

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
MAY 13, 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 3:41 p.m. 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 Romani  
Member Daily  
Member Bednarski

**Absent:** Member Vega  
Alternate O'Leary

**Also Present:** Executive Assistant/Board Secretary Washburn  
General Manager Brady  
Assistant General Manager/Finance Manager Buckley  
FPUD Public Affairs Specialist Denke  
Water Operations/Customer Service Manager Atilano  
Director Brazier

There were no members of the public 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 committee comments.

\*6. **APPROVAL OF MINUTES**

A. April 8, 2013

**Action:**

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

***After consideration, the motion CARRIED by the following vote:***

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

7. **DISCUSSION AND POSSIBLE ACTION ON WATER EDUCATIONAL PROGRAMS FOR POSSIBLE APPROVAL A RECOMMENDATION TO THE RMWD BOARD OF DIRECTORS**
- A. Costs Associated with Program and Utilizing FPUD's Public Affairs Specialist
  - B. Update on Bonsall Elementary School Utilizing Water Educational Programs

Mr. Brady provided a handout with a cost estimate as well as an update on the Bonsall Elementary educational program.

Ms. Denke talked about one of the big campaigns she was currently working on was the calendar contest which is specific to fourth graders. She mentioned her initial attempts to get into Rainbow schools were difficult; however she was eventually successful and now Fallbrook and Rainbow fourth graders will be participating in the water calendar program. Discussion followed.

Ms. Denke talked about the experience she and RMWD's Mrs. Munoz shared at the recent Fallbrook Avocado Festival. She recommended incorporating the "Working Together To Save You Money" slogan on more things such as the agency newsletters.

Mrs. Bednarski was pleased to learn the education program had taken off so quickly. Ms. Romani asked whether or not the education program was approved by the Board of Directors. Mr. Brady said yes the Board was aware of this program and that staff would be going to the Board for budget review at which time money will be included for the next fiscal year. He pointed out; however, FPUD would be absorbing all the educational program costs for this year.

Mrs. Bednarski asked Mr. Brady what was needed from the committee at this point. Mr. Brady recommended the committee look favorably on these programs and recommend to the full Board that these programs have merit and to consider including something in the program. He pointed out with Ms. Denke overseeing these programs would amount to \$324 per week of extra work which totals \$15,000.00 annually. He noted he was unsure how the Board would react to this; therefore, an estimated cost would need to be included in the budget.

Ms. Denke suggested making her work intermittent or sporadic with most cost being during the educational campaigns. Mr. Brady noted this would reduce the costs significantly which may be a good place to start if the committee so chooses to make this recommendation to the Board. He estimated the total costs for the programs to be approximately \$2,000-\$3,000; however, they would have to come up with a more precise estimate.

Ms. Romani asked Ms. Denke what she does during months school is not in session. Ms. Denke answered nothing with the school educational program.

Ms. Romani expressed concern there may not be much interest in these programs in the Rainbow community; therefore, she was unsure of how she felt about the idea. She asked if any associated costs should be approved by the Board prior to moving forward.

Mr. Daily stated he supports the programs in that they will be beneficial to the district.

Discussion ensued regarding what type of recommendation should be made to the Board of Directors as far as the programs and costs involved.

**Action:**

***Moved by Member Daily the committee recommends that RMWD participate in the “Art is Life” and “Grease Can” fourth grade program with an estimated cost of approximately \$3,000 for the year. Seconded by Member Romani.***

***After consideration, the motion CARRIED by the following vote:***

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

Ms. Romani stated she thought the committee should wait until the other members are present prior to making a recommendation to the Board. She expressed concern that with her missing the last meeting she was unsure of exactly what the educational programs involve.

Ms. Denke provided a background of how and why she started these educational programs when she started working at FPUD. She stressed how the programs create a great amount of awareness to the children.

**8. DISCUSSION AND POSSIBLE ACTION REGARDING RMWD'S CURRENT NEWSLETTER PROCESS AND POSSIBLE CHANGES**

Mr. Brady talked about Ms. Washburn and Ms. Denke working together on one of the fourteen established working groups in regards to public relations. He stated at this point the monthly newsletter will continue at least for the next six months at which time it should be reassessed.

Discussion went to Item #12.

Mr. Brady suggested possibly putting together some type of “road show” to provide presentations on news worthy topics at meetings such as the Fallbrook and Bonsall Rotary and Chamber of Commerce meetings.

Discussion went to Item #11.

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

Mrs. Bednarski presented the committee with several news articles she had collected since the last meeting. She turned these over to Ms. Washburn for filing.

Discussion went to Item #13.

**10. RMWD GENERAL MANAGER COMMITTEE UPDATE (Mr. Brian Brady or Designated Representative)**

This was covered under other agenda items herein.

**11. DISCUSSION, SELECTION, AND POSSIBLE ASSIGNMENTS FOR UPCOMING NEWSLETTER AND COMMUNICATOR TOPICS**

Ms. Bednarski talked about the various topics the committee has come up with and asked whether or not the committee should continue with writing articles on these topics for use in the newsletter and “Communicator”. Discussion ensued.

Mr. Buckley noted there have been significant questions regarding the possible drought and shortage of water supply; therefore, it would be timely to provide some information to the public.

It was confirmed having articles on hand to place in the newsletter would be essential in making deadlines.

Mr. Daily asked who would pitch the idea to the Board regarding the additional costs for Ms. Denke’s services. Mr. Brady said he would provide information to the Board with Ms. Denke available to answer any Board Member questions.

Mr. Brady confirmed the June edition should have something on the drought in it. It was noted there was an article already prepared by her; however, it may need to be updated with current numbers. Discussion continued regarding the many angles in which the matter of drought could be addressed.

Mrs. Bednarski offered to continue writing an article on the Caltrans project. Discussion continued regarding continuous articles on the matter of drought.

Discussion went to Item #9.

**12. UPDATES ON DISTRICT “COMMUNICATOR”**

Mr. Daily explained how he was working in conjunction with Mrs. Plonka to put together an article; however, it would most likely not be ready for the “Communicator” until July.

Discussion ensued regarding how ideas for the “Communicator” come about and what types of messages the committee tries to get out to the public.

Ms. Washburn expressed concern that if the newsletter were to go away at this point in time with the big projects that have been completed and the formation of the JPA, it would impact the ratepayers. She shared an email complimenting the newsletter.

Discussion returned to Item #8.

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

It was noted the upcoming newsletter and "Communicator" topics be at the top of the next committee agenda for discussion. Ms. Washburn suggested an item updating the committee on the Board's decision in regards to the committee recommendation.

Discussion went to Item #14.

**14. ADJOURNMENT**

**Action:**

***Moved by Member Daily to adjourn the meeting. Seconded by Member Romani.***

***After consideration, the motion CARRIED by the following vote:***

**AYES:** Member Romani, Member Daily and Member Bednarski.

**NOES:** None.

**ABSTAINED:** None.

**ABSENT:** Member Vega and Alternate O'Leary.

The meeting adjourned at 4:57 p.m.

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**Kelly Bednarski, Committee Chairperson**

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**Dawn M. Washburn, Board Secretary**