



City of Santa Barbara

GOLF COURSE ADVISORY COMMITTEE

Wednesday, February 12th 2014

Minutes

Dominic Namnath called the regular Golf Course Advisory Committee meeting to order at 4:30 pm at the Parks and Recreation Department Conference Room.

Roll Call

Committee members present

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

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
Summers Case, Marketing Coordinator

Committee members absent

Changes to the Agenda

None

Written Communications

None

Public Comment

None

CONSENT CALENDAR

1. Approval of Minutes from January 8th, 2014.

Minutes were unanimously approved.

ADMINISTRATIVE AND STAFF REPORT

2. Golf Rounds and Financial Reports

Mark Sewell presented the Rounds and Revenue report updated to end January 2014. Unseasonably warm weather contributed again to increased Revenue. Revenue from Green Fees was up \$28k more than 2012, Revenue per paid round is \$28.21. Rounds up 21% on last year. Costs are still a concern with higher water charges.

Players Improvement Fund has accrued \$34,529 after 7 months of which \$22,380 was spent on the Tee Box Project. This leaves **\$12,149** available for projects.

Confirmation of the need to include all relevant costs to projects was had and all future projects will include an estimate of staff time and other resources if relevant.

3. Marketing Report

Summers Case, the marketing coordinator was introduced to the GAC. Confirmation of the extension of the 9&Dine promotion until the end of February was communicated.

Rewards card survey results had only just been received whereby response rate was 30%.

Staff will work with Concessions to review detail of responses and respond accordingly.

Chris Talerico was asked to provide an update on confirmed tournaments and help to increase the awareness of tournaments for public participation.

4. Golf Maintenance Report

Continued dry weather has impacted the look of the course as the City Council adopted Stage 1 Drought declaration, and as a responsible City asset, the course has seen reduced water use.

Pro Shop and Restroom by #5 tee roof projects due to commence in February following competitive bid process.

Deep tine drill and fill to be undertaken in February to rejuvenate greens on #9, #11, #15 and #6.

Sand Trap by #10 will be repaired once critical maintenance to the greens has been completed.

5. Golf Pro Report

Chris Talerico communicated that business is strong and that customers had offered positive feedback with regard to the quality of the new tee boxes and course in general.

6. Restaurant Operator Report

Mario Medina spoke to another great financial performance at Mulligan's in particular the popularity of the 9&Dine promotion.

7. Players Improvement Fund Sub Committee

The GAC unanimously voted for staff to create a scope of work and pricing for a golf course architect to review holes number 3 and 16 with regard to pace of play.

Hole #3 is a short par 4 with a domed fairway that often plays slowly as many golfers seek to use driver to clear the peak of the fairway and reach the green.

Hole #16 is a challenging par 3 with hazards many golfers find themselves in.

Staff will seek to contact appropriately qualified architects with regard to providing options for the GAC to determine how to spend the funds.

Any proposals must be in keeping with the golf course safety master plan and not increase any risks of balls leaving the golf course or reduce player safety in any way.

ADJOURNMENT

The meeting was adjourned at 5:45 pm.