



City of Santa Barbara

GOLF COURSE ADVISORY COMMITTEE

Wednesday, May 14th 2014

Minutes

Dominic Namnath called the regular Golf Course Advisory Committee meeting to order at 4:45 pm at the Parks and Recreation Department Conference Room.

Roll Call

Committee members present

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

Others Present

Nancy Rapp, Parks and Recreation Director
Simon Herrera, Golf Course Superintendent
Mark Sewell, Parks and Recreation
Chris Talerico, Director of Golf

Changes to the Agenda

None

Written Communications

None

Public Comment

None

CONSENT CALENDAR

1. Approval of Minutes from April 9th, 2014.

Two amendments to the minutes were approved within the meeting:

1. In the April meeting, John Craig suggested that the sub-committee to the GAC be set up as a standing committee. It was agreed that this will be added to the agenda for the June GAC meeting for full discussion.
2. It was requested in the April meeting that a member of the GAC attend the site visit of the Architect with regard to the scope of work to improve pace of play on hole #3 and #16.

ADMINISTRATIVE AND STAFF REPORT

2. Golf Rounds and Financial Reports

Mark Sewell presented the Rounds and Revenue report updated to end April 2014. Play was up on FY13 but down against the FY14 Budget continuing the trend of much of the year. Aerification in early April had a minor impact on round volume and ended the month \$3,707 short of the budget.

Players Improvement Fund added \$5,250 in April to bring the fund balance to \$26,094 available to spend.

Dominic Namnath commented on the value of complimentary rounds and staff confirmed the groups who currently receive free golf and the tracking process being followed to audit compliance.

Nancy Rapp informed the committee that the Department's budget presentation to City Council on May 19 will include a change to the Golf Capital fund since the budget was reviewed by the GAC and Parks and Recreation Commission. The capital funding for the Golf Course Infrastructure Improvements Program is being reduced from \$50,508 to \$20,508. On May 13, 2014 City Council approved the staff recommendation to reallocate funds from several existing Golf capital projects, and allocate \$30,000 from Golf reserves, for a total of \$100,000 to fund irrigation system improvements in the current fiscal year. This project has the potential to save the golf course up to \$30,000 per year in water costs. The reduction in proposed FY 2015 capital will replenish the \$30,000 taken from reserves.

3. Marketing Report

Rewards Card Customers were thanked via email with special offers and complimentary gifts for taking the time to respond to a recent survey about the rewards card. Incentives are being put in place to encourage a good response rate for the impending NGF survey where all golfers will be asked their views and feelings on Santa Barbara Golf Club.

Pace of play is being measured with the help of the Marshal team, and early results indicate that Muni is playing faster than the national average. Data for April showed the average time to play 18 holes is **6% faster at Muni** at 4hours 8mins. Data will continue to be collected and used to identify trends and impact of changes on this key performance indicator.

4. Golf Maintenance Report

Simon Herrera confirmed that high temperatures, windy conditions and continued drought are creating an exceptional challenge to the team. Plumbing fixtures have been reviewed and upgraded to make them more water efficient and trees and greens continue to be hand watered. The greens are playing very well and have benefited greatly from the aerification in April. The bid to repair the cart part below #18 tee box was awarded to a contractor in April and the work will be completed the week commencing 5/19.

5. Golf Pro Report

New Electric blue colored golf carts arrived and are being used on the course. Carts are being cleaned with cloths and rinsed with less water in response to the drought conditions. Registrations for the City Tournament are coming on, but there are still places that are expected to be filled by local players yet to sign up.

6. Restaurant Operator Report

Mario Medina was not present.

7. Players Improvement Fund (PIF) Subcommittee

Mark Sewell provided feedback from the request from PIF subcommittee to engage a golf course architect to offer guidance for improvements to #3 and #16 holes. (see attached report from Steve Timm Golf Architect)

No other ideas for the use of the funds were presented, attached to the minutes is the log of golfer suggestions received online.

Staff have worked on the process for the PIF project selection and standards and will share the document with the PIF subcommittee. If approved, it can be reviewed by the GAC at the next meeting.

8. Staff Proposal to Use PIF for sand to improve the pace of play and golfer experience in readiness for the city tournament at the end of May.

Mark Sewell presented a staff proposal to purchase sand to increase the quality of the bunkers, creating an instant impact on the course.

Concerns were raised by some GAC members about the appropriateness of using PIF funds for what could be considered “maintenance.” Staff communicated that given the fiscal constraints on the golf course and drought challenges, staff are prioritizing funds towards large capital projects in order to improve irrigation, saving water and money. Nancy Rapp reaffirmed that it is the GAC’s decision whether or not to spend PIF funds on the bunker sand. She commented that with the irrigation needs and increased water costs, the golf course will not have funds to replace sand in bunkers in the near future. The GAC may find it favorable to spend PIF funds to improve the bunkers now to improve the golfer experience, and that staff would support either decision.

The PIF subcommittee (John Craig, Bryant Henson, Gretchen Ostergren and Bob Swider) stepped out briefly to discuss the proposal. Following that, John Craig shared the subcommittee’s support for the proposal, up to \$6000, and for green side bunkers only. A motion was requested by GAC Chair Dominic Namnath.

John Craig moved to approve the use of \$6,000 of the current \$26,094 PIF fund to pay up to \$6000 for sand to improve green side bunkers only. The motion was unanimously approved by the GAC.

9. Home Club Reports

Home club reports were presented on behalf of the EWGA and Men’s Club.

Gretchen Ostergren raised concerns over the height of the bushes near #10 tee box with regard to tee shots being played when golfers are moving from #9 green to the club house. Simon Herrera confirmed he was already planning to address this by trimming the hedges and creating line of sight.

The Men’s Club is introducing electronic payments as a convenience to members and announced they currently have over 300 members.

ADJOURNMENT

The meeting was adjourned at 6.30 pm.