

MINUTES

**CITY OF SAN DIEGO
GOLF DIVISION – BUSINESS PLAN UPDATE COMMITTEE**

Meeting of May 17, 2012

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
Dan Fullen
Holly Kennedy
Peter Ripa
John Hoffman

Members Absent

Patrick Duffy
Syd Jones
Alan Kidd
Tony Perez

Staff Present

Mark Marney, Deputy Director
Scott Bentley
Alex Bragado
Julie Humphries
Lew Millburn

CALL TO ORDER

Meeting called to order at 6:08 PM. All members of committee meeting in attendance with exception that Mr. Duffy, Ms. Jones, Mr. Kidd and Mr. Perez were absent from the meeting. Mr. Hoffman arrived at 6:52 PM.

APPROVAL OF THE MINUTES: Mr. Ripa made a motion, seconded by Ms. Kennedy to approve the March 8, 2012 committee meeting minutes. The minutes were approved 6-0 by Ms. Barnes, Ms. Casagrande, Ms. Cronkhite, Mr. Fullen, Ms. Kennedy and Mr. Ripa.

NON-AGENDA PUBLIC COMMENT: None.

STAFF REPORT: Mr. Marney stated this meeting was to present the draft business plan document and that there would be a follow-up meeting on May 31. Input on the current draft business plan document would be obtained up to and including the May 31 meeting. At the May 31 meeting the committee could decide to take action to approve the business plan. If the business plan is not approved by the committee at the May 31 meeting another future meeting would be scheduled. The current proposed schedule after committee approval of the business plan for review and approval is: Park and Recreation Board, June 21; City Council Natural Resources and Culture Committee, month of July [July 25]; and City Council, month of September.

INFORMATION ITEM:

1. Presentation of Golf Division Plan draft document recommendations.

Mr. Marney made a presentation. Comments and questions from committee members and public speaker were made after each major section of the business plan was presented by Mr. Marney.

Mr. Martin, public speaker, comments included that in the business plan document does not mention golf cart rates; and there is no discussion on current rates in the rates overview section. There is no rational why a 5% annual increase in fees was picked. Need stated performance metrics that are measurable and will be measured annually.

Mr. Marney, carts are not controlled by City staff operations at Balboa Park Golf Course (GC) and Torrey Pines GC, only at Mission Bay GC. Real Estate Assets Department (READ) manages the Balboa Park Golf Course (GC) and Torrey Pines GC leases' contracts that include cart rentals.

Ms Barnes, other city agencies such as Real Estate Assets Department that have involvement in the City golf program should be included in the business plan document so the public knows.

Mr. Marney, operational expenses increase 3% to 5% annually, 5% is the upper limit.

Mr. Early, public speaker, Resident ID Card price of \$25 should be reduced. The fee amount exceeds the cost of providing the service. Why are city students being charged a resident ID card fee? Balboa Park Golf Course and Mission Bay resident golf fee discounts are not as high as Torrey Pines Golf Course.

Mr. Marney, the cost of the Resident ID Card issue was presented in the past to City Council Natural Resources and Culture Committee, and was resolved. Resident ID Card annual charge is not prohibitive to students.

Mr. Spiegelman, public speaker, comments included is the \$25 Resident ID Card fee necessary for students? They are greater impacted by prices. He has a general concern about resident golf fees. Are residents getting pushed off the golf courses due to the current golf fee pricing? Flexibility in fee pricing for residents needs to be looked at. Fees should be comparable to other courses. Be careful about too much discounting of advanced reservations in order to avoid residents having to pay advanced reservation fee to get any access to play Torrey Pines.

Mr. Marney, advanced reservations [90 to 8 days in advance] for golfers would be limited and not impact resident Interactive Voice Recognition (IVR) and walk-up golf play.

Ms. Barnes, on page 20 of the document, add that holidays are excluded from the days that a Monthly Junior Ticket pass can be used at Mission Bay Golf Course.

Mr. Martin, why not do public “shotgun” golf tournaments in the afternoon?

Mr. Bruton, public speaker, for visiting club team play, charge the resident golf green fee rate not the non-resident green rate.

Mr. Martin, reduce rates to increase play.

Mr. Early, Why is there no multi-play discount tickets? It is a convenience.

Mr. Marney, Use of fee flexibility provided in the business plan would allow targeting discounts for specific underutilized times.

Mr. Martin, Coronado Golf Course has a fool-proof system for multi-play tickets – a card with golfer picture.

Mr. Spiegelman, business plan's focus on capital improvements projects (CIP) and cost of buildings is a concern. Focus on building catering facilities is a concern. When does the community get input on CIP?

Mr. Marney, CIP budget is in the City's annual budget document approved by City Council. The Business Plan provides there will be an annual review of the Golf CIP projects by the Park and Recreation Board.

Mr. Spiegelman who will be notified on CIP projects?

ACTION ITEMS: None

ADJOURNMENT: The meeting was adjourned at 8:00 PM.

Please Note:

A website with committee meeting documents is available at <http://www.sandiego.gov/park-and-recreation/general-info/golfbusinessplancommittee.shtml>.

If there are any questions regarding the minutes, 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.

Submitted by,



Alex Bragado, Supervising Management Analyst
Golf Division