

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
APRIL 3, 2017**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on April 3, 2017 was called to order by Chairperson Daily at 3:35 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 Kurnik, Member Kirby, Alternate Gray, Member Hamilton (*Arrived at 3:45 p.m.*)

Also Present: General Manager Kennedy, Executive Assistant Washburn, Finance Manager Martinez.

One member of the public was present.

4. **SEATING OF ALTERNATES**

Mrs. Gray was seated as an alternate to 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.

7. **INFOSEND, INC. PRESENTATION**

Mr. Kennedy explained InfoSend, Inc. provides services related to mailing customers their bills.

Kelly Wall, of InfoSend, Inc., gave a presentation noting the details of the services they provide including the various options they offer.

Discussion ensued related to information provided from the billing software.

COMMITTEE ACTION ITEMS

*8. **APPROVAL OF MINUTES**
A. March 6, 2017

Motion:

Approve the minutes.

Action: Approve, Moved by Member Hamilton, Seconded by Member Kirby.

Vote: Motion carried by unanimous vote (summary: Ayes = 5).

Ayes: Member Daily, Member Kirby, Member Kurnik, Member Hamilton, Alternate Gray.

9. FACILITY NAMING CRITERIA AND BRAINSTORMING SESSION

Mrs. Kirby presented a map of Vallecitos Water District to show how their facilities are named which has mostly been by area and streets where the facilities are located. Discussion ensued.

Mr. Kennedy suggested the committee look at a similar map of RMWD at their next committee meeting and brainstorm naming some of the facilities. He stated he would like to have some RMWD operations and engineering staff members present as well.

10. DISCUSSION AND POSSIBLE ACTION REGARDING LOCAL SENIOR SERVICES

Mr. Kennedy stated he would like to have Phyllis with the Fallbrook Senior Center to attend the next committee meeting to discuss this matter in more detail.

11. DISCUSSION REGARDING AVOCADO FESTIVAL

Mrs. Gray announced RMWD has been given a booth at the festival at no cost. Discussion ensued regarding what types of material and maps would be on display as well as items to be given to those who visit the booth.

Mr. Kennedy pointed out part of having the committee members present would be to show how and why members of the public volunteer to serve on RMWD's advisory committees. Mr. Hayden suggested putting "ratepayer" on the badges.

Mrs. Gray said she would provide the committee members with information as far as whether to park, the booth is location, and proper dress code for those who volunteer. She noted should logo polos not be readily available for the event, polo shirts, comfortable pants and walking shoes would be sufficient.

12. COMMUNICATIONS PLAN/TOPICS

Mrs. Gray thanked Mr. Hamilton for providing information related to the award for Morro.

Discussion ensued regarding the creek pipeline damage caused by the recent rain storms.

Mr. Hamilton suggested RMWD publish information with other media sources.

13. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Mr. Daily solicited the committee members as to whether continuing this as a recurring agenda item was of value. Mr. Hamilton and Mrs. Kirby stated they found this to be of value for keeping the members informed of what type of articles are published relative to water and the District itself.

Mr. Kennedy talked about the new SDCWA "Stop the Spending" campaign which did not predict the sensibility to certain Board Members in that SDCWA did not provide proper notification nor did they solicit for Board Member input.

14. COMMITTEE MEMBER COMMENTS

There were no comments.

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

It was noted a discussion with operations and engineering staff regarding the naming of facilities, a debriefing of the Avocado Festival, and the matter of local senior services should be on the next committee agenda.

16. ADJOURNMENT

The meeting was adjourned by a motion made by Member Daily.

The meeting adjourned at 5:03 p.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary