

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
MAY 3, 2010**

1. **CALL TO ORDER** - The Communications Committee Meeting of the Rainbow Municipal Water District on May 3, 2010 was called to order by Chairperson O'Leary at 10:40 a.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson O'Leary presiding.

2. **ROLL CALL:**

Present: Member O'Leary
Member Crampton
Member Mathes
Member Vega
Member Sowden

Absent: Member Romani

Also Present: Assistant Rubio

No member of the public was present.

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

There were no public comments.

COMMITTEE ACTION ITEMS

4. **COMMITTEE MEMBER COMMENTS**

Mr. Vega said last month's newsletter was well written and provided very critical information. He recommended repeating some of the items on the next newsletter by providing updates.

*5. **APPROVAL OF MINUTES**

A. April 5, 2010

Action:

Moved by Member Vega to approve the minutes. Seconded by Member Crampton.

After consideration, the motion CARRIED by the following vote:

AYES: Member O'Leary, Member Crampton, Member Mathes, Member Vega and Member Sowden.

NOES: None.

ABSTAINED: None.

ABSENT: Member Romani.

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

Mr. O'Leary submitted his letter of resignation from the Communication Committee. He said the three years on the committee were enjoyable and he may consider returning at a later date. He mentioned concern with the District not appearing to place importance on the communications to its customers and also that no one on the Board was interested in participating on the committee. Ms. Crampton said based on communications with friends and acquaintances within the area it was upsetting to know of the depth of misunderstanding and dislike there was for this District. Mr. Vega said the District had such a bad reputation that it would take a sincere public relations effort to reach the customers. He pointed out District staff was busy performing their tasks and could not spend time on public relations. Discussion ensued.

7. UPCOMING NEWSLETTER TOPICS

Ms. Crampton said Mr. Seymour had suggested showing the District water rates compared to other San Diego county district rates.

Mr. Vega suggested addressing the next steps regarding the San Luis Rey break and how the District would fund the project. Ms. Crampton said it would be informative to point out to the customers that the budget reserves are set aside for these types of emergencies. Mr. Vega said it should also be mentioned that those funds would have to be replenished. He said it would inform the customers that the District has a process in place to utilize in emergency situations and the funding in reserves. He said providing monthly updates would assist in keeping the customers informed on these important projects.

Mr. O'Leary suggested adding the Metropolitan Water District's upcoming projected 7% rate increase.

Mr. Vega suggested continuing the notice from last month inviting volunteers to fill a new vacancy on the Communications Committee. Mr. O'Leary suggested adding Dave and Dawn as alternate committee members considering that Ms. Crampton would be absent for 5 months starting next month and returning on October 2010. Discussion ensued.

Action:

Moved by Member Crampton to add an emergency item on the agenda to nominate a new Chairperson and Vice Chairperson. Seconded by Member Mathes.

After consideration, the motion CARRIED by the following vote:

AYES: Member O'Leary, Member Crampton, Member Mathes, Member Vega and Member Sowden.
NOES: None.
ABSTAINED: None.
ABSENT: Member Romani.

Action:

Moved by Member Vega to nominate Ms. Crampton as Chairperson. Seconded by Member Sowden.

After consideration, the motion CARRIED by the following vote:

AYES: Member O'Leary, Member Crampton, Member Mathes, Member Vega and Member Sowden.

NOES: None.

ABSTAINED: None.

ABSENT: Member Romani.

Action:

Moved by Member Vega to nominate Ms. Mathes as Vice Chairperson. Seconded by Member Crampton.

After consideration, the motion CARRIED by the following vote:

AYES: Member O'Leary, Member Crampton, Member Mathes, Member Vega and Member Sowden.

NOES: None.

ABSTAINED: None.

ABSENT: Member Romani.

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.

Item deferred to next committee meeting.

9. UPDATES ON THE FORMAT/TIMING/PRODUCTION OF A POSSIBLE DISTRICT QUARTERLY NEWSLETTER

Ms. Mathes asked how many articles and pages would the quarterly newsletter include. Mr. Vega responded it would consist of one page printed front and back with pictures and depending on the length of the articles. He mentioned a final draft would be due in June for a July publication.

Ms. Crampton suggested including a map of the District showing the division boundaries including the names of each Director.

Ms. Mathes suggested including the website on the quarterly newsletter with the link.

Mr. Vega asked for suggestions on the name for the newsletter. He suggested the Quarterly Communicator which was acceptable to the other committee members.

Mr. O'Leary said he could provide the story on Henry Monroe with a photo and would send it to the other committee members for review.

Ms. Crampton suggested not including a monthly newsletter with the quarterly newsletter so there would not be any extra cost. Mr. Vega mentioned the monthly newsletter should be included to inform customers of the new quarterly newsletter. Discussion ensued.

Mr. Vega suggested the committee meet on Friday to go over the articles for the upcoming quarterly newsletter.

Mr. O'Leary suggested obtaining stories from other sources to include in the quarterly newsletters, including the Finance or Engineering committees.

10. DISCUSSION OF THE PUBLIC EDUCATION STEPS NEEDED AS A RESULT OF METROPOLITAN SUPPLY DECISIONS AS THEY MIGHT PERTAIN TO RAINBOW RATES, CONSERVATION MEASURES AND AGRICULTURAL PROGRAMS

Deferred to next agenda meeting.

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

The next items for the agenda would be as follows:

- Quarterly Newsletter
- Item 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.
- Item 10 - Discussion of the public education steps needed as a result of MWD supply decisions as they might pertain to Rainbow rates, conservation measures and agricultural programs.

Action:

Moved by Member Vega to add an emergency item on the agenda to nominate a new alternate member. Seconded by Member Crampton.

After consideration, the motion CARRIED by the following vote:

AYES: Member O'Leary, Member Crampton, Member Mathes, Member Vega and Member Sowden.

NOES: None.

ABSTAINED: None.

ABSENT: Member Romani.

Action:

Moved by Member Vega to add Ms. Washburn as an alternate member. Seconded by Member Crampton.

After consideration, the motion CARRIED by the following vote:

AYES: Member O'Leary, Member Crampton, Member Mathes, Member Vega and Member Sowden.

NOES: None.

ABSTAINED: None.

ABSENT: Member Romani.

12. ADJOURNMENT – To June 7, 2010 at 10:30 a.m.

The meeting adjourned at 12:04 p.m.

Carolyn Mathes, Committee Vice-Chairperson

Dawn M. Washburn, Board Secretary