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## AGENDA

### Communications and Customer Service Committee Meeting

Board Room  
3707 Old Highway 395  
Fallbrook, CA 92028

Tuesday, February 18, 2025  
1:00 PM

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL:** Bill Shute (Chair), Bill Stewart (Vice Chair), Lisa Hoffman (or Alternate Hayden Hamilton), James Kozak, Julie Johnson, Alternate Harp, Alternate Cruz
4. **SEATING OF ALTERNATES**
5. **ADDITIONS/DELETIONS/AMENDMENTS TO THE AGENDA**
6. **APPROVAL OF THE AGENDA**
7. **PUBLIC COMMENT**

*Any person may address the Committee at this time upon any subject not identified on this Agenda, but within the jurisdiction of Rainbow Municipal Water District; however, any matter that requires action will be referred to staff for a report and action at a subsequent meeting. As to matters on the Agenda, an opportunity will be given to address the Committee when the matter is considered.*

*Members of the public may make comments in person by submitting a Speaker Slip to the Board Secretary, virtually through virtual or teleconference options, or by submitting an email to [tquintanar@rainbowmwd.ca.gov](mailto:tquintanar@rainbowmwd.ca.gov) no less than one hour prior to the posted start time of the meeting. Comments shall be made in an orderly manner, and profanity, slander, or abusive language which is disruptive to the meeting will not be tolerated. Individuals have a limit of three (3) minutes to make comments and will have the opportunity when called upon by the presiding officer.*
8. **APPROVAL OF MINUTES**
  - A. December 17, 2024
9. **COMMENTS & REQUESTS**
  - A. General Manager's Comments
  - B. Committee Member's Comments
10. **APPOINTMENT OR REAPPOINTMENT OF COMMITTEE CHAIRPERSON AND VICE CHAIRPERSON**
11. **REVIEW AND DISCUSS THE DRAFT STRATEGIC COMMUNICATIONS PLAN**

12. **QUARTERLY CUSTOMER SERVICE CALL METRICS**
13. **CROPSWAP PROGRAM UPDATE**
14. **WATER USE EFFICIENCY UPDATE**
15. **2025 EVENT PLANNING AND COMMUNITY EVENTS UPDATE**
16. **NEWSLETTER CONTENT PLANNING**
17. **PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES**
18. **SUGGESTED AGENDA ITEMS FOR THE NEXT MEETING**
19. **ADJOURNMENT - To Tuesday, March 18, 2025, at 1:00 p.m.**

**ATTEST TO POSTING:**

/s/Terese Quintanar  
 Terese Quintanar  
 Secretary of the Board

2/13/2025 6:51 AM  
 Date and Time of Posting  
 Outside Display Cases

Rainbow Municipal Water District (RMWD) provides remote attendance options solely as a matter of convenience to the public. RMWD will not stop or suspend its in-person public meeting should a technological interruption occur with respect to the Zoom or call-in line listed on the agenda. We encourage members of the public to attend meetings in person at 3707 Old Highway 395, Fallbrook, CA 92028, or remotely utilizing the options below:

**For Online Participation:**

Go to: <https://rainbowmwd.zoom.us/j/82688515149>

*If members of the public attending virtually would like to ask a question or make a comment on any item listed on this agenda, please utilize the "Raise Hand" button, located at the bottom of the screen. We will be alerted that they would like to speak. When called upon, please unmute the microphone and ask the question or make comments in no more than three minutes.*

**For Call-in Only:**

Call: (669) 900-6833, or (669) 444-9171, or  
 (309) 205-3325, or (312) 626-6799, or  
 (564) 217-2000, or (689) 278-1000  
 Meeting ID: 826 8851 5149

*Those who have joined by dialing a number on their telephone, can dial \*9 to alert us of a request to speak, and \*6 to unmute, once called upon by the presiding officer.*

In accordance with the requirements of California Government Code Section 54954.2, this agenda has been posted at the District's Administrative offices not less than 72 hours prior to the meeting date and time above. All public records relating to each agenda item, including any public records distributed less than 72 hours prior to the meeting to all, or a majority of all, of the members of District's Board, are available for public inspection in the office of the District Secretary, 3707 Old Highway 395, Fallbrook, CA 92028

If you have special needs because of a disability which makes it difficult for you to participate in the meeting or you require assistance or auxiliary aids to participate in the meeting, please contact the District Secretary, (760) 728-1178, by at least noon on the Friday preceding the meeting. The District will attempt to make arrangements to accommodate your disability.