

Foundation, and have recently received tax exempt status, and have received a check from Evan's Hotels. The Undertow tournament raised \$24,000 to go into the foundation. A problem she observed when visiting parks in various neighborhoods, the department has money to for maintaining sites, but none for program instructors. With the fundraising money, Golf Division will be able to spend on these programs.

STAFF REPORT: John Howard

John Howard announced the Division implemented new fee structures beginning in January. He also mentioned that committee members' term limits are coming on May 1st of 2019, which include Ann Dynes, Megan Mahoney, Marc Sorensen, and Doris Cronkhite. There's a deadline on May 1st to submit nominations for golf committee members.

Mr. Howard reported that Golf Division is up 7% in rounds and revenue. Rain in San Diego was negatively impacting the percentages, although there have been more tournaments. Marc Sorensen suggested the restrooms at Mission Bay and Balboa Park golf courses need maintenance so that it will continue to help drive visitors to the sites, "People may come once, but if they don't feel comfortable in the facilities, they're not going to come back." Mr. Howard responded that currently Balboa Golf Course has plans for renovation for the parking lot.

John Howard also announced the Division is producing a clubhouse renovation package along with an irrigation and electrical system project. This project is taking time for completion because the renovation is in one package rather than two, and will likely hear back from the Coastal Commission by May.

The Farmers Insurance Open increased attendance by 6%, with over 157,000 attendees. The Century Club donated 1.3 million dollars to charities through the Champions for Youth Golf Program with 47% increase in donors this year.

PUBLIC COMMENT

Ms. Janet urged the committee to consider spending money on the restrooms at Mission Bay Golf Course because of broken fixtures and the condition of the toilets, and because of this, she is "too embarrassed" to invite guests. Several others attending the meeting agreed that the restrooms need attention. Ann Dynes suggested to staff to find estimates from City approved contractors for fixing restrooms.

INFORMATION ITEM

Michael Jones, a Golf Course Manager at Torrey Pines, presented several informational items.

101. ID Me

ID Me is an online proofing company. Its purpose is to identify San Diego residents and confirm their identity and home address—all online. The Division plans to partner with ID Me, “Happy to say we have a fully executed contract to work with this proofing company and have actually implemented the technology in a testing environment and we have successfully and digitally approved approximately 11 residents.” ID Me has not yet been publicized. The resident enters their credentials and uploads a photo, which takes about 5 minutes to process. The card will be issued in person at the facility.

102. City of San Diego Golf Smart iPhone App

The City of San Diego Golf Division app can communicate with customers about score keeping, tournaments, and can send surveys. It has not yet developed and may be available at the beginning of the fiscal year. “This technology is a user experience tool, a customer relationship management tool, and it’s a staff resource tool where we can communicate with our customers on a more intimate level.”

103. Undertow Charity Classic

The Parks and Recreation Department hosted its inaugural golf tournament *The Undertow* at Torrey Pines. The tournament brought in 120 participants at \$350 per player. The tournament was fundraised for the Parks and Recreation Foundation to help raise money for youth programming in underserved communities.

104. Balboa Park Golf Course Parking Lot Repaving Project

The repaving of the parking lot at the Balboa Park Golf Course will cost \$960,000 and will be closed for about 5 days in April. During its closure, maintenance will be performed on the driving range and all 27 holes. The course will reopen on April 6, but the 9-Hole course will continue to be closed for three weeks to use for parking. “We’re definitely excited to see this happen because I think this will provide a better first impression to people when they’re out there.”

105. Torrey Pines South Course Capital Improvement

Landscapes Unlimited has begun construction on the South Course on holes 1 and 2. Golf Division is discounting the green fees for the inconvenience. There is a schedule available on the City website. Expected to be finished by August 31.

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 7:26 PM.