

Minutes Approved by Committee on March 8, 2012

MINUTES

CITY OF SAN DIEGO GOLF DIVISION – BUSINESS PLAN UPDATE COMMITTEE

Meeting of February 9, 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
Patrick Duffy
Dan Fullen
John Hoffman
Syd Jones
Holly Kennedy
Tony Perez
Peter Ripa

Members Absent

Alan Kidd

Staff Present

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

CALL TO ORDER

Meeting called to order at 6:05 PM. All members attended committee meeting with exception of Mr. Alan Kidd.

APPROVAL OF THE MINUTES: The December 15, 2011 meeting minutes was modified with a name correction and minutes were approved unanimously by members present.

NON-AGENDA PUBLIC COMMENT: Mr. J. Early had input on cart fees at Balboa Park Golf Course that he will share after the information presentation is made. Recommends that students not be required to purchase a resident golf identification card in order to pay a discounted green fee rate.

STAFF REPORT: Mr. Marney reviewed the Farmers Insurance Open Golf Tournament. There are discussions taking place regarding Mr. Phil Mickelson providing no-charge design services for the Torrey Pines North Golf Course. A single golf cart rider fee of \$15 has been implemented at Balboa Park Golf Course by lease American Golf that manages the golf cart concession at the golf course. There was a golfer erroneous comment in the local newspaper that the Balboa Park Golf Course golf cart concession does not currently have a \$15 single golf cart rider fee. The commercial that aired on television several times during the Farmers Insurance Open was shown to the committee and public in attendance.

INFORMATION ITEM:

Business Plan Update Draft Recommendations Continued Discussions - Mr. Mark Marney made a presentation on business plan draft recommendations.

Mr. J. Early, public speaker, comments included recommending the City waive 30% of the golf cart fee at Balboa Park Golf Course. Coronado Municipal Golf Course used to have a multiple play ticket and is something the City of San Diego should consider.

Mr. J. Martin, public speaker, comments included that he sent to the committee an email document with his comments on the business plan. Recommends increasing municipal golf play, a 5% increase would be a good starting goal. Maintain the non-resident fee at Balboa Park Golf Course. Business plan should have two review cycles for the committee to review the draft and include public input. Target downtown in the marketing plan in order to increase golf play at Balboa Park Golf Course. Recommend a county golf fee rate at Balboa Park Golf Course with a county card, maybe at a card cost of \$15. Allow county golfers to make reservations at Balboa Park Golf course. Make the resident rate at Balboa Park Golf Course green fee one dollar less than Coronado Municipal Golf Course rate. Keep Friday as a weekend green fee rate.

Mr. P. Spiegelman, public speaker, comments included supports flexibility of rates rather than increase club play. Provide fee flexibility standards to protect staff and to prevent corruption related rates. Does not believe the two City of San Diego golf course commercial spots were of adequate value as a partial in-kind payment contribution by the Century Club. The in-kind payment as a portion of the total payment by the Century Club to the Golf Enterprise Fund was made in order to host the Farmers Open Tournament at Torrey Pines Golf Course. Does not see a capital budget in the presentation. The golf capital program desired is beyond what can be afforded. Do not build a tournament support building at Torrey Pines Golf Course. It is less costly to modify existing structures.

Mr. Marney responded to questions and comments from the committee members. The committee comments included requesting Torrey Pines Golf Course rounds and revenue data included in the presentation to be divided between the North and South Course.

Ms. Ginny Barnes, schedule March 8 to discuss golf Capital Improvements Program (CIP). Give value to preferred players, something they can use. Recommends two meetings to review draft business plan.

Mr. J. Early, will City Council Natural Resources and Culture Committee (NR&C Committee) review the business plan review? Ms. Barnes responded the NR&C Committee will review the plan.

Mr. P Spiegelman, recommends a 9-hole golf tournament during the summer. Would be great for college students.

Ms. Kinney, public speaker, Balboa Park Golf Course services managed by lease American Golf. Why not have one company provide services to all three golf courses? Mr. Marney responded a maintenance and starter function at each course is provided by City staff. Other services such as pro-shop, carts, and food have different lease contract agreements depending on the course.

Mr. J. Martin, Coronado Municipal Golf Course has cheaper golf rates. A frequent player card is needed. Should focus on college rates at Balboa Park and Mission Bay golf course only. CIP projects should first have dollar amounts in mind.

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,

A handwritten signature in black ink that reads "Mr. Alex Bragado". The signature is written in a cursive style and is positioned to the right of a vertical line.

Alex Bragado, Supervising Management Analyst
Golf Division