



**AGENDA**  
**MEETING OF THE PUBLIC AFFAIRS COMMITTEE**  
**TUESDAY, NOVEMBER 19, 2019 – 11:00 AM**  
**1391 Engineer Street, Vista, CA 92081-8840**

---

*In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in the Committee meeting, please contact the Board Secretary during regular business hours at (760) 597-3128. Notification received 48 hours before the meeting will enable the District to make reasonable accommodations.*

**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. 2019 ANNUAL REPORT AND 2020 SPRING NEWSLETTER**

*Recommendation: Discuss information to be contained in the 2019 Annual Report and 2020 Spring 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**

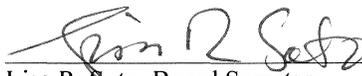
*NOTE: ITEMS ON THE AGENDA MAY BE TAKEN OUT OF SEQUENTIAL ORDER AS THEIR PRIORITY IS DETERMINED BY THE COMMITTEE*

- *The agenda package and materials related to an agenda item submitted after the packet's distribution to the Committee, are available for public review in the lobby of the District office during normal business hours.*
  - *Agendas and minutes are available at [www.vidwater.org](http://www.vidwater.org).*
  - *VID Board meetings are 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 in 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: November 14, 2019

  
\_\_\_\_\_  
Lisa R. Soto, Board Secretary



**PUBLIC AFFAIRS COMMITTEE  
STAFF REPORT**

**Agenda Item: 5**

**Meeting Date:  
Prepared By:  
Reviewed By:  
Approved By:**

**November 19, 2019  
Alisa Nichols  
Marlene Kelleher  
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 April 17, 2019, 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. The District received 16 applications compared with six in the previous year.

At the conclusion of last year's contest, the Board recommended the Committee discuss including transcripts and/or a question regarding the student's academic pursuits to help better understand an applicant's academic path and achievements and providing the application in an editable electronic format.

**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 and created a fillable electronic application form.

Staff anticipates distributing application packages and brochure to high school counselors within the District's jurisdictional boundaries in December. 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 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, February 28, 2020. 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).

**ATTACHMENT:** 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 28, 2020:**

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:

*California requires water agencies, like Vista Irrigation District, to meet water-use efficiency standards. Describe how you can best reduce water use 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](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 28, 2020.**

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.



**2020 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.)**

---

---

---

---

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



Alisa Nichols

1391 Engineer Street

Vista, CA 92081

Email: [anichols@vidwater.org](mailto:anichols@vidwater.org)

(760) 597-3173

Applications and additional information are  
available on the web at [www.vidwater.org](http://www.vidwater.org)



## 2020 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 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 28, 2020**. 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 28, 2020**

- ◆ 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:

*California requires water agencies, like Vista Irrigation District, to meet water-use efficiency standards. Describe how you can best reduce water use and how you can (or do) encourage water-use efficiency in your community.*



**PUBLIC AFFAIRS COMMITTEE  
STAFF REPORT**

**Agenda Item: 6**

<b>Meeting Date:</b>	<b>November 19, 2019</b>
<b>Prepared By:</b>	<b>Alisa Nichols</b>
<b>Reviewed By:</b>	<b>Marlene Kelleher</b>
<b>Approved By:</b>	<b>Brett Hodgkiss</b>

**SUBJECT:** 2019 ANNUAL REPORT AND 2020 SPRING NEWSLETTER

**RECOMMENDATION:** Discuss information to be contained in the 2019 Annual Report and 2020 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 2019 Annual Report and would like to get the Committee's ideas for content.

Staff is also formulating ideas for the 2020 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.