



COMMUNICATIONS COMMITTEE MEETING

RAINBOW MUNICIPAL WATER DISTRICT
Thursday, March 5, 2018
Communications Committee Meeting - Time: 3:30 p.m.

District Office	3707 Old Highway 395	Fallbrook, CA 92028
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Notice is hereby given that the Communications Committee will be holding a regular meeting beginning at 3:30 p.m. on Thursday, March 5, 2018.

AGENDA

- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. ROLL CALL: Mike Daily (Chair) _____ Jeanna Kirby (Vice Chair) _____**
 - Members:** Elysian Kurnik _____ Hayden Hamilton _____
 - Alternates:** Cynthia Gray _____
- 4. SEATING OF ALTERNATES**
- 5. ADDITIONS/DELETIONS/AMENDMENTS TO THE AGENDA (Government Code §54954.2)**
- 6. PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA**

COMMITTEE ACTION ITEMS

- *7. APPROVAL OF MINUTES**
 - A. March 1, 2018**
- 8. DISCUSSION REGARDING COMMUNITY EVENTS**
 - A. Polo Shirt Update for Community Events**
 - B. Avocado Festival - April 15, 2018**
 - C. Vintage Car Show - May 27, 2018**
- 9. PUBLIC TOUR PRESENTATION REVIEW**
- 10. DISCUSSION REGARDING CUSTOMER SERVICES**
- 11. MUNICIPAL SEWER AND WATER VIDEO**
 - A. Article Plaque for Lobby**

12. **DISCUSSION REGARDING POSSIBLY RESCHEDULING MAY 3, 2018 COMMUNICATIONS COMMITTEE MEETING**
13. **PUBLIC COMMUNICATIONS AND OUTREACH ITEMS**
 - A. Topics
 - B. Strategic Plan Objectives
 - C. Calendar
 - D. Snipes Calendar
14. **REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES**
15. **COMMITTEE MEMBER COMMENTS**
16. **LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS COMMITTEE MEETING**
17. **ADJOURNMENT**

ATTEST TO POSTING:



Hayden Hamilton
Secretary of the Board

3-29-18 @ 2:30 p.m.

Date and Time of Posting
Outside Display Cases

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
MARCH 1, 2018**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on March 1, 2018 was called to order by Chairperson Daily at 12:00 p.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 Daily, Member Hamilton, Alternate Gray.

Also Present: General Manager Kennedy, Executive Assistant Washburn, Operations Manager Milner, Water Operations Superintendent Walker, Utility Worker Lopez, Associate Engineer Powers, Water Quality Technician Perreira, Meter Services Crew Leader Diaz.

Absent: Member Kurnik, Member Kirby.

No members of the public were present.

4. **SEATING OF ALTERNATES**

Mr. Daily noted Mrs. Gray would be seated as an alternate for this meeting.

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

It was noted an Item #12A would be added to this agenda for discussing “Better Idea” suggestions received from ratepayers as part of the February 2018 newsletter article.

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

There were no comments.

7. **FACILITIES TOUR**

The meeting adjourned to the facilities tour at 12:02 p.m.

The meeting reconvened at 3:38 p.m.

COMMITTEE ACTION ITEMS

***8. APPROVAL OF MINUTES**

A. February 1, 2018

Motion:

Approve the minutes as presented.

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

Vote: Motion carried by unanimous vote (summary: Ayes = 3).

Ayes: Member Daily, Member Hamilton, Alternate Gray.

9. STRATEGIC PLAN OBJECTIVES

This item has been combined with Item #13 and to remain a recurring agenda item.

Mrs. Gray reported as part of the public relations items, she attended the first Business Advisory Committee meeting at the Bonsall High School, noting they are very excited about internships for their students and that RMWD may be able to provide some opportunities.

10. STORY BOARD PREVIEW

Mrs. Gray explained she built the story board with anticipated input from various departmental staff members. Mr. Kennedy pointed out there will be more emphasis on the customer's experience and how and what RMWD does to improve their lives. Discussion ensued.

Mr. Hamilton stated although the presentations could be done by one individual, it would be prudent to use this opportunity to introduce other staff members to the ratepayers.

Discussion continued regarding streamlining the presentations as well as making the tours a pleasant and informative experience.

11. EXTENDED NEWSLETTER MATRIX

Mrs. Gray explained unlike the monthly newsletter, the extended editions will cost more due to the vendor having to do pre-production work. Mr. Kennedy stated staff will need to get the complete costs associated with putting together the extended newsletters and bring that back to the committee for their input and feedback.

Discussion ensued regarding various ideas for the extended editions.

Mr. Hamilton recommended sharing information with the ratepayers regarding the EAM system including the benefits, advantages, features, as well as focusing on a certain facility on which to produce information in terms of money spent on the facility and the cost for replacement.

12. FARMING IN SAN DIEGO COUNTY PRESENTATION

Mr. Daily recommended this be kept in an archive for future reference. Discussion ensued regarding other materials that may be of value.

12A. "BETTER IDEA" SUBMITTALS

Discussion ensued regarding the best means of responding to the ideas submitted. It was noted all submittals should be acknowledged and any RMWD plans to pursue be given a more detailed response.

13. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS

- A.** Topics
- B.** Strategic Plan Objectives
- C.** Calendar

This item was addressed under Item #9 herein.

It was reconfirmed the Vintage Car Show is on the committee calendar for Sunday, May 27, 2018 as well as the District will be scheduling a Take Your Kids to Work Day at which the official tour will take place.

Mrs. Gray noted she will be participating in the "The Price of Water" school curriculum in March-April 2018.

Mr. Daily mentioned he will not be available to participate in the Avocado Festival this year.

14. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Discussion Mr. Daily referenced the articles he provided to the committee members.

15. COMMITTEE MEMBER COMMENTS

Discussion ensued regarding ideas related to incorporating the support structure derived from administration, finance, customer service, safety, etc. into the tour presentations.

Mr. Hamilton recommended there be emphasis on the Excellence Coin program.

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

It was noted the Avocado Festival, Vintage Car Show, status on polo shirts for community events, and a tour presentation be on the next agenda. It was suggested snipes calendar be added as a recurring agenda item.

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17. ADJOURNMENT

The meeting was adjourned with a motion made by Member Daily.

The meeting adjourned at 5:05 p.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary