

AGENDA

**COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT**

Monday, July 25, 2022 –1:30 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: 873 7494 3409

Password: 432094

- 1. Call to Order**
- 2. Roll Call**
- 3. Public Comment**
- 4. New Business**
 - A. Discussion of the Fall 2022 Newsletter Proposed Article Topics and Production Schedule. (Pages 2-4)
- 5. Information Items**

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

MEMORANDUM

DATE: July 21, 2022
TO: Community Affairs Committee (CAC)
FROM: Paul J. Bushee, General Manager 
SUBJECT: **Fall 2022 Newsletter Topics/Ideas and Production Schedule**

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 2023 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 2022 fall newsletter and RTP, along with staff, has subsequently developed the attached proposed article ideas and a production schedule for the CAC's review.

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 2022 Newsletter Articles Topics/Ideas

1. Lead Article Ideas

- Recent El Camino line cleaning learnings, including grease ball find & reminder about FOG during the holidays
- Recent water conservation news/updates and its effects on LWD/rate payers

2. Main Articles

- New employees
 - Nitze Torres Garcia
 - Jeffrey Pivaral
- Rainwater harvesting (moved from Spring to Fall newsletter)
- Accepting teacher grant applications (see videos)
- End of fiscal year 2022 statistics
- Sea lion at the golf course
- Encina's ocean outfall

3. Educational Opportunities & Tours

- Did you know? act
- Virtual tour
- Pump station video

4. Resources

- Lateral grant information (customer story)
- Webcam/surf cam link (reminder ad)

5. CIP/Field Services Maintenance/Development Updates

- Fiscal year 2023 gravity sewer repairs project
- Completion of Encinitas Estates – new pump station
- VP7 project update

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

- CASA awards
- No lost time injuries
- GFOA certificate of achievement for excellence in financial reporting

7. Call for More Local Photographers

- Showcase the submission; ask for more submissions; highlight how we will use them for the homepage of our website, etc.
- Sign up for new online newsletter

LWD Newsletter Production Schedule – Fall 2022 Edition

Weeks of June 27th-August 26th

- LWD and RTP begin draft Newsletter articles topics/ideas (July 1st – 8th)
- LWD to provide feedback on article topics/ideas to RTP (July 11th – 14th)
- LWD to meet with CAC to discuss newsletter outline and content ideas (July 25th)
- LWD and RTP determine who is writing each article (August 1st – 5th)
- LWD and RTP will commence development of Draft 1 newsletter text (August 8th – 26th)

Weeks of August 23rd-September 20th

- LWD will submit Draft 1 of newsletter text to CAC for review (TBD/Sept. 12th – 15th)
- LWD will make requested CAC changes to draft 1 text (Sept. 16th – 20th)
- RTP will work with LWD and graphic designer to start draft layout and gather needed photo assets (Sept. 12th – 15th)

Weeks of September 21st-October 14th

- LWD will submit draft newsletter layout to CAC (Sept. 21st – 26th)
- LWD will work with RTP to make requested CAC changes (Sept. 27th – October 4th)
- RTP will revise and submit copy and layout design for staff review (October 5th – 10th)
- RTP and LWD staff will determine card stock and print parameters (October 11th – 14th)

Weeks of October 17th-October 28th

- LWD staff will provide copy and layout review, comments, and feedback to press ready version (October 11th – 14th)
- RTP will submit the final layout for staff review; LWD will email final newsletter layout to Board for review; and RTP will make final revisions as needed (October 17th – 21st)
- RTP will submit print/mail quotes for staff review (October 17th – 21st)
- RTP will prepare final newsletter for printing and mailing and submit to printer (October 24th)
- RTP will notify the mailing house of the approximate ship date (October 24th)

Week of October 31st-November 4th

- Newsletters are shipped to the mailing house and delivered to residents and businesses (October 31st – November 4th)
- RTP will send LWD digital newsletter (November 1st)
- LWD will provide edits and approve digital newsletter (November 1st – 4th)
- RTP to send out digital newsletter (November 4th)