



City of Santa Barbara

GOLF COURSE ADVISORY COMMITTEE (GAC)

Wednesday, August 10, 2016

Special Meeting Minutes

Dominic Namnath called the Special Golf Course Advisory Committee meeting to order at 5:26pm at the Parks and Recreation Department Conference Room.

Roll Call

Committee members present

Dominic Namnath (Chair)
Michael Woodard
Maureen Masson
Gretchen Ostergren

Others Present

Mark Sewell, Parks and Recreation Business Manager
Simon Herrera, Parks Supervisor
Randy Shannon, Golf Club General Manager
Lesley Wiscomb, P&R Commission Liaison
Mario and Lani Medina, Owners of Mulligan's Bar and Café

Committee Members absent

Bryant Henson
John Craig
vacant

Changes to the Agenda

None

Written Communications

None

Public Comment

None

CONSENT CALENDAR

1. Approval of Minutes from July 13, 2016

The Golf Advisory Committee waived the reading, and approved the minutes of the meeting of July 13, 2016.

Action: The approval was unanimous.

ADMINISTRATIVE AND STAFF REPORT

2. Appoint a member of the Golf Advisory Committee to the Players' Improvement Fund Subcommittee (PIFSC).

Maureen Masson was unanimously approved to be appointed to the PIFSC.

3. Golf Course Performance and Marketing Reports

Randy Shannon provided a verbal report for the performance in July 2016, the first month of operations for the management company. Rounds and Revenue were down 5% to budget and level with the prior year. Merchandise revenue was lower than budget, but cart revenue exceeded budget due to promotions run in the month. Public golf in California is in 3.1% decline in 2016, but there is confidence that the shortfall in budget can be recovered by targeted promotions and continued focus on customer service. The result of the July secret shopper was 99% pass representing a great first audit.

4. Golf Maintenance Report

Randy Shannon advised the committee that a lot of positive comments had been made regarding course conditions since the management company assumed responsibility in July. Golfers had noticed improvements in the quality of bunkers following increased raking.

5. Player Improvement Fund Sub-Committee (PIFSC) Report

No report from the PIFSC.

6. Concession Reports

Mario Medina addressed the committee to advise that progress was being made in regard to the tenant improvement and in particular, new flooring had been ordered and would be installed in the coming days and weeks. WiFi will also be available to golfers and diners shortly.

7. Home Club Reports

The SB Men's Club is 235 members strong and are investigating on-course scoring applications to provide a better tournament experience to members. Mulligans will be installing new TV screens, and are willing to discuss how these can be utilized by the Golfers for communication during events.

ADJOURNMENT

The meeting was adjourned at 6.00 pm.

NEXT REGULAR MEETING

Wednesday September 14, 2016
Parks and Recreation Conference Room.
620 Laguna Street.
Santa Barbara
4.30 pm