



AGENDA

SAN CLEMENTE GOLF COURSE COMMITTEE THURSDAY, NOVEMBER 1, 2018, 6:00PM

Old City Hall, 100 Avenida Presidio, San Clemente CA
Council Chambers

****PLEASE NOTE TIME AND LOCATION****

FOR ADDRESSING THE COMMITTEE: If you wish to address the Committee, please identify yourself to the Secretary and you will be permitted to speak at the appropriate time.

1. **ROLL CALL**
2. **APPROVAL OF MINUTES**
 - A. Approval of minutes of the Regular Meeting held September 6, 2018
3. **PUBLIC INPUT**

Members of the audience who wish to address the Committee on matters of public interest pertaining to the City that are not on the agenda may stand, state their name and the City in which they reside, and make their presentation. Please limit presentations to three minutes. Since the Committee cannot discuss or take action on matters not on the agenda, items of concern which are not urgent in nature can be resolved more expeditiously by completing and submitting a written request to the Beaches, Parks & Recreation Department or Golf Division. For matters on the agenda, public comments will be received at the time the Committee considers the agenda item.

4. **OLD BUSINESS**
 - Update on proposed Wedgewood projects.
 - Update on FY 2018 golf projects
 - Schedule Sub-Committee meetings to report back at January Regular Meeting
5. **NEW BUSINESS**
 - Information item from Swing King hole in one cam
6. **COMMUNICATIONS**
 - Presentation of any comments from public to staff since last meeting
7. **ITEMS FROM STAFF**
 - Monthly Report
8. **ITEMS FROM COMMITTEE MEMBERS**
9. **ADJOURNMENT**
 - Adjourn to the Regular Golf Course Committee meeting to be held Thursday, January 3 at the old San Clemente City Hall Council Chambers, located at 100 Avenida Presidio, San Clemente, CA.

Pursuant to the Americans with Disabilities Act, persons with a disability who require a disability related modification or accommodation in order to participate in a meeting, including auxiliary aids or services, may request such modification or accommodation from the City Clerk at (949) 361-8200. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to assure accessibility to the meeting. Written material distributed to the Golf Course Committee after the original agenda packet was distributed is available for public inspection in the Golf Division office, located at 402 Calle Bahia, during normal business hours.



CITY OF SAN CLEMENTE

MINUTES OF THE REGULAR GOLF COURSE COMMITTEE MEETING

THURSDAY, SEPTEMBER 6, 2018, 6:00 P.M.

A regular meeting of the Golf Course Committee of the City of San Clemente was called to order on Thursday, September 6, 2018, at 6:00 p.m., at the City of San Clemente Council Chambers, 100 Avenida Presidio, San Clemente, CA 92672.

1. ROLL CALL

Committee members present: Nick Azzollini, Rick Divel, Chris Eldridge, Tim Kiernan, Darlyn Regan, Parker Steel

Committee members absent: Dick Veale

Staff present: Gus Nelson, Golf Course Manager
Maile Stivers, Administrative Assistant

2. APPROVAL OF MINUTES

A. Approval of Minutes of the Regular Meeting held July 5, 2018

MOTION BY COMMITTEE MEMBER DIVEL, SECOND BY COMMITTEE MEMBER REGAN, AND CARRIED 5-0-1 WITH COMMITTEE MEMBER AZZOLLINI ABSTAINING, to approve the minutes of the regular meeting held July 5, 2018.

3. PUBLIC INPUT

Mandy Hamilton, Women's Club President, inquired about the status of the cart path on #16.

4. OLD BUSINESS

A. Update on Proposed Wedgewood Projects

Gus Nelson, Golf Course Manager, summarized the contents of the administrative report regarding the proposed Wedgewood projects and responded to Committee Member inquiries.

B. Update on FY 2018 Golf Projects

Gus Nelson, Golf Course Manager, summarized the contents of the administrative report regarding 2018 projects and responded to Committee Member inquiries

including the cart path project, potential putting green improvements, tree trimming, landscaping at #15 tee, and fairway conditions and maintenance.

5. NEW BUSINESS

None.

6. COMMUNICATIONS

Gus Nelson, Golf Course Manager, summarized the communications from the public detailed in the administrative report, and responded to Committee Member inquiries.

7. ITEMS FROM STAFF

Gus Nelson, Golf Course Manager, discussed financial and maintenance activity at the course since the last meeting noting a decline in rounds and revenue.

