

**DEPARTMENT OF RECREATION AND PARKS  
GOLF DIVISION  
GOLF ADVISORY COMMITTEE**

**GOLF DIVISION  
3900 CHEVY CHASE DRIVE  
LOS ANGELES, CA 90039**

**MONDAY, October 5, 2009  
1:00PM  
MEETING MINUTES**

<p><b>MEMBERS PRESENT</b>          TED WINSHIP, Hansen Dam Men's Golf Club          GENE VANO, Sepulveda Men's Golf Club          LARRY CLOUD, Penmar Golf Club          JEAN WILLIAMS, Hansen Dam Women's Golf Club          ANGELA STEWART, Roosevelt Golf Club          LORY OBERG, Women's Public Links Golf Association          JOHN JONES, Rancho Park Golf Club          CRAIG KESSLER, Public Links Golf Association          MEL ROGOW, Griffith Park Senior Golf Club          ROZ TAUB, Sepulveda Women's Golf Club          LISA GRIMM, Los Angeles Junior Chamber of Commerce          GENE GIMENEZ, Harbor Park Men's Golf Club          BOB LENZIE, Rancho Park Senior Golf Club          JUNKO PRIOR, Rancho Park Women's Golf Club          JACQUELINE SHEARER, Griffith Park Women's Golf Club</p> <p><b>NO REPRESENTATIVE</b>          Woodley Lakes Women's Golf Club          Penmar Women's Golf Club          Southern California Golf Association</p>	<p><b>MEMBERS ABSENT</b>          BRUCE GATTON, Woodley Lakes Men's Golf Club          MARILYN COMMEAU, Harbor Park Women's Golf Club          HUY DANG, Griffith Park Golf Club          STUART OLSTER, Municipal Golf Association          IRV CHERNO, Sepulveda Senior Golf Club</p> <p><b>PUBLIC GUESTS</b>          Steve Bloom, Ted Johnson, Sylvia Langton</p> <p><b>GOLF STAFF PRESENT</b>          JAMES WARD, Golf Manager          PETE FREY, Operations Supervisor          GAYANE MANUKYAN, Financial Analyst          LESLIE HUTCHINSON, Secretary          DAVE TAKATA, Project Manager          CHUCK RUIZ, Tournament Coordinator          RICK REINSCHMIDT, Reservation Supervisor          MARY KEENER, Golf Starter Supervisor II          PENNY SIEBRANDT, Golf Starter Supervisor</p> <p><b>ADMINISTRATIVE RESOURCES PRESENT</b>          MELANIE TORRES, Sr. Management Analyst</p>
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Chair called the meeting to order at 1PM.

1. **PUBLIC COMMENTS**

Ted Johnson commented on missed marketing opportunities on the golf courses. He suggested discounting a day during the week such as Monday.  
 Mr. Johnson also is encouraging all golfers to contact their council representatives to voice their opinions on the recent electric golf cart RFP non-award.

2. **APPROVAL OF MINUTES**

Jean Williams moved to accept the August meeting minutes as written. Gene Gimenez seconded. Motion carried unanimously.

3. **DEPARTMENT REPORTS**

A. **GOLF RFP REPORT**

Melanie Torres provided a review of Golf RFPs:

- As reported at the last meeting, Council has denied the recommendation of Ready Golf operating the electric golf carts. Council has given their request to the Department in how they would like to see the Department proceed. Management is currently discussing any new agreement. J. H.

Kishi is still operating on a month-to-month basis. Members were once again advised that suggestions and/or recommendations from GAC should be submitted in writing to Admin Resources.

- The Sepulveda golf pro contract is still being reviewed at the CAO, Mayor's office, and Army Corps.
- Both Hansen Dam and Woodley Lakes RFPs for golf pros have been placed on hold until the department is able to review and reconsider the financial requirements being requested.
- Hansen Dam and Woodley Lakes restaurant proposals are due November 10, 2009.
- Four proposals were received for Rancho Park restaurant. One proposal was denied as "non responsive". The remaining three proposers have been interviewed and the results are being reviewed for the Board Report. It is hoped the report will make the November 18 Board of Commissioners meeting.
- As previously discussed, all Griffith Park concession contracts have been renewed for an additional 3 years due to the water pipeline installation.

B. GOLF MANAGER REPORT

James ward provided a review of Golf projects and activities:

- Thank you to Craig Kessler for creating and organizing the Golf Industry Water Conservation Task Force. This group will work with the DWP regarding the water restrictions being imposed on all golf courses.
- The majority of golf reservations are now being done online.
- The ability to make reservations three days ahead is approximately 2 weeks away.
- Golf staff has begun training for gift card purchases and procedures.
- Golf staff met with LA Inc, (formerly the Visitors Center). It is hoped we will be able to advertise and promote City golf to tourists through this organization.
- Staff is looking into using social networking, i.e. Facebook, to notify golfers of discount opportunities. For instance, when the temperature hits 100 degrees in the valley, staff may send out a notification via Facebook that green fees are half price during the heat wave.
- Tournament coordinator Chuck Ruiz announced Linda Pearson was the winner of the Los Angeles City Senior Women's Golf Championship tournament. Only 36 women entered to play.
- Approximately 250 students have registered for Fall classes at Tregnan.
- Revenue was affected at Hansen Dam due to the Station Fire.
- Irrigation controllers are in at Sepulveda.
- Aerification is in process.
- Ten architects responded to the RFQ and 9 design build contractors. These proposals are now being reviewed for "as needed" contracts.
- After some positive, but mostly negative, comments regarding the Rancho test tees, they will be removed.

- Committee members were once again advised to discuss course issues, such as pin placements for club tournaments and play days, with the course superintendent.

4. SUB COMMITTEE REPORTS

A. POLICIES AND PROCEDURES

A quorum was not achieved at the recent meeting; however, the committee did offer some suggestions for consideration:

- Golf staff are superfluous and need not attend committee meetings.
- More sub committee meetings are suggested and less full committee meetings.
- A schedule of proposed meetings was offered.
- Members were reminded if they have reports or other items to distribute they should be sent to Leslie so they may be included with agendas. Members will then have time to review and prepare their questions and responses.

B. FEES AND CHARGES

Meeting will follow regular committee meeting.

C. SURCHARGE AND CAPITAL IMPROVEMENTS

No report

D. GOLF RFP

No report

5. UNFINISHED BUSINESS

A. CUSTOMER SERVICE SURVEY

Pete Frey will create the survey as no volunteers attended the meeting to discuss items to be included.

6. NEW BUSINESS

None

7. FUTURE AGENDA

Maintenance Scheduling (Gene Vano)

8. ANNOUNCEMENTS

John Jones invited all to participate in the Rancho Park tournament on October 24 to raise funds for youth golf.

Welcome to Junko Prior, new Rancho ladies club representative, and welcome back to Kevin Heaney, GCSAA.

With no further business before the committee, the meeting was adjourned at 3:45 PM.

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Chair

Secretary