

LEUCADIA WASTEWATER DISTRICT
Minutes of a Community Affairs Committee Meeting
February 12, 2019

A meeting of the Community Affairs Committee (CAC) of the Leucadia Wastewater District (LWD) was held February 12, 2019 at 1:00 p.m. at the District Administration Office at 1960 La Costa Avenue, Carlsbad, California.

1. Call to Order

Chairperson Sullivan called the meeting to order at 1:00 p.m.

2. Roll Call

DIRECTORS PRESENT: Sullivan and Kulchin

DIRECTORS ABSENT: None

OTHERS PRESENT: General Manager Paul Bushee, Administrative Services Manager Richard Duffey, Administrative Services Supervisor Trisha Hill, Executive Assistant Tianne Baity, Jared Criscuolo and Neal Bloom of Rising Tide Partners (RTP)

3. Public Comment

No public comment was received.

4. New Business

A. Review the draft layout of the 2019 winter newsletter.

ASSup Hill presented the draft layout for the 2019 winter newsletter. The CAC suggested a few minor edits to the newsletter. She noted that RTP and staff will make the recommended changes.

GM Bushee stated that staff will send the revised final newsletter to the full Board for their review and comments.

Following discussion, the CAC directed staff to move forward with the production of the newsletter and forward the final to the Board for their review prior to printing.

5. Information Items

A. Public Outreach Performance Report

Mr. Neal Bloom, of RTP, presented an update on RTP's public outreach performance from the years 2016 through 2018. The report reviewed the following topics:

- LWD Facebook - increased Facebook page likes and increased engagement numbers;
- LWD Newsletter – the amount of newsletters mailed and feedback loops;
- LWD Web Traffic - increased web traffic correlating to newsletter and Facebook promotions; and
- LWD Community Engagement - teacher grant presentations at local schools, LWD Open House, joining other District related organizations, and assisting in submitting for District awards

The CAC thanked Mr. Bloom for his presentation.

6. Directors' Comments

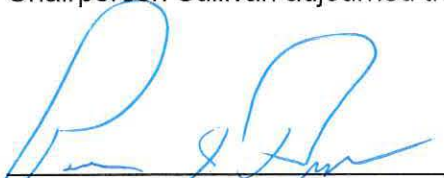
None.

7. General Manager's Comments

None.

8. Adjournment

Chairperson Sullivan adjourned the meeting at 1:44 p.m.



Paul J. Bushee
Secretary/Manager
(Seal)