8. ITEMS FROM COMMITTEE MEMBERS

Committee Members discussed course operations and maintenance activities including scarring on #5 and #15, new benches throughout the course, course signage, utility box painting project, trees on #16, Wedgewood operations, skateboard carts, and a possible roped area at #3 green.

9. ADJOURNMENT

MOTION BY CHAIR KIERNAN, SECOND BY VICE CHAIR ELDRIDGE, AND CARRIED 6-0, to adjourn at 6:49 p.m. to a regular meeting to be held on Thursday, November 1, 2018 at 6:00 p.m. at the City of San Clemente Council Chambers located at 100 Avenida Presidio, San Clemente, CA.

Tim Kiernan, Golf Course Committee Chair

Date: _____

Gus Nelson, Golf Course Manager

Date: _____



AGENDA REPORT

SAN CLEMENTE GOLF COMMITTEE
Meeting Date: November 1, 2018

Department: Beaches, Parks & Recreation
Prepared By: Gus Nelson, Golf Course Manager

Subject: *Agenda Item 4A: Update on Proposed Wedgewood Projects*

Discussion: Office addition is still under review in Planning Dept. but making progress.

Subject: *Agenda item 4B: Update on 2018 Golf Projects*

Discussion: The cart path repair program has been assigned to a member of the Engineering staff to develop bid documents. It is expected to go out to bid sometime in January 2019 with anticipated start date of April or May.

Low side perimeter tree trimming has been completed. Upcoming small projects include improving irrigation in the rough on left side of #5 green, improvements to the waste area right side of #8 fairway, drainage improvements to #1 tee, and cart path replacement near #16 bathroom (this section cannot wait any longer).

Subject: *Agenda Item 4C: Schedule Sub-Committee meetings*

Discussion: Schedule meetings of the various subcommittees to report back at the January meeting of the committee.

Subject: *Agenda item 5A: Information from Swing King*

Discussion: Swing King is a vendor that offers daily hole in one contests at golf courses. They have approached the course to pursue a business relationship and their company information is provided for the Committee to discuss.

Subject: *Agenda Item 6: Communications*

Discussion: Formal communications to the Golf Manager since the last meeting:

- There were a complaints from adjacent properties that trees needed trimming
- There was a complaint regarding damage to car in the parking lot caused by wheel stop
- There was a complaint/question regarding water draining into a crack in the drainage swale on #18
- There was a complaint regarding odor in the upstairs bathroom

- There were complaints regarding sprinklers that needed adjustment

Subject: *Agenda Item 7: Staff Report*

Discussion: It's amazing what a little cool weather can do for the place. At our last meeting we were all lamenting the relatively poor course conditions at the end of summer. Today we are all pretty happy with the place. Greens are rolling nice and significantly faster than two months ago, fairways & roughs are green & the tees look great. I would like to take credit for this but really it just boils down to the course being happier in cooler weather.

Ironically we were working our tails off to produce mediocre conditions in late August but comparatively speaking we are now producing really good conditions while on cruise control. Not that we aren't working hard of course, we are just able to dedicate some time to other things than just routine mowing now. We've done a bunch of Fall maintenance already, like verticutting and topdressing greens multiple times. We will also be aerifying and overseeding tees, and aerifying fairways and roughs in the near future.

Much like our beaches, Fall is really the best time of the year to enjoy the golf course. Hope to see you all out there soon.

Rounds and Revenue information will be brought and discussed at the meeting.

SWING KING
BE THE ONE

Your Hole in One Partner

WHO IS SWING KING

Swing King brings fun and excitement through a fully automated hole in one contest designed for daily play and programming needs

Check out the exciting videos your winners receive below!

<https://vimeo.com/286221984>
Password; Swing

SWING KING

MOMENTUM IN CONTRACTS, PLAY & PROFITS

305 Golf Courses in 29 States

- >= 40 Courses
- 11-39 Courses
- 5-10 Courses
- 1-4 Courses

Partners: TROON GOLF, Greg Hill, KemperSports, GREG NORMAN, MILEY CARPENTER GOLF, EZ, SPIN, and others.

