

## **MINUTES**

City of San Diego  
Municipal Golf Committee (MGC)  
March 20, 2025

### **Meeting held at:**

Balboa Park Club – Balboa Room  
2150 Pan American Road West  
San Diego, CA 92101

### **Mailing address is:**

Torrey Pines Administration Building  
11480 N. Torrey Pines Road  
La Jolla, CA 92037

### **ATTENDANCE:**

#### **Members Present**

Dr. R. Lee Brown (6:35 pm)  
Curtis B. Burkhead  
Lauren Holst,  
Kay McElrath  
Britton Nelson  
Stephen M. Shushan  
Richard Wallace

#### **Members Absent**

Larry Barron  
Mary Block  
Hal Corbin

#### **Staff Present**

John Howard  
Tim Graham  
Matty Reyes  
Gabriella Verendia  
Annie Zachau

During roll call for attendance, new members Britt Nelson and Richard Wallace introduced themselves, sharing backgrounds in project management and golf operations.

### **CALL TO ORDER**

The meeting was called to order at 6:09 p.m. by Matty Reyes, Golf Course Manager

### **APPROVAL OF MINUTES**

It was moved/seconded (S. Shushan / K. McElrath) to approve the March 20, 2025, Minutes. Motion passed (6 ayes, 0 abstention). The vote was unanimous. Dr. Brown arrived late and was unavailable to vote.

### **ADOPTION OF AGENDA**

A motion was moved/seconded (S. Shushan / R. Wallace) to adopt the agenda as presented. (6 ayes, 0 abstention). The vote was unanimous. Dr. Brown arrived late and was unavailable to vote.

## **CHAIRPERSON'S REPORT**

The Chairperson's seat is currently vacant, and no report was given.

## **STAFF REPORT**

### **Matty Reyes, Golf Course Manager**

Mr. Reyes recapped recent major events, such as the Farmers Insurance Open and Genesis Invitational at Torrey Pines, that were deemed very successful. He also discussed the high school and college golf tournaments hosted, including the upcoming CIF San Diego Section Finals Boys' season on the South Course and the 3<sup>rd</sup> annual UCSD Invitational.

Mr. Reyes noted that the 2025 Golf Division's Play Golf Program is active, bringing golf to local recreation centers and exposing children to the sport. The Southern California - First Challenge Athlete Foundation Adaptive Clinic was held at Mission Bay Golf Course on February 7<sup>th</sup>-8<sup>th</sup>. Then the upcoming 3<sup>rd</sup> annual Torrey Pines Adaptive Golf Championship is scheduled for May 6<sup>th</sup> on the North Course.

## **DEPUTY DIRECTOR REPORT**

### **John Howard, Deputy Director**

Mr. Howard reported that golf rounds are up due to minimal rain. A total of 267,000 rounds have been played year-to-date, ahead of pace despite 6,000 rounds lost during Farmers Insurance Open closures. The revenue is 9% ahead of last year, \$20M YTD vs \$18.3M last year. The Golf Division's expenses have increased by 8% due to inflation.

Mr. Howard stated that the projected fiscal year revenue will be \$40M, with \$10M anticipated for capital projects if trends hold. Capital improvement needs are highlighted, especially the Balboa Park Golf Course clubhouse (recent flood and fire damage). The Golf Division will undergo fleet electrification, and infrastructure upgrades are high priorities due to new environmental regulations. Mr. Howard noted that the Spring maintenance schedule will occur in the next several weeks for all courses.

## **NON-AGENDA PUBLIC COMMENT**

### **Craig Kessler – Topic (non-agenda item):**

Mr. Kessler spoke about his role as the past Director of Public Affairs for the Southern California Golf Association and raised concerns about Senate Bill 51 (permanent standard time) and its potential impact on golf operations.

### **J.W. August – Topic: Tee Times (non-agenda item)**

Mr. August (a past journalist) highlighted issues with tee time access for residents, citing bot usage and a lack of system changes despite increased demand and profitability.

