Minutes

City of San Diego Municipal Golf Committee (MGC) September 13, 2018

Meeting held at:

Mission Bay Golf Course 2702 N. Mission Bay Drive San Diego, CA 92109

Mailing address is:

11480 N. Torrey Pines Road La Jolla, CA 92037

<u>Attendance:</u>

<u>Members Present</u>

Members Absent

Staff Present

John Howard

Colin Walshok Olivia Flores Kurt Carlson Ann Dynes Doris Cronkhite Marc Sorensen Larry Baron Susan Casagranda Megan Mahoney

CALL TO ORDER:

Ann Dynes called meeting to order at 6:05 PM

APPROVAL OF THE MAY 17, 2018 MINUTES:

A motion was made by Susan Casagranda and seconded by Kurt Carlson.

Motion: MOVED/SECONDED CASAGRANDA/CARLSON

All in favor of the motion. The vote was unanimous.

ADOPTION OF AGENDA:

A motion was made by Kurt Carlson and seconded by Susan Casagranda.

Motion:

MOVED/SECONDED CARLSON/CASAGRANDA

CHAIRPERSON'S REPORT:

No chairperson's report.

STAFF REPORT: John Howard, Golf Course Manager

John Howard introduced new committee member Olivia Flores. Ms. Flores is from northern California and grew up in the Central Valley. She went to San Francisco State University where she began learning golf as an undergraduate and has been playing since she was 18 years old. She later moved to San Diego partially because of golf and found a career with the San Diego Community College District as an assistant professor and an academic counselor.

Mr. Howard went over the fiscal year at Golf Division. Rounds and revenue was up year over year; Balboa Park and Mission Bay had significant increases, "We've seen some noticeable changes at the golf courses, and we're really excited for what the future has to hold here." The golf courses had some major events that included Junior World Golf Championship and the City Amateur Golf Championship.

The golf courses are transitioning into fall. Maintenance staff aerified the North Course at Torrey Pines. Mr. Howard noted that this was the second year to have started in August because aerification is more effective in the summertime for the new bent grass greens. Mission Bay and Balboa Park Golf Courses had recently completed aerification and now crews are working on overseeding, where they're transitioning to cool season grasses.

NON-AGENDA PUBLIC COMMENT

Cheryl Brierton introduced herself as a resident of the South Park community since the 1970s. She is urging the City to create a safe bike and pedestrian path. After time, the council member was given money for a design for a path. Brierton referred to the Golf Division Business Plan and suggested that having a safe road would also be beneficial to Golf Division's rounds and sales goals.

Ann Dynes asked staff about the progress of improvements at Mission Bay Golf Course. John Howard responded that he has received 90% plans, and staff is in the review process, and is anticipating construction will begin in a year.

INFO ITEM: 101. City of San Diego Parks Master Plan Workshop Item

Shannon Scoggins, Park Designer representing the City of San Diego's Planning Department, presented project goals to the committee. She listed the project goals: first to acquire new land, design, construction and recreation programming. Second, address park deficits. She noted that not all communities have parks and the department plans to reevaluate service standards. Lastly, with the City's Climate Action Plan, the department wants to ensure the community can travel by walking or bicycling. Ms. Scoggins stated that this is a three-year planning process and there are four phases: Learning, exploring, envisioning, and implementation. The department learned that after surveying random City residents (200 per council district), 55% of them don't know what Parks and Recreation has to offer. The exploring phase is knowing what the community needs and its priorities. The final phase is implementation which will identify priority projects and funding strategies.

Ms. Scoggins then asked the committee "What are the current strengths and weaknesses of this Parks and Recreation system?" Ann Dynes answered optimistically by describing a trip along the coast of Wales. The golf courses had access to the beaches. "There's an opportunity to look at our golf courses in a way that makes them usable by other people other than golfers." Mrs. Dynes suggested that golf courses should be made available and welcome to others such as pedestrians. "We're stuck being in this vision that golf courses are only for golfers." Kurt Carlson added that parks need more trail systems similar to Europe. Megan Mahoney expressed that part of the problem is that golf isn't available to youth, and suggested that there should be small hitting areas. Susan Casagranda's concern was the availability of transportation to get the youth to golf courses, and to that John Howard reminded the committee that the P.L.A.Y. Golf program has been in the process of getting requests for sponsorships for transportation to pick them up from recreation centers to golf courses.

