

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE  
COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
MARCH 7, 2024**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on March 7, 2024, was called to order by Chairperson Shute at 3:32 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Shute presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

**Present:** Member Shute, Member Hamilton

**Also Present:** General Manager Wiley (left at 3:50 p.m.), District Secretary Quintanar, Information Technology Manager Khattab, Customer Service Supervisor Cruz, Administrative Analyst Weber, Construction and Meters Supervisor Lagunas, Chief Financial Officer Aragon, Alternate Harp

**Absent:** Member Stewart, Member Milakovich

**Also Present Via Teleconference or Video Conference:**

No public members were present in person, via teleconference, or video conference.

4. **APPROVAL OF THE AGENDA**

***Motion:***

***To approve the Agenda as presented.***

***Action: Approve, Moved by Member Hamilton, Seconded by Member Shute.***

***Vote: Motion carried by unanimous vote (summary: Ayes = 3).***

***Ayes: Member Hamilton, Member Shute, Alternate Harp***

5. **SEATING OF ALTERNATES**

Alternate Harp was seated.

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

There were no amendments to the agenda.

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

There were none.



**8. APPROVAL OF MINUTES**

A. February 1, 2024

***Motion:***

***To approve the minutes as presented.***

***Action: Approve, Moved by Member Hamilton, Seconded by Member Harp.***

***Vote: Motion carried by unanimous vote (summary: Ayes = 3).***

***Ayes: Member Hamilton, Member Shute, Alternate Harp***

**9. COMMENTS**

A. General Manager's Comments

B. Committee Member's Comments

Mr. Wiley reported on his attendance at Sullivan Middle School's Career Day on March 6, 2024. He announced the joint Board and Committee budget workshop meetings, invited the Committee to attend, and provided a brief report on items approved at the February 27, 2024, Board Meeting. For several reasons, Mr. Wiley proposed a change in the dates and times of these regular meetings, suggesting regular meetings on the third Tuesday of each month. If that can be accommodated, he also requested consideration to change the meeting time to 1:00 p.m.

Ms. Harp commented on an April California State Sam Marcos program she will be participating in. Chairman Shute commended staff for repairs made last week and suggested outreach to Home Owner's Associations to offer steps for pre and post-water interruptions. He also talked of ways to encourage customers to update the District with their contact information, for relevant alerts.

**10. STRATEGIC COMMUNICATIONS PLAN DEVELOPMENT UPDATE**

Ms. Harp reported on the February 15, 2024, Strategic Communications Workshop. Member Hayden inquired about the financial impact of a bilingual website. A link to Google Translate may be an option.

**11. CSDA ANNUAL AWARDS NOMINATIONS**

Suggestions were welcomed. The deadline to submit is May 1, 2024. Staff will draft submittals for the Committee to review in April. Member Hayden suggested submission for CropSWAP, next year. For Board Member of the Year, Miguel Gasca could be nominated and recognized for his efforts toward detachment. Public outreach and townhall meetings could also be nominated, as a very effective facilitation of communication.

**12. CUSTOMER SERVICE SURVEY**

Ms. Weber presented information on the new template. The draft survey will be up and running next month.



**13. COMMUNITY EVENTS & OUTREACH PLANNING UPDATE**

Ms. Weber reported that the next field trip is scheduled for Thursday April 25, 2024, and will include students from Bonsall High School. Staff is anticipating thirty students to participate. She also provided information on the NCWA Water Awareness Poster Contest. Ms. Harp reported on the plan and promotional items planned for the Avocado Festival, scheduled for Sunday, April 21, 2024. New promotional items were suggested. Members Shute and Hamilton relayed positive feedback on their preferred items. Member Shute volunteered to staff the booth at the Avocado Festival and asked for the tri-fold encouraging committee engagement.

The Committee expressed interest in the District's presence at the Fallbrook Vintage Car Club's 57th Annual Car Show, being held on Sunday, May 26, 2024. The Committee suggested asking for volunteers to distribute information, and a modest budget for give-away items.

**14. NEWSLETTER CONTENT PLANNING**

Ms. Weber relayed the topics planned for the March Newsletter, including CropSWAP, Value of Water, How to Read Your Bill, the Calendar Contest, and MWD's Tree Rebate Program. Member Hamilton suggested a YouTube Video for our website to help people read their bills as well.

Topics for April include Project Updates, Planting for Spring, Share Your Experience, and the Avocado Festival. Topics for May's newsletter include National Drinking Water Awareness Month, What's Backflow?, and Thanks for Visiting our Booth, which will be a recap of the Avocado Festival.

**15. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES**

Ms. Weber provided recent articles published in the Village News.

**16. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT MEETING**

The Strategic Communications Plan Development Update and CSDA Award nominations will be discussed again next month. The Committee also requested an update from Mr. Wiley regarding the San Diego County Water Authority detachment progress.

**17. ADJOURNMENT - To Thursday, May 2, 2024, at 3:30 p.m.**

The meeting was adjourned by Chairman Shute at 4:37 p.m.

  
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Terese Quintanar, District Secretary

  
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Bill Shute, Committee Chairperson

