

**LEUCADIA WASTEWATER DISTRICT**  
Minutes of a Community Affairs Committee Meeting  
February 14, 2023

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A meeting of the Community Affairs Committee (CAC) of the Leucadia Wastewater District (LWD) was held Tuesday, February 14, 2023 at 11:00 a.m., via video conference.

**1. Call to Order**

Chairperson Sullivan called the meeting to order at 11:00 a.m.

**2. Roll Call**

DIRECTORS PRESENT: Sullivan and Saldana

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, and Neal Bloom and Iris Grootenhuis with Rising Tide Partners (RTP)

**3. Public Comment**

No public comment was received.

**4. Discussion of Spring 2023 Newsletter Proposed Article Topics and Production Schedule.**

ADS Hill presented the subject item. She then introduced Mr. Neal Bloom of Rising Tide Partners (RTP) to provide a brief summary of the proposed newsletter article topics.

Mr. Bloom presented the list of newsletter articles and reviewed them with the CAC. The CAC discussed the articles and agreed to include them in the newsletter.

Director Saldana suggested that LWD and RTP consider reaching out to high school photography clubs or classes for more local photos. Mr. Bloom answered that this is a good suggestion and they could proactively reach out to the high schools since the call for local photographers is normally only posted on social media or in the newsletter.

Mr. Bloom then reviewed the production schedule.

Following discussion, the CAC authorized staff and RTP to proceed with the newsletter articles under the proposed production schedule.

**5. Rising Tide Partners Public Information Services**

**A. Authorize the General Manager to execute a sole source agreement with Rising Tide Partners for as needed public information services for a period of 3 years and 12 weeks with an option for 2 additional years.**

ADS Hill introduced the item and stated RTP has provided public information services to the District since March 2016. ADS Hill stated that LWD's current professional services agreement with RTP expires on March 8, 2023. She stated staff has proposed an as needed agreement to retain Rising Tide Partners for an initial 3 year and 12

week contract period with an option to extend for 2 additional years. The additional 12 weeks of the initial term is designed to align RTP's contract with the District's fiscal year (July 1<sup>st</sup> – June 30<sup>th</sup>) and its associated budget cycle. She then reviewed the tasks included in the agreement.

Following discussion, the CAC agreed with staff to present this item at the March Board meeting.

**B. Authorize the General Manager to execute Task Order No. 1 to the Rising Tide Partners' Public Information Services Agreement in the amount not to exceed \$66,723 for services through June 30, 2024.**

ADS Hill introduced the item. She reviewed Task Order No. 1 noting it has been designed to cover services for the remainder of FY23 through FY24, which ends in June 2024. She stated Staff has negotiated a scope of work for Task Order No. 1 and associated fees. She then reviewed the task order specifics.

Following discussion, the CAC agreed with staff to present this item at the March Board meeting.

**6. Information Items**

**Public Outreach Performance Report.**

Mr. Neal Bloom and Ms. Iris Grootenhuis, of RTP, presented an update on RTP's public outreach performance for 2022. The report reviewed the following topics:

- LWD Website Stats – Top three pages are Surfcam, Home page, and Job page, website traffic down 4% from 2021;
- LWD Facebook Updates – Most popular boosted post was the "Virtual Tour Video" and then the "What is FOG Video", increased Facebook page likes for 2022;
- LWD Social Media Updates – the District will not use TikTok since it is not recommended for government accounts or devices, Instagram account will be created, Nextdoor account for public agencies is on hold for now due to the amount of public comments and time required to monitor them;
- LWD Virtual Tours and Stickers – Live virtual tour in English and now also in Spanish, new vector truck stickers were created

RTP then presented a few short clips from the LWD Virtual Tour in both Spanish and English. The CAC thanked RTP for their presentation.

**7. Directors' Comments**

Chairperson Sullivan stated she loved the videos created by RTP.

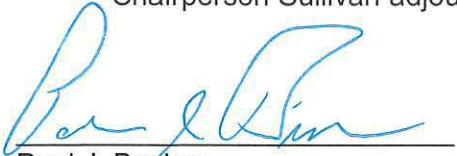
Director Saldana thanked staff and RTP for their work and he stated he looks forward to more videos.

**8. General Manager's Comments**

None.

**9. Adjournment**

Chairperson Sullivan adjourned the meeting at 12:04 p.m.



Paul J. Bushee  
Secretary/Manager  
(Seal)