

City of Los Angeles
Department of Recreation and Parks
GOLF ADVISORY COMMITTEE MEETING
MONDAY JANUARY 28, 2019 AT 1:00 PM
Golf Division Headquarters
3900 Chevy Chase Drive
Los Angeles, 90030

<p>ATTENDING COMMITTEE MEMBERS Chair Larry Cloud, Penmar Golf Club Gene Gimenez, Harbor Park Men's Golf Club Bruce Fortune, Sepulveda Men's Golf Club Steve Bloom, Griffith Park Golf Club Marcy Valley, Rancho Park Women's Golf Club Richard Agay, Rancho Park Golf Club Ted Winship, Hansen Dam Men's Golf Club Kevin Fitzgerald, SCGA Betty Brix, Penmar Women's Golf Club Angela Stewart, WLPGA Gene Vano, Municipal Golf Association Bette Mower, Harbor Park Women's Club(alternate) Ted Johnson, (alternate)</p>	<p>ABSENT COMMITTEE MEMBERS Vice Chair Steven Yablok, Roosevelt Golf Club</p> <p>GOLF STAFF MEMBERS Laura Baurenfeind, Golf Manager Penny Siebrandt, Golf Starter Supervisor II Rick Reinshmidt, Golf Starter Supervisor II Gayan Manukyan, Financial Analyst II Rosary Luna, Administrative Clerk</p>
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MEETING MINUTES

The meeting was called to order at 1:00 PM by Chairperson Larry Cloud.

1. PUBLIC COMMENTS

- Ted Johnson - Griffith Park/Sepulveda – Permanent out of bounds markers are needed between Balboa and Encino golf courses.
- Chair Larry Cloud introduced Board Commissioner Pilar Diaz present at the meeting.

2. APPROVAL OF MINUTES

Motion: Meeting minutes with amendments for October 22, 2018 approved and seconded with amendments. Motion passed unanimously.

- Approval of meeting minutes for November 20, 2018 pending amendments.

3. DEPARTMENT REPORTS

- GOLF MANAGER REPORT
- Golf Manager Laura Baurenfeind provided the update:
 - i. Sewer line problem at Hansen Dam and needs replacement. Restrooms behind the Starter building are closed. New portable restrooms are available until permanent structure is reopened.

- ii. There is no natural gas at Sepulveda, and with no hot water the concessions are closed. The gas line will be completely replaced.
- iii. Roosevelt construction project moving along well despite some slowing due to all of the rain. The Roosevelt Café is also under construction and the hope is that the entire facility will be open for the 69th Annual Junior Championship which will be held April 13-15.
- iv. New electric green mowers are going through inspection with the City's General Services – we want to be leaders in the industry in terms of emissions, and the mowers will also reduce noise. Roosevelt, Rancho Park, and Penmar will receive the electric mowers as part of the initial pilot program.
- v. Beginning a new security program at Hansen Dam service yard. There is a problem with theft at the facility. There will be new security cameras and new lighting.
- vi. New protective barriers at Harbor Park are being installed which will prevent golf carts from going into the parking lot. Golf cart theft has been a problem at Harbor Park and it is an inconvenience for golfers, but it is necessary to reduce theft.
- vii. The Department of Finance will no longer be covering the credit card processing fees for Recreation and Parks and other City Departments. The Golf Division processing fees total approximately \$400,000 each year. The details of how to handle this additional expense are being sorted in conversations with the City. American Express is very expensive to process and will no longer be accepted at the golf facilities beginning in April. We will discuss this issue further with the GAC once more information becomes available.
- viii. The City will host the 69th Annual Junior Championship is coming up April 13-15. We would welcome support from Clubs. The Championship will be played at Los Feliz, Roosevelt, Sepulveda, and Griffith Park. We are looking for volunteers and we always need additional walking scorekeepers for the youngest age group at Los Feliz.
- ix. The Sepulveda pro shop reconstruction project – we have a general layout for the floor plan and we are working to contract out some of work and we have a bid in for the electrical work. There is not a specific time frame for completion.

4. CONCESSIONS REPORT – Laura Baurenfeind

- We expect the new concessions contracts for Rancho Park and Griffith Park to be presented to the Board of Commissioners later this month. If the reports are approved by the Board, the contracts will have to be approved by the City Council. We expect the projects to move forward within 90 days of the Board approval of the contracts. The contracts will include substantial capital improvement investment. Both facilities need to come into ADA compliance, and the locker rooms will close to increase the size of the dining areas. The contracts are not public documents at this point.
 - i. Richard Agay objected to the elimination of lockers and stated that the golfers were not given a chance to provide input.
 - ii. Marcy agreed and stated that the lockers should not be eliminated.

