

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
JUNE 5, 2017**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on May 1, 2017 was called to order by Chairperson Daily at 3:32 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 Hamilton, Alternate Gray.

Also Present: General Manager Kennedy, Executive Assistant Washburn, Human Resources Harp.

Absent: Member Kurnik, Member Kirby.

One member of the public was present.

4. **SEATING OF ALTERNATES**

It was noted Mrs. Gray will participate in this meeting.

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

There were no changes to the agenda.

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

There were no comments.

COMMITTEE ACTION ITEMS

*7. **APPROVAL OF MINUTES**

A. May 1, 2017

Motion:

To approve the minutes as written.

Action: Approve, Moved by Alternate Gray, Seconded by Member Hamilton.

Vote: Motion carried by unanimous vote (summary: Ayes = 3).

Ayes: Member Daily, Member Hamilton, Alternate Gray.

8. DISCUSSION REGARDING LOCAL SENIOR SERVICES

Mrs. Harp noted her contact from Advocate for Aging would be available to attend the next committee meeting and make a presentation of what services she may be able to provide the local seniors as well as describe programs of this nature available through the County. Discussion ensued regarding the scope of services that may be available as well as some concerns related to the extent of District involvement. It was noted the most important thing that could be provided would be a script and training to assist RMWD associations and Board Members with providing better customer service to local seniors.

It was confirmed the next Communications Committed meeting will be held on July 10, 2017.

Mrs. Harp stated there may be grants available for these types of services and training.

9. DISCUSSION REGARDING NAMING OF FACILITIES

Mr. Powers provided a list of the proposed names for RMWD facilities. Mrs. Gray pointed out there may be some confusion by naming Northside Reservoir "Rainbow Hills Reservoir" due to the fact North Reservoir is also located off Rainbow Hills Road. It was decided these two reservoirs should be brought back to the operations department for ideas as to what names would lessen any confusion.

Discussion ensued regarding Lift Station 2. It was decided Lift Station 2 be named "Old River Lift Station" and Lift Station 1B be named "Bonsall Lift Station".

Mr. Kennedy noted this list would be taken to the July Engineering Committee meeting.

10. DISCUSSION REGARDING NEW BILLING NOTIFICATIONS AND MARKETING

Mr. Kennedy noted due to time restraints involved with the budget approval process, there was not much to report on this item. Mr. Daily asked that this item be deferred to the next committee meeting.

11. COMMUNICATIONS PLAN/TOPICS/STRATEGIC PLAN OBJECTIVES

Mrs. Gray pointed out although not much had changed, the committee may want to review the list and determine what items should be given more attention and focus. Discussion ensued.

Mr. Hamilton suggested RMWD have a booth at the Fallbrook Annual Vintage Car Show. Mr. Gasca suggested any time an event is held within the District boundaries, RMWD should be present. Mr. Kennedy agreed to add these to the next set of strategic plan goals and objectives.

Mrs. Gray noted she would also add the CSDA video contest to the list of goals and objectives as well.

Mr. Gasca stated how opportunities for getting information out to the community in the form of press releases. He noted items such as the Board attending Legislative Days and Mr. Kennedy receiving a reward are good examples of what may be of public interest. Discussion followed.

Mrs. Gray said she would include increasing press releases as part of the updated Strategic Plan list.

12. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Mr. Daily shared articles on Moosa Creek as well as SDCWA proposing a 3.7% increase. Discussion followed.

13. COMMITTEE MEMBER COMMENTS

Mr. Daily complimented Mrs. Gray for her great work on the newsletters.

Mr. Hamilton talked about customer service ownership responsibility and suggested training in following up with customers may be necessary. Discussion ensued regarding the proposed new phone system and proper CRM will most likely assist in this area.

Discussion ensued regarding the duplicate bills generated for one cycle and not generated for another. Mr. Kennedy noted a new mechanism for secondary verification prior to bills being generated.

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

It was determined local senior services, naming of facilities, and new billing and marketing would be one the next committee agenda and that the next Communications Committee meeting would be held on July 10, 2017.

15. ADJOURNMENT

The meeting was adjourned by Member Daily to a committee meeting on July 10, 2017.

The meeting adjourned at 4:47 p.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary