



COMMUNICATIONS COMMITTEE MEETING

RAINBOW MUNICIPAL WATER DISTRICT
Monday, January 9, 2012
Communications Committee Meeting - Time: 10:30 a.m.

District Office	3707 Old Highway 395	Fallbrook, CA 92028
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Notice is hereby given that the Communications Committee will be holding a regular meeting beginning at 10:30 a.m. on Monday, January 9, 2012.

AGENDA

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL: Mike Daily (Chair) _____ Charlie Vega (Vice Chair) _____**
Members: Dorothy Romani _____ Tom Sowden _____
Alternates: Tim O'Leary _____ Dawn Washburn _____
4. **PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA**

COMMITTEE ACTION ITEMS

5. **COMMITTEE MEMBER COMMENTS**
- *6. **APPROVAL OF MINUTES**
A. November 8, 2011
7. **MONTHLY COMMUNICATIONS ENVIRONMENTAL SCAN AND MEDIA REVIEW**
8. **RMWD BOARD UPDATE WITH REGARD TO ORDINANCE 95-1 AND PROPOSED FINANCIAL ACTIONS IN CALENDAR YEAR 2012 (DAVE)**
9. **REVIEW OF RMWD FINANCIAL PICTURE (LARRY CARLSTROM)**
10. **REVIEW OF RMWD INFRASTRUCTURE PROJECTS FOR CALENDAR YEAR 2012 (BRIAN LEE)**
11. **EMERGING COMMUNICATION ISSUES, OPPORTUNITIES AND STRATEGIES NEXT TWELVE MONTHS (RE-VALIDATE)**
A. Board Election in Divisions 1, 2, and 5

- B. Ordinance 95-1
- C. Bond/Fund Requirements
- D. Lift Station 1
- E. Sewer Replacement Planning/Groundbreaking
- F. Completions of Morro Reservoir and Pala Mesa Tank

12. UPCOMING NEWSLETTER TOPICS

13. "COMMUNICATOR" TOPICS DISCUSSION FOR DECEMBER 2011 AND EDITORIAL SCHEDULE REVIEW FOR MARCH 2012 ISSUE

- A. Roadshow Extract
- B. Calendar Year 2012 Infrastructure Finance Measures
- C. Relationship of Budget to Infrastructure Rehabilitation

14. UPDATE PROPOSED DRAFT RMWD COMMUNICATIONS PLANNING DOCUMENT AND CONTINUED DISCUSSION OF RMWD STRATEGIC COMMUNICATIONS PROCESS AND SUPPORT

15. UPDATE REGARDING EFFORT/ACTIVITIES TO INCREASE COMMITTEE PARTICIPATION

- A. Continued Advertising in the Newsletter

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

- A. Communications Committee Chair Rotation In Accordance With RMWD Committee By-Laws

17. ADJOURNMENT

ATTEST TO POSTING:

George McManigle
Secretary of the Board

Date and Time of Posting
Outside Display Cases