

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

November 16, 2016

A meeting of the Public Affairs Committee of Vista Irrigation District was held on Tuesday, November 16, 2016, at the offices of the District, 1391 Engineer Street, Vista, California.

1. CALL TO ORDER

Chair Reznicek called the meeting to order at 8:30 a.m.

2. ROLL CALL

Committee members present: Vásquez and Reznicek.

Staff present: Brett Hodgkiss, Assistant General Manager.

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 the scholarship application materials, including a new essay topic/question. The Committee suggested amending the application to state that extracurricular activities, such as sports and band, should be included when listing activities under "services performed through school organizations volunteer..." The Committee reviewed and approved the revised application materials.

6. 2016 ANNUAL REPORT AND 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 presented some ideas for content for this year's annual report including, but not limited to, a San Diego County Water Authority report, drought update, contest winners (landscape, scholarship and poster contests) and water supply information. The Committee requested that a message from the Board President be added to the annual report. Chair Vásquez, as the current Board President, indicated that he would be willing to draft the message.

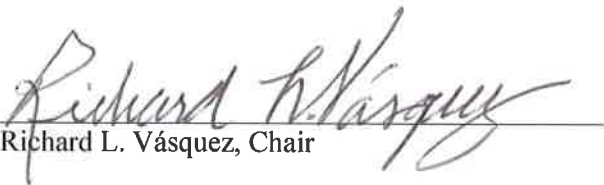
Additionally, the Committee and staff also briefly discussed the upcoming four-page newsletter that will incorporate condensed demographic and financial information along with articles from the annual report. Mr. Hodgkiss suggested that the lead article be on the State Water Resources Control Board's (State Board) long-term conservation regulations. Mr. Hodgkiss explained that the timing of the newsletter's development and distribution would depend largely on when the State Board makes its final decision on the new regulations.

7. COMMENTS BY COMMITTEE MEMBERS

None were presented.

8. ADJOURNMENT

There being no further business to come before the Committee, at 9:13 a.m. Chair Vásquez adjourned the meeting.


Richard L. Vásquez, Chair

ATTEST:



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



**PUBLIC AFFAIRS COMMITTEE
STAFF REPORT**

Meeting Date: November 16, 2016
Prepared By: Brett Hodgkiss
Approved By: Eldon Boone

SUBJECT: VID SCHOLARSHIP CONTEST

RECOMMENDATION: Review and provide feedback on draft application materials, including the essay question and timeline for the Vista Irrigation District (VID) 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 contest 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 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 counselors of high schools 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 web site. Application materials will also be made available on the District's web site.

As proposed, application packages would be due to the District by 5:00 p.m. on Friday, February 26, 2016. 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 the first meeting in April. A certificate in the amount of \$1,500 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, District staff will forward a check in the amount of \$1,500 to the school on behalf of the student. The Board also has discretion to use the remaining budget to award runner-up and honorable mention scholarships, if warranted.

ATTACHMENT: Draft scholarship application package



SCHOLARSHIP APPLICATION PACKAGE

The Vista Irrigation District (VID) invites local high school seniors to compete for a scholarship of \$1,500 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 February 24, 2017:**

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 typewritten 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. A typewritten 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 multi-year drought has impacted the way California residents think about water as well as how they use it. Describe how water supply reliability is important to you and to 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 Brent Reyes at (760) 597-3107. 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, February 24, 2017.**

VID will review qualified applications and select a winner who will receive a \$1,500 scholarship from the district. Once enrolled at a college, university or vocational school, VID will send a check directly to the school on scholarship recipient's behalf.



2017 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 performed through school organizations, volunteer or community activities, 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**

Meeting Date: November 16, 2016
Prepared By: Brett Hodgkiss
Approved By: Eldon Boone

SUBJECT: 2016 ANNUAL REPORT AND SPRING NEWSLETTER

RECOMMENDATION: Discuss information to be contained in the 2016 Annual Report and 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 ready to begin working on the 2016 Annual Report and would like to get the Committee's ideas for content.

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