



# City of Santa Barbara

## GOLF COURSE ADVISORY COMMITTEE

Wednesday, January 8th, 2014

### Minutes

Dominic Namnath called the regular Golf Course Advisory Committee meeting to order at 4:35 pm at the Parks and Recreation Department Conference Room.

#### **Roll Call**

##### Committee members present

John Craig  
Gretchen Ostergren  
Bryant Henson  
Bob Swider  
Dominic Namnath  
Maureen Masson  
Dominic Namnath

##### Others Present

Nancy Rapp, Parks and Recreation Director  
Chris Talerico, Director of Golf  
Mark Sewell, Parks and Recreation  
Leslie Wiscomb, Parks and Recreation Commission Chair  
Mario Medina, Restaurant Concessionaire

##### Committee members absent

Bob Garcia

#### **Changes to the Agenda**

None

#### **Written Communications**

None

#### **Public Comment**

None

#### **CONSENT CALENDAR**

##### **1. Approval of Minutes from December 11<sup>th</sup>, 2013.**

Minutes from December 11<sup>th</sup> 2013 were unanimously approved.

#### **ADMINISTRATIVE AND STAFF REPORT**

##### **2. Golf Rounds and Financial Reports**

Mark Sewell presented the Rounds and Revenue report updated to end December 2013 (see attached). Revenue at \$116k is \$26k more than 2012, Revenue per paid round is \$28.58. Revenue at H1 is \$865k +\$112k vs. last year (+15%).

Costs continue to be a concern however with water bills already at 90% of budget for the full year. The golf course is therefore doing well v last year, but still behind budget profit.

Players improvement Fund has accrued \$30,176 of which \$22,380 was spent on the Tee Box Project. This leaves **\$7,796** available for projects. F15 fee schedule needs to be determined as part of the budgeting process that staff are undertaking. A fee review committee was created whereby Bob Swider and Gretchen Ostergren volunteered to work with staff to evaluate and propose fees for F15.

### **3. Marketing Report**

Advertisements at the course for Players Improvement fund and current special offers are posted on walls and on carts and feedback has been good with regard to their impact 9& Dine Promotion running until end of January 14, and will be reviewed for effectiveness. Axxess cards no longer officially accepted for 2014, although a gesture to loyal customers of extending the discount for January has been introduced. Pro Shop staff to meet with P&R staff in January to plan 2014 promotions and other activity designed to increase golf rounds and revenue. New signage to promote the players fund will be designed and implemented in January to be a more permanent fixture at the course.

Rewards card survey completed and will be sent to current customers by Director of Golf to help evaluate the effectiveness of the card.

### **4. Golf Maintenance Report**

Tee boxes open and grass has taken well.

Greens will need to be deep drilled and work will be scheduled for February in order to prepare the greens for the future.

Water costs are very high and extremely low rainfall has put pressure on the irrigation program. Options to conserve even more water will be considered as this may well be enforced if the weather stays so dry.

Bid walks for roof repairs and repairs to cart paths have been undertaken and bids will be opened for viewing on Wednesday 14<sup>th</sup> January.

It is the intention to begin these projects as soon as possible.

### **5. Golf Pro Report**

Chris Talerico presented the annual report for junior golf programs.

Nancy Rapp commended Chris and all those involved at Santa Barbara Golf Club for their excellent commitment to promoting the game to future generations.

Location of Report <http://www.sbyouthgolf.com/junior-golf-programs-2013.html>

### **6. Restaurant Operator Report**

Mario Medina presented some very strong turnover numbers for the yr ended December 2013.

### **7. Players Improvement Fund Sub Committee**

In light of the Golf Course Safety Improvement Master Plan, the subcommittee presented ideas for improvements to #3 hole.

Direction from staff was to ensure any changes proposed that change the layout of the golf course must be evaluated by a golf course Architect. Focus on the Why the change is proposed rather than How the change will be achieved was encouraged to streamline the process. Ie. Improve Safety, or increase pace of play etc.

Sub Committee to review their ideas for layout adjustments and prioritize which issues to engage the services of the golf architect on.

Staff will then create the scope of work according to the GAC prioritization. Attention again was drawn to other projects that do not affect the layout or design of the course and could include bringing forward maintenance projects such as bunker sand, drainage and tree pruning. Any idea for the use of the players fund must be authorized by the Golf Course Superintendent.

## **ADJOURNMENT**

The meeting was adjourned at 6:30 pm.