SWING KING

WHAT WE BRING

- No course Risk or Investment
- Course Profits
- Fun and excitement
- Marketing from our Best-in-class Account Management Team
- Turn-key outing and programming tool
- Proven leadership

SWING KING

COURSE PROFITS

- Daily Play
- \$1M shots
- Closest to pin
- Flagstick hits
- Shoot outs
- Video purchasing
- Longest putt
- Happy hour
- Greens hit

SWING KING

FUN AND EXCITEMENT

BE THE ONE
WIN \$10,000 AT HOLE NO. 6

WIN
HOLE IN ONE WINS A TRIP TO LAS VEGAS

SWING KING
BE THE ONE


SWING KING

FUN AND EXCITEMENT

SWING KING


ACCOUNT MGT. TEAM

Cory Miller-Director of Acct. Mgt.




I'd take a mulligan for: Drinking the water in Acapulco

Jack Kennedy-Acct. Mgr.




Caddyshack, Happy Gilmore or Tin Cup?
Happy Gilmore

Mike Hinman-Acct. Mgr.



Who would play me in "Swing King - The Movie"?
Vince Vaughn

Annie Mallory-Acct. Mgr.



Do you have a Hole-in-One?
8

SWING KING

SWING KING LEADERSHIP



Mike Jakob - CEO





Gregg Kaplan - Chairman





Eric Hoersten - CTO/COO





Jason Freewalt - VP Sales



SWING KING

PROGRAMS FOR ALL COURSES

All-Inclusive

Every golfer is included for a hole-in-one prize ranging from \$1k to \$10k. Golfer has the ability to upgrade

Players Choice

Daily golfers have the option to play the game for prizes ranging from \$1k to \$1M

Tournament & Outings

Hole-in-one prize packages sold by the course to tournament & outing organizers

Hole-In-One Club Membership

Annual Fee for unlimited chances at hole-in-one and other prizes

Solutions for all types of courses: Public, Private and Resort

SWING KING

SWING KING PUBLIC PROGRAMS

	Player's Choice	All-Inclusive Player's Choice	All Inclusive
Average Course Annual NET PROFIT	\$7,000 - \$10,000*	\$27,000*	\$30,000
How it works	Daily play golfers are offered the option to participate in contest, offered at Pro Shop and on course with iPad	All daily play golfers are automatically entered into the HIO contest for a \$2,500 prize. Contest fee is separate line item on ticket and golfers can Opt Out. Golfers have the option to upgrade and play for a larger prize	All daily play golfers are automatically entered into the HIO contest for a \$2,500 prize. Contest fee is embedded in Greens Fee. Golfers have the option to upgrade and play for a larger prize
Course Profit per Swing	\$1.75 or \$2.50	\$1.00	\$1.00
Hole-in-One Prize Offerings to Golfer	\$5 for \$10,000 \$10 for \$20,000	All daily play golfers automatically included in a \$2,500 HIO contest; ability to upgrade to play for \$10k or \$20k	All daily play golfers automatically included in a \$2,500 HIO contest; ability to upgrade to play for \$10k or \$20k

SWING KING

SWING KING MEMBER PROGRAM

\$40 mth-\$20,000 prize (30 min. players)

\$20 mth-\$10,000 prize (60 min. players)

\$10 mth-\$5,000 prize (120 min. players)

\$5 mth.-\$2,500 prize*(200 min. players)

SWING KING



LLOYD'S
LLOYD'S OF LONDON

We cover insurance

53 HIO's Paid Out last 12 mths

\$225k Paid Out last 12 mths



THE SWING KING SOLUTION

Leveraging Internet of Things (IoT) technology, Swing King has developed the market's first fully automated hole-in-one contest designed for everyday play that adds excitement and new revenue streams to golf courses of any type





TESTIMONIALS



"We are currently making close to \$3,000 per month and it's our low season – our golfers love it."
Old Corkscrew Golf Course - Estero, FL



"We were able to increase our rack rates by \$2 and our guests love the fact that they have an opportunity to win \$2,500. It has been a homerun for our golf outings."
Eaglewood Resort – Itasca, IL



"We got over 80 members in our first weekend and the signups keep coming in! Swing King has paid out over 6 holes-in-one at \$5,000 each in the past year!"
Jennings Mill Country Club - Athens, GA



WHATS NEXT?

- Determine course program
- Review Swing King agreement
- Sign and resubmit agreement
- Swing King install discussions begin
- Swing King Acct. Mgr. introduction
- Course/Swing King meeting to discuss roll-out date
- Program launch!!

