receives other local publications such as ARC. He pointed out communications was a critical part of the Strategic Plan.

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

It was noted suggested nomenclatures and an item to discuss committee membership be on the next meeting agenda.

16. ADJOURNMENT

Motion:

To adjourn.

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

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

Ayes: Member Daily, Member Brazier, Member Kurnik, Member Kirby.

The meeting adjourned at 4:40 p.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary