

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
NOVEMBER 2, 2015**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on November 2, 2015 was called to order by Chairperson Daily at 3:26 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 O’Leary
Member Brazier

Absent: Member Romani
Member Kurnik

Also Present: General Manager Kennedy
Executive Assistant Washburn
Administrative Analyst Gray

One member of the public was present.

4. **PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA**

There were no comments.

COMMITTEE ACTION ITEMS

5. **COMMITTEE MEMBER COMMENTS**

Mr. Daily noted Mrs. Kirby was present to observe the committee for the second time.

Mr. O’Leary mentioned his water audit experience and how it has been a week without hearing anything back after filling out the application. Mr. Kennedy noted the auditors have been slammed so they may be running a little behind.

Ms. Brazier announced there was a free workshop pertaining to El Nino preparations being held at FPUD next Saturday.

*6. **APPROVAL OF MINUTES**

A. October 5, 2015

Action:

***Moved by Member Brazier to approve the minutes of October 5, 2015 as written.
Seconded by Member O’Leary.***

After consideration, the motion CARRIED by the following vote:

AYES: Members Brazier, Daily, and O'Leary
NOES: None
ABSTAINED: None
ABSENT: Members Kurnik and Romani

7. DISCUSSION REGARDING COMMITTEE MEMBERSHIP/ABSENCES

Ms. Washburn reported she had spoken with Ms. Romani and how Ms. Romani was recovering from an injury, but would like to continue on as a committee member.

Ms. Washburn also noted Mr. Kelly contact her to let the committee know he has a family emergency that will not prevent him from being a member of the committee at this time. Mr. Kelly will notify the committee should his schedule clear at a later date.

Mrs. Kirby expressed an interest in being appointed to the Communications Committee.

Action:

Moved by Member Brazier to recommend the appointment of Mrs. Kirby to the Communications Committee meeting. Seconded by Member O'Leary.

After consideration, the motion CARRIED by the following vote:

AYES: Members Brazier, O'Leary, and Brazier
NOES: None
ABSTAINED: None
ABSENT: Members Kurnik and Romani

8. GENERAL MANAGER UPDATES

Mr. Kennedy introduced Cynthia Gray as RMWD's new Administrative Analyst who will be working closely with this committee.

Mr. Kennedy solicited the Committee for ideas as to what type of message should be sent out to the TSAWR customers regarding conservation efforts and possible changes to the current allocations. He noted he wanted Committee input as to what type of recommendation he should make to the Board regarding TSAWR allocations at the November 17th Board meeting.

Discussion ensued.

Discussion took place regarding the strategic plan and how one of the things emphasized was that best means of sharing information among the three respective committees.

Mr. Daily talked about the five communication objectives; activity, timeline, required resources, measure of performance, and measure of effectiveness. He explained how these objectives would come into play relative to Mrs. Gray working with the committee in reaching its goals. He stressed the importance of operating under the RMWD Mission Statement.

Discussion continued.

Mr. Kennedy pointed out how important it was to emphasize the value of water in everything the District does.

9. UPCOMING NEWSLETTER TOPICS

Mr. Kennedy confirmed with the rate hearing, TSAWR allocations, and El Nino conditions, there should be plenty to write in the remaining 2015 newsletters. Mr. Daily suggested promoting the Strategic Plan in the November newsletter.

11. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

There were no stories to review and analyze.

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

It was suggested having an initial draft communication plan per the five objectives discussed at this meeting.

13. ADJOURNMENT

Action:

Moved by Member Daily to adjourn the meeting of November 2, 2015. Seconded by Member O'Leary.

After consideration, the motion CARRIED by the following vote:

| | |
|-------------------|-------------------------------------|
| AYES: | Members Brazier, Daily, and O'Leary |
| NOES: | None |
| ABSTAINED: | None |
| ABSENT: | Members Romani and Kurnik |

The meeting adjourned at 4:57 p.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary