



City of Santa Barbara
Parks and Recreation – Golf Division

Memorandum

DATE: July 10, 2013

TO: Parks and Recreation Commission

FROM: Golf Advisory Committee

SUBJECT: Golf Course Advisory Committee Report for Fiscal Year 2013

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 Paisaños 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, Chair
 Maureen Masson – Women's Club
 Gretchen Ostergren – Executive Women's Golf Association
 John Craig – Los Paisaños
 Bob Swider – At-large
 Bryant Henson – At-large
 Robert Michael Garcia – At-large

Parks and Recreation Commission Liaison

Charles Trentacosti

Appointment Process and Meeting Schedule

The Parks and Recreation Commission appoints the members of the Committee. The Committee meets at 4:30pm on the second Wednesday of every month in the Parks and Recreation conference room, located at 620 Laguna St. The Committee met for a total of eight regular and special meetings. The Committee is staffed by Nancy Rapp, Parks and Recreation Director; Golf Course Manager Mark Reed (July – March) and Golf Superintendent Simon Herrera (April – June); 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 2014 and 2015.
- Introduced a new \$1 Players Course Improvement fee which will be applied to all greens fees and generate dedicated funds for projects identified by golfers and as approved by the Golf Advisory Committee and staff.
- Supported the phased reduction of discounts applied to greens fees, especially those put into place at the height of the recession.
- Reviewed and recommended approval of a 10-year capital plan, and a 5-year loan to replace 9 pieces of major turf equipment.
- Marketing of golf club and home clubs.
- Continuing discussion about strategies to improve “Pace of Play” and the golfer experience.
- Support for the development of Junior Golf programs with emphasis on growing the number of junior golfers.
- Support for development and expansion of lessons and programs to increase the number of women golfers.

Concerns

- Although rounds and revenue appear to have stabilized over previous years, the advisory committee continues to monitor and discuss how play on the golf course compares to budgeted rounds and revenue, and how to increase play.