

MINUTES

City of San Diego
Municipal Golf Committee (MGC)
June 12, 2014

Meeting held at:

Public Utilities Metropolitan Operations
Complex (MOC II Building)
9192 Topaz Way
San Diego, CA 92123

Mailing address is:

Torrey Pines Administration Building
11480 N. Torrey Pines Road
La Jolla, CA 92037

ATTENDANCE:

Members Present

Albert Bruton
Christian Clews
Doris Cronkhite
Kurt Carlson
Ann Dynes
David Korty
Megan Mahoney
Paul Spiegelman
Michael Zucchet

Members Absent

Susan Casagrande
Marc Sorensen

Staff Present

Scott Bentley
Mark Nassar
Kevin Oliver
Todd Schmit

CALL TO ORDER

Michael Zucchet called meeting to order at 6:01 p.m.

APPROVAL OF THE APRIL 17, 2014 MINUTES

Ann Dynes pointed out some corrections and deletions to the minutes.

A motion was made by Ann Dynes and seconded by Al Bruton to approve the April 17, 2014 minutes with the corrections and deletions recommended by Ann Dynes.

Motion: **MOVED / SECONDED MS. DYNES / MR. BRUTON**

The vote was unanimous.

CHAIRPERSON'S REPORT

No report.

STAFF REPORT

Scott Bentley acknowledged a Memorandum received from the Mayor of San Diego appointing Michael Zucchet as chairperson of the MGC for another year.

Scott Bentley announced the Junior World Championship will be held at Torrey Pines Golf Course from July 14th – July 18th using both courses.

Scott Bentley mentioned that the City of San Diego Amateur Golf Championship, a 54-Hole tournament, will start at Balboa Park Golf Course on July 18th and finish on Torrey Pines Golf Course July 19th and 20th.

Scott Bentley stated that Mr. John Early's emails are attached to Committee packets.

Paul Spiegelman commented on the slow pace of play in the past Junior World Championships. Scott Bentley replied that pace of play rules are given to each player and enforced by Junior World Rules Officials. Megan Mahoney commented on changes that have been made from past years that will have a positive effect on pace of play this year.

A motion was made by Michael Zucchet and seconded by Ann Dynes to add a Pace of Play discussion to the Agenda in August.

Motion: **MOVED / SECONDED** **Mr. ZUCCHET / MS. DYNES**

The vote was unanimous.

COMMITTEE COMMENT

Paul Spiegelman commented that the telephone reservation system seems to be working better.

NON-AGENDA PUBLIC COMMENT

Janet Stewart read a letter from Betty Black regarding the appearance of Mission Bay Golf Course. In the letter, Betty Black stated that the course conditions are very good, but that the City needs to implement plans to improve the Clubhouse. Janet Stewart volunteered to have the women paint it and possibly help with larger improvements.

John Early commented on fee increases that have occurred over the years at the 9-Hole Balboa Park Golf Course since 2001. He also commented on the reduction in rounds at the 9-Hole Balboa Park Golf Course. Michael Zucchet agreed with many of Mr. Early historical comments, but suggested the MGC look forward and will be concentrating on current / future fees.

Paul Spiegelman commented on Mr. John Early's persistence to have the fee increases addressed and the \$25.00 cost of the resident card possibly changing based on the course.

Ann Dynes asked about the low income fee waiver mentioned in the material Mr. Early provided.

Christian Clews questioned the \$25 cost for a City resident card.

Michael Zucchet stated that rates would be discussed at the Committee's October meeting.

ACTION ITEM

101. Vice Chairperson re-election

Michael Zucchet received a motion by David Korty and seconded by Albert Bruton to nominate Ann Dynes as Vice Chairperson.

Motion: **MOVED / SECONDED** **Mr. DAVID KORTY / MR. AL BRUTON**

The vote was unanimous.

INFORMATION ITEM

201. North Course Project Revised Budget

Mark Nassar, Deputy Director of Architectural Engineering & Parks Division, Public Works Department, presented information to justify the increase of \$2.6 million to the costs of the Torrey Pines Golf Course Capital Improvement Project. This increase is consistent with what other projects have incurred when implemented. He also stated that with the tight deadline, the City could not afford any delays caused by having to go back to Council asking for additional funds. Several comments were made by committee members regarding the cost increase and its effects on the Enterprise Fund and other improvements to Balboa Park Golf Course and Mission Bay Golf Course. No action was requested or taken.

202. Revised Bylaws

A final copy of the approved Municipal Golf Committee Bylaws was provided to all Committee members.

203. Marketing follow-up

The next item for Information was a discussion of the Marketing Plan for the Golf Enterprise. Chairman Zucchet reminded the Committee that, based on the goals of the 2012 Business Plan, the Marketing called for in that Plan is currently most important for the Balboa 9 and Mission Bay courses which are operating at below goals for rounds played. Nonetheless, it was also noted that that Plan calls for a marketing strategy for the entire program moving forward. Copies of City documentation were distributed regulating the use of electronic media by City employees on City business, including a specific memorandum from the Department Head which prevents the use by Golf Division employees of any social media to promote course usage. There was a discussion of the lost opportunities for rounds played by the lack of access to social media sites such as Twitter and Facebook; these techniques are routinely utilized by the City's golf course competitors to improve yield at low usage times.

Paul Spiegelman commented on how the MGC can help.

Megan Mahoney commented on creating Apps for the golf courses based on the fact that many individuals possess smart phones.

