

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
AUGUST 5, 2013**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on August 6, 2012 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: Executive Assistant/Board Secretary Washburn
General Manager Brady
District Engineer Plonka
Assistant General Manager/Finance Manager Buckley
Director Brazier
Public Affairs Specialist Denke (FPUD)

No members of the public were present.

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

There were no comments.

COMMITTEE ACTION ITEMS

5. **COMMITTEE MEMBER COMMENTS**

Mr. O'Leary mentioned Director McManigle's suggestion that the Fallbrook Chamber of Commerce be added to the list of road show presentation organizations.

Mr. Vega commented on how pleased he was to see the newsletter remind people RMWD was not set up to make a profit.

*6. **APPROVAL OF MINUTES**

A. July 1, 2013

Action:

Moved by Member Vega to approve the minutes as submitted. Seconded by Member Daily.

After consideration, the motion CARRIED by the following vote:

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

7. DISCUSSION AND POSSIBLE ACTION REGARDING THE ROLE OF THE COMMUNICATION'S COMMITTEE PER MR. BUCKLEY AND MR. BRADY

Mr. Buckley explained he thought it would be helpful to provide copies of the Administrative Code Policy 2.09 to assist the committee in making advisory recommendations to the Board of Directors for their consideration, especially when expenditures are involved. He noted out the Board gives committee recommendations serious consideration.

Mr. O'Leary asked Mr. Buckley how the monies involved with the educational programs was accounted for by RMWD. Mr. Buckley explained an estimated cost was included in the budget under a new line item in the General Administration section. Mr. O'Leary acknowledged this committee may have to start making more recommendations to the Board in light of the two districts sharing resources as well as how any co-mingled expenses should be addressed.

Mr. Vega suggested adding language to the committee's Purpose Statement to include making recommendations to the Board for items involving expenditures. Dr. Brady acknowledged the dynamics were changing; therefore, a need for looking at expenses would be necessary.

Mr. Vega encouraged the committee members and general manager review the Purpose Statement as well as Administrative Code 2.09 and any recommendations be brought back at the September meeting for consideration.

Discussion went to Item #9.

8. RMWD AND FPUD COOPERATIVE EFFORTS (Noelle Denke)

Ms. Denke talked about the articles she contributed to the RMWD newsletter. She mentioned she was currently working on an external newsletter with both agency logos. She mentioned how she was able to speak on behalf of both RMWD and FPUD in regards to the JPA at the SDCWA communications meeting.

Ms. Denke recommended a RMWD representative attend both the health fair and harvest festival coming up in the next few months.

Discussion ensued regarding including both logos on the agency websites.

Dr. Brady addressed Mr. O'Leary's question regarding the potential merger by explaining the information he will be presenting to the NCJPA Board on August 7th. He said he viewed the process proceeding as smoothly as can be expected.

Discussion continued regarding co-branding the two agencies including the websites. Ms. Washburn pointed out there would be some cost associated with making changes to RMWD's website and that the timing should be coordinated between the two districts.

Mr. O'Leary suggested the FPUD news article have RMWD featured with both logos at the bottom. Dr. Brady liked the idea; however, if it were to be completely co-branded, RMWD would need to share in the costs.

It was noted Ms. Denke works 24 hours per week. Mr. O'Leary suggested increasing Ms. Denke's hours so that she can cover all the activities. He also recommended a joint website be worked on behind the scenes in preparation for future changes. Mrs. Bednarski expressed concern these types of changes may be out of the committee's scope of responsibilities.

Dr. Brady stated until both RMWD and FPUD Boards are ready to enter into the LAFCO process, he was reluctant to spend any money, especially on the websites.

Ms. Denke explained she has always staffed the district events herself by shifting around her schedule with minimal overtime. Dr. Brady said he would have someone from RMWD available to assist with the two upcoming events in the Fall.

Discussion went to Item #11.

9. DISCUSSION AND POSSIBLE ACTION REGARDING COMMITTEE MEMBER ATTENDING REGULAR BOARD MEETINGS

Ms. Washburn confirmed the Board meets at 1:00 p.m. the fourth Tuesday of every month with the exception of November when it is held on the third Tuesday with no meeting in December.

Discussion went to Item #10.

10. UPDATES ON THE DISTRICT "COMMUNICATOR"

It was noted the all comments on the draft "Communicator" were filtered through Ms. Washburn and passed on to Mr. Daily. Discussion ensued regarding the article being too lengthy.

Mr. Vega suggested the article be focused more on the talents the engineering department brings to the table to solve issues. Mr. Daily explained the main intent of the article was to spotlight RMWD's great engineering efforts as well as to give the ratepayers some sense the this monster was under a strategic management.

Discussion ensued regarding suggestions for possible revisions.

Mr. Daily stated he had enough input to prepare a new draft which he would put together and email to Ms. Washburn for circulation to the committee members for their review. It was noted once these steps have been taken a clean draft will be sent to Mrs. Plonka for her review prior to sending it to Dr. Brady for final approval.

Mrs. Plonka offered to help with the final layout of pictures once the wording has been finalized.

Discussion went to Item #8.

11. UPCOMING NEWSLETTER TOPICS

It was decided there would be a September newsletter.

Discussion went to Item #12.

12. DISCUSSION AND POSSIBLE ACTION REGARDING ROAD SHOW PREPARATION

Dr. Brady provided copies of the draft Power Point presentation to the committee members as he solicited them for input. He asked the members to email him their perspective as to what they thought should also be emphasized on Page #4 of the presentation. He said “working together to save you money” would be added to the last slide.

Discussion continued regarding emphasizing the co-branding. It was confirmed this road show would be about RMWD only.

Mr. Daily inquired as to whether or not there would be a schedule of presentations. Dr. Brady said there was a large list of possible interest groups that may be interested.

Mr. O’Leary suggested incorporating the “Issues” and “Aging Pipes” slides be combined and then lead into the NCJPA, simplifying the language on Page #6, as well as include a slide or two that shows RMWD’s accomplishments over the last few years.

Discussion went to Item #14.

13. DISCUSSION AND POSSIBLE ACTION REGARDING RMWD’S WEBSITE

This item was addressed under Item #8 herein.

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

Mr. Daily suggested an item to address any potential changes to the Purpose Statement.

Mr. O’Leary suggested an item to discuss possible budget recommendations to the Board.

It was noted Ms. Denke’s report will be a standing agenda item.

15. ADJOURNMENT

Action:

Moved by Alternate O’Leary to adjourn. Seconded by Member Vega.

After consideration, the motion CARRIED by the following vote:

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

The meeting adjourned at 5:03 p.m.

Kelly Bednarski, Committee Chairperson

Dawn M. Washburn, Board Secretary