

Minutes

City of San Diego
Municipal Golf Committee (MGC)
September 19, 2019

Meeting held at:

Mission Bay Golf Course
2702 N. Mission Bay Drive
San Diego, CA 92109

Mailing address is:

11480 N. Torrey Pines Road
La Jolla, CA 92037

Attendance:

Members Present

Colin Walshok
Olivia Flores
Kurt Carlson
Doris Cronkhite
Marc Sorensen
Susan Casagrande
Larry Baron

Members Absent

Ann Dynes
VACANT
VACANT
VACANT

Staff Present

John Howard

CALL TO ORDER:

Kurt Carlson called meeting to order at 6:03 PM

APPROVAL OF THE February 21, 2019 MINUTES:

A motion was made by Doris Cronkhite and seconded by Marc Sorensen.

Motion: **MOVED/SECONDED** CRONKHITE/SORENSEN

All in favor of the motion.
The vote was unanimous.

CHAIRPERSON’S REPORT: Kurt Carlson

Mr. Carlson did not provide a report.

STAFF REPORT: John Howard

John Howard, Golf Course Manager, thanked the committee members that had termed-out, but continued to serve members and informed the group on how new members can apply. Mr. Howard said the adoption of online advanced reservations

has been a success for the City of San Diego. At the time of this report, the hours of operation increased from 30 hours per week to 168 hours per week. Current sales of advanced reservations rose nearly 50%, while phone call volume reduced by 50%. In addition to online advanced reservations, online resident ID cards had sold over 1600.

Mr. Howard reported that the Public Works Department was going to see Coastal Commission in December to see if the Mission Bay Club House was going to move forward. Mr. Howard said the Coastal Commission had concerns with the wattage that was proposed on the driving range, so the Golf Division decided to maintain them as is so the project could keep moving forward. Ms. Cronkhite asked about other lights programs we could tap into. Mr. Howard stated that wasn't the focus of this project. Mr. Carlson thinks that Mission Bay Golf Course should be preserved and this project needs to go forward to combat other interested parties like ReWild, who is working on influencing the De Anza Revitalization Plan. Mr. Carlson believes another letter from the committee should be drafted to reinforce the importance of Mission Bay Golf Course.

Mr. Howard reported that the Balboa Park Golf Course Parking Lot Resurfacing Project was complete and that it successfully transformed the facility by providing a new, fresh look.

Mr. Howard announced that the Torrey Pines South Course Redesign was just completing and that the contractor would be vacating the property on September 30, 2020.

COMMITTEE COMMENT

Ms. Cronkhite shared a story regarding how golf can be played by anyone from the age of 5 to 95.

Larry Barron asked what the time table was for the Balboa Park Golf Course Bathroom Remodel. Mr. Howard explained that the project was in the design phase and is approximately 18 months from completion. Marc Sorensen thought it would be good to see the design before it went out to bid.

PUBLIC COMMENT

Mr. Don Gross wanted to let the committee know that the Golf Division should be getting help from Community Parks 1 (CP1) to take care of the bathrooms at Mission Bay Golf Course. Mr. Gross provided a diagram of where CP1 responsibilities are. He also stated that \$3,000,000 was approved for the clubhouse project at Mission Bay.

INFORMATION ITEM

John Howard, Golf Course Manager for the Parks and Recreation Department, presented several informational items.

101. 2019 Customer Satisfaction Survey

Mr. Howard presented the bi annual report that was produce by the independent third party, True North. Its purpose was to gage customers perceptions and experiences at City of San Diego Golf Division facilities. Mr. Howard reported that at Torrey Pines, 86% of customers rated the experiences as excellent or good. Areas of improvement included enforcing pace of play, reducing overall cost, and lowering the height of the rough. Torrey Pines North was rated as the highest rated golf course. Mr. Howard noted that the timing of the report had an impact on the results. Normally the report is conducted in July or August, while the last report was conducted in February. 72% of customers rated Mission Bay Golf as excellent or good. The item that held Mission Bay back was the current state of the clubhouse. Balboa Park Golf Course had a 19% increase in the customers experience in the golf shop. Many of the concerns noted in the report had been addressed through the Parking Lot Resurfacing Project and future capital improvement projects.

Mr. Sorensen noted that the rough was a significant factor in survey participants minds when they rated the experience on the South Course and that looking at a more consistent time to conduct the survey. Susan Casagrande, Olivia Flores, Ms. Cronkhite and Mr. Carlson concurred with Mr. Sorensen's comments and stated the survey should be conducted at the same time for comparisons.

