

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
APRIL 2, 2012**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on April 2, 2012 was called to order by Chairperson Daily at 10:33 a.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 Romani  
Member Vega  
Alternate Washburn  
Member Daily  
Alternate O'Leary

**Absent:** Member Sowden

**Also Present:** General Manager Seymour  
Director Helene Brazier

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. **INSTALLATION OF NEW COMMITTEE MEMBER: MS. KELLY BEDNARSKI**

It was noted Kelly Bednarski will be considered for official appointment at the April Board meeting.

6. **COMMITTEE MEMBER COMMENTS**

A. Reschedule of June meeting

Mr. Daily noted rescheduling the meeting was no longer necessary as his schedule has changed.

Mr. O'Leary reported he has told the Board at the previous meeting that Ms. Bednarski will be up for appointment to the committee at their April Board meeting. He also noted he solicited the Board for any comments or feedback in regards to what they thought the committee should be doing. He stated there was no feedback received by him from the Board to date. He pointed out Mr. Seymour's contract extension was approved by the Board at the March meeting.

Mr. Vega inquired as to the reason the March newsletter was not accompanied by the "Communicator". Mr. Seymour explained there were pressing items happening at RMWD that prevented the "Communicator" from being completed; however, he anticipated Mr. Vega's article being included in this month's billing.

Mr. Vega talked about some of the matters happening with water rates as reported by the media recently. Mr. Daily noted he, too, had read articles regarding the water issues. Discussion continued regarding the uprising in the costs for infrastructure and how the costs passed through by MWD will continue to rise.

**\*7. APPROVAL OF MINUTES**

**A. March 5, 2012**

Mr. Daily pointed out Director Brazier's first name was misspelled in the minutes.

**Action:**

***Moved by Alternate O'Leary to approve as revised. Seconded by Member Vega.***

***After consideration, the motion CARRIED by the following vote:***

**AYES:** Member Romani, Member Vega, Alternate Washburn, Member Daily and Alternate O'Leary.

**NOES:** None.

**ABSTAINED:** None.

**ABSENT:** Member Sowden.

**8. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES**

Discussion ensued regarding the MWD/SDCWA lawsuit. Mr. Seymour provided some information provided under Item #9 herein.

**9. RMWD GENERAL MANAGER'S COMMITTEE UPDATE (MR. DAVE SEYMOUR)**

Mr. Seymour said he will start forwarding information from SDCWA pertaining to their lawsuit with MWD. He explained SDCWA was suing MWD for lowering their cost for water, but increasing the access charge which has burdened southern California. He continued to talk about the steps that have taken place by SDCWA to stop MWD with burdening our region and come up with a fairer means of distributing the costs throughout all the state agencies. He pointed out it will be a long, expensive fight; however, the money involved makes it worth pursuing the lawsuit. He talked about the secretive means by which MWD has been operating and that these types of matters are being unraveled throughout the course of this lawsuit. He anticipated the lawsuit taken at least ten years to resolve.

Mr. Seymour mentioned MWD was supposed to vote on new water rates this coming month; therefore, the rates will be increasing again. He noted SDCWA sent several representatives to

MWD's last meeting which in turn resulted in MWD postponing voting on any rate increases last month.

Mr. Seymour reported on the State Revolving Fund loans which RMWD was currently in the application process to receive some financial assistance. He explained the steps that would have to take place should RMWD receive or not receive these loan/loans.

Mr. Seymour talked about the need to educate the public and solicited the committee for insight as to how the back page of the February newsletter could have been written better or differently to assist with public understanding of the water rate forecasts. Discussion ensued regarding the public becoming better informed that RMWD does not offer discounts to agricultural users but that those types of programs are offered by SDCWA and MWD only. It was noted; however, RMWD, FPUD, and Valley Center MWD were currently trying to get SDCWA to continue their discount program; however, it was not known yet whether or not this will be successful. Mr. O'Leary suggested the latter part of the article written be placed at the beginning of the write-up to ensure people get the "meat" of the information being presented.

Mr. Daily and Mr. Vega stressed the importance of repeating this information over and over to reach all the ratepayers.

Mr. Vegas suggested including a pie chart in articles talking about wholesale water. He also pointed out it may be helpful to note which agency provides wholesale water.

Discussion continued regarding the future of water issues intensifying locally and world-wide.

**10. REVIEW OF RMWD FINANCIAL PICTURE AND POTENTIAL COMMUNICATION ISSUES AND OPPORTUNITIES (Mr. LARRY CARLSTROM)**

This item was deferred to a future meeting.

