



PARKS ADVISORY COMMITTEE

August 14, 2026

Members Present	Members Absent	Staff Present	Public Present
<u>In-Person</u> Doug Goad, Chair, District 3 Rob Hutsel, Vice-Chair, District 3 Jeffry Jones, District 2 Nicole Honstead, District 2 Susan Hector, District 4 Brian Morales, District 5 Paul Davis, District 5		Jason Hemmens, Director Cynthia Robles, Administrative Secretary Emily Hubbard, Chief Lana Findlay, Marketing Coordinator Elisa Jazo, Admin Analyst II (virtual)	

MEETING MINUTES

1. CALL TO ORDER – 9:01 AM
2. REMOTE PARTICIPATION DISCLOSURE
 - None
3. OPPORTUNITY FOR MEMBERS OF THE PUBLIC TO SPEAK
 - None
4. APPROVAL OF THE MEETING MINUTES
 - MOTION TO APPROVE the June 12, 2026, meeting minutes – the Chair presented the minutes for review. Upon motion, duly made by member Davis and seconded by Vice-Chair Hutsel.
 AYES: 5 NAYS: 0 ABSTENTIONS: 0
5. COMMITTEE MEMBER COMMENTS ON ANY ITEM NOT ON TODAY'S AGENDA
 - Chair Goad shared a community information flyer on the north county mitigation site and the San Dieguito Community Planning Group meeting. The flyer included information on the project overview, what is proposed and what residents can expect.
6. DEPARTMENT REPORT

Jason Hemmens, Director, gave a department report which included notifications about the following items:

 - Mira Mesa Epicentre opening September 10th at 4:00 PM
 - El Nino preparation and working group
 - CAPRA re-accreditation and National Recreation and Parks Association annual conference
 - Department of Parks and Recreation 80th year celebration and history
7. DPR ITEM PRESENTATIONS
 - Marketing, Communications, and Community – Chief, Emily Hubbard, and Marketing Coordinator, Lana Findlay gave a presentation on marketing and



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public engagement in correlation with CAPRA's Chapter 9. The presentation included information on responsibility, strategic marketing plan, social media analytics, internal communications, reaching a diverse audience, brand management and graphic design, public information/events as well as design for development, engagement in park planning, design and construction.

8. ADJOURNMENT – 10:28 AM

- **MOTION TO ADJOURN - Member Hector and seconded by Member Honstead.
AYES: 5 NAYS: 0 ABSTENTIONS: 0**