

MINUTES OF THE REGULAR MEETING OF THE
PUBLIC AFFAIRS COMMITTEE OF THE
BOARD OF DIRECTORS OF THE
VISTA IRRIGATION DISTRICT

November 14, 2018

A meeting of the Public Affairs Committee of Vista Irrigation District was held on Wednesday, November 14, 2018, at the offices of the District, 1391 Engineer Street, Vista, California.

1. CALL TO ORDER

Chair Sanchez called the meeting to order at 9:00 a.m.

2. ROLL CALL

Committee members present: Sanchez and Vásquez.

Staff present: Brett Hodgkiss, Assistant General Manager; Marlene Kelleher, Finance Manager; and Alisa Nichols, Management Analyst.

3. APPROVAL OF AGENDA

The agenda was approved as presented.

4. PUBLIC COMMENT TIME

No public comments were presented on items not appearing on the agenda.

5. VID SCHOLARSHIP CONTEST

See staff report attached hereto.

The Committee and staff discussed restructuring the scholarship contest with the goal of increasing participation. The Committee discussed several ideas, such as advertising multiple scholarship awards rather than a single scholarship award and increasing scholarship award amounts. The Committee recommends offering a first place prize of \$3,000, a second place prize of \$2,000 and a third place prize of \$1,000. Additionally, the Committee recommends removing the requirement to provide a transcript of grades in an effort to attract a broader range of students to apply. The Committee agreed to reevaluate the program next year based on participation level. The Committee will present the above recommendations to the Board for consideration at its December 5, 2018 meeting.

The Committee and staff reviewed and discussed the scholarship application materials, including a new essay topic/question, timeline and promotion of the scholarship contest to local high schools. The Committee suggested preparing a brochure to assist high school counselors and others with promoting the contest.

6. 2018 ANNUAL REPORT AND 2019 SPRING NEWSLETTER

See staff report attached hereto.

The Committee and staff discussed the format and topics that will be included in the annual report, which will be produced in electronic format only and made available on the District's website. Mr. Hodgkiss and Ms. Nichols presented ideas for content for this year's annual report including, but not limited to, a San Diego County Water Authority report, state water-use efficiency regulations, and highlighting

the winners of the 2018 scholarship and poster contests. Chair Sanchez suggested a “Then & Now” page highlighting the District’s 95 years in the community and recommended emphasizing how service reliability affects the daily lives of our customers.

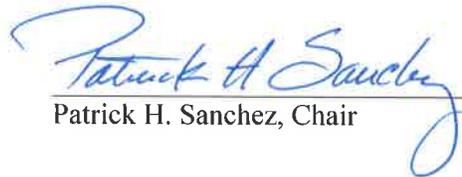
Additionally, the Committee and staff briefly discussed the upcoming four-page newsletter that will incorporate condensed demographic and financial information along with articles from the annual report. Director Vásquez recommended staff carry the water efficiency article into the Spring Newsletter. Ms. Nichols indicated that staff is exploring the idea of including an article highlighting careers at the District and/or in the water industry as a whole. Mr. Hodgkiss said that the newsletter would likely be distributed in late spring.

7. COMMENTS BY COMMITTEE MEMBERS

None were presented.

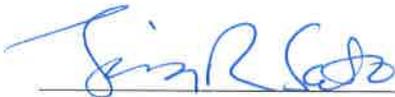
8. ADJOURNMENT

There being no further business to come before the Committee, at 10:32 a.m. Chair Sanchez adjourned the meeting.



Patrick H. Sanchez, Chair

ATTEST:



Lisa R. Soto, Secretary
Board of Directors
VISTA IRRIGATION DISTRICT



**PUBLIC AFFAIRS COMMITTEE
STAFF REPORT**

Agenda Item: 5

Meeting Date:	November 14, 2018
Prepared By:	Alisa Nichols
Reviewed By:	Brett Hodgkiss
Approved By:	Eldon Boone

SUBJECT: SCHOLARSHIP CONTEST

RECOMMENDATION: Review and provide feedback on draft application materials, including the essay question and timeline for the Vista Irrigation District Scholarship Contest.

PRIOR BOARD ACTION: On April 18, 2018, the Board awarded a \$1,500 scholarship to the contest winner and two \$750 scholarships to the runners-up.

FISCAL IMPACT: \$6,000 for the scholarship contest is included in the budget.

SUMMARY: Each year, the District invites high school seniors who live or go to school within its service area to compete for a scholarship. While a majority of the contest requirements have remained the same over the years, the essay topic has been changed periodically to focus on issues impacting San Diego County water supplies and more specifically, the District. In 2013, the Board suggested that the essay question/topic be changed each year.

DETAILED REPORT: Staff has prepared a draft application package for the Public Affairs Committee's review and feedback. The scholarship contest requirements, as presented in the draft application package, are the same as last year. Per the Board's suggestion, staff has included a new essay question/topic.

Staff anticipates distributing application packages to high school counselors within the District's jurisdictional boundaries in December. Follow-up calls will be made to counselors to make sure the application materials are received. Additional scholarship promotional efforts will include placing information about the scholarship in high schools' monthly scholarship bulletins and on daily video bulletins (if space is available), issuing a news release, and announcing the program on our website. Application materials will also be made available on the District website.

