

**AGENDA**

**COMMUNITY AFFAIRS COMMITTEE MEETING  
LEUCADIA WASTEWATER DISTRICT**

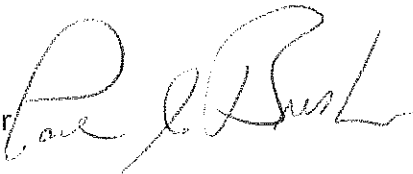
December 20, 2011 – 9:30 a.m.  
1960 La Costa Avenue, Carlsbad, CA 92009

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1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **Old Business**  
None.
5. **New Business**
  - A. LWD Open House Review Meeting. (Pages 1-2)
6. **Information Items**  
None.
7. **Director's Comments**
8. **General Manager's Comments**
9. **Adjournment**

**MEMORANDUM**

**DATE:** December 15, 2011  
**TO:** Community Affairs Committee  
**FROM:** Paul J. Bushee, General Manager  
**SUBJECT:** Open House Review



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**RECOMMENDATION:**

Staff requests that the Community Affairs Committee (CAC):

1. Discuss and provide direction, as appropriate.

**DISCUSSION:**

On November 4, 2011, LWD held a very successful open house event which introduced the local community to LWD staff and the services that the District provides. Unlike our initial open house held in 2009 which focused on the District's 50<sup>th</sup> anniversary and our new administration building, this event highlighted operational services such CCTV operations, line cleaning, water recycling and pump station operations. Despite periods of heavy rain, staff estimated that over 250 members of the community attended the open house event.

The purpose of this agenda item is to review the open house program to determine what areas of the event were most successful and what areas could be improved. While an open house of this magnitude is not planned as an annual event, this discussion will enable staff to adjust future events appropriately.

The following general areas are presented as a guide to facilitate discussion:

- pre-event planning (TRG/staff/CAC);
- open house announcements (post cards/newspaper ads/web-site);
- logistics (food/electricity/rental equipment);
- operational demonstrations (CCTV/line cleaning/recycling plant tour/pump stations tour);
- sponsors and vendors;
- signage/maps (water recycling/pump stations/local area maps);
- costs/expenses; and
- other.

A breakdown of expenses is attached for the committee's information. Staff requests that the CAC discuss and provide direction.

cl:PJB

Attachment

LWD Open House - Nov. 4, 2011  
Final Costs

Tasks	TRG (Principal)	TRG (staff)	Graphic Designer	Expenses	Subtotal Column1
Planning	\$ 1,875.00	\$ 1,470.00	\$ 200.00	\$	\$ 3,545.00
Display Boards	\$ 1,350.00	\$ 630.00	\$ 2,080.00	\$ 511.04	\$ 4,571.04
Newsletter Spread				\$	-
Post Card	\$ 1,050.00	\$ 420.00	\$ 1,120.00	\$ 1,221.00	\$ 3,811.00
Post Card Mailing				\$ 5,865.03	\$ 5,865.03
Flyers	\$ 900.00	\$ 1,575.00	\$ 2,000.00	\$ 349.41	\$ 4,824.41
Logistics	\$ 4,200.00	\$ 7,665.00		\$	\$ 11,865.00
Press Release				\$	-
Advertisement	\$ 1,350.00	\$ 630.00	\$ 1,920.00	\$	\$ 3,900.00
Add Placement				\$ 1,556.63	\$ 1,556.63
Website	\$ 150.00	\$ 787.50		\$	\$ 937.50
Misc. supplies/delivery		\$ 210.00		\$ 166.97	\$ 376.97
Balloons		\$ 105.00		\$ 363.25	\$ 468.25
Aerial Photo Canvas				\$ 785.00	\$ 785.00
Banners		\$ 315.00		\$ 116.61	\$ 431.61
San Diego County				\$	\$ 550.00
Splash Lab				\$ 1,594.53	\$ 1,699.53
Rentals		\$ 105.00		\$	\$
	<b>10,875.00</b>	<b>13,912.50</b>	<b>7,320.00</b>	<b>13,079.47</b>	<b>45,186.97</b>