




13. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES
14. COMMITTEE MEMBER COMMENTS
15. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS COMMITTEE MEETING
16. ADJOURNMENT

**ATTEST TO POSTING:**



Hayden Hamilton  
Secretary of the Board

10/27/17 @ 3:30 p.m.

Date and Time of Posting  
Outside Display Cases

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
OCTOBER 5, 2017**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on October 5, 2017 was called to order by Chairperson Daily at 3:40 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 Kurnik (arrived at 3:43 p.m.) Member Hamilton, Member Shinn, Alternate Gray.

**Also Present:** Executive Assistant Washburn (Not voting), Member Shinn.

**Absent:** Member Kirby, General Manager Kennedy.

There were no members of the public 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)**

There were no changes to the agenda.

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

There were no comments.

**COMMITTEE ACTION ITEMS**

\*7. **APPROVAL OF MINUTES**

A. September 11, 2017

**Motion:**

**To approve the minutes as presented.**

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

**Vote: Motion carried by unanimous vote (summary: Ayes = 5).**

**Ayes: Member Daily, Member Kurnik, Member Hamilton, Alternate Gray, Member Shinn.**

**8. DISCUSSION REGARDING 48-HOUR NOTICING**

Ms. Washburn introduced Vanessa Martinez, RMWD’s Finance Manager. Mrs. Martinez explained the 48-hour notice process. She pointed out there after researching other agencies and their processes, RMWD was considering utilizing the USPS service for delivering the 48-hour notices as opposed to staff delivery. She noted there was a safety risk for staff making in-person deliveries; therefore, when considering the cost savings in labor and materials and the risk factors involved, utilizing USPS would be a preferred method. Discussion ensued.

Mrs. Gray noted this process change would be published in the newsletter as well as on the RMWD website. Mrs. Martinez added this would not be a change to the Administrative Code, but rather a change to the internal processes which would be mentioned in the Board agenda packet under as an information items.

**9. COMMUNICATION CALENDAR REVIEW – NEXT 4 MONTHS**

Mrs. Gray pointed out she would be focusing on changing the appearance of the front lobby over the next few weeks. She talked about what changes would be made as well as how they will alter the first impression to RMWD visitors.

Mr. Daily inquired as to whether there were tours, school visits, or other programs taking place during the next few months. Mrs. Gray stated these types of programs begin during the first part of each new year.

**10. DISCUSSION/UPDATE REGARDING RMWD PUBLIC TOUR PROGRAM**

Mrs. Gray solicited the committee members for when they would like to start the tour program.

Mr. Daily suggested using an illustration or narration of what is to take place or be presented at each stop of the tour. Discussion took place regarding how the committee could assist in putting together the “story board” for the tours.

Mrs. Gray offered to work with other staff members on what information should be included in the “story board” after which she will work with members of the committee to assist with the writing as well as serve on a trial run of tours to get feedback on the information being presented. She noted the tours would be for RMWD students as well as ratepayers.

Discussion ensued.

Mr. Daily suggested advance notice to the committee members when their assistance is needed would assist them with scheduling. Mr. Hamilton recommended the work on the tour program be started as soon as possible. Mrs. Gray stated she would start the processes the first week in December.

Mr. Daily pointed out it would be helpful to have a prelude statement for each stop of the tour. He said anything that makes the program engaging as well as informative would be best for a successful program. Mr. Shinn added it would also be important to make a point of what would happen should there be no water available.

**11. RECOGNITION PROGRAM FOR RATEPAYERS WITH INCENTIVE**

Mr. Hamilton pointed out RMWD has several programs for the schools and how he would like to find a way to get more involvement and engagement from the ratepayers. He talked about how possibly implementing an incentive program for ratepayers who make suggestions for improving efficiencies fashioned after the program currently in place for employees may be of value to the District. Discussion ensued regarding ideas of how a program like this may work.

It was determined the committee would like to get Mr. Kennedy's input on this idea including a possible survey of what other agencies may have in place for this type of incentive program for comparison purposes and then bring any input or results back to the committee at their next meeting.

**12. COMMUNICATIONS PLAN/TOPICS/STRATEGIC PLAN OBJECTIVES**

There were suggestions made for highlighting the completed or outstanding items so that they are prominent and easier to see in the handouts provided.

Discussion ensued regarding the facilities tour program and how it should be separated into several categories. Mr. Daily suggested there be a means of getting feedback from those who participate in the tours.

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

Mr. Daily mentioned the two articles published in The Village News.

**14. COMMITTEE MEMBER COMMENTS**

Mr. Daily expressed how impressed and excited he was with the involvement of the committee members.

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

It was noted the ratepayer incentive program, billing envelope notifications, cost explanation breakdown (possible pie chart or bar chart), as well as discussion regarding developing a process for channeling ratepayer calls concerning rate increases should be on the next agenda.

**16. ADJOURNMENT**

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

The meeting adjourned at 5:04 p.m.

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**Mike Daily, Committee Chairperson**

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**Dawn M. Washburn, Board Secretary**