

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
JUNE 6, 2019**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on June 6, 2019 was called to order by Vice Chairperson Johnson at 3:30 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Vice Chairperson Johnson, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Hamilton, Member Johnson, Member Shute, Member Vernon.

Also Present: Alternate Gray, General Manager Kennedy, Executive Assistant Washburn, Customer Service Supervisor Rubio, Human Resources Assistant McMillon.

Absent: Member Kirby, Member Stewart.

No members of the public were present.

4. **SEATING OF ALTERNATES**

An alternate was not seated for 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 (Limit 3 Minutes)**

There were no comments.

COMMITTEE ACTION ITEMS

*7. **APPROVAL OF MINUTES**

A. May 2, 2019

Motion:

To approve the minutes.

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

Vote: Motion carried by unanimous vote (summary: Ayes = 4).

Ayes: Member Hamilton, Member Johnson, Member Shute, Member Vernon.

8. FLUME PROGRAM LANGUAGE

This item was not discussed due to the extended newsletter to be reviewed under Item #11.

9. LEGISLATIVE SUPPORT EXAMPLE POLICIES

Ms. Gray presented examples of legislative guidelines for the committee to consider. She offered to collect the committee member comments at the next committee meeting from which a redline will be prepared and brought back to the committee at the August committee meeting for review.

10. DISTRICT WEBSITE MAP UPDATE

Ms. Gray explained Mr. Hamilton has requested the District website have some type of mapping. Mr. Hamilton asked staff to reach out to Mr. Khattab regarding creating a site map for RMWD's website.

Mr. Kennedy offered to pull up the analytics to see how people are using the website.

Mr. Shute suggested either creating quick links for the top three key things visitors to the sites might need information on to make sure they reach the correct page or make sure if someone were to search one of the key areas that the pages where the information is provided has the appropriate index fields to be able to turn it up on the search function.

Mr. Hamilton requested some high-level analytics be provided at the next committee meeting. Ms. Gray agreed to bring this back to the July meeting.

Mr. Vernon recommended waiting until the August or September meeting to revisit this matter with an update on the analytics and quick links to allow staff time to prepare this information.

11. EXTENDED NEWSLETTER

Ms. Gray referenced the extended newsletter provided as a handout. She mentioned she gathered information from Flume, customer comments, and added a map. She stated she has had the draft proofread and was ready to publish the newsletter by tomorrow.

Mr. Vernon stated he liked the display and information provided. He said he was perplexed why someone would pay \$49 per year for something purchased for \$200 without an ongoing subscription fee. Discussion ensued regarding what the customers receive with their subscription.

Ms. Johnson solicited the committee members for input and feedback on the newsletter. Discussion ensued regarding proposed changes to the newsletter and deadline for remitting it to the billing company for printing. Ms. Johnson recommended there be time allotted for the committee members to provide their input at the conclusion of this meeting after which Ms. Gray will have an opportunity to work on finalize the newsletter for distribution.

12. SOCIAL MEDIA GENERIC RESPONSES

Mr. Kennedy solicited the committee for their input regarding social media engagement.

Mr. Shute recommended a brief paragraph be provided to the committee as a generic response noting the responder participates in one of RMWD's three committees that are open to the public and encourage anyone with concerns to attend a meeting to make their concerns known. Mr. Kennedy offered to bring proposed language to the July committee meeting for review.

13. RAINBOW HISTORY VIDEO UPDATE

Ms. McMillon presented the first cut of the Rainbow History Video to the committee. She noted the call to action will be an additional piece as well as possibly another piece regarding the future of water.

Mr. Hamilton mentioned a continuity he found to be distracting.

Mr. Shute recommended elaborating on imported water.

Mr. Kennedy mentioned before the final piece is released, RMWD will need to get final permission from the Tribal Commission due to them providing photographs for use in the video.

14. BROCHURE REVIEW

This item was deferred to the next meeting.

Note: Item #15 was missed in the item numbering sequence on both the June 6, 2019 agenda and minutes; no item was skipped.

16. APPOINTMENT OF 2019 COMMITTEE OFFICERS

Motion:

To appoint Julie Johnson to serve as Chair.

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

Vote: Motion carried by unanimous vote (summary: Ayes = 4).

Ayes: Member Hamilton, Member Johnson, Member Shute, Member Vernon.

It was noted the appointment of Vice Chairperson will be conducted at the July Committee meeting.

17. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS

- A. Topics
- B. Strategic Plan Objectives
- C. Calendar
- D. Snipes Calendar
- E. Updates from Other Committees
- F. Customer Relations

Ms. Gray inquired as to what snipe the committee would like to include in the extended newsletter. It was suggested to utilize "Special Offer Inside".

18. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Mr. Kennedy briefed the committee on the matter of RMWD's potential de-annexation from SDCWA recently published in the media. He noted while staff will keep the Communications Committee abreast of the matter, some of the strategic discussion and messaging should be will be handled through the campaign consultant. He offered to have Ms. Washburn email the

committee members the basic talking points provided to the media members for use in preparing their articles. He stated the response to any inquiries in this matter is being seriously considered by RMWD, RMWD wants to work with SDCWA to find an amicable solution, and the RMWD Board has not taken any action on this matter.

19. COMMITTEE MEMBER COMMENTS

There were no comments.

20. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS AND CUSTOMER SERVICE COMMITTEE MEETING

It was noted the legislative support policy examples, brochure review, social media generic responses, appointment of vice chairperson, as well as continued discussion on media publications regarding the RMWD de-annexation need to be on the next agenda.

Mr. Vernon pointed out Ms. Gray will electronically forward the committee members a redline version of the legislative support policy examples and social media generic responses. Mr. Kennedy agreed to electronically forward the RMWD detachment from SDCWA talking points.

Ms. Johnson noted once this meeting adjourns, committee members will meet with Ms. Gray to discuss any suggested revisions to the extended newsletter.

21. ADJOURNMENT

The meeting was adjourned by Member Johnson.

The meeting adjourned at 4:47 p.m.

Julie Johnson, Committee Chairperson

Dawn M. Washburn, Board Secretary