

REPORT OF GENERAL MANAGER

NO. 02-346

DATE: October 2, 2002

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BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: THREE MONTH EXTENSION OF GOLF RESERVATION SYSTEM CARDS

*J. Combs _____	T. Coroalles _____
J. Duggan _____	H. Fujita _____
J. Kolb _____	M. Matthews _____

  
\_\_\_\_\_  
General Manager

Approved \_\_\_\_\_                      Disapproved \_\_\_\_\_                      Withdrawn \_\_\_\_\_

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RECOMMENDATION:

It is recommended that the Board authorize the postponement of their action approved on June 5, 2002, which established new golf reservation card renewal fees effective January 1, 2003, and extend the expiration date for current reservation cards to March 31, 2003 to coincide with the implementation of a new golf reservation system.

SUMMARY:

On June 5, 2002, the Board of Recreation and Park Commissioners adopted Board Report No. 02-226, which established fees for annual renewal of Golf Reservation System cards to be effective on January 1, 2003. Subsequent to this action, staff has determined that postponement of the fee change would be more effective if implemented concurrent with the upgrade of the new golf reservation system.

The Department is currently in the process of reviewing the bids for a new contract to upgrade the golf reservation system. Due to the length of the bid/award process, the new contract would not be in place prior to the golf reservation card renewal implementation date effective January 1, 2003. It would be advantageous if the reservation card renewal process is delayed to coincide with the upgrade of the new reservation system.

Additionally, as part of the Golf Division re-organization and centralization, the Golf & Tennis Reservation Office, currently located on the thirteenth floor of City Hall East, could possibly be re-located to another location. This move would be logistically challenging requiring the installation of computers, servers, networks, data and phone lines.

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Both the renewal process and re-location of the reservation system are significant events that should occur with input and coordination from the new long-term vendor, which would benefit the Department by averting future system failures, enhancing the City/vendor relationship, and ultimately increasing customer service. Close coordination with the contracted vendor in the initial set up would allow for input on the reservation system, and allow the City to fully utilize the vendor's expertise.

The Golf Advisory Committee (GAC) supports the recommended three month extension. The GAC has reinitiated their discussion of the resident/non-resident fee structure and would like to take this additional time to make a more informed recommendation regarding renewal fees.

This report was prepared by Thomas Puchalski, Senior Management Analyst I, Golf Division.