

December 15, 2011 Minutes approved at the February 9, 2012 committee meeting

MINUTES

**CITY OF SAN DIEGO
GOLF DIVISION – BUSINESS PLAN UPDATE COMMITTEE**

Meeting of December 15, 2011

Meeting location:
City of San Diego Public Utilities Department
Wastewater Branch
Auditorium
9192 Topaz Way, San Diego, CA 92123-1119

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

Members Present

Ginny Barnes, Chair
Susan Casagrande
Doris Cronkhite
Dan Fullen
John Hoffman
Syd Jones
Alan Kidd
Peter Ripa

Members Absent

Patrick Duffy
Holly Kennedy
Tony Perez

Staff Present

Mark Marney, Deputy Director
Scott Bentley
Alex Bragado
Paul Cushing
Julie Humphries
Lew Millburn
Jim Ruhland

CALL TO ORDER

Ms. Ginny Barnes called the meeting to order at 6:00 PM with a starting quorum of eight members present: Ms. Barnes, Ms. Casagrande, Ms. Cronkhite, Mr. Fullen, Mr. Hoffman, MS. Jones, Mr. Kidd and Mr. Ripa.

APPROVAL OF THE MINUTES: The November December 1, 2011 committee meeting minutes approval was moved by Ms. Cronkhite, seconded by Mr. Hoffman and approved 7-0 with Ms. Casagrande abstaining.

Mr. Marney – There is a change in the meeting format to a workshop format. This will provide for increased dialogue

Ms. Barnes – Each speaker may speak for five minutes.

No non-agenda comments.

WORKSHOP

Mr. John Early, public speaker – The Resident Golf ID Card not needed. Do not require students to pay the fee for the Resident Golf ID card. Believes the 2007-2011 fees were not authorized by Council, recommends all fees rolled back to FY 2006 levels. Use e-blast to sell rounds. Great idea to sell unused resident tee times at Torrey Pines Golf Course during slow play. Residents should pay less than non-residents for green fees.

Mr. Al Bruton, public speaker - Have one County card for all courses. County golfers should pay same rate as City residents. Roll back fees slightly for Balboa Park and Mission Bay golf courses. Give staff latitude in a five-year business plan period to adjust rates and offer specials. Form a permanent marketing committee to review an advertising plan and review advertising material. The committee would know marketing. Allow adjustment of fees. Committee decide on marketing adjustments allowable. Golf Division staff implement.

Mr. Al Martin, public speaker - Does not agree with implementing a County card. City of San Diego courses are City not County courses. Give the director authority regarding policy changes. Associate measurements to goals and then monitor. Keep courses open and operating by enhancing the viability of the Enterprise Fund which is the number one priority. Open more golf play to the members of the golf clubs. Make resident, non-resident and senior rates one rate at Balboa Park and Mission Bay Golf Courses (GC). Non-resident golfers are more likely to be one-time golfers, not repeat customers. It is ok to have higher fees for this customer type at Torrey Pines GC. Each course should not have to individually break-even financially. Operate all three courses together financially.

Mr. Paul Spiegelman, public speaker - Eliminate the resident ID card fee at Balboa Park and Mission Bay golf courses. Reduce resident ID fee at Torrey Pines GC. A \$60 million Capital Improvements Program is not consistent with low-price golf. Scale down capital expenses, makes it impossible to keep rates down. Why attract tournaments at Torrey Pines - no benefit to residents. Why in-kind reimbursement with TV commercials for Farmers Tournament? Twelve hours of golf play program time on TV is sufficient. Accept cash reimbursement only. Expenditures on a Torrey Pines tournament building, clubhouse and maintenance building not consistent with low-price golf. Renovate Balboa Park GC restrooms instead of a major Balboa Park Golf Course clubhouse project. City Council should approve all rates and fee for major golf tournaments. Sell unused tee times at Torrey Pines GC by first sending e-mail blast to residents.

Mr. Joseph Campbell, public speaker- Protect the viability of the Enterprise Fund. Stop loss of rounds at Torrey Pines GC, it affects Torrey Pines Club Corp (Pro Shop) revenues. Make all courses affordable to play.

Ms. Susan Casagrande, committee member - Financial stability of Enterprise Fund is important. Do away with resident ID card at Balboa and Mission Bay golf courses. Need flexibility in hands of Golf Division. Keep weekend and weekday rates the same for resident play at Torrey Pines GC. Use a web-based reservation system. Will help increase resident play. Concerned Balboa Park course cannot increase enough rounds of play to break even financially. Staff response was looking at non-golf offerings also at Balboa. Sell unused tee times at Torrey Pines GC if not reserved by residents.

Ms. Syd Jones, committee member – Golf Club members concerns includes the fees. Supports a county rate. When ropes are up on the courses reduce the rates for residents. Look at increasing available tee times for clubs. Make use of e-blasts. Charge a weekday rate on Friday instead of the current weekend rate. Seniors are priced out on Fridays.

Mr. Dan Fullen, committee member - One rate for Balboa Park and Mission Bay golf courses. Eliminate resident ID card for Balboa Park and Mission Bay golf courses. Provide ability to book tee times online. Allow Golf Deputy Director authority to make fee changes

Mr. Al Kidd, committee member- Establish a teaching and training facility. Look at private/public partnership. Find a way to measure goal achievement and adjust as needed. Use a rolling five-year plan with benchmarking. Improve communications with the public via web, mobile, social networks, etc.

Doris Cronkhite, committee member - Supports a rolling 5-year plan. View all three golf facilities differently. Send information emails to the public.

Mr. Peter Ripa, committee member - Market both online and with applications on devices such as iphones. Understand customer behavior through online usage data. Provided committee members a document supporting professional tournament play at Torrey Pines Golf Course.

Mr. John Hoffman, committee member - Farmers Insurance Open provides extra revenue to Enterprise Fund. Improve Mission Bay GC infrastructure. Play at Torrey Pines GC get discount to play Balboa Park

GC. Frequent player card play is a good idea, e.g. multiple times then play any of three courses for no charge. During course maintenance impact on weekends, charge weekday rates. Lower green fees during slow months.

The 70% / 30% type measurement at Torrey Pines CG for resident/non-resident golf play promotes resident golf, but can be more flexible.

ACTION ITEMS: None

ADJOURNMENT: The meeting was adjourned at 8:00 PM.

Please Note:

A website with committee meeting documents is available at <http://www.sandiego.gov/park-and-recreation/general-info/golfbusinessplancommittee.shtml>.

If there are any questions regarding the minutes, please contact staff representative Julie Humphries at (858) 581-7831 or e-mail, HumphriesJ@sandiego.gov. This information will be made available in alternative formats upon request.

Submitted by,



Alex Bragado, Supervising Management Analyst
Golf Division