

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
AUGUST 6, 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 10:00 a.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Director McManigle presiding.
2. **ROLL CALL:** Director McManigle, Helene Brazier, Howard Seelye, and Tim O'Leary. Also present was: Dawn Washburn, Board Secretary. One member of the public was present.
3. **PUBLIC COMMENT RELATING TO ITEMS ON THE AGENDA**

Action:

Moved by Howard Seelye to accept the agenda. Seconded by Director McManigle. Motion carried unanimously (4/0).

COMMITTEE ACTION ITEMS

4. ELECTION OF CHAIRPERSON AND VICE CHAIRPERSON

Discussion ensued regarding who should be selected to serve as the Chairperson and Vice Chairperson of the Committee.

Action:

Director McManigle nominated Tim O'Leary to serve as the Committee Chairperson. Seconded by Howard Seelye. Ayes: McManigle, Brazier, Seelye, O'Leary. Absent: Rhyne, Kikerpill, Rumble. Motion carried (4/0/3).

Action:

Helene Brazier nominated Howard Seelye to serve as Vice Chairperson. Ayes: McManigle, Brazier, Seelye, O'Leary. Absent: Rhyne, Kikerpill, Rumble. Motion carried (4/0/3.)

***5. APPROVAL OF COMMUNICATIONS COMMITTEE MINUTES**

- A. June 11, 2007
- B. July 5, 2007

Action:

Moved by Helene Brazier to approve the Minutes. Seconded by Tim O'Leary. Ayes: McManigle, Brazier, Seelye, O'Leary. Absent: Rhyne, Kikerpill, Rumble. Motion carried (4/0/3).

Howard Seelye asked to be referred to as Howard in all future minutes.

6. BRAINSTORM COMMUNICATION ISSUES 5 AND 6 WITH RANKING AND PRIORITIZING COMMUNICATIONS COMMITTEE EFFORTS

(*) - Asterisk indicates a report is attached.

Rua Petty attended the meeting as a member of the public.

Director McManigle stated he would like the Committee to come up with a ranking of items the Committee would like to focus in order to be more efficient.

Discussion ensued regarding desalination article recently published in the newspaper.

Rua Petty encouraged the Committee to foster better communications and relations with The Village News and the North County Times. Helene Brazier noted RMWD's North County Times' reporter had been reassigned to Temecula.

Discussion ensued regarding the prioritizing of the Potential Newsletter Articles. It was noted the importance of getting information out to the public related to the Metropolitan Water District 30% cutback, including water rationing.

Director McManigle pointed out that at the recent Board meeting, the Fire Chief made several important comments that should be made known to all ratepayers via the newsletter and newspaper. It was decided the ratepayers would be more interested in the Fire Chief's comments than the names of the Committee members, especially since the area is still in the middle of the fire season.

It was noted capital improvement projects should be mentioned for community awareness.

Rua Petty suggested including a report from the Board President in the monthly newsletter when available. Tim O'Leary expressed concern that moving too fast may spread the Committee too thin; thus, he recommended he get himself up to speed first before making any final decisions as to how and what information should get to the public. Rua Petty suggested to Tim that he attend meetings in order to familiarize himself with staff, district issues, as well as the nuts and bolts of the industry. Tim agreed.

Director McManigle expressed the importance of having Board actions and any implications of such being included in the monthly newsletter.

Discussion ensued regarding the minutes being taken by the Chairperson per Administrative Code Section 2.09.

The Board Secretary recommended providing information on the 30% cutback and the matter of the District's fire protection in the August newsletter. Discussion ensued. The Board was cautioned not to report on any items that the Board has not formally discussed or made final decisions on by taking action. It was agreed upon by the Committee that the cutback information and the Fire Chief's comments would be the two major articles for the August newsletter. It was also determined that once the newsletter briefs have been written on these two topics, a more elaborate version should be put out to the press.

Howard Seelye asked for the list of Committee members and the meeting dates to be included in the next newsletter. The Board Secretary stated should there be room enough to include the Committee information she would put something together for the newsletter. The committee determined mentioning any employee certifications and anniversaries would supersede the Committee election results.

(*) - Asterisk indicates a report is attached.

It was decided that Director McManigle would review all press releases and new articles prior to seeking the General Manager's approval before they are put out to print. It was determined this would be the standard protocol for the communications of RMWD.

The Committee was told they are acting under the Ralph M. Brown Act and are covered by RMWD's insurance when acting on behalf of the District.

The Board Secretary mentioned that Carl Kikerpill had notified the Committee via her email that he would be on vacation during this meeting, returning in time for the next one. She noted she did not hear from Maureen Rhyne or Sheri Rumble regarding their absence.

It was noted that a disclaimer should be made on any information regarding shared among the Committee members that the information being shared is intended to be informative only and all comments should be brought to the next Committee meeting.

7. DISCUSSION REGARDING PRESS RELEASES AND NEWSLETTER ARTICLES

This item was discussed under Item #6.

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

Discussion ensued regarding scheduling the next Committee meeting. It was decided the next meeting would be held on Thursday, August 30, 2007.

9. ADJOURNMENT - To August 30, 2007 at 10:00 a.m.

The meeting was adjourned with a motion made by Director McManigle to a Communications Committee meeting on August 30, 2007 at 10:00 a.m.

The meeting was adjourned at 11:07 a.m.

Tim O'Leary, Committee Chairperson

Dawn M. Washburn, Board Secretary

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