

MINUTES

City of San Diego
Municipal Golf Committee (MGC)
July 17, 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
Marty Block (Chair)
Hal Corbin
Kay McElrath (Arrived Late)
Britton Nelson
Stephen M. Shushan (Vice Chair)
Richard Wallace

Members Absent

Larry Barron
Curtis B. Burkhead
Lauren Holst

Staff Present

Wayne Carpenter
Tim Graham
Matty Reyes
Gabriella Verendia
Annie Zachau

CALL TO ORDER

The meeting was called to order at 6:11 p.m. by Marty Block, Chair.

APPROVAL OF MINUTES

It was moved/seconded (R. Brown / S. Shushan) to approve the May 15, 2025, Minutes. Motion passed (6 ayes, 0 abstention). The vote was unanimous on the concept of the minutes and updating the minor typographical errors to be corrected.

ADOPTION OF AGENDA

A motion was moved/seconded (R. Brown / B. Nelson) to adopt the agenda as presented. (6 ayes, 1 abstention). The vote was unanimous. Kay McElrath arrived late.

CHAIRPERSON’S REPORT

Marty Block provided a brief introduction about himself. Mr. Block is originally from Chicago and worked for 26 years as an attorney at San Diego State University. He also served for eight years as a State legislator, with the last four in the State Senate, and has been golfing for five years.

STAFF REPORT

Matty Reyes, Golf Course Manager

Matty Reyes recapped the major events for the month of July. The Junior World Championship was completed at Torrey Pines, with 1,200 participants ages 7-18 picking up their registration packets. The 15-18-year-olds competed on the North and South Courses. San Diego Junior Golf Association secured a new title sponsor, USwing Mojing, with a three-year contract.

Mr. Reyes noted that the City Amateur Championships were restructured from a two-day double shotgun to three-day consecutive tee times, improving the player experience, better customer satisfaction, and eliminating parking issues at Torrey Pines. The next major event will be the 126th SCGA Amateur Championships scheduled for July 25-31 at Torrey Pines with practice rounds Friday-Sunday and tournament rounds Monday-Thursday.

Mr. Reyes shared that the new POS system will improve the customer experience and increase efficiency at our Municipal Golf Courses. This will include digital Resident ID cards on players' cell phones, a kiosk option for players to do self-check-in, and a better report for staff management to review golf operations. The current ForeUp system is out of date and challenging for staff to use.

DEPUTY DIRECTOR REPORT

Tim Graham, Assistant Deputy Director

Tim Graham highlighted that record golf rounds were achieved in fiscal year 2025, with 427,508 rounds played across five courses, up 7,500+ from the previous record year. Mr. Graham stated that the Golf Division generated a record revenue of \$41.4 million, up from \$39.4 million the previous year, with an estimated \$13.4 million net for capital projects.

Mr. Graham noted that the Mission Bay Golf Course restaurant project is progressing toward its October opening target. It is using a broker rather than the RFP process to find a restaurant operator. The Balboa Park Golf Course clubhouse roof repairs and old pro shop improvements are underway, and operations are expected to resume in the coming months. Then, the Torrey Pines Master Plan for the clubhouse and maintenance facility is in the initial information-gathering stages.

Kay McElrath was pleased to hear about the improvements to the Balboa Park Golf Course clubhouse, but asked Mr. Graham if there were any plans to improve the left hillside on the 13th green on the 18-hole course. Ms. McElrath pointed out that it has been all rocks for the past year. Mr. Graham acknowledged Ms. McElrath's concern and will discuss it with the Maintenance Team.

NON-AGENDA PUBLIC COMMENT

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

Mr. August was inquiring if anything had been done on the subject of tee times based on user preferences. Mr. August noted specifically on “the bots” to booking tee times for key times. He asked, “Is Apriva replacing the ForeUp system?”

Mr. Reyes clarified that Apriva is the software and third-party gateway for the City to process payments to comply with all PIC guidelines, which the Department of Finance and the Treasurer's Office require at all the municipal golf courses.

Mr. August asked, “Who and when will the new POS vendor will be in place?”

Mr. Reyes clarified that the RFP has been completed. Once the contract is completed by the Purchasing & Contract Department, reviewed by the City Attorney’s office, and approved by the City Council, the new vendor will be announced.

INFORMATIONAL ITEMS

101. Turfgrass Agronomy 101 – Wayne Carpenter, Senior Golf Course Superintendent

Wayne Carpenter discussed the Agronomy basics, explaining cool-season grasses (bent and poa anna on greens) and warm-season grasses (mostly tee boxes), with overseeding at Torrey Pines Golf Course.

Mr. Carpenter noted soil composition challenges, highlighted by clay structure and sandstone, making water penetration difficult in holes 10-12 on the 18-hole course, as Balboa Park, requiring acidic fertilizers to lower the pH from 7.0+ to the optimal 6.2-6.8 range.

Mr. Carpenter reviewed water management using evapotranspiration formulas to replace exact water amounts plants use daily, with early morning/late night irrigation preferred to avoid plant stress. He discussed fertilizer programs utilizing slow-release applications lasting four months for efficiency and quick-release for spot treatments and active green management.

Mr. Carpenter talked about the importance of disease management, focusing on dollar spot control through nitrogen applications before chemical treatments, implementing Integrated Pest Management principles.

Lastly, Mr. Carpenter mentioned the adoption of technology, including GPS-guided spray equipment, which is expected to reduce chemical usage by 25% through precise application without overlaps.

