

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

November 2, 2009

A meeting of the Public Affairs Committee of Vista Irrigation District was held on Monday, November 2, 2009, at the offices of the District, 1391 Engineer Street, Vista, California.

1. CALL TO ORDER

Chair Williams called the meeting to order at 8:32 a.m.

2. ROLL CALL

Committee members present: Vásquez and Williams.

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. FISCAL YEAR 2009 ANNUAL REPORT

See staff report attached hereto.

The Committee and Mr. Hodgkiss reviewed and discussed content to be included in the 2009 Annual Report. The Committee and staff discussed and developed a list of topics that could be the subject of articles to be contained in the annual report, including water supply conditions/mandatory water conservation, mainline replacement program, water usage charge allocation and the San Diego County Water Authority report. It was suggested that Director Williams draft the Water Authority report, as he had done in previous years, since he is the District's representative on the Water Authority's Board. Director Williams also requested that the headers/titles for each article be a different font type to clearly show where one article ends and another one begins.

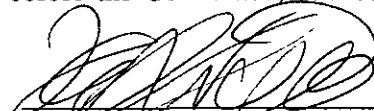
6. MEDIA RELATIONS EFFORTS

See staff report attached hereto.

The Committee and Mr. Hodgkiss discussed the use of the media (newspaper) as a medium to communicate with our customers regarding various issues, including drought/water supply conditions, mandatory water conservation measures and water rates. Staff explained that it does issue news releases on various topics; however, turnover and reduction in staffing levels at various newspapers has made it difficult to know which reporter is covering the District. In an effort to make sure the news release is received, staff is sending releases to both the reporter and the editor. The Committee also asked that staff monitor the information being presented (about the District) by the media to make sure it is accurate and respond to inaccuracies with correct information as necessary.

7. ADJOURNMENT

There being no further business to come before the Committee, at 9:35 a.m. Chair Williams adjourned the meeting.



Howard S. Williams, Chair

ATTEST:



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