

## MINUTES

City of San Diego  
Municipal Golf Committee (MGC)  
September 17, 2015

### 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

Doris Cronkhite  
Kurt Carlson  
Marc Sorensen  
Megan Mahoney  
Michael Zucchet  
Paul Spiegelman  
Susan Casagranda

#### Members Absent

Albert Bruton  
Ann Dynes  
Christian Clews  
David Korty

#### Staff Present

Scott Bentley  
Alex Bragado  
Paul Cushing  
Matty Reyes

### CALL TO ORDER

Michael Zucchet called meeting to order at 6:03 p.m.

### APPROVAL OF THE MAY 6 AND MAY 21, 2015 MINUTES

A motion was made by Susan Casagranda and seconded by Doris Cronkhite to approve the May 6 and May 21, 2015 minutes.

Motion: **MOVED / SECONDED MS. CASAGRANDA / MR. CRONKHITE**

The vote was unanimous.

### CHAIRPERSON'S REPORT

None

### STAFF REPORT

Scott Bentley reported that FootGolf is now available at Mission Bay and Balboa 9 Golf Course. The Golf Division joined the US FootGolf Association, California FootGolf Association and FootGolf San Diego. We are the only US FootGolf Association certified courses in San Diego.

Mr. Bentley stated that Mission Bay hosted the California FootGolf Association Southern California Championship last month. The Golf Division was very excited to be part of the Championship. He stated the Golf Division is currently working on how to market FootGolf to attract more players.

Mr. Bentley confirmed some new improvements have been made at Mission Bay. The new practice putting/chipping green is now open. It has been getting great reviews. Our new range building is being installed and the ball range machine will be housed in that building. This will help make the area much cleaner and improve operations. Also, Mission Bay will be hosting a 15"-hole cup golf tournament on Saturday, October 10<sup>th</sup>.

Mr. Bentley enthusiastically expressed that the Golf Division now has the ability to do some marketing. Anyone that has a valid email address in our system will be receiving an email from our Senior Public Information Officer, Tim Graham. It will be a newsletter highlighting new things to come. This is our first official City email for golf. In the future, Mr. Graham will present to the Committee a marketing plan that he is currently working on. He is part of the Communication Department that is dedicated to the Park and Recreation Department.

### **COMMITTEE COMMENT**

Paul Spiegelman asked Mr. Bentley what is the status on the Farmers Insurance Open negotiations. Mr. Bentley stated that it's in the second year of a three year agreement. The agreement is downtown in Scott Chadwick's office, Chief Operating Officer. Mr. Chadwick's office will be determining what trade-outs will be made in lieu of a cash payment.

Mr. Spiegelman expressed that it was his understanding it would be a one year agreement. Mr. Bentley noted that it is the same basic agreement each of the three years, but how the Golf Division is reimbursed for lost revenue can change from year to year.

Mr. Spiegelman conveyed his thoughts about the \$300k plus television commercials that are not useful to the Golf Enterprise Fund. The Farmers Tournament is excellent in show casing the City of San Diego & Torrey Pines. Mr. Spiegelman would like to create a win-win situation for both parties.

Mr. Zucchet suggested that maybe some members of this committee could meet with the Century Club and look at viable options.

Ms. Casagrande stated the City General Fund should reimburse the Golf Division for at least a portion of the cost of the commercials.

Mr. Spiegelman does not want this to have a negative impact on the tournament whatsoever. The Century Club's mission is to help and give back to the community and Mr. Spiegelman believes there could be a way to have the reimbursement come in the form of a charitable donation.

Marc Sorensen commented that maybe we should be looking into the TOT, Transient Occupancy Tax. The TOT could be an option where funds from it can be put into the Golf Enterprise Fund and the television commercial could highlight the City of San Diego.

### **NON-AGENDA PUBLIC COMMENT**

None

### **ACTION ITEM**

## **101. North Course Update**

Mr. Bentley gave an update on the North Course. He emailed the RFP to everyone. The RFP is due back on September 29. In July, the State of California had a ruling in a case very similar to our current North Course Project. The ruling stated the companies involved in the first stage of the project, creating the vision that went to public comment and City approvals, cannot bid on construction of the actual project. It was ruled that they have a conflict of interest and an unfair advantage when it comes to bidding on the actual construction part of the project. This ruling eliminated Phil Mickelson's company from being included in the construction.

## **102. Junior Golf / High School Golf Report**

Mr. Bentley reported the heart of the Golf Division Junior Golf Program is our Resident Card / Monthly Ticket program. It is \$25 for the Resident Card per year and then juniors can purchase the monthly play ticket \$10.50. This monthly ticket is good at all three courses. Juniors can play at Torrey Pines Monday to Thursday after 3pm. At Balboa Park, monthly tickets can be used Monday to Friday after 3pm. Mission Bay is currently running a special that allows the monthly ticket to be used Monday to Friday at anytime. Another special at Mission Bay is a \$20 Junior Rate on the weekends for both Resident and Non-Resident juniors.

Mr. Bentley confirmed the Golf Division has 13 different high schools teams that call one of our three courses their home course. The Varsity Girl's season runs from August 17<sup>th</sup> the October 27<sup>th</sup>. The Boy's season starts in late February and ending in early May. Their ten-week schedule includes one week of practice and nine weeks of matches. We hold the City Conference Tournament at Balboa Park and the Match Play Championship at Torrey Pines.