Public Comments:

None.

Staff/Committee Comments:

Mr. Block suggested a new and convenient meeting location and maybe an earlier time for the Committee instead of the current Balboa Park Club—Balboa Ballroom. The entire Committee was open to looking at available options. Mr. Reyes will investigate possible locations and what resources are accessible for the Committee to evaluate.

ACTION ITEM(S)

201. Advance Reservation Program – Balboa Park Golf Course, Tim Graham, Asst. Deputy Director

Mr. Graham reviewed the current Advance Reservation Program at Torrey Pines to expand to add a \$10 non-refundable advance booking fee for 8–90-day reservations at Balboa Park and Mission Bay while maintaining free 0–7-day bookings. Mr. Graham noted the demand justification shown through significant round increases: Balboa 9-hole up 91%, Balboa 18-hole up 40%, Mission Bay up 30%.

Mr. Graham stated that the bot technology prevention is cited as a benefit since advanced fees would deter automated reservation systems from refusing to pay costs. He provided comparison data showing that LA's \$10 deposit reduces cancellations by 90%. In addition, he highlighted local courses like Coronado's \$25 fee for 3–14 days advance and Mission Trails' \$5 fee for 8–30 days.

Mr. Graham expressed that the goals are to assist players in getting the tee times they want while ensuring the integrity of the tee sheet is not compromised.

Ms. McElrath asked if there was any consideration to mirror what Los Angeles is doing, that the \$10 is a deposit, and then forfeited to any no-shows. Mr. Graham noted that the \$10 non-refundable advance booking fee is an expansion of the current program, like Torrey Pines.

Dr. Lee Brown asked, “What about the bot technology, and how does that work?” Mr. Graham explained that the bot or program was created by someone to notify them when a tee time becomes available, and then they could reserve that tee time. Mr. Graham stated that we are not currently seeing that technology, but are seeing a huge increase in demand. If the public were concerned about this, the expansion of the Advance Reservation Program with a \$10 non-refundable fee would deter any bot technology because a payment is needed for each player to secure a tee time.

Stephen Shushan expressed concerns and questions about having Advance Reservations at Balboa Park and Mission Bay. Mr. Shushan understands the need to book 90 days in advance to book at Torrey Pines, but Balboa Park and Mission Bay would be an alternative for Residents who cannot get a tee time at Torrey Pines and can book at those courses.

Mr. Shushan was also concerned about the additional costs to Residents. He recommended keeping the first one to two hours of the early tee times available for the 0-7 days bookings. Mr. Shushan felt this would be a hardship to players, especially the Senior Residents who play the Balboa 9. He wanted the Division to potentially explore other options from a 90-day window to a 30-day window to help Residents get more access to tee times, and other operational procedures to improve the online bookings.

Ms. McElrath agreed with Mr. Shushan that participating in the Advance Reservation Program on the Balboa 9 may be difficult for some players due to the cost increase. She expressed that the City has a wonderful 9-hole course for the public to play on. Ms. McElrath recommends that the \$10 Advance Booking Fee would apply to the player's green fee, and no-shows would forfeit the fee. In addition, Ms. McElrath asked, "What are we doing for the people who are constantly not showing up?"

Mr. Block also agreed with Ms. McElrath and Mr. Shushan that the \$10 Advance Booking Fee would apply to the player's green fee, and no-shows would forfeit the fee.

Mr. Reyes added to Mr. Graham's statement that the Advance Reservation Program is an added-value service for helping players plan their schedules 8-90 days out. In addition, Mr. Reyes addressed Ms. McElrath's concerns about what is being done to frequent no-shows. The Golf Division has a strict policy with no-shows. Mr. Reyes noted that if any player has more than three no-shows, their online booking privileges will be blocked. If the no-shows continue to occur, the player of record receives an email from the Division to review our no-show guidelines.

APPROVAL OF ACTION ITEMS

It was moved/seconded (M. Block / L. Brown) to approve and support the Advance Reservation Program, with the exception of the \$10 advance fee being applied to the player's green fee, and anyone who is a no-show forfeits the fee.

Motion passed (5 ayes – L. Brown, M. Block, K. McElrath, B. Nelson, and S. Shushan, 2 nays – H. Corbin and R. Wallace, 0 abstention).

GENERAL PUBLIC COMMENTS:

J.W. August – Topic: Advance Reservation Program (Action Item)

Mr. August does not understand why the City of San Diego could not follow what the City of Los Angeles did with the \$10 Advance Booking Fee applied to the green fee. Los Angeles saw a 90% drop in tee time issues and an improvement in the number of players getting access to tee times. Mr. August also noted that he spoke with Kevin Fitzgerald, with the SCGA, about the bot problems in Los Angeles.

Kevin Fitzgerald – Topic: Advance Reservation Program (Action Item)

Kevin Fitzgerald's expertise was shared from the Los Angeles Golf Advisory Committee experience with this same situation, noting more human brokering rather than bot

issues, explaining deposit vs. fee revenue implications. Mr. Fitzgerald provided great insight into what the City of Los Angeles golf courses are doing to help players get more access to tee times, while the high demand continues to increase.

ADJOURNMENT

The meeting adjourned at 7:15 p.m. by Marty Block, Chair

Next Regular Meeting: **Thursday, September 18th, 2025, 6:00 p.m.**
Balboa Park Club
2150 Pan American Road West
San Diego, CA 92101