

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

March 18, 2014

A meeting of the Public Affairs Committee of Vista Irrigation District was held on Tuesday, March 18, 2014, at the offices of the District, 1391 Engineer Street, Vista, California.

1. CALL TO ORDER

Chair Franklin called the meeting to order at 9:04 a.m.

2. ROLL CALL

Committee members present: Franklin and Vásquez.

Committee members absent: None.

Staff present: Brett Hodgkiss, Administrative Services Manager.

Other attendees: None.

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.

After discussion and careful consideration of the eight (8) scholarship applications submitted to the District, the Committee recommended that Karen Ceballos from Vista High School be selected as the winner of the scholarship contest and receive a \$1,500 scholarship. Based on the number of applications received and the quality of applicants, the Committee also recommended awarding a \$750 scholarship to runner-up Moises Lopez from Rancho Buena Vista High School and \$375 scholarships to Shannon Morrissey and Oscar Sowell also from Rancho Buena Vista High School as honorable mentions.

The Committee also discussed recommending to the Board that the total amount available for scholarships be raised from \$3,000 to \$3,500.

6. COMMENTS BY COMMITTEE MEMBERS

No committee member comments were presented.

7. ADJOURNMENT

There being no further business to come before the Committee, at 9:30 a.m. Chair Franklin adjourned the meeting.



John B. Franklin, Chair

ATTEST:



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



**PUBLIC AFFAIRS COMMITTEE
STAFF REPORT**

Board Meeting Date: March 18, 2014
Prepared By: Brett Hodgkiss
Reviewed By: Eldon Boone
Approved By: Roy Coox

SUBJECT: VID SCHOLARSHIP CONTEST

RECOMMENDATION: Review application materials and select the winner of VID’s scholarship contest.

PRIOR BOARD ACTION: At its January 6, 2010 meeting, the Board decided to continue the District’s scholarship contest without the California Special Districts Association’s (CSDA) participation.

FISCAL IMPACT: \$3,000 for the scholarship program is included in the budget.

SUMMARY: For sixteen years, the District had participated in the scholarship contest sponsored by CSDA. After many successful years of the scholarship program, CSDA decided “to embark on a new and expanded educational opportunity to reach a greater number of students in our local schools.” To this end, CSDA has replaced the scholarship program with a new educational grant program to facilitate teachers to add curriculum geared toward increasing students’ knowledge and awareness of special districts and their role in local government.

In January 2010, the Board decided to continue running the District’s scholarship contest without CSDA participation. While a majority of the requirements remained the same as the CSDA scholarship contest, the essay topic was changed to focus on issues impacting San Diego County water supplies. In 2011, the essay question was changed to encourage more creative writing, and the requirement to cite information sources was eliminated.

The winning scholarship award is \$1,500, and the balance (\$1,500) is available to award to a runner- up (or runners-up) at the Committee’s discretion. Last year, the Committee recommended and the Board awarded a \$1,500 scholarship to the contest winner and three \$500 scholarships to the runners-up.

DETAILED REPORT: In November 2013, application packets for VID’s scholarship contest were provided to counselors of high schools within the District’s jurisdictional boundaries. Follow-up calls were made to the counselors to make sure the application materials were received and inquire as to students’ interest in the program. Additional scholarship promotional efforts included: placing information about the scholarship in Rancho Buena Vista High School’s monthly scholarship bulletin; recording a segment on the scholarship program for Vista High School’s daily video bulletin; issuing a news release; and announcing the program on our on-hold telephone message and web site. Application materials were also made available on the District’s web site. VID received eight applications by the February 28, 2014 deadline.

Public Affairs Committee members Franklin and Vásquez are the competition judges for the contest. The Committee’s recommendation for the winner, and potentially runners-up, will be submitted to the Board for their consideration at the April 2, 2014 Board meeting. A certificate will be presented to the winner (and runners-up) at the April 16, 2014 Board meeting. Once the student has enrolled at a university, District staff will forward a check in the amount of the scholarship award to the school on behalf of the student.

ATTACHMENTS:

1. Rating Sheet
2. Scholarship Application Packages

2014 VID SCHOLARSHIP SELECTION

Candidate Name	Essay <i>(Knowledge of issue)</i> 35%	Personal Statement 35%	Community Involvement 15%	Grade Point Average <i>(Academics)</i> 15%	Comments
Caitlyn Buesch					
Karen Ceballos					
Moises Lopez					
Shannon Morrissey					
Maria Fernanda Perez Muñoz					
Jacqueline Reyna					
Oscar Sowell					
Ashton Thomas					

Please rate the scholarship applicants on the basis of these four (4) areas: Essay (knowledge of issue), Personal Statement, Community Involvement, Grade Point Average (Academics). Please give a rating from 1-5 (5 being high) in each of the four areas. Feel free to add any additional comments that you might have on the applicants.

PLEASE BRING THIS COMPLETED SHEET WITH YOU TO THE PUBLIC AFFAIRS COMMITTEE MEETING.

Scholarship applications were provided to the Board under separate cover.