



City of Santa Barbara

GOLF COURSE ADVISORY COMMITTEE (GAC)

Wednesday, May 13th 2015

Regular Meeting Minutes

John Craig called the Regular Golf Course Advisory Committee meeting to order at 5:40 pm at the Parks and Recreation Department Conference Room.

Roll Call

Committee members present

John Craig
Bob Garcia
Bryant Henson
Gretchen Ostergren

Others Present

Chris Talerico, Director of Golf
Simon Herrera, Golf Course Superintendent
Mark Sewell, Business Analyst

Committee members absent

Dominic Namnath
Maureen Masson

Changes to the Agenda

None

Written Communications

None

Public Comment

None

CONSENT CALENDAR

1. Approval of Minutes from April 8th, 2015

The Golf Advisory Committee waived the reading, and approved the minutes of the meeting of Wednesday April 8th, 2015.

Action: The approval was unanimous.

ADMINISTRATIVE AND STAFF REPORT

2. Golf Course Performance and Staff Reports.

Mark Sewell presented the rounds and revenue report for April 2015 and stated that revenue was again higher in April 2015 than April 2014. Revenue is still however \$35,441 lower after 10 months than the same time period in the previous fiscal year.

3. Fee Comparisons

Mark Sewell presented at the request of the GAC a comparison of green fees based on time of day, age and day of week along with a comparison of resident rates at local golf courses.

4. Player Improvement Fund Sub-Committee Report.

No meetings had occurred since previous GAC. A meeting is to be arranged with staff involvement to define the project to improve the marketing of the PIF with use of digital media at the golf course.

5. Golf Maintenance Report

Simon Herrera provided a verbal report and advised that as part of the drought strategy Aerification of the fairways had been undertaken to improve the retention of water from both the rains and irrigation. Every Tee Box had received some fertilization to help with growth and finally reported that 15 trees had been removed under the direction of the City Arborist due to safety and or disease concerns.

6. Golf Pro Report

Chris Talerico provided a verbal report stating that new staff has settled in well and that the registrations for the 2015 City Championships were similar to 2014 at the time of the meeting. Staff continue to work with customers to redress any issues related to the new booking engine and golf POS.

ADJOURNMENT

The meeting was adjourned at 6:45 pm.

NEXT REGULAR MEETING

Wednesday June 10th 2015
Parks and Recreation Conference Room.
620 Laguna Street.
4.30 pm