

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
JUNE 3, 2013**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on August 6, 2012 was called to order by Chairperson Bednarski at 3:30 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Bednarski, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Romani
Member Vega
Alternate O'Leary
Member Bednarski

Absent: Member Daily

Also Present: Executive Assistant/Board Secretary Washburn
General Manager Brady
Director Brazier
Water Operations/Customer Service Manager Atilano

No members of the public were present.

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

There were no comments.

COMMITTEE ACTION ITEMS

5. **COMMITTEE MEMBER COMMENTS**

There were no comments.

*6. **APPROVAL OF MINUTES**

A. May 13, 2013

Action:

Moved by Member Romani to approve the minutes as written. Seconded by Member Vega.

After consideration, the motion CARRIED by the following vote:

AYES: Member Romani, Member Vega, Alternate O'Leary and Member Bednarski.
NOES: None.
ABSTAINED: None.
ABSENT: Member Daily.

The remaining items were discussed out of order.

7. RMWD GENERAL MANAGER BOARD MEETING UPDATE (Mr. Brian Brady or Designated Representative)

Dr. Brady gave a brief report of the recent RMWD Board meeting including the presentations on alternative water supply resources and Beck Reservoir alternatives, respectively. Discussion followed. He also mentioned the recognition of the three fourth graders who were awarded for their entries into the "Water is Life" poster contest program run by Ms. Denke.

Dr. Brady announced the NCJPA Board will meet at RMWD on Wednesday, June 5, 2013, where they will consider some housekeeping items.

8. UPCOMING NEWSLETTER TOPICS

- A.** Plan and Schedule of Topics
- B.** Proofing Process
- C.** Delegation of Assignments to FPUD Public Affairs Specialist

Dr. Brady talked about his observation of the Committee, there has been great efforts in coming up with articles to get out to the public. He suggested turning the conversation around to where the Committee asks what the customers want to learn about.

It was noted the most concerning current issue for customers would be costs of water and saving money.

Mr. O'Leary agreed articles regarding the cost of water would be beneficial. Mr. Vega added they should also discuss there even being enough water in the future.

Dr. Brady suggested the committee come up with seven or eight smaller topics to write about for the newsletter for times when there is space available. He also recommended RMWD utilize some of FPUD's ideas and tailor them to RMWD which will in turn save staff time.

Discussion ensued regarding Beck Reservoir.

Dr. Brady pointed out RMWD does not have an effective outreach to the community; therefore, he asked the committee to put together a list of local non-profit, service clubs that he and other staff members can get in front of to present a "road show" of approximately twelve slides followed by a question and answer session. Mrs. Bednarski volunteered to prepare such a list to include contacts from which the committee can work from.

Mr. O'Leary asked whether or not this "road show" would be attached to any one particular matter. Dr. Brady stated he felt it would be another means of community outreach in addition to the newsletter and "Communicator".

Dr. Brady noted staff would bring a draft presentation for the committee to review and provide input. He also noted Ms. Washburn and Ms. Denke would prepare a mocked calendar for their respective newsletter distribution dates.

Ms. Romani mentioned an idea where students could possibly follow the growth of a plant from seeds provided by a local supplier.

Discussion ensued regarding keeping the proofing process the same with the exception of including Ms. Denke in assisting with information verification and general proofreading.

Dr. Brady confirmed Ms. Denke will be present at Communication Committee meetings and that what he would like to see scheduling uniformity for public communications for RMWD and FPUD.

9. UPDATES ON DISTRICT “COMMUNICATOR”

A. Still “Fit”?

Dr. Brady suggested the “Communicator” be utilized for big issues possibly twice a year. He pointed out graphics and pictures should be included in these write-ups. Mrs. Bednarski stated this is where she felt the committee could be of more assistance as opposed to the newsletter.

Mr. Vega pointed out publishing two issues of the “Communicator” per year. It was noted Mr. Daily was currently working with Mrs. Plonka on something that could possibly be utilized within the next few months. Dr. Brady agreed the committee will be provided with a list of topics for the second edition including the newest SDCWA water program.

10. DISCUSSION REGARDING MAILING COSTS

Ms. Washburn reported out the costs for mailing the newsletter and “Communicator” provided by the RMWD Finance Manager.

It was clarified the extra costs could be associated with the outsourced billing company’s time and not necessary additional postage with the exception of the months when the “Communicator” is sent out.

Discussion ensued regarding whether or not there was a need to have a monthly newsletter as opposed to bi-monthly. Dr. Brady agreed to consider this a possibility.

11. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

There were no media stories.

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

Staff will bring back a skeletal presentation of the “road show” as well as an annual calendar for RMWD and FPUD communications. It also requested an update on the next “Communicator” be on the next agenda.

13. ADJOURNMENT

The meeting adjourned at 4:38 p.m.

Kelly Bednarski, Committee Chairperson

Dawn M. Washburn, Board Secretary