



City of Santa Barbara
Parks and Recreation – Golf Division

Memorandum

DATE: July 10, 2012

TO: Park and Recreation Commission

FROM: Golf Advisory Committee

SUBJECT: Golf Course Advisory Committee Report for Fiscal Year 2012

The Golf Course Advisory Committee advises the Commission and staff on the administration, use and policies of the golf course and ensures that the golfing experience provides quality opportunities.

Member Representation

The Committee consists of seven members, with representation from the Men's Club, Women's Club, Los Paisanos Golf Club, and the Executive Women's Golf Association (EWGA). Members also include at-large representation.

Golf Course Advisory Committee Members

Dominic Namnath – Men's Club
Maureen Masson – Women's Club
Gretchen Ostergren – Executive Women's Golf Association
John Craig – Los Paisanos
Judy Borrell – At-large
Bob Swider – At-large
Elaine Abercrombie- At-large

Parks and Recreation Commission Liaison

Charles Trentacoste

Junior Golfer Liaison

Michael Yi

Appointment Process and Meeting Schedule

The Parks and Recreation Commission appoints the members of the Committee. The Committee meets on the second Wednesday of every other month. Through the last fiscal year, the meetings were at 5:30 pm in the Parks and Recreation conference room, located at 620 Laguna St. The meetings are currently held at 4:30 pm. The Committee met for a total of nine regular and special meetings. The Committee is staffed by Nancy

L. Rapp, Parks and Recreation Director; Mark Reed, Golf Course Manager; Charles Judd, Golf Course Accounting; Chris Talerico, P.G.A. Golf Professional and pro shop concessionaire; and Mario Medina, Mulligan's restaurant concessionaire.

Committee Projects/Activities

- Recommended Budget, CIP, and Fees Adjustments for Fiscal Year 2013. Concerns about the unusual low rounds and revenue during the fall of Fiscal Year 2012 led to analysis of alternative operating models for the golf course. As rounds and revenues have improved over the year, this effort has been put on hold.
- Player rewards programs intended to encourage player retention and offering incentives to play more frequently
- Extensive marketing of golf club and home clubs
- Evaluation of "Pace of Play" conditions and options.
- Aid in the development of Junior Golf programs with emphasis on growing the number of junior golfers.

Concerns

- Decline of rounds and revenue, including shifts of golfers from higher cost rounds to lower cost rounds. Although revenue has stabilize due to increased rounds during the year, there is still a concern that economic and demographic trends could have negative effects in the future.