

**AGENDA**


**COMMUNITY AFFAIRS COMMITTEE MEETING  
LEUCADIA WASTEWATER DISTRICT**

February 7, 2024 – 9:00 a.m.  
1960 La Costa Avenue, Carlsbad, CA 92009

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1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **Discussion of the Spring 2024 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:** February 1, 2024  
**TO:** Community Affairs Committee (CAC)  
**FROM:** Paul J. Bushee, General Manager   
**SUBJECT:** Spring 2024 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 2024 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 2024 spring 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 Spring 2024 Newsletter Articles Topics/Ideas

### 1. Lead Article Ideas (Page 1)

- How Wastewater is turned into Drinking Water

### 2. Main Articles (Page 2)

- Teacher Grant winners
- Pool draining and pool plaster
- Rate increase

### 3. Educational Opportunities & Tours (Page 3)

- Did you know? Fact
- FSTs presentations to local schools
- New mural/tour

### 4. Resources (Page 4)

- Surf cam
- Lateral grant program reminder

### 5. CIP/Field Services Maintenance/Development Updates (Continue Page 4)

- San Marcos Creek Pipeline Crossing (emergency protection project)
- Rancho Verde pump station rehabilitation
- Manhole rehabilitation project

### 6. Standout Achievements: Staff Awards, Professional Certs, District Awards (Page 5)

- Steve's retirement
- Robin's 20-years and retirement
- New FSTs in training
- New accounting tech.
- CWEA Awards
- Ian Riffel – 15 years of service

### 7. Call for More Local Photographers (Page 6)

- Call to action referencing one of the lead articles
- Showcase a submission, ask for more, highlight how we will use them for the homepage of our website
- Sign up for new online newsletter
- QR code

## *LWD Newsletter Production Schedule – Spring 2024 Edition*

### **Weeks of January 8 - February 9**

- RTP begin draft Newsletter articles topics/ideas (January 9-22)
- LWD to provide feedback on article topics/ideas to RTP (January 22-25)
- LWD to meet with CAC to discuss newsletter outline and content ideas (February 7)
- LWD and RTP determine who is writing each article (Decide after CAC)
- LWD and RTP will commence development of Draft 1 newsletter text (Begin after sections are approved at CAC)

### **Weeks of February 20 - April 4**

- LWD will submit Draft 1 of newsletter text to CAC for review. (February 20-22)
- LWD and RTP will make requested CAC changes to draft 1 text (February 26-29)
- RTP will work with LWD and graphic designer to start draft layout and gather needed photo assets. (March 4-22)
- RTP will send LWD the newsletter draft layout (By April 4)

### **Weeks of April 8 - May 3**

- LWD will send RTP edits to the newsletter layout (April 8)
- RTP will send finalized newsletter layout to LWD (April 8-12)
- LWD will submit draft newsletter layout to CAC (April 15-19)
- LWD will work with RTP to make requested CAC changes (April 22-26)
- RTP will submit print/mail quotes for staff review (May 1)
- RTP will revise and submit copy and layout design for staff review (May 3)

### **Weeks of May 10 - May 24**

- LWD staff will provide copy and layout review, comments, and feedback to press ready version (May 6-10)
- RTP will submit the final layout for staff review. RTP will prepare final newsletter for printing and mailing and submit to printer (May 13)
- RTP will notify the mailing house of the approximate ship date (May 13)
- Newsletters are delivered to residents and businesses (May 20-24)
- RTP to send out digital newsletter (May 20-24)