



AGENDA
MEETING OF THE PUBLIC AFFAIRS COMMITTEE
VISTA IRRIGATION DISTRICT
TUESDAY, JANUARY 19, 2021 – 9:00 AM
1391 Engineer Street, Vista, CA 92081

COVID-19 RESPONSE PROCEDURES FOR MEETING
NOTICE FOR PARTICIPATION

In light of Governor Newsom's Executive Orders N-29-20 and N-33-20, and guidance from the County of San Diego, State of California, and Centers for Disease Control, please be advised that members of the public will not be able to attend this meeting in person. Executive Order N-33-20 requires persons “stay home or in their place of residence except as needed to maintain continuity of operations...” of critical infrastructure. As welcome as public attendance is at Vista Irrigation District Board of Directors meetings, it does not appear to fit this exception, and Vista Irrigation District encourages compliance with the Governor’s Executive Order.

Members of the public may participate through Vista Irrigation District's teleconferencing line. The phone number and applicable pass code for such participation is as follows: Phone (877) 873-8018; Pass Code 474698#.

Vista Irrigation District's teleconferencing line capacity is limited and not all parties who wish to participate through this method may be able to do so. Phone participants are asked to place calls to this line at or before the scheduled start time of the meeting, so the District staff can organize order of speakers and assure the ability of all who wish to participate. Please also note phone or data charges from your carrier may apply to your use of this option.

To maintain orderliness in proceedings, phone participants will be asked to identify themselves, their address, and the item on the agenda they wish to address. Telephone participants are asked to limit background noise during telephonic participation (with muting features, if available) and to maintain proper decorum suitable to the conduct of public meetings at all times. Telephone participants may not speak until the appropriate time on the agenda and only when recognized by the Board President.

Members of the public may also address the Board of Directors by email; however, such email communication must be received at or before the time of the commencement of the meeting. The email address to use for such communications is as follows: BoardSecretary@vidwater.org.

Please also be advised that one or more members of the Vista Irrigation District Board of Directors or staff may participate in this meeting by teleconference or other digital means consistent with Executive Order N-29-20.

Vista Irrigation District appreciates your understanding as we all work through the unprecedented challenges posed by COVID-19. In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in the Board meeting telephonically, please contact the Board Secretary during regular business hours at (760) 597-3128. Notification received 48 hours before the meeting will assist Vista Irrigation District in making reasonable accommodations.



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1. CALL TO ORDER

2. ROLL CALL

3. CONSIDER APPROVAL OF AGENDA

In the case of an emergency, items may be added to the Agenda by a majority vote of the Committee. An emergency is defined as a work stoppage, a crippling disaster, or other activity that severely imperils public health, safety, or both. Also, items that arise after the posting of the Agenda may be added by a 2/3 vote of the Committee.

4. ORAL COMMUNICATIONS

Members of the public may address the Board on items not appearing on the posted agenda, which are within the subject matter jurisdiction of the Board. Speakers are asked to limit their comments to five (5) minutes; the total time allowable for all public comment on items not appearing on the agenda at any one meeting may be limited. Comments on items listed on the agenda will be taken before or during discussion of the agenda item. Members of the public desiring to address the Board are asked to complete a speaker's slip available on the table near the entrance of the Boardroom and present it to the Board Secretary prior to the meeting.

5. SCHOLARSHIP CONTEST

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

6. 2020 ANNUAL REPORT AND 2021 SPRING/SUMMER NEWSLETTER

Recommendation: Discuss information to be contained in the 2020 Annual Report and 2021 Spring/Summer Newsletter.

7. COMMENTS BY COMMITTEE MEMBERS

This item is placed on the agenda to enable individual Committee members to convey information not requiring discussion or action.

8. ADJOURNMENT

*NOTE: ITEMS ON THE AGENDA MAY BE TAKEN OUT OF SEQUENTIAL ORDER AS
THEIR PRIORITY IS DETERMINED BY THE COMMITTEE*

- *The agenda package and materials related to an agenda item submitted after the packet's distribution to the Committee, are available for public review outside the lobby of the District office during normal business hours.*
- *Agendas and minutes are available at www.vidwater.org.*
- *VID Board meetings are generally held on the first and third Wednesday of each month.*

AFFIDAVIT OF POSTING

I, Lisa R. Soto, Board Secretary of the Vista Irrigation District, hereby certify that I posted a copy of the foregoing agenda outside the lobby of the District office at 1391 Engineer Street, Vista, California at least 72 hours prior to the meeting, in accordance with Govt. Code Sec. 54954.2(a).

Date: January 14, 2021

Lisa R. Soto, Board Secretary



**PUBLIC AFFAIRS COMMITTEE
STAFF REPORT**

Agenda Item: 5

Meeting Date: January 19, 2021
Prepared By: Alisa Nichols
Reviewed By: Marlene Kelleher
Approved By: Brett Hodgkiss

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 May 21, 2020, the Board awarded six \$1,000 scholarships to the contest winners.

