



**COMMUNICATIONS AND CUSTOMER
SERVICE COMMITTEE MEETING**

RAINBOW MUNICIPAL WATER DISTRICT

Tuesday, January 21, 2020

Communications and Customer Service 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 and Customer Service Committee will be holding a regular meeting beginning at 3:30 p.m. on Tuesday, January 21, 2020.

AGENDA

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL: Julie Johnson (Chair) _____ Bill Shute (Vice Chair) _____**
 - Members:** Hayden Hamilton _____ Bill Stewart _____
Russell Vernon _____
 - 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 (Limit 3 Minutes)**
7. **COMMITTEE MEMBER COMMENTS**
- *8. **APPROVAL OF MINUTES**
 - A. December 5, 2019
9. **STRATEGIC PLAN OBJECTIVES REVIEW**
10. **MONTHLY UPDATE ON PORTAL AND BILLING ISSUES WITH A TIMELINE TO CORRECT**
11. **CREATING A COMPREHENSIVE COMMUNICATION POLICY AND PLAN SUBCOMMITTEE TO ASSIST WITH COORDINATION OF MATERIAL TO RMWD CUSTOMERS**
12. **ESTABLISHMENT OF COMMITTEE MEETING DATES AND START TIMES**
13. **DISCUSSION AND POSSIBLE ACTION TO APPOINT 2020 COMMITTEE OFFICERS**

14. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS

- A. Topics
- B. Calendar
- C. Snipes Calendar
- D. Updates from Other Committees
- E. Customer Relations
- F. Monthly Newsletter Review
- G. Social Media Post Updates

15. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

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

17. ADJOURNMENT

ATTEST TO POSTING:



Carl Rindfleisch
Secretary of the Board

1-8-20 @ 12:15 p.m.

Date and Time of Posting
Outside Display Cases

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
DECEMBER 5, 2019**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on December 5, 2019 was called to order by Chairperson Johnson at 3:37 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Johnson, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Johnson, Member Stewart, Member Vernon, Alternate Gray.

Also Present: Executive Assistant Washburn, Customer Service Supervisor Rubio.

Absent: Member Hamilton, Member Shute, General Manager Kennedy.

No members of the public were present.

4. **SEATING OF ALTERNATES**

Ms. Johnson announced Ms. Gray would be seated as an alternate for this meeting.

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

Ms. Johnson recommended deferring Item #13.

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

There were no public comments.

7. **COMMITTEE MEMBER COMMENTS**

There were no comments.

*8. **APPROVAL OF MINUTES**

A. November 7, 2019

Motion:

To approve the minutes.

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

Vote: Motion carried by unanimous vote (summary: Ayes = 4).

Ayes: Member Johnson, Member Stewart, Member Vernon, Alternate Gray.

9. COORDINATION OF INFORMATION TO CUSTOMERS

Ms. Johnson recalled the discussion that took place at the November committee meeting and asked if there was any additional committee input. She explained there was a concern of several committee members that sometimes they are not made aware of what is going out to the ratepayers or are asked to give input without more advanced notice; therefore it was recommended a discussion be held explaining how information is being provided to ratepayers so the committee can get a better understanding of the timeline and schedule for getting information out.

Mr. Vernon recalled part of this discussion was to create subcommittee to put together some type of structure and plan for communicating to the public. Discussion ensued.

Ms. Johnson suggested the committee members and Mr. Kennedy be present to discuss this item. Mr. Stewart stressed the importance of having Mr. Kennedy in attendance at these meetings.

Discussion ensued regarding the process for changing committee meeting dates. It was noted it is up to the committee members to coordinate a meeting date change. Ms. Johnson suggested the Committee Chair be notified if Mr. Kennedy cannot attend a committee meeting so they can determine whether to reschedule the meeting in advance.

Motion:

If there is an agenda item that needs to have RMWD staff present, the Committee Chair will be notified to determine if the meeting should be rescheduled.

Action: Approve, Moved by Member Stewart, Seconded by Member Vernon.

Vote: Motion carried by unanimous vote (summary: Ayes = 4).

Ayes: Member Johnson, Member Stewart, Member Vernon, Alternate Gray.

10. DISCUSSION REGARDING CREATING A COMPREHENSIVE COMMUNICATION POLICY AND PLAN SUBCOMMITTEE

Ms. Johnson confirmed Items #9 and #10 are to be combined into one agenda item for the January meeting.

11. CREATION OF A LOGO AND FORMAL NAME FOR THE CAPITAL IMPROVEMENT PROGRAM MISCELLANEOUS PIPELINE REPLACEMENT PROJECTS

Ms. Johnson suggested logo concepts be provided by staff to the committee in advance for review and input. Ms. Gray clarified this item was not intended to be for the creation of a logo, but rather to select a branding for the project.

Mr. Stewart recommended beyond just naming a project, it is important to communicate to the District stakeholders that RMWD was in an unprecedented phase of the District's history. He stressed it is important to somehow create a vehicle for communicating what is transpiring at the District as well as explain why they are occurring. Ms. Johnson acknowledged this was a critical time for this committee

12. ESTABLISHMENT OF COMMITTEE MEETING DATES AND START TIMES

Ms. Johnson solicited the committee for what time and date they preferred. Mr. Vernon said his schedule completely depends on the day of the week selected. Ms. Gray noted she and Mr. Kennedy are not available to meet on Thursday mornings.

Ms. Johnson recommended the January meeting be held on January 9, 2020 at 3:30 p.m.

13. MONTHLY UPDATE ON PORTAL AND BILLING ISSUES WITH A TIMELINE TO CORRECT

This item was deferred to the January 9, 2020 meeting.

Ms. Rubio confirmed the matter concerning Mr. Carey at the last meeting has been resolved.

14. DISCUSSION AND POSSIBLE ACTION TO APPOINT 2020 COMMITTEE OFFICERS

This item was deferred to the January 9, 2020 meeting.

15. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS

- A.** Topics
- B.** Calendar
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- D.** Updates from Other Committees
- E.** Customer Relations
- F.** Monthly Newsletter Review
- G.** Social Media Post Updates

Ms. Johnson suggested the committee review the newsletter and provide any feedback or input to Ms. Gray at the conclusion of the meeting.

16. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

There were no comments.

17. MEMORANDUM OF UNDERSTANDING WITH EASTERN MUNICIPAL WATER DISTRICT UPDATE

Ms. Washburn reported the Board met on December 3, 2019 at which time they heard public comment, Mr. Kennedy gave a presentation, the Board approved the MOU with FPUD as well as Mr. Kennedy starting the application with LAFCO. She noted there was informative material provided at the meeting which can be forwarded to the committee members upon request.

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

It was noted the update on portal and billing issues with a timeline to correct, creating a comprehensive communication policy and plan subcommittee to assist with coordination of material to the customers, selecting branding for the Pipeline Upgrade Program, establishment of committee meeting dates and start times, and appointment of committee officers should be on the next committee agenda.

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19. ADJOURNMENT

The meeting was adjourned by Chairperson Johnson.

The committee adjourned at 4:13 p.m.

Julie Johnson, Committee Chairperson

Dawn M. Washburn, Board Secretary