5. NEW BUSINESS

(New Business called prior to the discussion of the Concessions Report item)

- Creation of a Golf Advisory Committee Ad Hoc Subcommittee to evaluate the progress of the LA City Strategic Plan for Golf and issue recommendations as to how to expedite further progress.

Motion: Larry Cloud brought a motion to create Ad-Hoc Advisory Subcommittee to evaluate the current status of the Strategic Plan for the LA Golf Division. The motion was seconded and approved by the GAC.

6. SUBCOMMITTEE REPORTS

- **POLICIES AND PROCEDURES – Kevin Fitzgerald**
The subcommittee recommended that the Affiliate Clubs provide Starters with a membership roster to expedite the check-in and payment procedures. Rich Agay, Marcy Valley, and Steve Bloom disputed the notion that the membership roster would expedite check-in and payment procedure. Marcy stated that her club does not have this information on its members. Steve Bloom also stated there is no reason that the Golf Division should have the membership roster of each club because many members do not play in events. Laura stated that the roster was a compromise with the Club's that check-in individually rather than with one payment. Larry suggested that the item go back to the subcommittee and that any report on this issue address three issues raised in the discussion, whether Club green fees should be considered for the Loyalty program, what information will be required for the Starter, and what portion of the Club membership should be required to provide information.
- **FEES AND CHARGES – Richard Agay**
The City asked that this subcommittee consider the Golf Division's proposed fee increases:
 - 1) Increase the Tregnan Golf Academy fees and the subcommittee found the increases to be reasonable.
 - 2) Elimination of the hourly rate for teaching professionals. The subcommittee addressed Steve Bloom's concern that this would eliminate the part time instructor. Rich Agay stated that essentially the Golf Division will either have to police the situation for hourly professionals, or they will choose the monthly flat fee. Laura stated that the course managers find it to be very difficult to monitor the hourly professionals and recommend the monthly rate.

Motion: Richard Agay made the motion to approve the City's position with regard to monthly only rate for teaching professionals. The motion was seconded and approved with an abstention and some objection.

- 3) The subcommittee had no objection to the implementation of a 20% revenue sharing of group lessons.
- 4) Larry explained the Lifeline Rate is determined by DWP. If you are eligible for the Lifeline Rate with DWP, then you can apply for a Lifeline Rate at City golf courses. The subcommittee advised that while the group would support the City if they believe that this is very important, but the City is taking a real political risk by eliminating the Lifeline Rate. Marcy stated that her Club has members that benefit from the program and that

those individuals will likely not be able to play if they would have to pay the full senior rate.

5) There was no opposition from the subcommittee to increase electric cart fees.

6) The proposed increase in the greens fees for Los Feliz and Rancho Park courses appeared to be too high to the subcommittee. The subcommittee is in favor of increasing the greens fees, but by half of the City's recommended increases. Laura stated that the proposed increases would be a new ceiling and that the rates may not ever reach the highest rate.

7) Driving Range Ball Tracking Technology – Staff played a video to demonstrate the capabilities of Toptracer Range technology. 10 machines will be available at Sepulveda, Griffith Park, and Rancho Park. The proposed ceiling price to use the ball tracking technology on the range is \$75 per hour. There was no opposition at the subcommittee.

- CAPITAL IMPROVEMENT FUND

No report. Marcy Valley asked about the use of funds at Rancho Park. Laura answered the question by stating that capital improvement money will be spend at Rancho Park for major items such as a new irrigation system and tee to green cart paths.

- AD HOC MEETING PROCEDURES & EFFICIENCY – Larry Cloud

No report.

- AD HOC TOURNAMENT POLICY REVISIONS

No report. This is being combined with the Policies and Procedures Subcommittee.

7. UNFINISHED BUSINESS

8. NEW BUSINESS

- Election of a Non-Reporting Secretary for the Golf Advisory Committee.

Motion: Chair Larry Cloud nominated Kevin Fitzgerald which was seconded and approved by the GAC.
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9. FUTURE AGENDA

- Gene Vano recommended that the GAC name a Trophy to honor Craig Kessler's service to the City Golf System.

10. ANNOUNCEMENTS

- Meeting schedule for 2019 has been finalized.
- Ted Winship explained that Staff is making progress to improve the fairways by addressing the gopher problem in the fairways at Griffith Park.
- With no further Agenda items, the meeting was adjourned.