Mr. Bentley stated that the Golf Division started its PLAY Golf Program. This program started in January 2015. Mr. Bentley confirmed we did some day camps and introductory clinics. The program introduced golf to over 700 kids this year. The Golf Division is looking at the pros & cons on what we did this past summer. Our goal is to grow this program and reach out to kids all around the City and County.

Mr. Bentley stated the Golf Division participated in the PGA Junior League for the first time this year. The PGA Junior League is organized by the PGA of America and runs very much like Little League Baseball. We had two teams at Torrey Pines and one at Mission Bay.

Mr. Bentley mentioned that this Saturday, September 19, Torrey Pines will be hosting the Drive, Chip, and Putt. The winners will advance to Augusta during the Masters for the finals.

Mr. Bentley wrapped up his report with the San Diego City Junior Amateur Championship which was held at Balboa Park in July. There were 72 players. The Golf Division hopes to grow the tournament to a three-day tournament in the future with the qualifying for the Junior World Golf Championship.

Mr. John Early spoke about juniors having to pay for a City Residence Card. Mr. Early stated the Monthly Ticket for \$10.50 is acceptable, but students should not have pay for the \$25 for the Residence Card.

Mr. Darryl Patenaude wanted to express his concerns about kids playing at Balboa Park. Mr. Patenaude asked if there is a better way to get the juniors off the course after they complete the front nine. Mr. Patenaude would like the committee's consideration and help to this issue.

A motion was made by Mr. Sorensen as follows: "The Municipal Golf Committee recommends to the City that the City adopt a policy for City high school golf programs that would waive the \$25 City Resident Golf Card fee for golf team members for Resident Golf ID Cards issued during the player's season. ASB Student ID Cards and team rosters would be used to identify eligible players. The \$10.50 Monthly Tickets would still need to be purchased".

Motion:                    **MOVED / SECONDED            MR. SORENSEN / MS. CRONKHITE**

The vote was unanimous.

### **103. Point of Sale / Internet Tee Time System Update (Alex Bragado)**

Alex Bragado, Senior Supervising Management Analyst, gave an update on where the Golf Division stands on the process of obtaining the new POS system and Internet Tee Time software. The Golf Division is currently working with two companies with a potential roll out date on December 1<sup>st</sup>.

ForeUP Golf was the company that was tentatively awarded the contract. They are located in Orem, Utah and have worked with 430 golf courses. Most of the courses that use ForeUP are in the east coast. Mr. Bragado stated it would cost about \$20K for the first year of their services.

The second company, Element Payment Services, a partner of ForeUP Golf, is a financial gateway service. The company acts as a conduit for all the credit card transactions. Their services will cost approximately \$9K a year.

Mr. Bragado mentioned that these two contracts are with the City Attorney's Office and will hopefully be finalized by mid-October. There will be system testing with our data and their servers. All staff members will receive thorough training on the new software. An email notification will be sent out to all of our customers about the new tee time reservation procedures. The Golf Division anticipates this software to go live in December.

### **104. Business Plan Annual Update (Paul Cushing)**

Paul Cushing, Assistant Duty Director, presented the Business Plan Annual Update. The current Business Plan was adopted in November 2012 and is considered to be a rolling plan.

Mr. Sorensen questioned the five year budget outlook and asked how much is the CIP balance at this time and what is the projected budget in FY2016 for the CIP. Mr. Zucchet wanted to confirm that the ending balance in the Golf Enterprise Fund of 11.5M is after the North Course Renovation expenditure.

Mr. Bragado was able to answer the committee's questions. He referenced the figure in Appendix A of the handout. Mr. Bragado stated in FY2016 the Budget for CIP appropriations has 21.9M in current projects. Then, there is about 9.3M available for future new projects. Of that amount, the Golf Division would like to keep 2M in reserve. The new amount for future new projects is now 7M. With the 21.9M in current projects and 13.4M towards the North Course Renovation.

Mr. Zucchet wanted to clarify that the Golf Division wanted 2M for an operational reserve and an additional 2M more. Mr. Bragado stated that it's City Council's policy that the Golf Division has 2.1M in reserve for future emergencies. The Golf Division likes to have an additional 2M in reserve, total 4M, to alleviate having to go to Council to release funds in an actual financial emergency.

CIP items for Balboa Park & Mission Bay Golf Complexes were discussed concerning their potential budget and timeline. Also, there was a discussion about using and bringing reclaimed water to Balboa and Mission Bay courses.

Paul Spiegelman expressed his gratitude on what an excellent job the Golf Division has done. He appreciated that the Business Plan Update did not raise any rates at this time.

A motion was made by Mr. Spiegelman to accept the updated Business Plan with an amendment to include the language of "Providing excellent and affordable golf opportunities to City Residences & Non-Residences".

Motion:                                **MOVED / SECONDED                        MR. SPIEGELMAN / MR. SORENSEN**

The vote was unanimous.

In conclusion, Mr. Zucchet also gave great praise and high remarks to the Golf Division's hard work and efforts. He felt the updated Business Plan Report was a good one.

#### **INFORMATION ITEM**

None

#### **ADJOURNMENT**

The meeting adjourned at 7:57 PM

Next Regular Meeting:            **November 19, 2015, 6:00 P.M.**  
   **Public Utilities Metropolitan Operations Complex**  
   **(MOC II Building)**  
   **9192 Topaz Way, San Diego, CA 92123**

Future meetings are scheduled for January 14, 2016 and March 17, 2016