



City of Santa Barbara

GOLF COURSE ADVISORY COMMITTEE (GAC)

Wednesday, December 10th 2014

Minutes

John Craig 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

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

Others Present

Chris Talerico, Director of Golf
Nancy Rapp, Director of Parks and Recreation
Simon Herrera, Golf Course Superintendent
Mark Sewell, Business Analyst
Mario Medina, Mulligan's Café and Bar
Lani Medina, Mulligan's Café and Bar

Absent:

Bob Garcia

Changes to the Agenda

None

Written Communications

None

Public Comment

None

CONSENT CALENDAR

1. Approval of Minutes from November 12th 2014

The Golf Advisory Committee waived the reading, and approved the minutes of the meeting of Wednesday, November 12th, 2014.

Action: The approval of the minutes was unanimous.

ADMINISTRATIVE AND STAFF REPORT

2. Parks and Recreation Director –Status of Discussions Related to the Financial Issues Facing the Golf Fund.

Director Nancy Rapp thanked the GAC and golfing public in general for attending the Council Meeting on December 9th 2014 and re-iterated the need for golfers to stay engaged in the public meeting process and encouraged attendance at all future public meetings.

Staff will go back to Finance Committee at the end of January with updated presentation to answer some of councils questions and provide more information before returning to Council.

3. Players Improvement Fund Sub Committee.

John Craig communicated that the Sub Committee had met to discuss priorities for the use of PIF moneys, and that the details are included in the published minutes of the meeting on 12/2/14. A number of projects are with the Golf Course Superintendent for initial feasibility and costing prior to submission for approval with the Parks and Recreation Director.

4. Golf Course Performance and Staff Reports.

Mark Sewell presented the rounds and revenue update upto and including 11/30/14. Rounds and revenue is still below budget and last year, yet encouraging signs are there to see in terms of increased reward card sales and that round variance to last year was growing smaller than in the summer months.

5. Golf Maintenance Report

Golf Course Superintendent Simon Herrera presented a verbal maintenance report. November saw all tee boxes aerified and over-seeded to increase the quality of the areas and improve the irrigation efficiency. Trees have continued to be watered using soaker hoses and this practice while water efficient is very labor intensive but absolutely necessary to try to maintain the trees on the course.

6. Rewards Card Member Verification.

Mario Medina communicated the concern for offering free drinks as part of the Rewards card program when members did not provide the proof of membership. Staff will meet with all concerned in the new year to improve controls.

7. Golf Pro Report

Director of Golf, Chris Talerico provided a verbal report whereby he advised that the pro shop will soon be renovated with new paint, carpet and merchandise. New youth programs over the holiday periods have been introduced and are expected to perform very well.

8. Home Club Reports

Mark Sewell asked the Home clubs to consider how to engage more with youth and other clubs in order to maximize the community benefit the golf course offers.

Providing used clubs, balls, and organizing mixed tournaments were discussed and proposals will be considered in terms of how the City can play its part in encouraging these events.

ADJOURNMENT

The meeting was adjourned at 5:30 pm.