

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
JULY 5, 2007**

1. **CALL TO ORDER** - The Communications Committee Meeting of the Rainbow Municipal Water District on July 5, 2007 was called to order by Director McManigle at 10:04 a.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Director McManigle presiding.
2. **ROLL CALL:** Director McManigle. Also present was: Dawn Washburn, Board Secretary. Three members of the public were present.
3. **PUBLIC COMMENT RELATING TO ITEMS ON THE AGENDA**
4. **DISCUSSION OF POTENTIAL TOPICS AND IDEAS FOR PUBLIC COMMUNICATION**

Director McManigle addressed the suggestions Director Walson submitted for the Communications Committee to consider regarding ideas and topics that should be communicated. Director McManigle noted formal decisions would need to be made by the Board before anything should be communicated about the potential cutback.

It was determined the agricultural and agricultural domestic users need be urged to conserve water.

Mr. O'Leary joined the meeting at 10:06 a.m.

It was noted the Newsletter for July needed to be prepared and ready to print on July 6, 2007.

Director McManigle suggested the committee brainstorm the District Newsletter in order to increase the value of it to the ratepayers. Helene Brazier pointed out the importance of making sure the information provided is timely.

Mr. Seelye mentioned a priority could be to address the hiring of the general manager. Director McMangile stated this would not be a priority for the Committee, but once the Board makes a decision, it can be reported. Mr. Seelye suggested the Newsletter address items that are not necessarily discussed at the Board meetings.

Mr. Titus joined the meeting at 10:12 a.m.

Maureen Rhyne mentioned that the water rationing issues may be of public interest. Director McManigle restated the Board still has to work out the matter first.

Maureen Rhyne also suggested mentioning what happened with the Ruth Swensen lawsuit. Director McManigle explained the finalized document regarding the settlement would become public information in the near future.

Mr. O'Leary noted this Committee should be utilized to relay viable public information system. He noted a press release on certain matters should be published in order to let the public know how they can obtain information. He noted the Board should be the Board and there should be one system established for the public to receive information and another one to raise the confidence of the District so that the people would participate in finding solutions rather than being part of the problem.

(*) - Asterisk indicates a report is attached.

Maureen Rhyne mentioned how RMWD is perceived to be too secretive, thereby developing mistrust. She noted how nothing is heard about RMWD until something bad happens.

Mr. Titus agreed with the comments made and suggested the Committee fundamentally establish an informational system for the public.

Director McManigle provided a copy of his goals and objectives to everyone in attendance. He stressed the need to brainstorm on the Newsletter first and then move on to the website and news publications.

Mr. Lee mentioned that he would like to see the website updated in order to get more information out to the ratepayers as well as the engineering and contracting communities.

Director McManigle suggested including hot tips in the Newsletter. Ms. Brazier suggested making it known when discounts are available.

Mr. Seelye suggested publishing a press release regarding items coming up at future agenda meetings. Mr. O'Leary noted this may be more effective and time efficient to do after the Board meets and makes decisions. It was determined that should the agendas be done in a timeframe that works, the action items of an upcoming agenda could be published in The Village News as a press release.

Discussion ensued regarding how public requests are processed.

It was noted the formalized committees should be announced in the August edition.

Mr. O'Leary made suggestions on what viable information would be receptive in the media.

Maureen Rhyne stated water issues should be communicated, including conservation and potential cutbacks.

Helene Brazier recommended putting something in the Newsletter asking the ratepayers if there is something they would like to know about that may be helpful to them.

Mr. O'Leary offered to put together a Communications Committee report for the July newsletter. It was confirmed the Board Secretary would forward Mr. O'Leary all of the Committee Members' email addresses.

Mr. Titus recommended there be specific headliners in the Newsletter to work from (i.e., Board meetings, operations and maintenance, water issues, wastewater issues, special topics). Mr. Seelye added a list of his ideas that would be of current interest (i.e., water, new general manager, committee write-up, personnel matters, hook up moratorium).

It was confirmed the font size should be set at 10 or 11 pitch.

(*) - Asterisk indicates a report is attached.

5. **ADJOURNMENT - To August 6, 2007 at 10:00 a.m.**

The meeting was adjourned with a motion made by Director McManigle to a Communications Committee meeting on August 6, 2007 at 10:00 a.m.

The meeting was adjourned at 11:01 a.m.

Tim O'Leary, Committee Chairperson

Dawn M. Washburn, Board Secretary

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