

AGENDA

**COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT**

Tuesday, August 4, 2020 – 10:30 a.m.
Via Teleconference

Pursuant to the State of California Executive Order N-29-20, and in the interest of public health, the District is temporarily taking actions to mitigate the COVID-19 pandemic by holding meetings by teleconference. The general public may not attend this meeting at the District's office due to social distancing requirements.


Members of the public attending via teleconference will be provided with an opportunity to comment on each agenda item prior to Committee discussion.

**To join this meeting via Teleconference please dial: (669) 900-6833
Meeting ID: 859 9670 8139 Password: 384299**

1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **New Business**
 - A. Discussion of the Fall 2020 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: July 30, 2020
TO: Community Affairs Committee (CAC)
FROM: Paul J. Bushee, General Manager 
SUBJECT: **Fall 2020 Newsletter Topics/Ideas and Production Schedule**

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 2021 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 2020 fall newsletter and RTP, along with staff, has subsequently developed proposed article ideas and a production schedule for the CAC's review (attached).

Board members not participating on the CAC were asked for their input on the newsletter topics and Director Omsted suggested an idea for a newsletter article and it was included in the list of proposed articles ideas.

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 Fall 2020 Newsletter Articles Topics/Ideas

1. Lead Articles

- We've continued to work to provide essential sewer services during COVID
 - LWD's Fiscal Year 2020 Accomplishments
 - Sewer Rate Increase Delayed
 - Transmittal of COVID through sewer is low risk with link to an article

2. Main Articles

- Reminder on proper grease disposal and impact of FOG
- Harvest your rain not down the drain (reminder it's an illegal connection)
- What not to flush or put in the sewer lateral
 - Misc. items found in the sewer (i.e. pool plaster)

3. Educational Opportunities & Tours

- Accepting Teacher Grant applications (possible extension to deadline)
- Invitation to watch virtual tour

4. District Pump Stations Projects

- Leucadia PS Major Rehabilitation Project – Construction to begin Oct 2020
- Diana Pump Station Project – Electrical upgrade & add emergency generator
- Encinitas Estates Pump Station Project – Replace with submersible pumps
- VP5 Pump Station Project – Add new chopper pumps

5. Standout Achievements: Staff Awards, Professional Certs, District Awards

- Maggie McEniry – Retires after 17 years of outstanding services
- Rick Easton – CWEA Collection System Maintenance Grade 3 cert. & promoted to FST 3
- Hugo Gonzalez – CWEA Collection System Maintenance Grade 3 cert. & promoted to FST 3
- Ryan Rodriguez – CWEA Collection System Maintenance Grade 3 cert. & promoted to FST 3
- Jeff Stecker – 40 years of service award
- Marvin Gonzalez – 15 years of service award
- 6 years without a vehicle accident
- Government Finance Officers Association Achievement for Excellence in Financial Reporting

6. Call for More Local Photographers

- Showcase the Submission, Ask for More
- Sign up for new online newsletter

LWD Newsletter Production Schedule – Fall 2020 Edition

Weeks of June 29th - August 10th

- LWD/RTP draft Newsletter articles topics/ideas
- Meet with CAC to discuss newsletter outline and content ideas (Aug. 4th)
- LWD will commence development of Draft 1 newsletter text

Weeks of August 10th - August 24th

- LWD will submit Draft 1 of newsletter text to CAC for review. (potential date Aug. 20th)
- LWD will make requested CAC changes to draft 1 text
- RTP will work with LWD and the graphic designer to start a draft layout and gather needed photo assets. (all assets due August 18th)

Weeks of August 31st – September 17th

- LWD will submit first draft newsletter layout to CAC (potential dates Sept. 15th/17th)
- RTP and LWD staff will determine card stock and print parameters.
- LWD will work with RTP to make requested CAC changes
- RTP will revise and submit copy and layout design for staff review

Weeks of September 21st - October 5th

- LWD staff will provide copy and layout review, comments, and feedback.
- RTP will submit the final layout for the LWD staff review.

Week of October 5th - October 12th

- LWD will email the final newsletter layout to Board for review.
 - RTP will make final revisions as needed.
- RTP will submit print/mail quotes for the LWD staff review.

Weeks of October 19th - October 26th

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

Week of November 2nd

- The newsletter is shipped to the mailing house.
- The newsletter is delivered to residents and businesses.
- RTP will send the e-newsletter