

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
APRIL 5, 2010**

1. **CALL TO ORDER** - The Communications Committee Meeting of the Rainbow Municipal Water District on April 5, 2010 was called to order by Vice Chairperson Crampton at 10:43 a.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Vice President Crampton presiding.

2. **ROLL CALL:**

Present: Member Crampton
Member Mathes
Member Vega
Member Romani
Member Sowden

Absent: Member O'Leary

Also Present: Board Secretary Washburn

No members of the public were present.

3. **PUBLIC COMMENT RELATING TO ITEMS ON THE AGENDA**

There were no public comments.

COMMITTEE ACTION ITEMS

4. **COMMITTEE MEMBER COMMENTS**

Ms. Romani stated whatever she was assigned by the committee in regards to the quarterly newsletter.

Discussion went to Item #5.

Mrs. Crampton announced she will be going on an extended trip from the middle of May until the end of October.

Ms. Washburn announced she too will be missing the May committee meeting.

Mrs. Mathes reported on the Regular Board Meeting she attended. She mentioned the committee may be interested to know a public member announced at the meeting how she has been hearing good things about the newsletters and website around the community.

Discussion went to Item #7.

***5. APPROVAL OF MINUTES**

A. March 1, 2010

Action:

Moved by Member Sowden to approve the minutes as written. Seconded by Member Mathes.

After consideration, the motion CARRIED by the following vote:

AYES: Member Sowden, Member Mathes, Member Vega, Member Romani.

NOES: None.

ABSTAINED: Member Crampton.

ABSENT: Member O'Leary.

6. REPORT ON COMMITTEE CHANGES OR POTENTIAL NEW COMMITTEE MEMBER(S)

Ms. Washburn announced Anne Atkins has resigned from the committee due to a family medical situation. She noted a solicitation for new members would be included in this month's newsletter.

Discussion returned to Item #4.

7. UPCOMING NEWSLETTER TOPICS

Mr. Seymour mentioned there may be something to write on the SDCWA decision to extend the special agricultural water rate (SAWR) program for another two years.

It was requested to have an update on Line Q-3, monitoring groups, California Department of Public Health Citation, reservoir update, and solicit for committee members.

Mrs. Crampton suggested that at some point a write-up should be done explaining to the customers how to read their water bills.

8. STATUS REPORTS AND POTENTIAL PUBLIC INFORMATION MEASURES RELATING TO CONSTRUCTION/FUNDING OF THE RUPTURED PIPELINE BENEATH THE SAN LUIS REY RIVER AND THE DISTRICT'S RESERVOIR PROJECTS

Mr. Seymour reported the Board agreed in retrospect that they probably should have gone forward with the recommended funding increases approximately three months ago; however, staff pointed out to them the District was in the middle of the budget process right now and it is likely there will be some type of adjustment. He noted it was agreed it would be best to hold off on the meter surcharge now until the budget's complete and then do a one lump sum change at that time. He pointed out staff has cut out roughly \$600,000 off of last year's budget so it would be unlikely an increase will be necessary for operating budgetary purposes, but probably for the capital budget projects. Discussion ensued regarding the items removed or deferred in this year's budget. It was suggested this information be included in a future newsletter.

9. DISCUSSION OF FORMAT/TIMING/PRODUCTION OF A POSSIBLE DISTRICT QUARTERLY OR PERIODIC BROCHURE THAT COULD BE DONE AS AN ADJUNCT TO THE MONTHLY NEWSLETTER

Mr. Vega stated between him, Mr. Sowden and Ms. Washburn, some ideas were created in an effort to start discussions on whether or not the committee wants to go forward with a quarterly newsletter. He asked the committee if there was enough interest to put this together. Discussion ensued regarding some issues that could be included in the newsletter.

Ms. Washburn read aloud the suggested process to proceed with a quarterly newsletter. She noted the Communications Committee Members will brainstorm topics of interest and make assignments/seek a volunteer committee member interested in the topics that have merit. She continued by adding owners of a topic will investigate, interview, create from scratch, etc. the necessary material for their article. She pointed out the Committee and ultimately RMWD management will review and approve the work over the whole quarterly cycle. She provided an example writers should be able to provide some type of update at the next regular committee meeting after they have taken on the topic as well as provide a status update and draft write-ups for consideration/approval. She mentioned it would be two weeks after that meeting staff will need something in writing from the owner of the topic for the general manager to review and consider and how it will be the next committee meeting following there should be a working draft for everyone to review, modify if needed, and approve for ultimate distribution. It was agreed upon this did not need to be voted on, but should the process should be mentioned in the action.

Action:

Moved by Member Romani the Communications Committee members will prepare a quarterly newsletter in addition to their other committee obligations. The quarterly newsletter will be no more than one 2-sided page and topics will be brainstormed by committee members with all articles given final approval by management. Committee members will be assigned topics and follow the stipulated process established by the committee to complete the newsletter. Seconded by Member Vega.

After consideration, the motion CARRIED by the following vote:

AYES: Member Sowden, Member Crampton, Member Mathes, Member Vega, Member Romani.

NOES: None.

ABSTAINED: None.

ABSENT: Member O'Leary.

Mr. Vega pointed explained at the July Communications Committee meeting the members should expect to have something to go to press with the associated creation of the monthly newsletter. It was noted this would mean a draft needs to be done in June; however, these were target dates.

The committee worked together to brainstorm ideas and put them in order of priority and sought volunteers to write on the approved items. The following was the outcome:

- 1) Reservoir Process and Progress – Dorothy Romani
- 2) Poseidon/Desalination – Charlie Vega
- 3) Water Quality Conditions (Current and Future Technology) – Tom Sowden
- 4) Explanation of How RMWD's Governed in Light of Upcoming Elections in November 2010 – Nancy Crampton

10. DISCUSSION OF A POSSIBLE SURVEY OF AGRICULTURAL CUSTOMERS AND/OR PUBLIC EDUCATION EFFORT ON THE INTERDEPENDENCY OF DISTRICT RESIDENTIAL AND AGRICULTURAL USERS

Mr. Seymour explained may not deem committee assistance due to Board's interest in the topic.

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

It was decided updates on the quarterly newsletter topics and assignments should be provided.

12. ADJOURNMENT – To May 3, 2010 at 10:30 a.m.

The meeting adjourned at 11:57 a.m.

Carolyn Mathes, Committee Vice Chairperson

Dawn M. Washburn, Board Secretary