

**MINUTES OF THE  
PUBLIC AFFAIRS COMMITTEE OF  
VISTA IRRIGATION DISTRICT**

November 7, 2022

A meeting of the Public Affairs Committee of Vista Irrigation District was held on Monday, November 7, 2022, at the offices of the District, 1391 Engineer Street, Vista, California.

**1. CALL TO ORDER**

Chair Sanchez called the meeting to order at 10:00 a.m.

**2. ROLL CALL**

Committee members present: Sanchez and Vásquez.

Staff present: Brett Hodgkiss, General Manager; and Shallako Goodrick, Director of Administration.

**3. APPROVAL OF AGENDA**

Chair Sanchez asked to change the order of the agenda items 5, Scholarship Contest, and 6, 2022 Annual Report and 2023 Spring Newsletter, so that the latter agenda item could be discussed first. There was consensus to change the order in which the agenda items were presented.

**4. PUBLIC COMMENT TIME**

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

**6. 2022 ANNUAL REPORT AND 2023 SPRING NEWSLETTER**

See staff report attached hereto.

The Committee and staff briefly discussed the possibility of combining the 2022 Annual Report (Annual Report) with the 100-year anniversary celebration brochure but decided to keep the two items separate. Chair Sanchez recommended staff consider condensing/shortening certain portions of the Annual Report, such as the letters from the Board President and the General Manager. The Committee suggested that articles on the Flume Replacement Alignment Study, local water system challenges and a history of the District, as a tie in to the 100- year anniversary celebration, be included in the Annual Report.

The Committee and staff also discussed topics for the 2023 Spring Newsletter (Newsletter). The Committee recommended that the Newsletter specifically address the District celebrating 100 years of service and stewardship, addressing the history and future of the District. Additionally, the Committee suggested that the open house event be highlighted in the Newsletter.

**5. SCHOLARSHIP CONTEST**

See staff report attached hereto.

Chair Sanchez recommended no changes to the budget or application submittal requirements for the Scholarship Contest. Director Vásquez stated he was disappointed in last year's essays and was concerned that applicants were not answering the essay question/topic properly. Chair Sanchez recommended changing the essay question/topic in an effort to address Director Vásquez's concerns. The Committee discussed ways to increase participation through additional outreach efforts to the schools,

specifically the school counselors. The Committee requested that staff change the essay question and clarify the judging criteria provided in the application.

**7. COMMENTS BY COMMITTEE MEMBERS**

None were presented.

**8. COMMENTS BY GENERAL MANAGER**

None were presented.

**9. ADJOURNMENT**

There being no further business to come before the Committee, at 11:10 a.m. Chair Sanchez adjourned the meeting.



Patrick Sanchez

ATTEST:



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



**PUBLIC AFFAIRS COMMITTEE  
STAFF REPORT**

**Agenda Item: 5**

**Meeting Date:  
Prepared By:**

**November 7, 2022  
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 June 6, 2022, the Board awarded seven scholarships to the contest winners, one in the amount of \$2,500, one in the amount of \$2,000, one in the amount of \$1,500 and four in the amount of \$1,000 each (totaling \$10,000).

**FISCAL IMPACT:** \$10,000 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 restructuring the contest, the District received 16 applications in the 2019, 15 applications in 2020 and 2021 respectively, and 12 applications in 2022; this compares to just six applications received in 2018.

In May 2021, the Board opted to increase the scholarship contest budget from \$6,000 to \$10,000 to allow for greater student participation and increased flexibility in contest awards.

**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; the only item that has changed is the essay question.

Staff anticipates distributing application packages and brochure to high school counselors within the District's jurisdictional boundaries in December. Follow-up e-mails 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 the District's 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 24, 2023. 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. 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 24, 2023:**

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:

*The current multi-year drought has greatly reduced the availability of water supplies in California and greatly influenced how residents use this precious resource on a daily basis. Explain why using water efficiently at all times, not just during droughts, is important to you and 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 Brian True at (760) 597-3101. The application package and related materials are also available on the district's website ([www.vidwater.org](http://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 24, 2023**.

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.



### **2023 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:** \_\_\_\_\_

**How did you learn about the VID Scholarship?** \_\_\_\_\_

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

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**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)**

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**Honors or special recognitions received (school or other)**

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**If employed, job title and total hours per week:** \_\_\_\_\_

**Job Responsibilities:** \_\_\_\_\_

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# **Who Said Money for College is Hard to Find?**

*Talk to your  
school counselors or visit  
Vista Irrigation District  
website at  
[www.vidwater.org](http://www.vidwater.org)  
to download a  
fillable .pdf  
application to apply for  
the scholarship.*



Brian True  
1391 Engineer Street  
Vista, CA 92081  
Email: [btrue@vidwater.org](mailto:btrue@vidwater.org)  
(760) 597-3101  
Applications and additional information are  
available on the web at [www.vidwater.org](http://www.vidwater.org)



# **2023 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](http://www.vidwater.org) or contact Brian True at (760) 597-3101 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 24, 2023. Eligible students must live or go to school within the Vista Irrigation District service area.



**COLLEGE SCHOLARSHIPS**

## Scholarship Awards

**Maximum Award  
\$3,000**

**Minimum Award  
\$1,000**

## Applying is Easy!

*Submit the following to VID  
by 5:00 p.m.  
February 24, 2023*

- ◆ 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:

*The current multi-year drought has greatly reduced the availability of water supplies in California and greatly influenced how residents use this precious resource on a daily basis. Explain why using water efficiently at all times, not just during droughts, is important to you and your community.*



**PUBLIC AFFAIRS COMMITTEE  
STAFF REPORT**

**Agenda Item: 6**

**Meeting Date:** November 7, 2022  
**Prepared By:** Patrick Sanchez

**SUBJECT:** 2022 ANNUAL REPORT AND 2023 SPRING NEWSLETTER

**RECOMMENDATION:** Discuss information to be contained in the 2023 Annual Report and 2023 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 drought/water supply conditions. 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 2023 Annual Report and would like to get the Committee's ideas for content.

Staff is also formulating ideas for the 2023 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.