

City of Los Angeles  
Department of Recreation and Parks  
**GOLF ADVISORY COMMITTEE MEETING**  
**MONDAY MARCH 18, 2019 AT 1:00 PM**  
Golf Division Headquarters  
3900 Chevy Chase Drive  
Los Angeles, 90030

<b>ATTENDING COMMITTEE MEMBERS</b>	<b>GOLF STAFF MEMBERS</b>
Chair Larry Cloud, Penmar Golf Club Vice Chair Steven Yablok, Roosevelt Golf Club Gene Gimenez, Harbor Park Men's Golf Club Bruce Fortune, Sepulveda Men's Golf Club Steve Bloom, Griffith Park Golf Club Jean Williams, Hansen Dam Women's Golf Club Marcy Valley, Rancho Park Women's Golf Club Richard Agay, Rancho Park Golf Club Ted Winship, Hansen Dam Men's Golf Club Betty Brix, Penmar Women's Golf Club Rosemary Menard, Harbor Park Women's Club Gene Vano, Municipal Golf Association Kevin Fitzgerald, SCGA Bette Mower, Harbor Park Women's Club (alternate)	Laura Bauernfeind, Golf Manager Calvin White, Principal Grounds Maintenance Supervisor II Penny Siebrandt, Golf Starter Supervisor II Sergio Guzman, Senior Park Maintenance Supervisor Thomas Frey, Senior Park Maintenance Supervisor

**MEETING MINUTES**

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

1. PUBLIC COMMENTS

No public comments.

2. APPROVAL OF MINUTES

Motion: Meeting Minutes with amendments for November 26, 2018 approved and seconded with amendments. Motion passed unanimously.

- Bette Mower requested that an amendment be made to the Minutes for the January 28, 2019.

Motion: Meeting Minutes for January 28, 2019 approved and seconded with amendments. Motion passed unanimously.

3. DEPARTMENT REPORTS

- CONCESSIONS REPORT – Stan Wu from Concessions Unit (Concessions report called prior to the Golf Manager Report)
  - i. Board approved Los Feliz Café and Penmar Café items at the end of 2018. Hoping that the items will be on a City Council Agenda in mid to late April.

1. Penmar will have a new operator and a Meet and Greet will be scheduled for April.
  2. Board approved reports for Griffith Park and Rancho Park this month.
  3. Stan was asked to craft a Board report for the Valley Trio (Woodley, Sepulveda, Hansen Dam) in May.
  4. Stan will look into the status at Harbor Park as it was specifically requested to be on the Agenda by Commissioner Pilar Diaz.
- GOLF MANAGER REPORT – Laura Bauernfeind  
Golf Manager Laura Bauernfeind provided the update:
    - i. Staff is looking to install out of bounds stakes at Sepulveda. Some yardage marker signs will be removed from some golf courses.
    - ii. Gas line has been repaired at Sepulveda.
    - iii. Sewer line has not been replaced at Hansen Dam. This is a short-term fix and another project to follow. The regular bathrooms have been reopened. The golf shop is also being upgraded.
    - iv. Roosevelt will not be open for the City Junior Championship. The course will likely not be open until the middle of May. Renovations are ongoing for the café and the restrooms. We will plan to host the May 20, 2019 GAC at Roosevelt.
    - v. Griffith – New lights for the landing area on the driving range.
    - vi. As of March 15, 2019, the City of Los Angeles will charge the customer an additional 2.75% for every credit card purchase. The cost is now being passed on to the end user. This is a City issue, not just golf. The City also no longer accepts American Express. Steve Bloom stated that this will make the Golf System less competitive in comparisons with others. Gene Vano asked if the Golf Division could eat the cost? The Division was not given the option to eat the fees.
    - vii. City Junior Championship April 13-15. The youngest players will play at Los Feliz and we would welcome volunteers to fill walking scorekeeper positions.
    - viii. There was a question raised about the expense of the Junior Championship to participants. The range is from \$40 to \$80 depending on flight. Second item is the rates and fees adjustments that the GAC recommended.
    - ix. Board of Commissioners Meeting this Wednesday has two golf items. First item is to designate all golf courses as special facilities – this allows filming permit revenue to go into the golf account instead of the Department General Fund Account.
    - x. New project to get new photos of every golf course this Spring to assist with advertising.
    - xi. Marcy Valley asked a question about Rancho Park restroom project on the driving range and hole 6. The project should be cleared to begin soon.
    - xii. Bette Mower asked about the yardage marker removal at Harbor Park. The vertical stakes were removed. Calvin White – the markers cannot be replaced and will be removed throughout the system. Bette Mower asked about the barriers to the parking lot at Harbor. Steve Bloom stated that the group should discuss the vertical markers at the next meeting. Richard Agay agreed that the item should be on the next Agenda. Larry suggested that it go to a subcommittee. Laura Bauernfeind stated that no vertical yardage markers will

be removed prior to the May meeting. Steven Yablok suggested that the Capital Improvement Fund Subcommittee hold a meeting to discuss the issue.

