

MINUTES

**City of San Diego
GOLF DIVISION – BUSINESS PLAN UPDATE COMMITTEE**

September 22, 2011

Meeting location:
City of San Diego Environmental Services Department's
Ridgehaven Building, Auditorium
9601 Ridgehaven Court
San Diego CA 92123 -1686

Mailing address is:
11480 North Torrey Pines Road
San Diego, CA 92037

Members Present

Ginny Barnes, Chair
Susan Casagrande
Doris Cronkhite
Patrick Duffy
Dan Fullen
John Hoffman
Syd Jones
Holly Kennedy
Alan Kidd
Tony Perez
Peter Ripa

Members Absent

None

Staff Present

Mark Marney, Deputy Director
Alex Bragado
Scott Bentley
Paul Cushing
Lew Millburn
Scott Reese

CALL TO ORDER/INTRODUCTIONS:

Chairperson Barnes called the meeting to order at 6:00 PM.

COMMUNICATIONS: Limited to items not on the agenda. Each item will be limited to **two minutes** and is not debatable.

No public comments

CHAIRPERSON'S REPORT:

1. Welcome & Introductions

Chairperson Ginny Barnes welcomes all to the meeting. She advises all that the committee must follow the Brown Act. Other committee members introduce themselves. Mark Marney, Golf Division Deputy Director, and committee liaison, introduces himself and the City staff that is present at the meeting.

STAFF REPORT:

1) Introduction to Update Process

a) Structure of Committee

Mark Marney: The Business Plan Update Committee is an ad hoc committee that will have about 12 meetings over an eight to nine month period. Committee will follow the Brown Act and Roberts Rules of Order.

b) Format for Committee meetings (Brown Act, Roberts Rules of Order)

Alex Bragado, Supervising Management Analyst: Explained that Roberts Rules of Order will govern the manner in which the Committee will conduct the meeting. Presented a PowerPoint presentation entitled “Overview of the Brown Act.”

c) Outline of Committee Member roles and responsibilities

Mark Marney: Committee members’ preparation will be involved before each meeting. Members take time to review information before committee meetings. There is a committee meeting website established that available data for the committee will be posted. The agenda will be posted by the Monday before each scheduled Thursday committee meeting. The committee has members with a variety of expertise. Be open minded and flexible. Be involved and engaged, ask questions.

d) Discussion of proposed schedule and topics for future committee meetings

Mark Marney: All committee meetings will have agendas. The agendas for the two meetings in December have been kept open to schedule issues and comments as needed. It is planned that at the March 1, 2012 meeting the Business Plan Update Committee will take action on a final recommendation of the business plan. Submission of the proposed business plan will be submitted for City Council approval in April 2012.

Mr. Paul Spiegelman, public comment: He has great concerns about the composition of the committee membership and is concerned about the process.

Ginny Barnes: Advises Mr. Spiegelman and others attending meeting that it would be helpful to the committee if comments, concerns and facts could be written down and forwarded to Mr. Marney. A copy of the documents could then be forwarded to the committee members.

INFORMATION ITEMS:

1) Review of current Golf Division

a) Accomplishments of previous plan

Mark Marney: Conducted a PowerPoint slide presentation to the committee and public in attendance on the accomplishments of the previous business plan.

b) Challenges facing the Golf Division

Mark Marney: Challenges are a stagnation of the economy; rounds played are down 8% in the region. Business tools are needed in the business plan. Golf Division is operated like a competitive enterprise in a public sector environment which is customer-service orientated. Will look at a full-blown marketing plan. Will look at resident rates at Mission Bay and Balboa Park Golf Courses to see if it makes sense to have different resident and non-resident rates at those two courses. As we go forward we will be open to look at everything and adjust as necessary.

Public Speaker Joseph Campbell: Lives in Clairemont and plays at Torrey Pines Golf Course. Wants to see transparency and staff provide reports to the committee.

Ginny Barnes: Asked Mr. Campbell if he can provide a couple of pages report of his issues and provide facts with the report, and send to Mr. Marney. Mr. Perez asks if sources of data can be provided.

Ginny Barnes: Thanked all for attending meeting and stated the next committee meeting of October 6, 2011 and all future committee meetings will be held at MOC (Municipal Wastewater Operations Center of the City of San Diego Public Utilities Department Wastewater Branch)

ADJOURNMENT: Meeting is adjourned at 7:35 PM

Next Regular Meeting October 6, 2011 @ 6:00 PM

City of San Diego Public Utilities Department Wastewater Branch
Room - Auditorium
9192 Topaz Way
San Diego CA 92123-1119

Submitted by,

A handwritten signature in cursive script that reads "Mr. Alex Bragado". The signature is written in dark ink on a white background.

Alex Bragado
Golf Division, Supervising Management Analyst