

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
DECEMBER 7, 2015**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on December 7, 2015 was called to order by Chairperson Daily at 3:36 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 Brazier
Member Kurnik
Member Kirby

Absent: Member O’Leary
Member Romani

Also Present: Executive Assistant Washburn
Administrative Analyst Gray

Two 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**

There were no comments

*6. **APPROVAL OF MINUTES**

A. November 2, 2015

Action:

Moved by Member Kurnik to approve the minutes as submitted. Seconded by Member Kirby.

After consideration, the motion CARRIED by the following vote:

AYES: Member Daily, Member Brazier, Member Kurnik, and Member Kirby

NOES: None

ABSTAINED: None

ABSENT: Member O’Leary and Member Romani

7. CONSERVATION PRESENTATION BY GREG KIRKPATRICK

Gregg Kirkpatrick introduced his wife, Karen, as well as provided a brief background. He followed with giving a presentation labeled "All Purpose Spray Adjuvant Concentrate with 80 Percent Ingredient" (aka APSA-80) noting the benefits of the product and how to use it for the best results.

Mr. Kirkpatrick noted the product is made in the United States and is 100% organic.

Discussion ensued.

Mr. Daily asked what RMWD could do as far as getting the word out regarding this product. Mrs. Gray explained Mr. Kennedy wanted to give Mr. Kirkpatrick an opportunity to present this product to the Communications Committee, get the Committee's feedback, and then determine if they want to recommend a presentation be given to the Board of Directors. She pointed out although RMWD cannot endorse a product, communications could provide guidance to the customers as far as conservation is concerned. Mr. Kirkpatrick offered to provide testimonies from local customers. Discussion followed.

Mr. Kirkpatrick gave a demonstration of how the product works. He followed with answering committee member questions.

Mrs. Gray suggested we solicit the Committee Members for their feedback on the product and then get that information to Mr. Kennedy who in turn will determine if a presentation should be made to the Board at a future meeting.

No action taken.

8. DRAFT COMMUNICATIONS PLAN

Mrs. Gray provided copies of a plan that was developed by this committee in 2013 as a starting point for putting together some type of updated plan. She provided suggestions as to how the committee might want to proceed in planned communications.

Discussion ensued regarding ideas for continuous backfill on the newsletter such as getting to know your employees, innovative ideas, etc.

Mrs. Gray suggested the committee submit ideas for a Communications strategic plan for this committee so that something can be presented at the January committee meeting.

Mrs. Kurnik excused herself from the meeting at 4:42 p.m.

9. GENERAL MANAGER UPDATES

Ms. Washburn reminded the committee the Public Hearing regarding rate changes will be held on December 15, 2015 at a Special Board meeting.

10. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

There were no media stories analyzed.

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

It was suggested a Communications Committee strategic plan and possibly scheduling a workshop on this topic as well as committee member elections be on the next agenda.

12. ADJOURNMENT

Action:

Moved by Member Brazier to adjourn the meeting to Monday, January 11, 2016 at 3:30 p.m. Seconded by Member Kirby.

After consideration, the motion CARRIED by the following vote:

AYES: Member Daily, Member Brazier, and Member Kirby

NOES: None

ABSTAINED: None

ABSENT: Member Kurnik, Member Romani, and Member O'Leary

The meeting adjourned at 5:03 p.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary