

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.

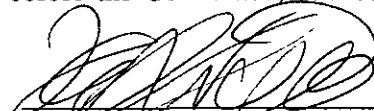
6. MEDIA RELATIONS EFFORTS

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



**PUBLIC AFFAIRS COMMITTEE
STAFF REPORT**

Agenda Item: 5

Board Meeting Date: November 2, 2009
Prepared By: Brett Hodgkiss
Reviewed By: Eldon Boone
Approved: Roy Coox

SUBJECT: FISCAL YEAR 2009 ANNUAL REPORT

RECOMMENDATION: Discuss information to be contained in the Fiscal Year 2009 Annual Report.

PRIOR BOARD ACTION: None.

FISCAL IMPACT: Printing costs are estimated at \$3,500. Design and layout of the annual report is performed in-house by District staff.

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. During the preparation of the 2003 Annual Report, the Board expressed interest in having input regarding the contents of future reports. Last year, the Public Affairs Committee provided feedback on the Report throughout the development process.

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 Report 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.

At this time, staff is requesting the Committee's input on information to be contained in this year's Annual Report.



**PUBLIC AFFAIRS COMMITTEE
STAFF REPORT**

Agenda Item: 6

Board Meeting Date:	November 2, 2009
Prepared By:	Brett Hodgkiss
Reviewed By:	Eldon Boone
Approved:	Roy Coox

SUBJECT: MEDIA RELATIONS EFFORTS

SUMMARY: This item is placed on the agenda to enable the Committee to discuss various media relations efforts/opportunities for the District.