

# DEPARTMENT OF RECREATION AND PARKS GOLF DIVISION

## GOLF ADVISORY COMMITTEE

MEETING MINUTES  
MONDAY, JULY 26, 2010  
1:00PM

3900 CHEVY CHASE DRIVE  
LOS ANGELES, CA 90039

<b>MEMBERS PRESENT</b> GENE VANO, Sepulveda Men's Golf Club JEAN WILLIAMS, Hansen Dam Women's Golf Club ANGELA STEWART, Municipal Golf Association JOHN JONES, Rancho Park Golf Club LISA GRIMM, Los Angeles Junior Chamber of Commerce LARRY CLOUD, Penmar Golf Club TED WINSHIP, Hansen Dam Men's Golf Club GENE GIMENEZ, Harbor Park Men's Golf Club MARILYN COMMEAU, Harbor Park Women's Golf Club IRV CHERNO, Sepulveda Senior Golf Club MEL ROGOW, Griffith Park Senior Golf Club JACQUELINE SHEARER, Griffith Park Women's Golf Club ROZ TAUB, Sepulveda Women's Golf Club LORY OBERG, Women's Public Links Golf Association ROB GARCIA, Woodley Lakes Men's Golf Club HUY DANG (Steve Bloom), Griffith Park Golf Club  <b>NO REPRESENTATIVE</b> Woodley Lakes Women's Golf Club Penmar Women's Golf Club	<b>MEMBERS ABSENT</b> BOB LENZIE, Rancho Park Senior Golf Club JUNKO PRIOR, Rancho Park Women's Golf Club CRAIG KESSLER, Public Links Golf Association SYLVIA LANGTON, Roosevelt Golf Club EMILY VON DOEHREN, SCGA  <b>GOLF STAFF PRESENT</b> JAMES WARD, Golf Manager ROBERT DAVIS, Principal Grounds Maintenance Supervisor LESLIE HUTCHINSON, Secretary CHUCK RUIZ, Tournament Coordinator DAVID TAKATA, Project Manager RICK REINSCHMIDT, Golf Reservations Supervisor  <b>CONCESSIONS</b> RAYMOND CHANG, Sr. Management Analyst  <b>PUBLIC GUESTS</b> None
--	--

Vice Chair Larry Cloud called the meeting to order at 1:10 PM.

1. PUBLIC COMMENTS  
None
2. APPROVAL OF MINUTES

Ted Winship moved to approve the June 2010 GAC meeting minutes. Roz Taub seconded the motion. Minutes were approved unanimously.

Gene Vano assumed his duties as Chair of the committee.

3. DEPARTMENT REPORTS
  - A. GOLF RFP REPORT  
Administrative Resources Sr. Management Analyst Raymond Chang provided an update on Golf concessions:
    - As the electric cart RFP is on hold pending the results of the audit, the Board of Commissioners for Recreation and Parks approved to have the deposits of all electric cart RFP proposers returned.
    - After reviewing all the RFP proposers, a 10 year contract was recommended to be awarded to the current (interim) operator at Rancho

Park Golf Course Restaurant. The Board of Commissioners placed a hold on this contract until the next Board meeting on August 11.

- The RFPs for Hansen Dam and Woodley Lakes restaurants and their respective pro shops are on hold until further notice.
- The commissioners are studying the possibility of privatizing Golf, and its interests, and are concerned awarding long term contracts will be an obstacle should this occur.
- Concession revenue report will be available at or before the next GAC meeting.

B. GOLF MANAGER REPORT

Golf Manager James Ward provided a report of the Golf Division activities:

- Commissioner Barry Sanders is studying privatization of Golf at the Mayor's request.
- July 1, fee increase was instituted. Courtesy golf and courtesy electric carts for employees and all others has been discontinued.
- Hansen Dam reversal of nines is very close to completion.
- Awning at Sepulveda is almost complete.
- First hot spell of the summer went well. Only Roosevelt suffered slight heat stress due to an irrigation issue.
- Request to fill several Golf vacancies has been sent for approval.
- It is possible additional layoffs for City employees may occur in September.
- A discussion regarding the Rancho driving range ensued.
- It is likely a mid day rate at the Valley courses for the summer will begin on August 1.
- While members are pleased a mid day rate reduction will begin, they are concerned it still may not be enough of an incentive to get back the customers who have left for other golf courses.
- A long discussion ensued regarding singles waiting for singles to pair up to play, empty golf courses, fee increases and no players, golfers leaving for county courses, golfers who can afford to play at City courses are pleased with the pace of play, etc.

4. SUB COMMITTEE REPORTS

A. POLICIES AND PROCEDURES

No report

B. FEES AND CHARGES

No report.

C. SURCHARGE AND CAPITAL IMPROVEMENTS

No report.

D. GOLF RFP

No report.

5. UNFINISHED BUSINESS

A. GAC COMMUNICATION TO BOARD OF COMMISSIONERS

The communication date July 14 was sent, received, and noted by the Board of Commissioners.

6. NEW BUSINESS
  - A. COURTESY PASS GOLF (Craig Kessler)

Craig Kessler moved to refer the issue of the discontinuation of Courtesy Pass golf to the Policies and Procedures sub committee. John Jones seconded the motion. The motion passed unanimously.

7. FUTURE AGENDA  
Request for Rounds and Revenue
8. ANNOUNCEMENTS  
Match Play tournament begins August 7.

With no further business before the committee, the meeting was adjourned at 3:15 PM.

---

Chair

Secretary