Ms. Flores and Mr. Carlson stated that it would be good compare other golf courses with similar rounds and restaurants to Golf Division Facilities to better understand the revenue impact of not having adequate amenities for guests.

102. 2019 Business Plan Update

Mr. Howard presented the annual update to the committee which covered the division, golf rounds, financial information and the progress on Business Plan initiatives. The driving goals of the Business Plan are to provide excellent golfing opportunities to the public, ensure golf complexes are properly maintained, and the Golf Enterprise Fund's long-term financial sustainability.

Mr. Howard reported that rounds of golf were consistent with years past. The Golf Division felt that this was a good outcome, since it was difficult to tell what the impact would be on the South Course for the capital improvement project. Rounds at the Balboa 9-hole were affected by the closure to accommodate the facilities parking lot resurfacing project in April 2019. The closures resulted in over 2,700 rounds being displaced, but we anticipate the 9-hole will return to its previous rate of play in Fiscal Year 2020.

Mr. Howard noted that the overall financial position of the Golf Enterprise Fund remains strong. Even with the hole closures on the South and the Parking Lot

Resurfacing Project at Balboa Park Golf Course, the Golf Division brought in nearly \$25 million in revenue.

Mr. Howard highlighted the capital improvement projects discussed earlier in the meeting and spoke about the Bathroom Remodel at Balboa Park Golf Course and the Storm Drain Outfall at Torrey Pines. Mr. Howard stated that the downstairs bathroom will be converted into a unisex, single stall restroom, which will be ADA compliant and provide a clean, fresh look. This project is expected to be approximately cost \$120,000 and completed within the next 18 months.

Mr. Howard reminded the committee that with the approval of the 2012 Business Plan, the Golf Division can increase fees without going to City Council. To help combat rising costs, the Golf Division will be increasing fees on January 1, 2020, which are detailed in exhibit A of the report. The increase will be capped at 3% (\$1) for residents and 5% (\$3 - \$7) for non-residents depending on the day of week. One course that will not be seeing an increase will be the South Course. In addition to the general fee increases, the Golf Division will be piloting an advanced reservation program at Balboa Park Golf Course as a service to guests wishing to book reservations eight to 90 days in advance. Booking fees will be begin at \$5 per player and will be evaluated annually for adjustments to the program.

Colin Walshok asked about the driving range being built on the North Course for the U.S. Open Championship. Mr. Howard stated that there will be impact to the playing experience, but they should be less than what was experienced in 2008.

ACTION ITEM

201. Boards and Commissions Report

The Standardized Boards and Commission report is meant to help foster communication between the community and city government. The report is a broad overview to help city council members better understand what each of the committees are doing and the issues that are important to them.

Mr. Walshok stated that the suggestions in the draft report were well thought out and that the report was well-done. Mr. Carlson thought the report was useful and gave the group more purpose and sets goals for the committee to work towards. "Hopefully, with this report (City Council) will know we have multiple vacancies." Mr. Sorensen believes that city council needs to act to fill the vacant positions, but "they" aren't placing it on the docket.

Motion: **MOVED/SECONDED** Carlson/Sorensen

Action was tabled to the next meeting, so committee members can compile their ideas for the report.

202. Interitem Chair Vote

A motion was made by Mr. Sorensen and seconded by Ms. Flores for Mr. Carlson to act as the interitem chair until a replacement is named by the Mayor.

Motion: **MOVED/SECONDED** Sorensen/Flores

All in favor of the motion.
The vote was unanimous.

203. De Anza Revitalization Plan

Mr. Howard reported that the ReWild group was able to submit their “Wildest Alternative” is being studied by the City for the Environmental Impact Report.

This was an opportunity to discuss how the committee would like to move forward with this information. Mr. Carlson reminded the committee of a letter Ann Dynes wrote in 2017.

A motion was made by Ms. Casagranda for Mr. Walshok to be the lead on drafting a new letter regarding the importance of Mission Bay Golf Course and the committee’s position on the matter. This motion was seconded by Mr. Carlson.

Motion: **MOVED/SECONDED** CASAGRANDA/CARLSON

All in favor of the motion.
The vote was unanimous.

MOTION TO ADJOURN:

A motion was made by Doris Cronkhite and seconded by Marc Sorensen.

Motion: **MOVED/SECONDED** CRONKHITE/SORENSEN

All in favor of the motion.
The vote was unanimous.

Meeting adjourned at 7:49 PM.