

## **FINANCE OFFICER'S REPORT**

**September 29, 2006**

TO: Board of Directors

FROM: Suha Kilic, Finance Officer

SUBJECT: **District Newsletter**

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### **ISSUE**

The next issue of the District newsletter is planned to be published in late October-early November. One issue under review is the appearance and format of the newsletter. The staff believes that: 1) if the newsletter and other various notices and brochures sent out by the District have a similar format, the residents' recognition and knowledge of the District services may increase, and 2) the current design and format of the newsletter which was developed in 1987 may be due for a face lift. For those reasons, alternatives for a new masthead, newsletter name and format have been developed and enclosed for the Board's review and input.

### **RECOMMENDATION**

It is recommended the Board review the sample masthead concepts and potential newsletter names and provide input regarding a new format and appearance for the District newsletter.

### **BACKGROUND AND DISCUSSION**

#### **Format and appearance of the Newsletter**

The current newsletter, a copy of which is enclosed, is printed on high quality glossy paper in black and white print, supplemented with half tone colors. It averages 4 to 6 pages in length. It is believed that a newsletter with color photos and illustrations may increase the readership and better serve the objectives of making connection and improving communications with residents. At an additional cost of less than \$1,000 per issue, printing in full color is deemed to be cost-effective in terms of increasing the interest and readership. In order to create a new look and format, the District has been using the services of Anne Muraski who specializes in designing and publishing newsletters. Ms. Muraski has many public and private clients including the cities of Monterey and Pacific Grove, Carmel Area Wastewater District, Santa Clara Valley Water District, and the Monterey Bay Aquarium. The services she provides to the District is limited to designing a masthead, taking some scenic photos to be used in the masthead, overall graphic design of the newsletter and minor editing of the articles written by the District staff.

Attached are four different masthead samples for the newsletter. The photo used is merely a sample and will be replaced with another scenic photo taken in Pebble Beach. In future issues, the photo in the masthead may be rotated. The frequency of the newsletter is planned to be semi-annually initially (excluding the budget information/public hearing notice, open house invitation, fire inspection notice and other communication). Depending on staff workload priorities and the quality and priority of topics, it may be published more frequently.

As part of the face lift, the District staff has been solicited to participate in a friendly competition for a newsletter name. Of the 40 names suggested, the 6 finalists are:

News you can Use  
District News  
Pebble Beach Pipeline  
Community Connection  
District Outlook  
District Bulletin

In selecting a name and design, differentiation from other organizations and newsletters may be an important issue to consider. For example, it is possible that including the words "Del Monte Forest" in the District newsletter name may confuse residents who may not be familiar with the District. Currently, Del Monte Forest Property Owners publish a newsletter called "Forest News" and although it does not print a newsletter, Del Monte Forest Foundation occasionally sends letters to residents with its letterhead. Pebble Beach Company's newsletter is named "Scoreboard".

Enclosures: *PBCSD News*, November 2005 (Partial)  
Sample mastheads

Agenda Item No. 22

fall/winter 2006

# News YOU CAN use

Pebble Beach Community Services District



*"Keeping our Forest  
safe, clean and secure."*

Fire protection and  
emergency medical services

Wastewater collection,  
treatment and recycling

Garbage collection,  
disposal, and recycling

Supplemental law  
enforcement