

**PUBLIC NOTICE AND AGENDA  
CITY OF SAN DIEGO  
PARK AND RECREATION DEPARTMENT**

**GOLF DIVISION – BUSINESS PLAN UPDATE COMMITTEE**

Thursday, October 6, 2011, 6:00 PM

City of San Diego Public Utilities Department Wastewater Branch  
Auditorium  
9192 Topaz Way, San Diego CA 92123-1119

CALL TO ORDER

APPROVAL OF THE MINUTES: September 22, 2011

NON-AGENDA PUBLIC COMMENT: Limited to items not on the agenda. Each item will be limited to **two (2) minutes** and is not debatable. Submit request to speak to the City staff by the start of the meeting.

CHAIRPERSON'S REPORT: Ginny Barnes

STAFF REPORT:

1. Review of the Business Plan Update process – Mark Marney
2. Committee input process – Mark Marney

INFORMATION ITEMS:

3. Current Golf Industry  
David Abeles, Executive Vice President / General Manager TaylorMade Golf Company
4. Local Golf Market Place  
Ken Ferrell, PGA Employment Consultant for Southern California / Aloha Sections
5. 2011 Customer Satisfaction Survey Results and Committee Feedback  
Dr. Timothy McLarney, President of True North Research; and Mark Marney Deputy Director

ACTION ITEMS: None

ADJOURNMENT:

NOTICE OF NEXT REGULAR MEETING:

October 20, 2011 @ 6:00 PM

Location: City of San Diego Public Utilities Department Wastewater Branch  
Room - Auditorium  
9192 Topaz Way  
San Diego CA 92123-1119

Please Note: If there are any questions regarding this agenda or if you have future agenda items, please contact staff representative Julie Humphries at (858) 581-7831 or e-mail, [HumphriesJ@sandiego.gov](mailto:HumphriesJ@sandiego.gov). This information will be made available in alternative formats upon request. To request an agenda in alternative format or to request a sign language or an oral interpreter for the meeting call staff representative at least five (5) working days prior to the meeting to ensure availability. Assistive listening devices (ALDs) are available for the meeting upon request.