

MINUTES

CITY OF SAN DIEGO GOLF DIVISION – BUSINESS PLAN UPDATE COMMITTEE

October 6, 2011

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

Mailing Address:
11480 North Torrey Pines Road
San Diego, CA 92037

Members Present

Ginny Barnes, Chair
Susan Casagrande
Doris Cronkhite
Patrick Duffy
Dan Fullen
John Hoffman
Syd Jones
Tony Perez
Peter Ripa

Members Absent

Holly Kennedy
Alan Kidd

Staff Present

Mark Marney, Deputy Director
Alex Bragado
Scott Bentley
Paul Cushing
Stacey LoMedico
Rosalinda Macaraeg
Lew Millburn
Scott Reese

CALL TO ORDER

Chairperson Barnes called the meeting to order at 6:00 PM.

APPROVAL OF THE MINUTES: The September 22, 2011 minutes were approved by unanimous vote.

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.

Mr. Jay Martin, public speaker, made recommendations on the public input during the Business Plan Update process.

CHAIRPERSON'S REPORT:

Ginny Barnes: Will communicate with staff on the best way to obtain public input.

STAFF REPORT:

1. Review of the Update Process – Mark Marney

- A. Mark Marney presented changes to Revised Business Plan Update Timeline document.
- B. Staff is seeking guidance from the committee starting tonight. Starting next meeting and in future meeting, specific recommendations will be presented to the committee.
- C. Looking at scheduling a committee meeting in February and in March 2012. Committee members desiring to visit the golf courses, contact Mark or Course Managers.

INFORMATION ITEMS:

2. Current Golf Industry

David Abeles, Executive Vice President / General Manager TaylorMade Golf Company

Mr. David Abeles made a presentation on the current golf industry.

3. Local Golf Market Place

Ken Ferrell, PGA Employment Consultant for Southern California / Aloha Sections

Mr. Ken Ferrell made a presentation entitled Golf 2.0.

Mr. Abeles and Mr. Ferrell responded to committee members' questions. This was followed by the public in attendance asking questions that the presenters responded to.

Golf 2.0 presentation slides to be added to the committee web site.

4. 2011 Customer Satisfaction Survey

Dr. Timothy McLarney, President of True North Research

Dr. Timothy McLarney made a presentation on the results of the Golf Division 2011 Customer Satisfaction Survey. Dr. McLarney responded to committee members' questions. This was followed Dr. McLarney responding to questions that the public in attendance asked.

ACTION ITEMS: None

ADJOURNMENT: The meeting was adjourned at 8 PM.

NOTICE OF NEXT REGULAR MEETING:

October 20, 2011 @ 6:00 PM

Location: City of San Diego Public Utilities Department Wastewater Branch
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. 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.

Submitted by,



Alex Bragado, Supervising Management Analyst
Golf Division