

**LEUCADIA WASTEWATER DISTRICT**  
Minutes of a Community Affairs Committee Meeting  
April 7, 2022

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A meeting of the Community Affairs Committee (CAC) of the Leucadia Wastewater District (LWD) was held Thursday, April 7, 2022 at 10:30 a.m. via video conference.

**1. Call to Order**

Chairperson Roesink called the meeting to order at 10:30 a.m.

**2. Roll Call**

DIRECTORS PRESENT: Roesink and Sullivan

DIRECTORS ABSENT: None

OTHERS PRESENT: General Manager Paul Bushee, Director of Finance and Administration Ryan Green, Administrative Services Supervisor Trisha Hill, Executive Assistant Tianne Baity, Neal Bloom and Iris Grootenhuis of Rising Tide Partners (RTP)

**3. Public Comment**

No public comment was received.

**4. New Business**

**A. Review Spring 2022 Newsletter Draft Layout.**

ASsup Hill presented the item and introduced Mr. Bloom and Ms. Grootenhuis from RTP to provide an overview of the newsletter draft layout. Chairperson Roesink suggested that a future newsletter included proper disposal information for swimming pool plaster. Staff agreed. The CAC suggested other minor edits to the text. Staff and RTP stated that they would make the changes.

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.

**B. Review Communication Plan Update.**

ASsup Hill presented the item and provided background information on the Communication Plan. She stated that RTP and staff made several updates to the plan to illustrate the effectiveness of improvements made to current outreach tools used to increase public awareness about the services provided by the District. In addition, the plan update validated several outreach tools that the District has used for many years. ASsup Hill then introduced Mr. Bloom to provide an overview on the Communication Plan.

Mr. Bloom provided an overview of the Communication Plan highlighting the following areas:

- Audience Demographics;
- Social Media Analysis;
- Videos; and
- Events and Giveaways

Following discussion, the CAC concurred with staff to forward the Communication Plan to the Board of Directors for approval.

**5. Information Items**

None.

**6. Directors' Comments**

None.

**7. General Manager's Comments**

The CAC reviewed the Live Virtual Tour Teaser Video that was created by RTP. The CAC were very impressed with the video and thanked RTP for their work.

**8. Adjournment**

Chairperson Roesink adjourned the meeting at 11:39 a.m.



Paul J. Bushee  
Secretary/General Manager  
(Seal)