



City of Santa Barbara

GOLF COURSE ADVISORY COMMITTEE

Wednesday, June 18th 2014

Minutes

Dominic Namnath called the regular Golf Course Advisory Committee meeting to order at 4:36 pm at the Parks and Recreation Department Conference Room.

Roll Call

Committee members present

Others Present

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

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

Changes to the Agenda

None

Written Communications

None

Public Comment

None

CONSENT CALENDAR

1. Approval of Minutes from May 14th, 2014.

The approval of the minutes was postponed until the next GAC meeting given not all committee members had read them prior to the meeting.

ADMINISTRATIVE AND STAFF REPORT

For information: Nancy Rapp informed the committee that Simon Herrera had recently received the Parks and Recreation Outstanding Service Award for all the great work he has achieved at Santa Barbara Golf Club.

2. Golf Rounds and Financial Reports

Mark Sewell presented the Rounds and Revenue report updated to end May 2014. Play was down significantly to budget and worryingly also against May 2013. This is the first time all year that the course demonstrated month over month decline.

High heat and wind events undoubtedly impacted the revenue and round volume during the heat wave experienced at the start of May, and the City championship did not provide significantly more revenue than a standard holiday weekend revenue in green fees.

Dominic Namnath commented on complimentary rounds offered to Marshalls and requested a report from staff on the frequency of play and the timing of play. Anecdotal evidence was offered that some prime tee slots are being given away for free that could otherwise be filled with paying customers. Staff will work with Chris Talerico to identify when marshal play occurs and report back to the GAC.

3. Marketing Report

In the absence of Chris Talerico to answer any questions at the meeting, the GAC requested that Staff work with Chris to provide a report on the revenue and costs associated with the recent City tournament. Nancy Rapp stated that the city tournament is an important date on the golf course calendar, and confirmed that Chris Talerico has the responsibility for setting fees and organizing prizes.

The report will detail the prizes offered to players and compare to other course tournaments for benchmarking. Moreover, an analysis of the City revenue and the participation over recent years of the event is to be presented.

NGF Golf survey was sent via email to golf customers and at time of writing over 250 customers have responded. Full details of the results will be issued to the GAC at the appropriate time.

Play incentives linked to introducing new golfers to the course and help to offset the time taken to play golf are being evaluated by staff with concerted effort from Chris Talerico. Offering discounts without a high degree of confidence that it will attract new play is a trap that staff do not wish to fall into, but given the shortfalls in revenue and continuing cost challenges, new promotions and initiatives are being worked on.

Muni is still playing faster than the national average. Data for May showed the average time to play 18 holes is 4hours 6mins. 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 thanked the GAC for their funding of sand that has been installed in many green side bunkers over the last few weeks. Players and maintenance staff alike have been very happy with the improvements.

Greens are disease free although the high heat in May did need a lot of water to be applied to help reduce the salt levels.

Simon also advised that he may be closing #9 green for a day in the near future to increase drainage to reduce chance of infection.

Staff have been working with Public Works to review the likelihood of amending the current irrigation infrastructure to increase the use of recycled water near greens. Given recent updates regarding the likely quality of the recycled water post implementation of the new plant scheduled for Summer 2015, staff feel the project would represent too much risk to the quality of the greens at this time. No other golf course has recycled water on its greens without its own expensive treatment plant.

The Parks and Recreation department recently presented the drought strategy to the P&R commission and will soon be presenting to the Water commission and City Council.

Outdoor irrigation is already receiving heavy criticism and golfers are encouraged to attend these meetings to hear the arguments and offer opinions as appropriate.

Water Commission and City council agendas are available on the city website:
www.santabarbaraca.gov

5. Golf Pro Report

Chris Talerico was not present

6. Restaurant Operator Report

Mario Medina was not present.

7. Players Improvement Fund (PIF) Sub-committee

John Craig confirmed that a framework for how the PIF process will receive, generate, select and bring to the GAC projects for the use of funds has been sent to City staff and Nancy Rapp committed to feeding back in due course to document the process.

New projects staff were asked to price up include:

- Repair/Replace chilled water fountains on the course. (specific regard to #10 tee)
- Improve Ball Washers
- Add Fencing along right side of #3 fairway to discourage looking for balls

Feedback from Architect report on #3 and #16.

Dominic Namnath presented a data capture methodology to determine what is currently happening on #3 hole with regard to where players play their second shot from. This data will be collected by volunteers and used as a base line to compare the effectiveness of any changes agreed to be made on the hole.

No discussion was had with regard to the recommendations on #16 hole

8. Home Club Reports

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

Dominic requested that home club representatives prepare reports for presentation at GAC meetings detailing:

No. members at end of month

No. rounds played by members at Muni

Tournaments held

Player turnover

An agreed format will be worked on over time to create efficient data capture and reporting.

9. Proposal to cancel July GAC Meeting.

The committee voted unanimously to cancel the GAC meeting scheduled for July 9th 2014.

ADJOURNMENT

The meeting was adjourned at 6.45 pm.