

LEUCADIA WASTEWATER DISTRICT
 Minutes of a Community Affairs Committee Meeting
 April 21, 2016

A meeting of the Community Affairs Committee (CAC) of the Leucadia Wastewater District (LWD) was held April 21, 2016 at 12:00 p.m. at the District Administration Office at 1960 La Costa Ave., Carlsbad, California.

1. Call to Order

Chairperson Sullivan called the meeting to order at 12:04 p.m.

2. Roll Call

DIRECTORS PRESENT: Omsted and Sullivan

DIRECTORS ABSENT:

OTHERS PRESENT: General Manager Paul Bushee, Administrative Services Manager Richard Duffey, Administrative Services Supervisor Trisha Hill, Executive Assistant Tianne Baity, and Jared Criscuolo of Rising Tide Partners (RTP)

3. Public Comment

No public comment was received.

4. New Business

A. Discussion of the 2016 Spring Newsletter Proposed Article Topics and Production Schedule.

ASsup Hill presented the subject item, noting it is a Fiscal Year 2016 tactical goal. She introduced Mr. Jared Criscuolo from Rising Tide Partners (RTP) to present the newsletter proposed article topics and production schedule.

Mr. Criscuolo stated that the cover page article will discuss LWD Performance. More specifically, the cover article will focus on environmental performance and how the increase of CCTV efforts has improved the District's environmental record.

President Omsted stated that under LWD Performance he would like to see an emphasis on LWD's hard working staff and how motivated and educated they are. GM Bushee indicated that the LWD Performance article will emphasize LWD staff's efforts.

Mr. Criscuolo also provided a brief summary of the following other articles in the newsletter as well as the Production Schedule:

- Semiannual performance November 1, 2015 - May 1, 2016;
- LWD Helps Teachers Educate their Students - LWD Teacher Grant Recipients;
- Investment and Construction Update – "Where is your money going?";
- Awards & People of LWD - Recent Individual and Agency Awards and the recent Retirement of Mr. Chuck LeMay; and
- Keeping Things Flowing Smoothly – Ways for homeowners to prevent sewage spills, what contractors should not dispose of down manholes, and the outreach process for easement inspections

Director Sullivan stated that the article on LWD Teacher Grant Recipients should mention how many students are reached through the Teacher Grant Program. GM Bushee noted that this will be mentioned in the newsletter.

Mr. Criscuolo noted that all articles presented may not be included in the newsletter depending on how much space is available.

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

B. Discussion of the District's Branding Strategy

ASsup Hill presented the item indicating that the RTP task order includes a review of the District's brand guideline. She stated that RTP has completed their review and then introduced Mr. Criscuolo to present the results.

Mr. Criscuolo presented an overview of branding standards and why it is important to use the same color scheme, logo, and look throughout all public outreach materials. Using the LWD website as the foundation for a proposed branding strategy, Mr. Criscuolo reviewed LWD's usage of typography, color, logo, and photography.

Mr. Criscuolo suggested a few minor revisions to font size and style used in headings on the District's website. In addition, he suggested a revision to the District's logo.

Staff indicated that it has been 13 years since the District has revised its logo and RTP's suggested revision to the logo provides a modern and fresh look.

Director Sullivan recommended that the presentation be given to the Board at the May Board meeting. President Omsted agreed with her recommendation. GM Bushee stated that he will have Mr. Criscuolo present this item at the May Board meeting.

5. **Information Items**

A. 2016 Encinitas EcoFest is scheduled for Sunday, May 15, 2016 from 10AM-5PM.

6. **Directors' Comments**

None.

7. **General Manager's Comments**

GM Bushee noted that the filtered water fill station has been installed at the drinking fountain located in the lobby. Director Sullivan suggested mentioning the filtered water fill station in the Spring newsletter.

GM Bushee also noted that Encinitas Union School District had a tour for 5th and 6th grade students at the District Facilities on Tuesday, April 19, 2016.

8. **Adjournment**

Chairperson Sullivan adjourned the meeting at 1:10 p.m.



Paul J. Bushee
Secretary/Manager
(Seal)