

**AGENDA**

**COMMUNITY AFFAIRS COMMITTEE MEETING  
LEUCADIA WASTEWATER DISTRICT**

Monday, August 16, 2021 –12:30 p.m.  
Via Teleconference

Pursuant to the State of California Executive Order N-29-20, and in the interest of public health, the District is temporarily taking actions to mitigate the COVID-19 pandemic by holding meetings by teleconference. The general public may not attend this meeting at the District's office due to social distancing requirements.

Members of the public attending via teleconference will be provided with an opportunity to comment on each agenda item prior to Committee discussion.

**To join this meeting via Teleconference please dial: (669) 900-6833**

**Meeting ID: 853 3731 6830**


**Password: 407651**

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1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **New Business**
  - A. Discussion of the Fall 2021 Newsletter Proposed Article Topics and Production Schedule. (Pages 2-5)
5. **Information Items**

None.
6. **Directors' Comments**
7. **General Manager's Comments**
8. **Adjournment**

**MEMORANDUM**

**DATE:** August 12, 2021  
**TO:** Community Affairs Committee (CAC)  
**FROM:** Paul J. Bushee, General Manager   
**SUBJECT:** **Fall 2021 Newsletter Topics/Ideas and Production Schedule**

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**RECOMMENDATION:**

1. Discuss and provide direction as appropriate.

**DISCUSSION:**

**Tactical Goal: Services / Write, Design, Print & Mail Fall Newsletter**

Developing LWD's fall newsletter is included as a goal under the "Services" strategic focus area of the Fiscal Year 2022 Tactics & Action Plan. As such, the development of the newsletter is an important part of LWD's Public Information Program. Staff has initiated discussions with Rising Tide Partners (RTP) for production of the 2021 fall newsletter and RTP, along with staff, has subsequently developed proposed article ideas and a production schedule for the CAC's review (attached).

Board members not participating on the CAC were asked for their input on the newsletter topics and Director Sullivan suggested an idea for a newsletter article and it was included in the list of proposed articles ideas.

Staff is requesting that the CAC discuss the suggested story ideas; review the proposed production schedule; and provide direction prior to development of draft text. Once the story ideas and schedule are approved, staff will provide draft text to the CAC in accordance with the approved production schedule.

th:PJB

Attachments

## LWD's Fall 2021 Newsletter Articles Topics/Ideas

### 1. Lead Article Ideas

- Natural Disasters and Wastewater
  - Resiliency Plan/Hazard Preparedness & Mitigation Plan Update
- How Drought Affects Wastewater Collection

### 2. Main Articles

- Board Member Allan Memorial
- New employees
  - Kelly
  - FST in training
- Strategic Planning Workshop
- Holiday Cooking (no FOG) - Reminder
- Teacher Grant Applications
- District boundaries/what water District am I in?
- "What's that smell?" – Describe recent LPS's wet well cleaning
- District Remapping boundaries
- Year End Review Stats
  - CCTVed X miles (new CCTV van)
  - Cleaned X miles
  - X acre-feet/ X gallons recycled water

### 3. Educational Opportunities & Tours

- Did you know? Fact
  - District service area boundary shape
- Virtual tour (mention state award)

### 4. Resources

- Lateral Grant information

### 5. CIP/Field Services Maintenance/Development Updates

- Fiscal Year 2022 Gravity Sewer Repairs Project
- Leucadia Pump Station: New ECO2 system

### 6. Standout Achievements: Staff Awards, Professional Certs, District Awards

- CASA "Public Outreach & Education – Small Agency" Award for Virtual Tour video

- Richard retirement
- Trisha 20 years of service
- Gabe 10 years of service
- CSDA District of Distinction
- CSDA Transparency Certification
- No lost time injuries (goal date 10.15.2021)
- GFOA Certificate of Achievement for Excellence in Financial Reporting

## **7. Call for More Local Photographers**

- Showcase the Submission, Ask for More, highlight how we will use them for the homepage of our website
- Sign up for new online newsletter

## ***LWD Newsletter Production Schedule - Fall 2021 Edition***

### **Weeks of July 26th-August 23th**

- LWD/RTP begin draft Newsletter articles topics/ideas (July 26-28)
- LWD to provide feedback on article topics/ideas to RTP (July 29- August 9)
- LWD to meet with CAC to discuss newsletter outline and content ideas (August 16)
- LWD and RTP determine who is writing each article (August 16-20)
- LWD and RTP will commence development of Draft 1 newsletter text (August 16-23)

### **Weeks of August 23rd-September 10th**

- LWD will submit Draft 1 of newsletter text to CAC for review. (TBD)
- LWD will make requested CAC changes to draft 1 text (September 7-10)
- RTP will work with LWD and graphic designer to start draft layout and gather needed photo assets. (September 7-10)

### **Weeks of September 10th-October 15th**

- LWD will submit draft newsletter layout to CAC (September 20-23)
- LWD will work with RTP to make requested CAC changes (September 27-October 4)
- RTP will revise and submit copy and layout design for staff review (October 4- 10)
- RTP and LWD staff will determine card stock and print parameters. (October 12-15)

### **Weeks of October 18th- October 29th**

- LWD staff will provide copy and layout review, comments, and feedback to press ready version (October 18- 21)
- RTP will submit the final layout for staff review. LWD email final newsletter layout to Board for review. RTP will make final revisions as needed (October 21-27)
- RTP will submit print/mail quotes for staff review (October 25-28)
- RTP will prepare final newsletter for printing and mailing and submit to printer (October 29)
- RTP will notify the mailing house of the approximate ship date (October 29)

### **Week of November 1st- 5th**

- Newsletter is shipped to the mailing house.
- Newsletters are delivered to residents and businesses.
- RTP will send LWD digital newsletter (November 1)
- LWD will provide edits and approve digital newsletter (November 1-4)
- RTP to send out digital newsletter (November 4)