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. The purpose of the scholarship program is to increase student knowledge and awareness of water related issues affecting the District and its customers. Students who compete for a scholarship must complete an essay and provide a one page personal statement related to their background and/or goals; selection criteria also include community involvement or volunteer service, and letters of recommendation.

In December 2018, the Board authorized the Public Affairs Committee (Committee) to restructure the scholarship contest with the goal of increasing participation. After careful consideration, the Committee decided to remove the requirement to submit transcripts as part of the application process and offer up to six scholarships with a minimum scholarship award amount of \$1,000 and a maximum scholarship award amount of \$3,000, providing the Committee (and the Board) the flexibility to award multiple scholarships based on the quality of the applications. After making the aforementioned changes, District received 16 applications in 2109 and 15 applications in 2020 contest compared to six applications in 2018.

DETAILED REPORT: Staff has prepared a draft application package and brochure for the 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 and brochure to high school counselors within the District's jurisdictional boundaries in January. Follow-up calls will be made to counselors to ensure the application materials were received. Additional scholarship promotional efforts will include placing information about the scholarship in high schools' monthly scholarship bulletins, 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, February 26, 2021. 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(s). 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 (if allowed by the County of San Diego Public Health Order). 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).

ATTACHMENTS: Draft scholarship application package and brochure.



SCHOLARSHIP APPLICATION PACKAGE

Vista Irrigation District (VID) invites local high school seniors to compete for scholarship(s) from VID. Up to six scholarships may be awarded; the minimum scholarship award amount is \$1,000 and the maximum scholarship award amount is \$3,000. Winners will be selected based on the quality and originality of an essay prepared by the applicant as well as school and community involvement. Applications will not be accepted if all criteria are not met, including correct formatting. **Applicants must submit each of the following documents by 5:00 PM on Friday, February 26, 2021:**

1. Completed application form.
2. 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.
3. 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.
4. 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).

A completed application package must be submitted to Vista Irrigation District, 1391 Engineer Street, Vista, CA 92081-8840, **by 5:00 PM on Friday, February 26, 2021.**

VID will review qualified applications and select winner(s) who will receive scholarships. Once enrolled at a college, university or vocational school, VID will send a check directly to the school on scholarship recipient's behalf.



2021 SCHOLARSHIP APPLICATION

(Competition is open to all high school seniors who live or attend school in VID's service area)

Name: _____

Telephone number and best time to call: _____

Address: _____

High School: _____ **GPA:** _____

How did you learn about the VID Scholarship? _____

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: _____

Who Said Money for College is Hard to Find?

Talk to your
school counselors
or visit
Vista Irrigation District
website at
www.vidwater.org
to download a
fillable pdf
application to apply for
the scholarship.



Alisa Nichols

1391 Engineer Street

Vista, CA 92081

Email: anichols@vidwater.org

(760) 597-3173

Applications and additional information are
available on the web at www.vidwater.org



2021 Scholarship Contest

**Do you
need
money for
college?**



Vista Irrigation District Scholarship Contest

Up to six scholarships may be awarded; the minimum scholarship award amount is \$1,000 and the maximum scholarship award amount is \$3,000. The purpose of the scholarship program is to increase knowledge and awareness of water related issues impacting their community.

Students may download a fillable pdf application package at www.vidwater.org or contact Alisa Nichols at (760) 597-3173 to have the materials mailed to them. Applications are also available through high school counseling offices.

Applications must be received at the District's office by **5:00 PM on February 26, 2021**. Eligible students must live or go to school within the Vista Irrigation District service area.



Scholarship Awards

Maximum Award \$3,000

Minimum Award \$1,000

Applying is Easy!

**Submit the following to
VID by 5:00 p.m.
February 26, 2021**

- ◆ Completed application form.
- ◆ One letter of recommendation from a high school faculty member.
- ◆ One letter of character reference from a personal or professional associate.
- ◆ A personal statement. Suggested topics include reasons for applying for the scholarship or seeking a higher education, educational & career goals, personal background or interests.
- ◆ A two-page essay 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.



**PUBLIC AFFAIRS COMMITTEE
STAFF REPORT**

Agenda Item: 6

Meeting Date: January 19, 2021
Prepared By: Alisa Nichols
Reviewed By: Marlene Kelleher
Approved By: Brett Hodgkiss

SUBJECT: 2020 ANNUAL REPORT AND 2021 SPRING/SUMMER NEWSLETTER

RECOMMENDATION: Discuss information to be contained in the 2020 Annual Report and 2021 Spring/Summer 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 financial information, 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 the annual report. Staff is working on the 2020 Annual Report and would like to get the Committee's ideas for content.

Staff is also formulating ideas for the 2021 Spring/Summer 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; more recently, financial information contained in the annual report has been summarized (since the full financial report is contained in the District's Comprehensive Annual Financial Report).

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.