

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
FEBRUARY 6, 2012**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on February 6, 2012 was called to order by Chairperson Daily at 10:34 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
Member Sowden
Alternate Washburn
Member Daily
Alternate O'Leary

Absent: None

Also Present: General Manager Seymour
District Engineer Lee

Three members of the public were present.

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

Mr. Seymour sadly announced the recent passing of the RMWD Board President, Gerald Walson. He noted Mrs. Walson requested that everyone respect her privacy at this time. Discussion ensued regarding the appropriate steps that would need to be taken to fill the vacancy.

COMMITTEE ACTION ITEMS

5. **COMMITTEE MEMBER COMMENTS**

Mr. Daily acknowledged Ms. Kelly Bednarski as a potential member of the Communications Committee member after her observation of the committee.

Discussion was initiated by Mr. Vega regarding Toilet-To-Tap projects. Mr. Vega talked about the possibility of adding this topic to a future Communicator issue. Mr. Sowden also agreed to explore writing a story discussing the inflow to Lake Meade issue/impact.

Discussion continued regarding the recent Board vacancy.

***6. APPROVAL OF MINUTES**

A. November 8, 2011

Action:

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

After consideration, the motion CARRIED by the following vote:

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

NOES: None.

ABSTAINED: None.

ABSENT: None.

7. APPOINTMENT/RECOGNITION/WELCOME OF ALTERNATE MEMBER LEARY

Mr. Daily welcomed Mr. O'Leary back to the committee.

8. COMMUNICATIONS COMMITTEE CHAIR NOMINATION AND APPROVAL FOR NEW CALENDAR YEAR

Action:

Moved by Member Vega that Mike Daily continue as Committee Chairperson. Seconded by Member Sowden.

After consideration, the motion CARRIED by the following vote:

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

NOES: None.

ABSTAINED: None.

ABSENT: None.

9. REVIEW OF RMWD FINANCIAL PICTURE (LARRY CARLSTROM)

This item was delayed due to the fact Mr. Carlstrom was unable to attend the meeting.

10. REVIEW OF RMWD INFRASTRUCTURE PROJECTS FOR CALENDAR YEAR 2012 (BRIAN LEE)

Mr. Lee presented construction reports with respect to Pala Mesa Reservoir and Morro Reservoir noting these will no longer be under state mandated requirements due to the work being completed. He mentioned these projects were under budget at this point and time with anticipated completion in mid-summer. He recommended a media event opportunity for both projects.

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

- A. Board Election in Divisions 1, 2, and 5
- B. Ordinance 95-1
- C. Bond/Fund Requirements
- D. Lift Station 1
- E. Sewer Replacement Planning/Groundbreaking
- F. Completions of Morro Reservoir and Pala Mesa Tank

Discussion ensued regarding emerging communications issues and strategies over the next twelve months resulted in addition of three topics which are Lift Station 1, sewer replacement planning, and completion of Morro Reservoir and Pala Mesa Tank.

12. UPCOMING NEWSLETTER TOPICS

It was noted the newsletter would be filled for the next 2-3 months. Mr. Sowden agreed to explore an article related to the annexation process and opportunities with a goal of signing on 250 new homes in the District boundaries.

13. "COMMUNICATOR" TOPICS DISCUSSION FOR MARCH 2012 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

Discussion of topics for the "Communicator" resulted in recommendations by Mr. Vega for addition of an article or series of articles discussing the relationship of budget requirements to infrastructure requirements.

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

This discussion was delayed until the March 2012 committee meeting.

15. UPDATE REGARDING EFFORT/ACTIVITIES TO INCREASE COMMITTEE PARTICIPATION

- A. Continued Advertising in the Newsletter
- B. Alternate approaches?

An interested member of the public attended the meeting to view the process and proceedings.

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

Committee members proposed new topics for the December meeting including updates from the finance department, review of "Communicator" topics, and the possible addition of an electronic suggestion box on the website.

17. ADJOURNMENT

Action:

Moved by Member Vega to adjourn the meeting. Seconded by Member Romanin.

After consideration, the motion CARRIED by the following vote:

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

NOES: None.

ABSTAINED: None.

ABSENT: None.

Michael Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary