

MINUTES

City of San Diego
Municipal Golf Committee (MGC)
November 19, 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

Albert Bruton
Kurt Carlson
Marc Sorensen
David Korty
Michael Zucchet
Paul Spiegelman
Susan Casagrande
Ann Dynes

Members Absent

Doris Cronkhite
Christian Clews
Megan Mahoney

Staff Present

Scott Bentley
Tim Graham
Matty Reyes

CALL TO ORDER

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

APPROVAL OF THE SEPTEMBER 17, 2015 MINUTES

A motion was made by Paul Spiegelman and seconded by Marc Sorensen to approve the September 17, 2015 minutes.

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

The vote was unanimous.

CHAIRPERSON'S REPORT

None

STAFF REPORT

Scott Bentley reported that a new Superintendent had been hired for the South Course. His name is Rich McIntosh, and he comes from Muirfield Village, where he was the Assistant Superintendent. He also volunteered the last two years at Torrey Pines during the Farmers Insurance Open, where the staff was able to get familiarized with Mr. McIntosh.

Mr. Bentley was excited to mention that FootGolf started in August, and that by October, had received enough revenue from green fees to pay off the initial \$10,000 that was used in the startup of FootGolf. Mr. Bentley expects that in the first year to get at least 2,000 – 3,000 rounds, although it is picking up and may exceed that number.

Marc Sorensen asked Mr. Bentley if there were any maintenance issues with FootGolf. Mr. Bentley stated that there were none.

Mr. Albert Bruton asked Mr. Bentley if there were any issues or dangerous situations between Golfers and FootGolfers. Mr. Bentley stated that there were no pace of play issues, and most of the FootGolf happens in the evening, when it is usually too late to begin 18 holes of golf. They usually do not interfere with each other. Mr. Bentley also mentioned that the staff at Mission Bay is very excited to have the FootGolf players.

Mr. Bentley reported that Mission Bay has received a new range machine. The new contractor, Estrada, is now under contract. They will be overseeing the installation of the irrigation system and lighting. Hopefully by next fall, a new irrigation system will be installed. The lighting and electrical systems are being evaluated at this time and with an improvement plan being recommended next year.

COMMITTEE COMMENT

Mr. Sorensen asked Mr. Bentley about previous question regarding maintenance cost breakdown at Balboa 18 vs. 9. Mr. Bentley explained that Alex Bragado who has given reports to the committee has retired and Mr. Bentley will follow up and note the issue in the minutes.

NON-AGENDA PUBLIC COMMENT

John Early asked that a recommendation be made to give the high school kids a break on the resident prices. Mr. Early commented on the costs that were spent for the bag drop services. Mr. Early also asked if fees would be addressed. Mr. Bentley responded that the fees cannot be waived unless it is approved by the City Council. Mr. Bentley also stated that the bag drop was approved via the business plan and the Business Plan Committee.

Mr. Sorenson stated that a motion had been made on the kids' fee and asked if a recommendation had been made to the City Council and what was their response. Mr. Zucchet stated that communications would be made with Mark Marney to find out.

ACTION ITEM

101. Customer Satisfaction Survey Research Report – Tim McLarney – True North

Tim McLarney, the President of True North, gave a customer satisfaction report via PowerPoint presentation.

Mr. Carlson asked Mr. McLarney if there is a certain way that the survey information is taken. Mr. McLarney explained that after the customers are selected, they are sent an invitation via email with a link to the survey that contains a PIN number imbedded into the link that can only be used once. When customers do not reply by email, they are then called to take the survey.

102. Golf Division Marketing Plan – Tim Graham

Tim Graham, Senior Public Information Officer of the City of San Diego Communications Department gave a presentation regarding possible marketing ideas to bring more awareness to all of the Municipal City courses using social media and web communications.

Susan Casagrande asked if e-newsletters could be added to the website. Mr. Graham confirmed that it could be added.

103. De Anza Cove Workshop – Future Planning

Scott Bentley announced that there is an area next to Mission Bay Golf Course called De Anza Cove which currently is a mobile home park along the bay. Everyone is leaving next year, and the area is up for redevelopment, which is also a part of Park & Rec's land.

There are three different groups that are trying to come up with a plan on the best use of the land. Pacific Beach Planning Group, Mission Bay Park Committee, and a group of staff members, including Scott Bentley and Mark Marney are the three groups. The study is expected to last at least three years.

It can affect the golf course. By the Mayor's direction, the golf course is to be included in the study, along with the tennis courts and ball field, the yacht club, the mobile home park, Campland and a small part of Mission Beach Park.

Mr. Bentley expressed his concern on the possibility of a road going through the golf course, taking away from its 46 acres. Mr. Bentley also mentioned that the committee would all be included in updates via email, and all of the plans for a restaurant and demolition of the old building would not be affected.

104. North Course Update

Scott Bentley announced that the contract has not been signed; however it is expected to go through. Four bids were received, and after the selection process, Wadsworth Golf Construction Company was the chosen. They are one of the top construction companies for building golf courses in the country. Their architect is Tom Weiskopf.

Nine holes are expected to be kept open, while the other nine are being worked on, starting on the back. They plan on getting started on a February 9 start date.

All of the greens are expected to get 20-25% bigger and have a different look with a different entrance from the fairway than they do now.

Mr. Spiegelman questioned if the greens were going to be moved, and Mr. Bentley replied that the plans are not final, but for now, a few greens would be moved but not substantially.

Mr. Burton asked what the timeline would be, and Mr. Bentley answered that the contract stated they would be done by the end of August.

Mrs. Dynes questioned what would happen with the employees during this time. Mr. Bentley explained that there would still be work available.

Mr. Bentley brought up the subject of public shotguns and invited the committee to a tee time on Monday, February 8.

In conclusion, Mr. Zucchet asked if Mr. Bentley could arrange for a special meeting with Tom Weiskopf to discuss the North Course Design. Mr. Zucchet thanked Mr. Bentley and everyone for a great meeting.

INFORMATION ITEM

None

ADJOURNMENT

The meeting adjourned at 7:57 PM

Next Regular Meeting: **January 14, 2016 6:15 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