



City of Santa Barbara

GOLF COURSE ADVISORY COMMITTEE (GAC)

Wednesday, April 13, 2016

Regular Meeting Minutes

Dominic Namnath called the Regular Golf Course Advisory Committee meeting to order at 4:40 pm at the Parks and Recreation Department Conference Room.

Roll Call

Committee members present

Dominic Namnath
John Craig
Maureen Masson
Bob Garcia
Michael Woodard

Others Present

Mark Sewell, Parks and Recreation Business Manager
Simon Herrera, Golf Course Superintendent
Chris Talerico, Director of Golf
Jill Zachary, Parks and Recreation Director

Committee members absent

Gretchen Ostergren
Bryant Henson

Changes to the Agenda

None

Written Communications

None

Public Comment

Lance Merrihew, VP of Sales and Marketing from CourseCo addressed the committee to state that CourseCo have continued meeting with staff, management and home club representatives as part of the transition planning for the commencement of the management contract in July 2016. CourseCo have opened recruitment for the management positions and will be introducing Adam Pole, of CourseCo in a future GAC meeting.

CONSENT CALENDAR

1. Approval of Minutes from February 10, 2016

The Golf Advisory Committee waived the reading, and approved the minutes of the meeting of February 10, 2016.

Action: The approval was unanimous.

ADMINISTRATIVE AND STAFF REPORT

2. Concession Reports

Chris Talerico provided a verbal report to advise that play levels in March had been adversely impacted by cold, windy and rainy weather and that Santa Barbara Golf Club had lost two

leagues, but two other leagues had joined. Construction for the Players' Improvement Fund projects had been well coordinated with the maintenance staff and Chris thanked the players for their patience to play from temporary tees while these improvements were made.

3. Golf Course Performance and Marketing Reports

Mark Sewell provided a verbal report to state that revenue for March was impacted by lower play levels and that the majority of the shortfall occurred over two weekends at the start of the month where rain impacted play. The Golf Course is \$72,350 behind the revenue target, but savings in costs had been identified to mitigate much of this deficit. Revenue is \$5,562 higher than FY15 for the 9 months to 3/31/16.

4. Golf Maintenance Report

Simon Herrera provided a verbal report and presentation on the status of the construction project funded by the PIF. The PowerPoint presentation included photographs of the project during and after construction and Simon advised that all improvements would be open for play in the coming days. Simon also advised that cart path repairs were completed by #5 and #18 tee boxes. The driving range had been re-seeded and the rains were timed perfectly to ensure that the risk of sediment leaving the driving range continues to be reduced and minimized.

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

John Craig communicated his pleasure at seeing the improvements at the golf course. He went on to suggest that a meeting will be scheduled for the PIFSC soon to discuss new projects. John advised the committee he had provided an interview with Zeb Welborn of Welborn Social media, a company acting on behalf of the City to provide social media and online marketing services. John requested a copy of the contract the City holds with this company and the contract is available for review in the City Clerk's office, City Hall. (contract number 21600011)

6. Home Club Reports

Dominic Namnath reported that the Men's Club is continuing to work with SCGA to improve the membership experience and retention by offering auto renewal and tiered membership.

7. Recommended Golf Operating and Capital Budgets for FY 2017

Mark Sewell presented the recommended budget for the Golf Fund. The committee unanimously recommended the budget as presented.

Motion: Michael Woodard: That the Golf Advisory Committee Recommend to the Parks and Recreation Commission and City Council the:

- A: Operating Budget for FY 2017
 - B: Capital Budget for FY 2017
 - C: Fees and Charges for FY 2017
- as presented by Staff

Second: Bob Garcia

The vote was unanimous in support for the motion

ADJOURNMENT

The meeting was adjourned at 5.40 pm.

NEXT REGULAR MEETING

Wednesday May 11, 2016
Parks and Recreation Conference Room.
620 Laguna Street.
4.30 pm