As proposed, application packages would be due to the District by 5:00 p.m. on Friday, March 1, 2019. The Committee, which serves as the competition judges, could meet in the following weeks (based on Committee members' availability) to review the applications and recommend a winner. The Committee's recommendation for the winner could then be submitted to the Board for consideration at a meeting in April. A certificate could then be presented to the winner at the next scheduled Board meeting. As in the past, once the student has enrolled at a university, college or vocational school, District staff will forward a check to the school on behalf of the student(s).

At the conclusion of last year's awards presentation, the Committee indicated to the Board that they would like to look at making changes to the scholarship contest to increase participation. The Committee mentioned advertising multiple scholarship awards rather than a single scholarship award and increasing the award amounts as possible ways to increase interest in the contest. The Committee informed the Board that it would meet to discuss ideas for restructuring the contest and bring its recommendations to the Board for consideration.

At this time, staff is seeking the Committee's input on the scholarship application materials as well as the structure of the program.

ATTACHMENT: Draft scholarship application package.



SCHOLARSHIP APPLICATION PACKAGE

The Vista Irrigation District (VID) invites local high school seniors to compete for scholarships of \$3,000, \$2,000 and \$1,000 from VID. A winner will be chosen based on the quality of essay prepared by the applicant, as well as academic and service qualifications. Applications will not be accepted if all criteria are not met, including correct formatting. **Applicants must submit the following documents by 5:00 PM on Friday, March 1, 2019:**

1. Completed application form.
2. High School transcript and continuing education registration information.
3. School/Community involvement:
 - a. One letter of recommendation from a high school faculty member.
 - b. One letter of character reference from a personal or professional associate.
4. A personal statement (**two pages or less, Arial font, 12-point type, with 1 inch margins top, bottom, left and right, and line spacing set to 1½**). Suggested topics include the student's reasons for applying for the scholarship or seeking a higher education, the student's educational/career goals, personal background or interests.
5. An essay (**two pages, Arial font, 12-point type, with 1 inch margins top, bottom, left and right, and line spacing set to 1½**) addressing the following topic/question:

Water-use efficiency is an important aspect of ensuring a reliable supply of water in the San Diego region. Explain what specific actions you have taken to use water efficiently and how you can (or do) encourage water-use efficiency in your community.

The essay will be judged on originality and demonstrated understanding of the question.

Students may obtain an application package from their Scholarship Counselor or from VID by contacting Alisa Nichols at (760) 597-3173. The application package and related materials are also available on the district's website (www.vidwater.org) in the Publications section.

A completed application package must be submitted to the Vista Irrigation District, 1391 Engineer Street, Vista, CA 92081-8840, **by 5:00 PM on Friday, March 1, 2019.**

VID will review qualified applications and select winners who will receive scholarships from the district. Once enrolled at a college, university or vocational school, VID will send a checks directly to the school on scholarship recipients' behalf.



2019 SCHOLARSHIP APPLICATION
(Competition is open to high school seniors
who live or attend school in VID's service territory)

Name: _____

Telephone number and best time to call: _____

Address: _____

High School: _____ **GPA:** _____

Post high school education plans (college, vocational school, etc.)

Service and/or other extracurricular activities performed through school or volunteer organizations, community groups, church or clubs, etc. (Include contact name/telephone for verification where possible)

Honors or special recognitions received (school or other)

If employed, job title and total hours per week: _____

Job Responsibilities: _____



**PUBLIC AFFAIRS COMMITTEE
STAFF REPORT**

Agenda Item: 6

Meeting Date:	November 14, 2018
Prepared By:	Alisa Nichols
Reviewed By:	Brett Hodgkiss
Approved By:	Eldon Boone

SUBJECT: 2018 ANNUAL REPORT AND 2019 SPRING NEWSLETTER

RECOMMENDATION: Discuss information to be contained in the 2018 Annual Report and 2019 Spring Newsletter.

PRIOR BOARD ACTION: None.

FISCAL IMPACT: Printing costs for a four-page newsletter are estimated at \$3,000. Based on information received from Infosend, the District's bill printing and mailing service provider, staff does not anticipate any additional postage costs associated with inserting the newsletter in with the water bills. Design and layout of the annual report and newsletter are performed in-house by District staff. There is no cost associated with posting an electronic version of each document to the District's website.

SUMMARY: Each year the District prepares an annual report that includes its financial statements, demographic data and articles about various water related topics, such as water conservation, infrastructure improvements and security. Prior to beginning the layout and design process, staff meets with the Committee to receive input regarding the contents of annual report. Staff is working on the 2018 Annual Report and would like to get the Committee's ideas for content.

Staff is also formulating ideas for the 2019 Spring newsletter and would like to get the Committee's thoughts on the content for the newsletter.

DETAILED REPORT: Since the first edition, the annual report has been primarily a financial report, in that it focused on the District's audited financial statements. The annual report has also included District demographics and other statistical data shown in graphs. Over the years, articles about District activities and projects, and other water related topics have been added.

In recent years, the annual report has only been produced in an electronic format. In lieu of printing the annual report, which had very limited distribution, the decision was made to develop an expanded newsletter and mail to all customers with their water bills. The newsletter has included some articles and demographic information from the annual report as well as other relevant/timely information.

At this time, staff is requesting the Committee's input on the information to be contained in this year's annual report and the Spring newsletter.