## **INFORMATIONAL ITEMS**

### **101. Municipal Golf Committee Bylaws– Matty Reyes**

Bylaws reviewed, outlining the Committee's advisory role to City entities on policy, operations, and capital projects for Torrey Pines, Balboa Park, and Mission Bay. Members were encouraged to form subcommittees, conduct case studies, and leverage diverse backgrounds to address community and golfers' concerns. Mr. Reyes highlighted that the Municipal Golf Committee is governed by the Brown Act and has a duty to comply with these policies. Mr. Reyes noted that all meeting materials are to be posted 72 hours in advance on the City website.

Mr. August raised concerns over the past two years about the lack of timely posting of agendas and minutes on the City website. Mr. Reyes commented that the Municipal Golf Committee had not met for the past year and a half due to a lack of quorum. Mr. Reyes assured Mr. August that compliance with Brown Act posting requirements and commitment to improved transparency will be achieved moving forward.

### **102. The Farmers Insurance Open and The Genesis Invitational Recap – John Howard**

Mr. Howard reviewed the historical timeline of the PGA TOUR event in the City known as the San Diego Open. It was first played at the San Diego Country Club before rotating through several local courses in San Diego. The Farmers Insurance Open has been hosted at Torrey Pines for 57 years; 2026 marks the end of the current contract with The Century Club.

Mr. Howard highlighted that the Genesis Invitational was relocated to Torrey Pines due to wildfires in the Pacific Palisades area, which was to be held at Riviera Country Club. The event raised \$8M for wildfire victims.

Mr. Howard mentioned the City is responsible for course maintenance and preparation for the PGA TOUR tournament. The Event logistics involve multiple partners for the success of the tournament (Century Club, Tiger Woods Foundation, local hotels, hospitals, etc.). Mr. Howard provided a comparison between the two PGA TOUR tournaments. The Farmers Insurance Open has 156 players, played on two courses and with a \$9M purse. It had a total of 1.4M TV viewers. The Genesis Invitational has 70 players, competes on one course, and has a \$20M purse. It had a total of 3.4M TV viewers. These tournaments had over 1,100 volunteers supporting the tournaments, many from local men's and women's clubs.

## **Public Comments:**

None.

**Staff/Committee Comments:**

Stephen Shushan wondered and requested if there were any reports and data on advanced tee time bookings and fees with utilization, especially at Torrey Pines.

Mr. Howard stated that the Golf Division has conducted extensive studies on tee time reservations and has presented this topic to the Municipal Golf Committee in the past. Mr. Howard expressed that he would be happy to gather and give a presentation on tee time bookings, specifically Advance Reservations at Torrey Pines.

Kay McElrath asked Mr. Howard if his presentation would cover each of the three facilities: Torrey Pines, Balboa Park, and Mission Bay.

Mr. Howard stated that the Advanced Reservations are mainly at Torrey Pines. Balboa Park and Mission Bay tee times are only available through the normal online seven-day out period.

**ACTION ITEM(S)**

**201. Election of Chair and Vice-Chair Person – Matty Reyes and John Howard**

Mr. Reyes and Mr. Howard discussed the Chair and Vice-Chair roles and responsibilities, which include setting the agenda, managing the discussion during meetings, and representing the Municipal Golf Committee at external meetings. Committee members suggested tabling the election until the next meeting to allow experienced members to potentially run for the Chair's role due to their past involvement with being on the Committee.

Mr. Shushan and Ms. McElrath requested that Mr. Reyes follow up with past Committee Members Larry Barron and Marty Block to see if they are interested in these vacant Chair roles. Mr. Reyes agreed to explore this option with Mr. Barron and Mr. Block.

A motion was moved/seconded (L. Brown / C. Burkhead) to table the election of a Chair and Vice-Chairperson or have further discussion at the next Municipal Golf Committee. (7 ayes, 0 abstention). The vote was unanimous.

**GENERAL PUBLIC COMMENTS:**

None.

**ADJOURNMENT**

The meeting adjourned at 7:11 p.m. by Matty Reyes, Golf Course Manager

Next Regular Meeting: **Thursday, May 15, 2025, 6:00 p.m.**  
**Balboa Park Club**  
**2150 Pan American Road West**  
**San Diego, CA 92101**