

LEUCADIA WASTEWATER DISTRICT
Minutes of a Community Affairs Committee Meeting
June 15, 2017

A meeting of the Community Affairs Committee (CAC) of the Leucadia Wastewater District (LWD) was held Thursday, June 15, 2017 at 9:00 a.m. at the District Administration Office at 1960 La Costa Ave., Carlsbad, California.

1. Call to Order

Chairperson Omsted called the meeting to order at 9:00 a.m.

2. Roll Call

DIRECTORS PRESENT: Omsted and Kulchin

DIRECTORS ABSENT: None.

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

3. Public Comment

No public comment was received.

4. New Business

- A. Authorize the General Manager to execute Task Order No. 3 to the Rising Tide Partners (RTP) Public Information Services Agreement in an amount not to exceed \$56,600.

ASsup Hill presented staff's recommendation noting the tasks included in the scope of work, along with the timeframe of the contract and costs. ASsup Hill stated that Task Order No. 2 was completed and it included the following tasks; drafting and designing the newsletter, maintaining and updating LWD's website and Facebook page, open house coordination, public outreach and construction relations media.

Director Kulchin asked if the RTP contract is a three-year contract. ASsup Hill answered affirmatively.

Director Kulchin asked Mr. Criscuolo how many employees RTP employs. Mr. Criscuolo answered 3, including himself.

Director Kulchin thanked Mr. Criscuolo for his work over the past year.

Following discussion, the CAC agreed with staff to recommend that the Board of Directors authorize the General Manager to execute Task Order No. 3 to the Rising Tide Partners (RTP) Public Information Services Agreement in an amount not to exceed \$56,600.

B. Discussion of the 2017 Summer Newsletter Proposed Article Topics and Production Schedule.

ASsup Hill presented the subject item and provided a brief summary of the following proposed newsletter article topics and the production schedule:

- Semiannual performance November 1, 2016 - June 1, 2017;
- Getting the Word Out / Community Outreach (Open House event);
- Recycled Water Update;
- CIP / Construction Updates;
- Obstructions Reminder;
- Standout Achievements; and
- Potential Upcoming Awards

Director Kulchin stated he would like to see more picture and less text in the newsletter noting that some customers may not have time for lengthy reading material. Mr. Criscuolo indicated that he can incorporate more bullet points and icons along with informative sound bites.

Director Kulchin asked if the newsletter would mention the retirement of District Engineer Steve Deering (DE Deering). GM Bushee stated that DE Deering will be acknowledged in the summer newsletter.

Director Kulchin asked for confirmation on the date of the open house event. ASsup Hill replied Saturday, September 23 from 10am-2pm.

Chairperson Omsted suggested adding a picture to the lateral grant program emphasizing LWD's customer service perspective. ASsup Hill stated that she has already spoken to FSSpec Riffel about obtaining photos for this section of the newsletter.

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

Director Kulchin asked when the next meeting of the CAC will take place. ASsup Hill stated it will be the week of July 10th.

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

C. Open House Proposed production schedule and update of completed tasks.

ASsup Hill presented the subject item, noting the open house task list with timeline, the proposed giveaways, and the draft design work for the marketing materials.

Director Kulchin asked if the District can ask consultants and local vendors to donate items for the raffle. ASsup Hill stated that she has already asked some local vendors if they are interested in donating items for the raffle.

ASM Duffey asked Mr. Criscuolo to provide an overview of the raffle process during the open house. Mr. Criscuolo explained the raffle process to Chairperson Omsted and Director Kulchin.

Director Kulchin asked how LWD plans on announcing the open house event. Mr. Criscuolo stated that the event will be announced in the summer newsletter, on the LWD Facebook page, with the help of other local public agencies, and through other digital, social, and print media outlets.

Chairperson Omsted noted that the League of Women Voters (LWV) may be interested in helping sponsor the open house event. ASsup Hill informed Chairperson Omsted to have someone from the LWV contact her regarding sponsorship.

Following discussion, ASsup Hill stated that staff would continue to update the CAC as staff proceeds with coordinating and planning the open house event.

5. Information Items

None.

6. Directors' Comments

None.

7. General Manager's Comments

None.

8. Adjournment

Chairperson Omsted adjourned the meeting at 9:41 a.m.



Paul J. Bushée
Secretary/Manager
(Seal)