

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
APRIL 8, 2013**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on April 8, 2013 was called to order by Chairperson Bednarski at 3:32 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 Vega
Member Daily
Alternate O'Leary
Member Bednarski

Absent: Member Romani

Also Present: General Manager Brady
Director Brazier

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

There were no public comments.

COMMITTEE ACTION ITEMS

5. **COMMITTEE MEMBER COMMENTS**

There were no committee member comments.

*6. **APPROVAL OF MINUTES**

A. March 4, 2013

Action:

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

After consideration, the motion CARRIED by the following vote:

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

Mr. Vega asked that it be clarified he was put in touch with Mr. Buckley regarding gathering information on his article as noted on Page 3 of the minutes.

7. DISCUSSION AND POSSIBLE ACTION ON WATER EDUCATIONAL PROGRAMS FOR POSSIBLE APPROVAL A RECOMMENDATION TO THE RMWD BOARD OF DIRECTORS

Mr. Brady explained Ms. Denke was preparing some cost information on what it would take to add one more school to the program as well as staffing. He suggested this be put on the next committee agenda for discussion and possible action to make a recommendation to the Board of Directors.

Mr. O'Leary pointed out RMWD was in its budget process; therefore, it may be something to add to the budget as a place holder. Mr. Brady stated Mr. Buckley was already addressing educational programs in the budget.

Mrs. Bednarski asked for clarification as to how Ms. Denke would be paid for her assistance to RMWD. Mr. Brady stated her hours and mileage spent on RMWD projects would be billed back to RMWD from FPUD.

It was noted the Communications Committee would need approval from the RMWD Board of Directors in order for Ms. Denke to shepherd the Bonsall school project for RMWD. Discussion followed regarding other projects Ms. Denke may be able assist RMWD with in addition to the elementary schools.

Mr. Brady confirmed Ms. Denke will bring back a cost estimate and proposal to the next Communications Committee meeting for discussion. He added staff will also be looking at both websites and other things with the intention of bringing back multiple items back to the Communications Committee for consideration with the key that the agencies are trying to minimize costs and taking measures of collaborations. He mentioned Ms. Denke was excited to work with RMWD.

Mr. O'Leary suggested opening the doors of communications with the school superintendent.

8. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Mr. Daily talked about the recent articles published on water matters.

Mrs. Bednarski mentioned the articles on Warner Ranch and SDG&E, respectively.

9. RMWD GENERAL MANAGER COMMITTEE UPDATE (Mr. Dave Seymour or Designated Representative)

It was noted this needs to be changed to Brian Brady now.

Mr. Brady reported today was his first day as RMWD's general manager. He noted fourteen work groups have been formed with reports being self-generated in order to understand how each of the agencies do business together in all departments and then look for ideas as to how they can work together more efficiently. He noted he should have some information on these groups in the next two and a half weeks.

Mr. Brady reported the North County Joint Powers Authority Board has eight candidates interested in their seventh board member position, including Mr. O'Leary. He noted the next NCJPA Board meeting will be solely for the purpose of interviewing and hopefully selection of the one of the eight candidates. He noted the NCJPA meeting after this one will be in two weeks and then get back on a regular schedule with hopefully seven Board Members.

10. DISCUSSION, SELECTION, AND POSSIBLE ASSIGNMENTS FOR UPCOMING NEWSLETTER AND COMMUNICATOR TOPICS

Mrs. Bednarski expressed concern on where the committee left off on this topic with the upcoming May newsletter.

Mr. Daily stated he was still targeting his article for May regardless of whether or not it would be published as the May "Communicator". He said he was still waiting to connect with the RMWD engineering department. Mr. Vega agreed the committee would like to see the preliminary draft of the article. Discussion ensued.

It was noted Mr. Vega's article was for the May newsletter.

It was determined the next "Communicator" will publish in June.

Discussion ensued regarding the upcoming newsletters and how they will be addressed now that Mr. Seymour has retired from RMWD. Mrs. Bednarski mentioned the preliminary schedule the committee has prepared.

Mr. O'Leary explained the initial role of the Communications Committee in relation to the RMWD monthly newsletter and how Mr. Seymour took it upon himself to prepare these as well as press releases. Mr. Vega suggested Mr. Brady get with Ms. Washburn to talk about this further due to the fact she worked very closely with Mr. Seymour on the newsletter and meeting its deadlines.

Mr. Vega noted the article he completed and ready to go in either the newsletter or "Communicator" depending upon the size of the graphics included with his write-up. He noted the article and graphics will be forwarded to Ms. Washburn who in turn will forward them to the committee for their review and input. Discussion ensued regarding the article content.

Mrs. Bednarski suggested Mr. Vega's article be utilized for the May newsletter with final review and approval by the general manager.

Mrs. Bednarski said her article on Caltrans will be published in June.

Mr. O'Leary suggested the committee rely on Mr. Brady for future RMWD article ideas depending on the outcome of the communications working group. It was noted the RMWD newsletter could be eliminated for a month or two while the JPA was under consideration. Mr. Vega recommended Mr. Brady talk to Ms. Washburn regarding the logic that went behind the formatting of the RMWD a newsletter and determine whether or not those reasons still hold.

The committee discussed possibly having a quarterly newsletter as opposed to monthly and asked Mr. Brady for his input. Mr. Brady said he thought there will be a number of ideas coming out of the working groups that will generate some ideas, the NCJPA structural can be a continuing story, and legally required notices will fill monthly newsletters.

11. UPDATES ON DISTRICT THE COMMUNICATOR

This item was addressed under Item #10 herein.

Mr. O’Leary reported Board President George McManigle liked the last “Communicator”.

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

It was decided an Item regarding Noelle’s program and costs associated with such should be on the next committee agenda as well as how Mr. Brady wants to work with the RMWD newsletter to see if there are any changes in the current processes and an update on a possible meeting with the Bonsall Elementary School.

13. ADJOURNMENT

Mrs. Bednarski reported she would not be available to meet on May 6, 2013. The Committee agreed to move the meeting to May 13, 2013

Action:

The meeting was adjourned with a motion made by Member Daily and seconded by Member Vega to a committee meeting on May 13, 2013 at 3:30 p.m.

The meeting adjourned at 4:33 p.m.

Kelly Bednarski, Committee Chairperson

Dawn M. Washburn, Board Secretary