

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
APRIL 6, 2015**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on April 6, 2015 was called to order by Vice Chairperson O’Leary at 3:36 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Vice Chairperson O’Leary, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member O’Leary
Member Brazier
Member Daily

Absent: Member Romani

Also Present: General Manager Kennedy
Executive Assistant/Board Secretary Washburn

No members of the public were present.

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

There were no public comments.

COMMITTEE ACTION ITEMS

5. **COMMITTEE MEMBER COMMENTS**

There were no comments.

*6. **APPROVAL OF MINUTES**

A. March 2, 2015

Action:

***Moved by Member Daily that the minutes of March 2nd be approved as submitted.
Seconded by Member Brazier.***

After consideration, the motion CARRIED by the following vote:

AYES: Member O’Leary, Member Brazier, and Member Daily
NOES: None
ABSTAINED: None
ABSENT: Member Romani

7. APPOINTMENT OF DIRECTOR BRAZIER TO SERVE ON THE COMMUNICATIONS COMMITTEE

Ms. Washburn noted this item was to announce the Board's appointment of Helene Brazier as a member of this committee.

8. BOARD MEETING REPORT

Mr. Kennedy reported the Board approved the audit, voted to support Jo MacKenzie to serve on the CSDA and Director Sanford on SDRMA respectively, and took action regarding other committee membership changes.

Mr. Kennedy talked about the SDCWA report he provided at the meeting including some of the bigger items being discussed by SDCWA at this time. Discussion followed.

9. STRATEGIC PLANNING PROCESS UPDATE

Mr. Kennedy noted he just spoke with one of the potential facilitators. He also mentioned he, Director Brazier, Director Lucy, and Director Sanford attended a governance training session at which it was pointed at him to establish a vision with the Board. He said he believes this process will be helpful for RMWD to go through. Ms. Brazier added she found the meeting to be good in that it pointed out some of the things the District needs. Discussion followed regarding the benefits of having a strategic plan.

Discussion ensued regarding the drought situation and its potential impacts.

Mr. O'Leary asked how some of the results of this strategic planning process can be utilized. Mr. Kennedy provided examples as to how it will be useful in many areas.

Mr. Kennedy announced RMWD will be applying for a Certificate of Excellence in Transparency.

Mr. Daily asked if RMWD will continue to retain the public relations firm beyond the LAFCO matter. Mr. Kennedy said the public relations firm hired is specifically related to the LAFCO situation.

Mr. Kennedy noted the strategic planning process will mostly likely not get started until May. He explained the process will include getting input from staff, Board, and committee members respectively. He noted a result of this process may include a handbook for Board Members. Discussion followed.

10. LAFCO UPDATE

Mr. Kennedy reported there was not too much happening with the LAFCO matter. He talked about the MALDEF letter that came out recently and how although there was some commentary by FPUD in the newspaper that RMWD was somehow involved, this was not true. He pointed out LAFCO has requested evidentiary information from RMWD regarding the California Vote Rights Act (CVRA) issues to which RMWD will be responding to very soon. He stated it was regrettable that RMWD tried to save FPUD from this situation, but FPUD has decided not to accept holding divisional elections in order to protect communities of interest from being disadvantaged by the at-large election system.

Ms. Brazier added regardless of the NCJPA's attorney talking specifically to the Board Members regarding CVRA implications, the FPUD designated board members opted to maintain an at-large election process.

Mr. Kennedy reiterated the main thing for the record was to make it very clear that RMWD had nothing to do with the CVRA matter. He noted although MALDEF decided to act now, RMWD did not affect the timing of the matter coming forward nor did RMWD know it was going to happen until an email was received. He stated there was no indication as to FPUD's response.

Mr. Kennedy stated he believes the MALDEF matter has elevated one of RMWD's concern from back in December 19, 2014 when Mr. Ott submitted his report on his initial findings in which he tried to say CVRA had no merit which is clearly does not seem to be the case.

11. UPCOMING NEWSLETTER TOPICS

Mr. Kennedy talked about the three topics covered in the April 2015 edition of the RMWD newsletter; drought update, LAFCO update, and committee vacancies announcement.

Mr. O'Leary inquired about the administrative assistant position Mr. Kennedy talked about and how this could assist with public communications. Mr. Kennedy explained this position would not be proposed to the Board until the next fiscal year; however, it will not only assist with media communications but also record retention/management. He noted he would be reallocating vacant positions in order to stay within budgetary means. He reiterated staffing would be presented to the Board for their consideration.

12. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

It was noted the media stories have been relatively quiet lately with the exception of the MALDEF letter reported.

Mr. O'Leary pointed out there was an article on the SDCWA versus MWD lawsuit.

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

It was suggested a committee membership/chairperson rotation schedule, appointment of a staff member to the committee, and the drought situation be on the next agenda.

14. ADJOURNMENT

Action:

Moved by Member Daily to adjourn. Seconded by Member Brazier.

After consideration, the motion CARRIED by the following vote:

AYES: Member O'Leary, Member Brazier, and Member Daily
NOES: None
ABSTAINED: None
ABSENT: Member Romani

The meeting adjourned 4:50 p.m.

Tim O'Leary, Committee Vice Chairperson

Dawn M. Washburn, Board Secretary