

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
JANUARY 11, 2016**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on January 11, 2016 was called to order by Chairperson Daily at 3:31 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: Mike Daily
Member O’Leary
Member Brazier
Member Kurnik
Member Kirby

Absent: Member Romani

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

No members of the public were present.

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

There were no comments.

COMMITTEE ACTION ITEMS

5. **COMMITTEE MEMBER COMMENTS**

Mr. Daily distributed copies of some planning guide this committee worked on in 2012. He offered to email this over to the committee members in Word format.

*6. **APPROVAL OF MINUTES**

A. December 7, 2015

Action:

Moved by Member Brazier to approve the minutes as submitted. Seconded by Member Kirby.

After consideration, the motion CARRIED by the following vote:

AYES: Member Daily, Member Brazier, Member Kurnik, Member O'Leary, and Member Kirby
NOES: None
ABSTAINED: None
ABSENT: Member Romani

7. DRAFT COMMUNICATIONS PLAN

Mrs. Gray provided handouts as a starting point for drafting the communications plan.

Discussion ensued regarding what topics should be included in the monthly newsletters as follows:

- February 2016: SDCWA shutdown notice, a separate Notice of Board Vacancy for Division 4, a feature on tanks including a picture of the tank interior, and start spotlighting staff members.
- March 2016: Rainbow history, drought/snow pack update, and announcement Bonsall history will be included in the April newsletter.
- April 2016: Bonsall history, groundwater efforts, and new board member introduction (Member O'Leary).
- May 2016: Development update (permits, approval of plans, etc.), engineering staff spotlight, and possibly rate notices.
- June 2016: Budget report, board vacancies, and finance department spotlight.
- July 2016: Large customer profiles (Euro-American Grower), pumping/pump stations pictures and featured crews.
- August 2016: Drought update, indirect potable reuse (regulatory process), WRF update, wastewater staff spotlight.
- September 2016: Meet the conservation staff, asset management system, strategic plan elements (call out box).
- October 2016: Storm water quality, and rain barrels/rebates.
- November 2016: Anniversary of desal plant, winter water use, and fat oils and grease feature.

Mr. Kennedy stated staff will takes these notes and have something typewritten for the committee to review at the next meeting.

Mr. Daily suggested committee members be assigned to work on the spotlight staff pieces and see if the committee members are willing to work on these or if other committee members may need to pick up extra segments.

Mr. Kennedy noted he would like to incorporate the graphics from the strategic plan into the newsletter and other types of documents at the District to create a correlation as well as give RMWD material a fresh look.

Discussion ensued regarding the student film project currently being circulated with an anticipated deadline for March 1st for the videos and April 1st for the school age calendars.

Mr. Kennedy noted the newsletter topics will be on a rotating basis rather than by calendar year.

Mr. O'Leary suggested there be a spotlight article on the executive team due to all the recent changes in this level of personnel.

Discussion returned to Item #8.

8. GENERAL MANAGER UPDATES

Mr. Kennedy announced Midge Thomas retired from the District on January 8, 2015 and that Juan Atilano has resigned from RMWD to pursue opportunities elsewhere.

Mr. Kennedy mentioned the Strategic Plan will be brought to the Board in January for consideration and possible approval. He also reiterated the Board vacancy for Division 4 will be filled by appointment by the Board on March 22, 2016 and that the appointee will have to run as part of the November 2016 elections for the remainder of the two-year term for this Division.

Mr. Kennedy noted election of officers will be on the respective committee agendas for February.

Discussion returned to Item #7.

Mrs. Kirby inquired about the amount of calls RMWD received after the newsletter went out regarding restructuring allocations. Discussion ensued.

9. UPCOMING NEWSLETTER TOPICS

This item was discussed under Item #7.

10. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Mr. Daily mentioned there was a media item in a recent edition of the Village News regarding forecasts for both RMWD and FPUD for 2016.

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

It was noted communications plan review, strategic plan, and elections of committee officers should be on the February agenda.

12. ADJOURNMENT

Action:

Moved by Member Brazier to adjourn the meeting to February 1, 2016. Seconded by Member Kurnik.

After consideration, the motion CARRIED by the following vote:

AYES: Member Daily, Member Brazier, Member Kurnik, Member O'Leary, and Member Kirby

NOES: None

ABSTAINED: None

ABSENT: Member Romani

The meeting adjourned at 4:53 p.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary