

AGENDA

**COMMUNITY AFFAIRS COMMITTEE MEETING  
LEUCADIA WASTEWATER DISTRICT**

Tuesday, January 9, 2018 -- 8:30 a.m.  
1960 La Costa Avenue, Carlsbad, CA 92009

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1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **New Business**
  - A. Discussion of the Winter 2018 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: January 3, 2018  
TO: Community Affairs Committee (CAC)  
FROM: Paul J. Bushee, General Manager  
SUBJECT: Winter 2018 Newsletter



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RECOMMENDATION:

1. Discuss and provide direction as appropriate.

DISCUSSION:

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

Developing LWD's winter newsletter is included as a goal under the "Services" strategic focus area of the Fiscal Year 2018 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 2018 winter newsletter and RTP has subsequently developed proposed article ideas and a production schedule for the CAC's review (attached).

Per the Board members request, staff asked the Board members for their suggested newsletter topics. Directors Kulchin and Omsted provided a list of potential newsletter article topics. No other comments or suggestions were received by the deadline.

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, RTP will provide draft text to the CAC in accordance with the approved production schedule.

th:PJB

Attachments

**LWD's Winter 2018 Newsletter Topics/Ideas**

**1. Lead Articles**

- Disaster Preparedness Plan
- Special District overview

**2. Open House look back**

**3. Schedule a tour at LWD**

- Recent tours
- Congratulations to one of First Lego League Robotics Team
- Reminder to teachers to submit their Teacher Grant Applications

**4. Homeowner Tips**

- Eliminating Odors proactively/how to eliminate odors/issues in our own homes.

**5. CIP/Construction Updates**

- Poinsettia Station Gravity Pipeline Project

**6. Regulatory Updates**

- SSMP – Sewer System Management Plan and recent 2017 Audit

**7. LWD Landscape Project**

- Photos & link to time lapse video

**8. Call for local photographers**

- Invite photographers submit photos of the areas within the District or the ocean for future use in publications

**9. Standout Achievements: Staff Awards, Professional Certs, District Awards**

- Todd Amos for 5 years of service
- Rick Easton for D2 Certification
- 6 years no lost time incidents
- CWEA Award

## *LWD Newsletter Production Schedule – Winter 2018 Edition*

### Week of January 8<sup>th</sup>

- Meet with CAC to discuss newsletter outline and content ideas.
- RTP will commence development of Draft 1 copy.
- RTP will coordinate with staff and mailing house regarding any updates to the mailing database.

### Week of January 15<sup>th</sup> and 22<sup>nd</sup>

- RTP will submit Draft 1 copy for staff review.
- LWD staff will provide copy review, comments, and feedback.
- RTP will revise and submit Draft 2 copy for CAC review.
- RTP will work with graphic designer to start draft layout and gather needed photo assets.

### Week of January 29<sup>th</sup>

- Meet with CAC to discuss changes on Draft 2 copy.
- RTP and LWD staff will determine card stock and print parameters.
- RTP will obtain print and mailing quotes so staff can prepare purchase orders.

### Week of February 5<sup>th</sup>, February 12<sup>th</sup>, and 19<sup>th</sup>

- RTP will revise and submit copy and layout design for staff review.
- LWD staff will provide copy and layout review, comments, and feedback.
- RTP will make revisions and submit for CAC review.
- RTP will submit print/mail quotes for staff review.

### Week of February 26<sup>th</sup>

- RTP will meet with LWD staff and Committee to get final comments and revisions.
- RTP will submit final layout for staff review. LWD will submit final newsletter layout to Board for review. RTP will make final revisions as needed.

### Week of March 5<sup>th</sup>

- RTP will prepare final newsletter for printing and mailing and submit to printer.
- RTP will notify mailing house of approximate ship date.

### Week of March 12<sup>th</sup>

- Newsletter is shipped to mailing house.
- Newsletter is delivered to residents and businesses.