

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE  
COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
MAY 2, 2019**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on May 2, 2019 was called to order by Chairperson Kirby at 3:30 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Kirby, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

**Present:** Member Kirby, Member Hamilton, Member Johnson, Member Stewart, Member Shute, Alternate Gray.

**Also Present:** General Manager Kennedy, Executive Assistant Washburn, Customer Service Supervisor Rubio.

**Absent:** Member Vernon.

No members of the public were present.

4. **SEATING OF ALTERNATES**

***Motion:***

***To seat Ms. Gray as an alternate for this meeting.***

***Action: Approve, Moved by Member Hamilton, Seconded by Member Stewart.***

***Vote: Motion carried by unanimous vote (summary: Ayes = 6).***

***Ayes: Member Kirby, Member Hamilton, Member Johnson, Member Stewart, Member Shute, Alternate Gray.***

Mr. Kennedy mentioned it may be prudent to remove Ms. Gray as an alternate in the future since the committee has a full membership and no longer require staff members to make a quorum.

5. **ADDITIONS/DELETIONS/AMENDMENTS TO THE AGENDA (Government Code §54954.2)**

Ms. Gray pointed out there was a request to discuss responding to social media comments which will be done under Item #14.

6. **PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA (Limit 3 Minutes)**

There were no comments.

## 7. REVIEW OF COMMITTEE CHAIRPERSON ROLES AND RESPONSIBILITIES

It was noted this item was requested a few months ago to provide guidance for filling in the role of the President in their absence.

### COMMITTEE ACTION ITEMS

#### \*8. APPROVAL OF MINUTES

A. April 4, 2019

Ms. Gray pointed out "WASUP" should be "WSUP".

***Motion:***

***To approve the minutes as revised.***

***Action: Approve, Moved by Alternate Gray, Seconded by Member Hamilton.***

***Vote: Motion carried by unanimous roll call vote (summary: Ayes = 6).***

***Ayes: Member Kirby, Member Hamilton, Member Johnson, Member Stewart, Member Shute, Alternate Gray.***

#### 9. PHONE TREE UPDATE

Ms. Gray pointed out "0" has been added to reach the Operator. Ms. Rubio stated there have been no complaints since this change has been made.

#### 10. OUTREACH FOR FLUME PROGRAM

Mr. Kennedy reported staff has worked with Flume to put together a press release on the program which has been provided as a handout. He solicited the committee for their input.

Ms. Rubio inquired as to where the press release would be published. Ms. Gray stated it would be in The Village News and that she would provide a copy to the Customer Service Department once there is a date for publication.

Ms. Gray offered to email a copy of the draft press release to the committee members for their review, so they could provide her with any edits prior to Monday, May 7, 2019 when the press release is due to be finalized for publication. Mr. Shute noted he would have some redline edits to Cynthia before the deadline.

Ms. Kirby asked how the program would work. Mr. Kennedy explained the steps to be taken by the customer and RMWD for subscribing to the program. He noted the first batch would be for 250 devices with the option for RMWD to purchase more once those are all issued.

Mr. Shute inquired as to whether there were any other local agencies offering such a program. Mr. Kennedy explained it has been discussed by other agencies; however, it will take some time before they roll out something like what RMWD was offering. He pointed out RMWD would be the first in the San Diego area to offer this program.

Ms. Gray referenced the draft communications Mr. Hamilton provided to be included in the extended newsletter. Discussion ensued regarding when communications related to Flume should be published. Mr. Kennedy suggested there be a quick notice provided in the May newsletter and then a more detailed write-up be included in the June billing cycles.

Mr. Shute recommended a FAQ sheet with the top ten questions be included with the extended newsletter. Mr. Kennedy suggested adding customer testimonials as well.

#### **11. WATER SERVICE UPGRADE PROGRAM UPDATE**

Mr. Kennedy noted this matter was now a legal matter; therefore, he cannot comment on it at this time.

Mr. Shute inquired as to the communications provided to the public on this matter. Ms. Gray stated there has only been mention the program would be forthcoming and how there has been a delay in its implementation.

#### **12. POLICY LANGUAGE RELATED TO LEGISLATIVE SUPPORT**

Mr. Kennedy explained he receives letters in support or opposition to legislative matters; however, there was not a policy in place stating the District's policy goals. He said he does not believe it is appropriate to have the General Manager sign such letters without Board input; therefore, he would like to work with this committee to put together a draft list of RMWD policy goals for Board consideration. Mr. Hamilton requested examples from other agencies be provided to the committee should any exist.

Mr. Stewart pointed out some of the differences in responding to legislative matters, especially when time does not allow for the Board to convene to consider each of the matters. Mr. Kennedy agreed to have a query of other agencies conducted and provide the findings at the next committee meeting.

Discussion ensued.

#### **13. DISTRICT WEBSITE UPDATE REGARDING SITE MAP**

Ms. Gray reported Streamline does not have site maps and to add such would require the support of more than one agency. Mr. Kennedy offered to have Mr. Khattab research if it was available for him to create a site map for the RMWD website.

#### **14. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS**

- A.** Topics
- B.** Strategic Plan Objectives
- C.** Calendar
- D.** Snipes Calendar
- E.** Updates from Other Committees
- F.** Customer Relations

Mr. Hamilton requested an update on the Avocado Festival. Ms. Gray stated the event went well and how staff has received some input on what areas could be improved upon which she will be putting in place at the upcoming Vintage Car Show.

Mr. Shute recommended having a Flume device as well as a phone app demonstration on display at the Vintage Car Show. Mr. Kennedy suggested a Flume representative available at the show giving presentations. Mr. Hamilton added having a FAQ sheet would be beneficial. Mr. Stewart recommended the extended newsletter be provided as well. It was noted not everything should be provide at the event, but rather an introduction. Ms. Kirby suggested succulents be given away to those who visit the booth.

Ms. Gray solicited the committee members to volunteer running the booth during The Vintage Car Show. She stated she would send details to the committee members so they could respond in a timely manner for planning purposes.

Mr. Kennedy reviewed the updated Strategic Plan objectives provided in the handout. Discussions ensued.

Discussion ensued regarding the outreach programs in which RMWD was involved. Mr. Shute suggested someone from RMWD speak at the local grape grower association meetings.

It was determined there were no items for the snipes calendar at this time.

Mr. Kennedy noted the Budget and Finance Committee will be reviewing a draft budget at their May 14, 2019 meeting at which time inclusion of the communications committee line item will be discussed.

Ms. Gray provided an update on the history of the District video.

Ms. Kirby inquired as to what guidelines should be given to the Communications Committee members for responding to social media comments. Discussion ensued. It was suggested RMWD provide a generic response encouraging customers to get involved by participating in the committee meetings.

#### **15. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES**

There were no media stories to discuss.

#### **16. COMMITTEE MEMBER COMMENTS**

There were no comments.

#### **17. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS AND CUSTOMER SERVICE COMMITTEE MEETING**

It was noted the Flume outreach language, examples of legislative procedures, a website site map update, the extended newsletter, and social media generic responses need to be on the next committee agenda.

**18. ADJOURNMENT**

The meeting was adjourned by Ms. Kirby.

The meeting adjourned at 4:53 p.m.

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**Julie Johnson, Committee Chairperson**

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**Dawn M. Washburn, Board Secretary**