#### 4. SUBCOMMITTEE REPORTS

- POLICIES AND PROCEDURES – Kevin Fitzgerald
  - i. The subcommittee recommended that the Affiliate Clubs provide Starters with a play roster to expedite the check-in and payment procedures. This is different from the recommendation at the last meeting so that Club members on rosters that do not play in Club events would not be included. Steve Bloom questioned how this would help expedite check-in efficiency for Starters for Clubs that pay in one payment. The roster will help mostly with the check-in efficiency of individual payment Clubs. This item was tied to the third item regarding City Golf Loyalty Cards.
  - ii. The subcommittee recommended that the City Tournament Policy not be amended to adopt a flat rate green fee structure for Affiliate Club play, but continue to apply Senior, Junior and Lifeline rates for all weekday non-holiday events. The subcommittee determined that discounted rates are important for the individuals that they benefit, the Golf Division’s public relations effort, and the golf system’s revenue generation.
  - iii. The subcommittee recommended that the City Golf Loyalty Card Terms and Conditions be amended so that Affiliate Club members may earn points when participating in Club events; and that all points be redeemed outside of Club events; and that the issue be revisited at the end of the year to evaluate all player tracking information. This subcommittee views this item as a way to provide incentive to Club players to purchase a Loyalty Card. Steve Bloom asked staff if they would be open to this change? Laura Bauernfeind stated that the Golf Division would be open to considering points as a way to encourage the purchase of Loyalty Cards. Steve Bloom stated that this would make it more difficult for Starters to check-in golfers and take more time. Larry stated that this is tied to the Club Play Roster so that it would help expedite the process. There was discussion about the Club discount and points accrual. Marcy Valley stated that this item is in line with the Strategic Plan.

Motion: The subcommittee recommended that the Affiliate Clubs provide Starters with a play roster to expedite the check-in and payment procedures. The report is a motion before the GAC. The motion was seconded and approved by the GAC.
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Motion: The subcommittee recommended that the City Tournament Policy not be amended to adopt a flat rate green fee structure for Affiliate Club play, but continue to apply Senior, Junior and Lifeline rates for all weekday non-holiday events. The subcommittee report is a motion before the GAC. The motion was seconded and approved by the GAC.
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Motion: The subcommittee recommended that the L.A. City Golf Loyalty Card Terms and Conditions be amended so that Affiliate Club members may earn points when participating in Club events; and that all points be redeemed outside of Club events; and that the issue be revisited at the end of the year to evaluate all player tracking information. The report is a motion before the GAC. The motion was seconded and approved by the GAC. Richard Agay opposed.
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- FEES AND CHARGES – Richard Agay  
No subcommittee report.
- CAPITAL IMPROVEMENT FUND – Steven Yablok  
No subcommittee report. The subcommittee will hold a meeting prior to the next GAC Meeting.
- AD HOC STRATEGIC PLAN IMPLEMENTATION – Larry Cloud
  - i. The subcommittee held two meetings. The first meeting was an assessment of which items from the City’s Golf Strategic Plan have been addressed. The items were separated into categories. Two Commissioners were present at the meeting, Board President Sylvia Patsaouras and Commissioner Pilar Diaz. There are forty-three items in the Strategic Plan and the subcommittee reviewed each item to determine the current status. Six of the goals were completed – other items were developing or are in planning stages – and some items have not yet begun. The subcommittee determined that capital improvement is the highest priority of the goals. The second meeting was specifically about capital improvements and low funding. Funding is the reason that many projects have been on hold. Larry asked that all GAC members suggest ideas for increased funding. Rancho Park needs a new irrigation system and we may need to secure an internal loan - the loan could be repaid by a new surcharge for a specific course and project. Bruce Fortune mentioned that the capital surcharge fee structure can be moved around the system to be put into specific projects, and a new structure will need to be specific to a golf course. The subcommittee will look into whether private funding might be possible, and how we might restructure or add to the current capital improvement surcharge. An irrigation system would cost 3-4 million dollars at Rancho Park GC. Marcy asked if the internal loan would could come from Recreation and Parks and if we could request to keep some of the CAP rate? Steve Bloom asked how much the CAP rate is for Golf to the general fund? Laura Bauernfeind stated that we are supposed to give \$9 million to the City each year and while we do did not make that last year the total was over \$8 million. Bruce Fortune stated that Golf is large funding source for all Recreation and Parks programming. At this point, the subcommittee requests suggestions from all GAC members. Marcy asked why DWP gave money for Roosevelt? Laura Bauernfeind explained that DWP is involved with helping to fund projects that increase water use efficiency.

5. UNFINISHED BUSINESS

- Two items - funding sources for golf and finding replacements for credit card fees taken from the Golf Division.

6. NEW BUSINESS

- At the last Board of Commissioners meeting the contracts were approved for Rancho Park. Part of the contract calls for the elimination of the locker room. The Golf Division recommended that a new process is needed to assist an individual that needs help with golf clubs from the parking lot. Laura Bauernfeind stated that because a person will no longer be able to store their golf clubs in a locker room, we are looking for ideas to accommodate those individuals that will require assistance getting golf bags from the parking lot. This issue is being referred to the Policies and Procedures subcommittee.

- Recommendations to name a trophy for Craig Kessler. The item will also be referred to the Policies and Procedures subcommittee.

#### 7. FUTURE AGENDA

- All of the items that have been assigned to the subcommittees will be on the Agenda of the May GAC Meeting.

#### 8. ANNOUNCEMENTS

- Kevin highlighted the FORE magazine article about the significance that women have in leading the L.A. City Golf Division.
- Volunteers are needed to help with the City Junior Championship which will be held April 13-15 and volunteers would be appreciated.
- With no further Agenda items, the meeting was adjourned.