



## City of Santa Barbara

### GOLF COURSE ADVISORY COMMITTEE (GAC)

Wednesday, February 7, 2017

#### Regular Meeting Minutes

Dominic Namnath called the Regular Golf Course Advisory Committee meeting to order at 4:30p.m in the Parks and Recreation Department Conference Room.

#### Roll Call

##### Committee members present

Dominic Namnath (Chair)  
John Craig (Vice-Chair)  
Gretchen Ostergren  
Larry Nowlin  
James Patterson  
Michael Woodard

##### Others Present

Tara Armbruster, Parks & Recreation Commission Liaison  
Mark Sewell, Parks and Recreation Business Manager  
Randy Shannon, Golf Club General Manager  
Jesse Seguin, Golf Course Superintendent  
Lance Merrihew, VP Marketing, Course Co  
Melissa Martinez, Mulligans Bar and Cafe

##### Committee members absent

Maureen Masson

#### Changes to the Agenda

Dominic Namnath welcomed Tara Armbruster to her first GAC meeting as Parks and Recreation Liaison.

#### Written Communications

None

#### Public Comment

None

#### CONSENT CALENDAR

##### 1. **Approval Of Minutes**

The Golf Advisory Committee waived the reading, and approved the minutes of the meeting of January 11, 2017.

Action: The approval was unanimous.

#### ADMINISTRATIVE AND STAFF REPORT

##### 2. **Golf Course Performance**

Randy Shannon provided a verbal report for the performance in January advising the committee that rounds and revenue were lower than budget in the month, due to the welcome fact that 9 inches of

rain fell on the course in the month. Total revenue is still 2% up against actual results for the first seven months in Fiscal Year 2016. Junior programming has recommenced, with Russ Morrison Junior Golf sign-ups at 77, and growing.

### **3. Golf Maintenance Report**

Jesse Seguin provided a verbal report advising the committee that while rain has negatively impacted revenue, it is much needed on the course and given the magnitude of the rains has improved the greens by leeching salt through the root zone. One tree fell during a storm located between #17 and #5 fairways and will need to be removed on the advice of an arborist.

Three new pieces of maintenance equipment were used in January that will provide a boost to the aesthetics at the course to edge cart paths, and speed up clean up after storms and wind events. #9 green is showing the benefits of continued special attention, and responding well to changes in cultural practices created following a detailed soil analysis of the green.

### **4. Player Improvement Fund Sub-Committee (PIFSC) Report**

John Craig, Chair of the PIFSC, confirmed that he had been re-appointed as Chair, and that Larry Nowlin was appointed Secretary for the PIFSC. The committee met on Tuesday, February 7<sup>th</sup>, and a copy of the minutes are available online.

### **5. Recommendation to approve the use of PIF for PIF approved project – For Action**

John Craig motioned that the GAC recommend the use of Players' Improvement Funds for the purchase and installation of divot mix filling boxes, as well as signage, to provide filling stations for sand bottles and to encourage all golfers to fill their divots on the golf course.

Action: The motion was unanimously approved

### **6. Concession Report**

Melissa Martinez advised the committee that Mulligans are excited by the increase in tournament bookings they are seeing and recognized the benefit of agreeing menus and process with CourseCo to benefit customer service. Tap to Tee, an online application for golfers to request the beverage cart on demand, will be offered a trial to offer the service in the coming weeks. This will be provided at no extra cost to the golfer.

The pro shop will be launching a new service to offer a special for golfers who may want a breakfast burrito or sandwich when the tee off.

Dominic Namnath enquired about the contractual requirement for benchmarking pricing, to which Staff will provide a report at a future GAC meeting prior to the end of Fiscal Year 2017.

### **7. Home Club Reports**

EWGA held their recruitment event at a local winery, and added new members to the group.

## **ADJOURNMENT**

The meeting was adjourned at 5.30 pm.

## **NEXT REGULAR MEETING**

Wednesday March 8, 2017 4.30 pm  
Parks and Recreation Conference Room.  
620 Laguna Street.  
Santa Barbara