

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
NOVEMBER 4, 2013**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on November 4, 2013 was called to order by Chairperson Bednarski at 3:31 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Bednarski, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Romani
Member Vega
Member Bednarski

Absent: Member Daily
Alternate O'Leary

Also Present: Executive Assistant/Board Secretary Washburn
General Manager Brady
Director Brazier

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**

There were no comments.

6. **CHANGES IN COMMITTEE MEMBERSHIP**

Mrs. Bednarski asked for an item to be on the December meeting agenda for consideration.

*7. **APPROVAL OF MINUTES**

A. September 9, 2013

Action:

Moved by Member Vega to approve the minutes as written. Seconded by Member Romani.

After consideration, the motion CARRIED by the following vote:

AYES: Member Romani, Member Vega and Member Bednarski.
NOES: None.
ABSTAINED: None.
ABSENT: Member Daily and Alternate O'Leary.

8. ROAD SHOW PRESENTATION PREVIEW (Dr. Brady)

Mr. Brady reviewed the draft road show presentation with the committee members.

Mr. Daily joined the meeting at 3:37 p.m.

Mrs. Bednarski suggested showing an asset comparison to demonstrate how the district is different from other agencies. Dr. Brady offered to add to the slide or include information in the speaker notes accompanying the slide show.

Mrs. Bednarski proposed using a pie chart to show the pricing of water breakdown.

Mr. O'Leary joined the meeting at 3:52 p.m.

Mrs. Bednarski requested the pipe size be added to the Upgrading Infrastructure picture.

Discussion ensued regarding potential questions that could arise from Slide #5.

Mrs. Bednarski suggested utilizing a color graph on the "Value to Ratepayers" slide.

Mr. Vega recommended utilizing the word "collaboration" as opposed to "consolidation".

Mr. O'Leary asked for the last two slides to clarify the value to ratepayers and actual progress were combined totals for both RMWD and FPUD.

Dr. Brady noted this road show would be presented to various local community organizations.

Mrs. Bednarski inquired as to whether more facts about FPUD should be incorporated into the presentation due to the fact it starts out focused on RMWD, but ends with a snapshot of both agencies.

Discussion continued regarding potential changes to the slide presentation.

Ms. Romani expressed her concerns as to why the presentation may be premature.

Mr. O'Leary suggested adding more current information to the history portion. He agreed to write something up and email it to Dr. Brady.

9. RMWD AND FPUD COOPERATIVE EFFORTS (Noelle Denke and Dr. Brady)

- A.** List of Newsletter Topics
- B.** Updates on Transitioning Schedule for Customer Service

Dr. Brady noted future newsletters will talk about water sources, Beck Reservoir, consolidation updates, rate hearings, and agricultural waiver monitoring group information.

Discussion ensued regarding getting information out to local Homeowner Associations. Mrs. Bednarski suggested having something in the November newsletter asking HOA's to contact RMWD for a road show presentation as well as in an article FPUD places in The Village News.

10. UPDATES ON DISTRICT “COMMUNICATOR”

Dr. Brady noted he eliminated some of the duplicate information which put the “Communicator” within the two page restrictions.

Mr. O’Leary suggested some of the acronyms be spelled out.

11. UPCOMING NEWSLETTER TOPICS

This was addressed under Item #9 herein.

12. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Mrs. Bednarski provided copies of the recent media stories published since the last committee meeting.

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

Mr. O’Leary requested a report on the school art contests as well as a discussion item on the Board’s input regarding public outreach be included in the next committee agenda.

Mrs. Bednarski requested an item for appointment of a chairperson for 2014.

It was confirmed the road show should be on the next agenda for final review, comments, and input.

14. ADJOURNMENT

Action:

Moved by Member Romani to adjourn. Seconded by Member Daily.

After consideration, the motion CARRIED by the following vote:

AYES: Member Romani, Member Vega, Member Daily, Alternate O’Leary and Member Bednarski.
NOES: None.
ABSTAINED: None.
ABSENT: None.

Kelly Bednarski, Committee Chairperson

Dawn M. Washburn, Board Secretary