ACTION ITEM: 102 Golf Course Drive Improvement Project

Amy Mills, Associate Engineer from the City of San Diego Public Works Department, stated that the Golf Course Improvement Project was originally a feasibility study that came from Parks and Rec, where after Public Works obtained the study to evaluate various alternatives to meet the project objective. The street in focus is along Golf Course Drive from 26th street up to the intersection of 28th street and Date street. The project objective is to provide pedestrian pathway and bicycle facilities along Golf Course Drive. The first alternative was to provide 2 feet travel lanes shared between bicyclists and pedestrians, but would not include a sidewalk. Instead, it will include two 11 ft. travel lanes with 14 ft. multipurpose path adjacent to the northbound lane. The cost of this project is \$4,230,000 and will take approximately 3 years. The second alternative would provide two 11 ft. travel lanes with two 7ft. bike lanes and a 5ft. sidewalk adjacent to the northbound lane. This alternative would include multiple retaining walls with average height ranging from 3 to 5 feet. The project would amount to \$5,050,000 and be completed in approximately 3 years.

PUBLIC COMMENT:

Kathy Vandenheuvel introduced herself as a volunteer for 20 years, was on the board for the Golden Hill Community Development Corporation for several years and currently on the planning committee. She emphasized that this project is envisioned to have a safe path since she's been here for 20 years, and was the original plan since the 1980s, and that the second alternative would greatly benefit the community and the youth. Planning committee member David Swarens came forth to advocate for the second alternative and asked the committee for support. South Park resident Joseph Rocchio described his experience taking his toddler through the dangerous route to the golf course and the restaurant, and wants the committee's support on the project.

MOTION: Approve Alternative 2 provided that parking at the golf course is designed to zero net loss of spaces.

A motion was made by Megan Mahoney and seconded by Larry Baron

Motion: MOVED/SECONDED MAHONEY/BARON

The vote was unanimous.

ACTION ITEM: 103 Golf Division Business Plan Update

Golf Course Manager, John Howard, shared the Golf Division Business plan in hopes that committee would support and adopt it. "In 2012, City Council approved the Golf Division Business Plan, which provides a framework that guides operation and management of City-operated golf complexes. The plan's goal is to provide excellent golfing opportunities to the public; ensure golf complexes are properly maintained and maintain the Golf Enterprise Fund's long-term financial sustainability." Since 2015, rounds have been stable and fluctuates by only 2%. A report came back that customer satisfaction reached 91% to 98%; factors that have affected this data were the Public Utility Sewer Project, which impacted playing conditions, and the North Course Improvement Project that impacted availability. The division anticipates that satisfaction will increase.

Mr. Howard discussed the annual rounds from the last four years. Rounds declined in fiscal year 2017 due to golf course renovations. Rounds increased in fiscal year 2018 in Mission Bay and Balboa Park. Revenue has been stable since four years, and came back strong in 2018. The expenses increased by 15%, and the division is looking closely at water and labor costs. Every time there is excess in revenue, it goes into a capital improvement fund to work on various projects. To maintain, the division will increase green fees by 3% for residents and 5% for non-residents on the north course, as well as weekend increases, which will take effect on January 1, 2019. The division has been marketing since 2016; engaged with Facebook, Instagram, and Twitter 5,800 followers. Mr. Howard went on to express the importance of tournaments that are played at Torrey Pines. The Farmers Insurance Open is the only internationally televised event, and has made a \$34.3 million economic impact in 2018. The planning for the U.S Open has begun. Currently, turf conversion of Kikuyu grass will be an ongoing process.

The division has had major accomplishments: a 12 year golf course equipment contract with Toro, North Course Improvement Project completed, Balboa Park golf shop has streamlined, and new foot golf and disc golf courses installed at Mission Bay Golf Course.

MOTION: APPROVAL OF BUSINESS PLAN

A motion was made by Susan Casagrnada and seconded by Kurt Carlson.

Motion: MOVED/SECONDED CASAGRANDA/CARLSON

The vote was unanimous.

Meeting adjourned 7:58pm