

HELIX WATER DISTRICT

Setting standards of excellence in public service

MINUTES

LAKE JENNINGS COMMITTEE MEETING AND SPECIAL MEETING OF THE BOARD OF DIRECTORS

Wednesday, April 8, 2015 – 5:30 p.m.

7811 University Avenue, La Mesa, CA 91942-0427

1. Committee Chair Scalzitti called the meeting to order at 5:30 p.m. The roll call showed Lake Jennings Committee Chair Scalzitti, Co-Chair Linden present. Chair Scalzitti adjourned the special board meeting of the board of directors at 5:31 p.m. due to the lack of a quorum.

Staff present: Lugo, Umphres, Tomasulo, Hayman, Ross, Olney, Dillman
Haley, Janzen, Bryant, and Uhrhammer

Others present: Customers Bob Reed and Susen Doubrava, MJE Marketing
Services President Marlee Ehrenfeld

2. Agenda approved:

Motion: Linden
Second: Scalzitti
Vote: 2 ayes

3. Committee Chair Scalzitti provided opportunity for members of the public to address the board on any item under the subject matter jurisdiction of the district. There were no requests to be heard.
4. Reservoir Recreation Ranger Kira Haley provided a PowerPoint presentation regarding the approved recreation permit amendment from the State Water Resources Control Board Division of Drinking Water. Enclosed kayaks will be allowed on Lake Jennings. No dogs are allowed on the recreational side of the facilities.
5. Reservoir Recreation Ranger Kira Haley provided a quarterly overview of the Lake Jennings recreation and campground statement of revenue and expenses.
6. MJE Marketing Services President Marlee Ehrenfeld provided a PowerPoint presentation regarding Phase I of a marketing plan developed for the Lake Jennings campground. Senior Public Affairs Representative Mike Uhrhammer provided an in-house marketing approach focused on user groups, digital marketing and customer service.

The committee directed staff to present the marketing plans to the board of directors for discussion during a future Committee of the Board meeting.

7. The presentation of the Lake Jennings campground assessment was continued to the next Lake Jennings Committee or Committee of the Board meeting in the interest of time.
8. No action items were provided to staff for discussion at the May 13, 2015, committee meeting.

Chair Scalzitti adjourned the meeting at 7:02 p.m.

ATTEST:

Sandra L. Janzen, Board Secretary

Joel A. Scalzitti, Committee Chair