## MINUTES

City of San Diego Municipal Golf Committee (MGC) June 12, 2014

Members Absent

Marc Sorensen

Susan Casagranda

#### 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

Staff Present

Scott Bentley

Mark Nassar

Kevin Oliver

Todd Schmit

## ATTENDANCE:

### Members Present

Albert Bruton Christian Clews Doris Cronkhite Kurt Carlson Ann Dynes David Korty Megan Mahoney Paul Spiegelman Michael Zucchet

### CALL TO ORDER

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

### APPROVAL OF THE APRIL 17, 2014 MINUTES

Ann Dynes pointed out some corrections and deletions to the minutes.

A motion was made by Ann Dynes and seconded by Al Bruton to approve the April 17, 2014 minutes with the corrections and deletions recommended by Ann Dynes.

Motion: MOVED / SECONDED MS. DYNES / MR. BRUTON

The vote was unanimous.

### **CHAIRPERSON'S REPORT**

No report.

# STAFF REPORT

Scott Bentley acknowledged a Memorandum received from the Mayor of San Diego appointing Michael Zucchet as chairperson of the MGC for another year.

Scott Bentley announced the Junior World Championship will be held at Torrey Pines Golf Course from July 14th – July 18<sup>th</sup> using both courses.

Scott Bentley mentioned that the City of San Diego Amateur Golf Championship, a 54-Hole tournament, will start at Balboa Park Golf Course on July 18<sup>th</sup> and finish on Torrey Pines Golf Course July 19<sup>th</sup> and 20<sup>th</sup>.

Scott Bentley stated that Mr. John Early's emails are attached to Committee packets.

Paul Spiegelman commented on the slow pace of play in the past Junior World Championships. Scott Bentley replied that pace of play rules are given to each player and enforced by Junior World Rules Officials. Megan Mahoney commented on changes that have been made from past years that will have a positive effect on pace of play this year.

A motion was made by Michael Zucchet and seconded by Ann Dynes to add a Pace of Play discussion to the Agenda in August.

# Motion: MOVED / SECONDED Mr. ZUCCHET / MS. DYNES

The vote was unanimous.

## **COMMITTEE COMMENT**

Paul Spiegelman commented that the telephone reservation system seems to be working better.

# NON-AGENDA PUBLIC COMMENT

Janet Stewart read a letter from Betty Black regarding the appearance of Mission Bay Golf Course. In the letter, Betty Black stated that the course conditions are very good, but that the City needs to implement plans to improve the Clubhouse. Janet Stewart volunteered to have the women paint it and possibly help with larger improvements.

John Early commented on fee increases that have occurred over the years at the 9-Hole Balboa Park Golf Course since 2001. He also commented on the reduction in rounds at the 9-Hole Balboa Park Golf Course. Michael Zucchet agreed with many of Mr. Early historical comments, but suggested the MGC look forward and will be concentrating on current / future fees.

Paul Spiegelman commented on Mr. John Early's persistence to have the fee increases addressed and the \$25.00 cost of the resident card possibly changing based on the course.

Ann Dynes asked about the low income fee waiver mentioned in the material Mr. Early provided.

Christian Clews questioned the \$25 cost for a City resident card.

Michael Zucchet stated that rates would be discussed at the Committee's October meeting.

# **ACTION ITEM**

## 101. Vice Chairperson re-election

Michael Zucchet received a motion by David Korty and seconded by Albert Bruton to nominate Ann Dynes as Vice Chairperson.

## Motion: MOVED / SECONDED Mr. DAVID KORTY / MR. AL BRUTON

The vote was unanimous.

### **INFORMATION ITEM**

### 201. North Course Project Revised Budget

Mark Nassar, Deputy Director of Architectural Engineering & Parks Division, Public Works Department, presented information to justify the increase of \$2.6 million to the costs of the Torrey Pines Golf Course Capital Improvement Project. This increase is consistent with what other projects have incurred when implemented. He also stated that with the tight deadline, the City could not afford any delays caused by having to go back to Council asking for additional funds. Several comments were made by committee members regarding the cost increase and its effects on the Enterprise Fund and other improvements to Balboa Park Golf Course and Mission Bay Golf Course. No action was requested or taken.

### 202. Revised Bylaws

A final copy of the approved Municipal Golf Committee Bylaws was provided to all Committee members.

# 203. Marketing follow-up

The next item for Information was a discussion of the Marketing Plan for the Golf Enterprise. Chairman Zucchet reminded the Committee that, based on the goals of the 2012 Business Plan, the Marketing called for in that Plan is currently most important for the Balboa 9 and Mission Bay courses which are operating at below goals for rounds played. Nonetheless, it was also noted that that Plan calls for a marketing strategy for the entire program moving forward. Copies of City documentation were distributed regulating the use of electronic media by City employees on City business, including a specific memorandum from the Department Head which prevents the use by Golf Division employees of any social media to promote course usage. There was a discussion of the lost opportunities for rounds played by the lack of access to social media sites such as Twitter and Facebook; these techniques are routinely utilized by the City's golf course competitors to improve yield at low usage times.

Paul Spiegelman commented on how the MGC can help.

Megan Mahoney commented on creating Apps for the golf courses based on the fact that many individuals possess smart phones.

Darryl Patnub, public attendee, commented on the how Balboa Park Golf Course improvements have made the course better. Darryl Patnub believes many people remember the old Balboa Park Golf Course and its past reputation.

John Early, public attendee, commented on the play ticket offered by Coronado G.C. as a way to increase rounds.

There was also comment about the value of using marketing strategies to make the availability of the courses, especially the newly improved conditions of the Balboa course, generally known to downtown visitors through print and other communications which a professional would be able to tap. Ann Dynes motioned and Christian Clews seconded a motion that an email to be forwarded to relevant City staff requesting a re-examination of the policies restricting social media communications by the Golf Division.

Following discussion, the Committee adopted the following resolution:

That the Chairman be requested to transmit to the Mayor, the City Council and the Manager of the Park and Recreation Department the sentiment of the Committee that City policies restricting the Golf Division from the use of social media to maximize the number of rounds played at City courses should be re-examined in light of the unique "business" that the Golf Division operates. And further that the Committee urges the City to prioritize employment of appropriate personnel to implement the Business Plan which will enable the Golf Division to "use today's technology to communicate with current and prospective customers to maintain and grow [its] customer base, ensuring the long-term stability of the Enterprise Fund" [page 3 of the Plan].

### Motion: MOVED / SECONDED

MS. DYNES / MR. CLEWS

The vote was unanimous.

# 204. Pace of Play

Al Bruton presented ideas on how to maintain Pace of Play. He suggested placing a sign with basic pace of play guidelines off the 1<sup>st</sup> tee, providing basic guidelines to the Men's and Women's Club making every member accountable and improving the training to both City staff and the Volunteer Marshals using uniform standards for Pace of Play enforcement. Paul Spiegelman mention pace of play issues caused by the food and beverage service. The Committee will address this subject in more depth at its next meeting.

# **ADJOURNMENT**

The meeting adjourned at 7:52 p.m.

Next Regular Meeting: Thursday, August 21, 2014, 6:00 P.M. Public Utilities Metropolitan Operations Complex (MOC II Building) 9192 Topaz Way, San Diego, CA 92123

Future meetings are scheduled for Thursday, September 18, 2014, Thursday November 20, 2014, and Thursday, January 15, 2015.