

AGENDA

**COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT**

August 9, 2011 – 9:30 a.m.
1960 La Costa Avenue, Carlsbad, CA 92009

1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **Old Business**
None.
5. **New Business**
 - A. LWD Open House Planning Meeting No. 2 (Pages 1 - 5)
6. **Information Items**
None.
7. **Director's Comments**
8. **General Manager's Comments**
9. **Adjournment**

MEMORANDUM

DATE: August 3, 2011
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager *Refm for PJB*
SUBJECT: LWD Open House Planning Meeting No. 2

RECOMMENDATION:

Staff requests that the Community Affairs Committee (CAC):

1. Discuss and provide direction, as appropriate.

DISCUSSION:

Following the July 12, 2011 CAC meeting, staff and TRG scheduled a meeting to discuss the details of the November 4th Open House. Staff met with TRG on August 3, 2011 and discussed the logistics of the Open House tours and the various operational stations that will educate attendees on the equipment LWD uses daily to achieve our core functions. In addition, attendees will have the option to enter the Leucadia Pump Station and tour the Gafner plant. Staff and TRG also discussed the draft Open House budget.

The purpose of this agenda item is to provide the CAC with an update on the completed tasks for the November 4, 2011 Open House and to review the draft Open House budget. The updated Open House event task list and draft budget are attached for your review.

Ms. Humphreys and Ms. Beales of TRG will provide an overview of these items at the meeting.

cl:PJB

Attachments

Leucadia Wastewater District
Open House Budget - Draft 1

Task	TRGPrincipal \$150/hr	TRGStaff \$105/hr	Design per task	Expenses**	Subtotal
Employee Planning	3	6			\$ 1,080.00
Poster treatment plant process	4	6	\$ 7,500.00	\$ 240.00	\$ 8,970.00
30 x 40 " Microbe cards Nonimprinted					
250				\$ 652.00	\$ 652.00
500				\$ 1,255.00	
Imprinted					
250				\$ 1,749.00	
500				\$ 2,059.00	
Post card mailing (estimated)	1	4	\$ 525.00	\$ 1,366.00	\$ 2,461.00
				\$ 5,867.80	\$ 5,867.80
Flyer 8.5 x 14"	4	5	\$ 2,175.00	\$ 298.00	\$ 3,598.00
Logistics*	50	65		\$ 250.00	\$ 14,575.00
Press releases	6	6			\$ 1,530.00
News Ad Ad placement (estimated)	2	5	\$ 1,950.00	\$ 500.00	\$ 2,775.00
					\$ 500.00
Website info			\$ 250.00		\$ 250.00
Misc.Supplies				\$ 200.00	\$ 200.00
Event Rentals estimated				\$ 1,200.00	\$ 1,200.00
			Estimated Total		\$ 43,658.80
	Based on nonimprinted MMCards @ 250				
* Logistics includes contacting local shops and vendors; finding prizes, meetings, permit, rentals, staffing and other event planning. **Expenses include printing, mailing, copies, miscellaneous supplies, event rentals, other out of pocket.					

LWD Open House Event – Task List
Date: Week of August 1st
(List will be updated every two weeks)

Task	Details	Deadline	TRG	LWD	Completed
Employee planning session	Meet to get employees' ideas for OH	Meet August 3	x	x	
Materials: Develop poster-size newsletter spread; research other rw treatment process graphics/provide ideas & budgets		Oct 15 completed	x		
Prepare budget		August 3			
Printing prices on MMicrobe Cards	Get imprint & non-imprint prices	Will include in budget	x		COMPLETED
Review Anniversary posters	Decide if more/edits are needed; list of any new	Aug 30 decide posters needed; Production completed Oct 15			
Contact/invite shopping center vendors	Meet w/Trisha to get contact info (done); Jen/Trisha to go together.	End of August completed – Jen/	x	x	
Invite other local shops for booth or prizes	Raffle prizes	Sept. 15	x		
Invite local agencies/nonprofits/others	OMWD, Carlsbad, Encinitas, SDCWA Splash, SEJPA, Encina, Batiquitos LF.	August 31	x	x	
Design invite post		Sept. 15;	x		

card/mail		mailed 10/18			
Develop press release		Send 10/18	x		

Week of July 25, 2011 Open House Event - Task List

Task	Details	Deadline	TRG	LWD	Completed
Develop website info		Oct. 1	x		
Develop/post advertisement	Run twice 10/21& 10/28				
Develop Facebook info (tentative)					
Flyers /Advertisement	Flyers for shops/schools. Contact teacher grant awardees for tours	Oct. 15 delivered; Contact schools/teacher grant awardees Oct. 1	x		
City permit		Sept. 15	x	x	
Rental equipment	Get vendors lined up; make equipment list/cost	Sept 15			
Staffing plan		Oct. 1	x	x	
Balloons	Do we want to attract attention?				
Photographer	Does LWD want to have photos taken?				
Present Board with Open House budget		Sept 7 meeting	x	x	