



City of Santa Barbara

GOLF COURSE ADVISORY COMMITTEE

Wednesday, September 10th 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

Others Present

John Craig

Bob Garcia

Bryant Henson

Maureen Masson

Dominic Namnath (Chair)

Gretchen Ostergren

Simon Herrera, Golf Course Superintendent

Mark Sewell, Business Analyst

Lesley Wiscomb, P&R Commission Liaison (Outgoing)

Carolyn Brown, P&R Commission Liaison (Incoming)

Chris Talerico, Director of Golf

Changes to the Agenda

None

Written Communications

None

Public Comment

None

CONSENT CALENDAR

1. Approval of Minutes from August 13th 2014

The approval of the minutes was unanimous.

ADMINISTRATIVE AND STAFF REPORT

2. Introduction of new P&R Commission Liaison to GAC.

Dominic Namnath welcomed Carolyn Brown, the new liaison to the GAC to the meeting and asked everyone to introduce themselves and tell the committee of their happiest moment of the Summer as a way to encourage engagement and participation in the meeting.

Following feedback about the content and length of previous GAC meetings, Dominic presented a more focused approach to the meetings and a revised agenda format.

This was well received and contributed to a more concise meeting.

3. Players Improvement Fund (PIF) Sub-committee

John Craig advised the GAC that a meeting had taken place with Nancy Rapp and Mark Sewell to take forward the proposal to create a recognized Sub-committee and that Nancy had been through the steps required to create and facilitate the committee. Nancy Rapp was working on the policy documents and these were to be issued to John for review and discussion and follow up. John communicated that the Sub Committee can have a maximum of 3 GAC members and must follow all Brown Act requirements.

The sub-committee will be responsible for soliciting improvement ideas that meet the policy requirements before bringing to the GAC for voting.

4. Golf Rounds and Financial Reports

Mark Sewell presented the Rounds and Revenue report for August 2014.

Golf revenue and rounds were again lower than both budget and last year. Much of the decline in play can be attributed to out of town golfers and no longer offering Axxess discounts. Efforts to draw non-residents to the golf course continue to be a focus for staff.

5. Marketing Report

To appeal to College students, a special promotion is underway where students under 25 can play for \$20. This is an aggressive discount designed to increase significantly the amount of young adults playing at Muni.

Mark Sewell again requested that GAC members forward examples of promotions from local courses that they have acted upon for idea generation.

6. Golf Maintenance Report

Simon Herrera presented the maintenance report and received many complements as to the current conditions of the course as well as the efforts made to conserve water.

The golf course has used 34% less water in the time period since stage 1 drought was declared compared to the same time period last year.

Simon went on to confirm that there will be very little disruption to play this fall with a light aerification program required given all the work done in the spring and summer to maintain the putting surfaces. Staff will continue to deep tine to get the best water retention, but golfers do not notice the effects of this on their golf game in the same way they would with pulling a core and top dressing that may take place at other courses.

Trees continue to be of concern and Simon reported that there are now 30 dead trees on the course that will be removed in the coming weeks.

Improvements to the line of sight by #10 tee box have been made with more on the way by the small putting green. By thinning out the plants and adding mirrors, it reduces the risk of golfers being hit by balls being struck from the #10 tee box by not seeing the golfer.

Raptor poles have been approved for installation by the City Risk Management department and will form part of the IPM program to help control Squirrel numbers on the course. The squirrels create trip hazards and so it is important to manage their impact on the course.

7. Golf Pro Report

Chris Talerico reported the success of the Girls Night Out league where participation grew to more than 900 rounds.

Chris also mentioned that he had two new staff members join his team in August.

8. Restaurant Operator Report

No report

9. Home Club Reports

Home club reported lower membership and decline in play.

Chris Talerico challenged the GAC members representing the home clubs to find ways to increase the social element of the club, not just the golf competition.

Mark and Chris are very happy to listen to ideas for how the home clubs can be supported to generate incremental membership and play numbers.

ADJOURNMENT

The meeting was adjourned at 5.37 pm.