**11. EMERGING COMMUNICATION ISSUES, OPPORTUNITIES AND STRATEGIES NEXT TWELVE MONTHS (RE-VALIDATE)**

- A. Board Election in Divisions 1, 2, and 5
- B. Bond/Fund Requirements (Approval to use State Revolving Fund)
- C. Lift Station 1 and 2 (March 2012 Completion)
- D. Sewer Replacement Planning/Groundbreaking
- E. Completions of Morro Reservoir and Pala Mesa Tank (Late Summer/Early Fall)
- F. Pasarelle Meters
- G. Pappas Meters
- H. Pardee Meters
- I. Lack of Water in 2013 due to 2012 rain/snowfall

Mr. Seymour updated the committee by noting Lift Station 2 was almost complete, Morro Reservoir and Pala Mesa tanks are on course and will be a huge story when completed, the Board's approval of RMWD issuing smaller meters which means Passerelle will be moving forward quickly with Pappas to following behind shortly, and that Pardee was currently on hold. He concluded by noting that Item #11-I was not an issue at this point in time; however, it can change next year.

**12. UPCOMING NEWSLETTER TOPICS**

- A. Completion of Pala Mesa Reservoir/Tank
- B. Morro Reservoir under budget plus Use of Cooperative Fed Funds (Mid-Summer completion)

- C. No longer under State Mandates

Mr. Vega suggested having something in the newsletter as well as in the “Communicator” on the completion of both the Morro Reservoir and Pala Mesa tank projects including photos.

**13. “COMMUNICATOR” TOPICS DISCUSSION AND EDITORIAL SCHEDULE REVIEW FOR JUNE 2012 ISSUE**

- A. Roadshow Extract
- B. Calendar Year 2012 Infrastructure Finance Measures
- C. Relationship of Budget to Infrastructure Rehabilitation
- D. Administrative Consolidation (3 districts)
- E. District Consolidation (3 Districts)
- F. Toilet to Tap Projects (Vega)
- G. Lake Meade Inflow (Sowden)

Mr. Daily acknowledged Mr. Vega’s comments under Item #12 herein. He noted he would add this as Item #H in the next agenda.

**14. DISCUSSION OF DRAFT RMWD COMMUNICATIONS PLANNING DOCUMENT AND CONTINUED DISCUSSION OF RMWD STRATEGIC COMMUNICATIONS PROCESS AND SUPPORT**

- A. Review of Communications Committee Charter/Purpose Statement

Mr. Daily noted a copy of the Purpose Statement has been provided for committee review and input. It was determined the statement was well crafted.

Mr. O’Leary suggested updating the website and introducing the “Communicator”. He also noted it may be time to sort of tell the big picture in that RMWD has come a long way as far as stability with the general manager, mandates being lifted, reservoirs being covered, and the resolution of both political turmoil as well as staff and Board member turnover. Mr. Vega recommended Mr. O’Leary put together an article that talks about RMWD’s major improvements without bringing up past situations. Mr. Seymour stated he felt Mr. O’Leary’s comments were timely, especially with consideration being given to possibly consolidating some of the local agencies. Discussion continued.

It was recommended a full-fledged historical article may be better presented by the newspaper.

Mr. Seymour assured the committee he had enough representatives at RMWD to fill in for him at differently organizational meetings should his time become limited.

Ms. Bednarski inquired as to whether or not committee members have been involved at some of the events listed in the Purpose Statement. Mr. Vega explained this was put in the statement in the event the committee could be used in these types of scenarios should the opportunity present themselves.

It was determined there was no need to revise the Purpose Statement as written at this time.

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

- A. Installation of Ms. Bednarski as a committee member.
- B. Update on consolidation information.

C. Field trip to Pala Mesa tank project.

16. **ADJOURNMENT to May 7, 2012 at 10:30 a.m.**

**Action:**

***Moved by Member Vega to adjourn the meeting. Seconded by Member Romani.***

***After consideration, the motion CARRIED by the following vote:***

**AYES:** Member Romani, Member Vega, Alternate Washburn, Member Daily and Alternate O'Leary.

**NOES:** None.

**ABSTAINED:** None.

**ABSENT:** Member Sowden.

The meeting adjourned at 11:58 a.m.

---

**Michael Daily, Committee Chairperson**

---

**Dawn M. Washburn, Board Secretary**