



## CITY OF SAN CLEMENTE

### MINUTES OF THE REGULAR GOLF COURSE COMMITTEE MEETING

THURSDAY, JANUARY 2, 2014, 7:00 P.M.

A regular meeting of the Golf Course Committee of the City of San Clemente was called to order on Thursday, January 2, 2014, at 7:00 p.m., at City Council Chambers, 100 Avenida Presidio, San Clemente, California 92672.

#### 1. ROLL CALL

Committee members present: Rick Divel, Parker Steel, Nick Azzollini, George Gooch, Dick Veale, Tim Kiernan

Committee members absent: Mike Hurlbut

Staff present: Gus Nelson, Golf Course Manager  
Mary Colletti, Recording Secretary  
Bob Baker, City Council Member

#### 2. APPROVAL OF MINUTES

Chair Steel called for approval of the minutes of the Regular Meeting of the Golf Course Committee held November 7, 2013.

MOTIONED BY COMMITTEE MEMBER DIVEL, SECONDED BY COMMITTEE MEMBER VEALE, AND UNANIMOUSLY CARRIED (5-0-1), WITH COMMITTEE MEMBER KIERNAN ABSTAINING, TO APPROVE THE MINUTES OF THE REGULAR MEETING OF THE GOLF COURSE COMMITTEE HELD NOVEMBER 7, 2013.

#### 3. PUBLIC INPUT

Resident Dan Harney gave his opinion that since the use of private carts had discontinued on the golf course, there has not been the significant revenue increase that was projected. He would like to see private carts reinstated. He thinks that players with private carts had more of an "attachment" to the Golf Course, and he said those players who can no longer use their private carts will no longer play on the Golf Course. Resident Dan Harney distributed a memo entitled "Golf Cart Fees" to the CMs.

City Council Member Bob Baker commended this Committee for the beauty of the Golf Course. He's pleased with the improvement of divot filling, and encouraged the Men's and Women's Clubs to keep up the good work. He also commented that the greens are fast. He added that there are some "bumpy" greens (at holes 1, 4, 17 and 15, and sometimes 11), and GC Manager Nelson responded that rabbits on those fringe holes can be a problem this time of year as there is little growth occurring to repair the damage they do. He said he will try applying a light coating of sand to try to alleviate this problem. Mr. Baker also asked about the proposed tree policy and specifically, about the possibility of planting orange trees on the Golf Course. In addition, Mr. Baker mentioned some exposed roots (from stone pines, per Mr. Nelson) GC Manager Nelson said he has a small device to remove these. He warned that the scars resulting will take time to heal, since this is not the growing season.

Resident Kent Bergstrom stated he was worried about the kikuyu runners on the greens. Golf Course Manager Nelson assured him that staff keeps them under control, and that they will never "overtake" the greens.

#### **4. OLD BUSINESS**

##### Finalization of Discussion of Potential Fee Increase

Reiterating prior discussion of this fee increase, GC Manager Nelson and the CMs discussed the fact that the Golf Course was "in the red" last fiscal year and even though the Golf Course expenditures have been greatly reduced since last year, the next step is to raise Golf Course fees. GC Manager Nelson said that our impending "online tee times" should also add to revenues. He added that it's been 3 years since the last fee increase, and every 3 years, the Golf Course needs about a \$1 increase in fees; the Golf Course needs to operate "in the black", and it needs to rebuild its 8% cash reserve over time. Golf Course Manager Nelson said he hopes for \$100K-\$120K from the proposed fee increase. CM Kiernan asked about the revenue from the restaurant, and GC Manager Nelson responded that their revenues have exceeded those projected, and the restaurant is doing very well. He said their revenue is the reason we only need \$100K-\$120K from the fee increase.

Chair Steel distributed a chart entitled "Green Fees – SC Municipal Golf Course" which included current fees and promotional offers. Golf Course Manager Nelson proposed a \$2 increase on weekends and a \$1 increase for 18 holes on weekdays, with no increase on twilight rounds. He discussed with the CMs the senior resident rates and the fact that seniors are mostly the ones playing on weekdays. They also discussed resident card revenues (which will continue to increase because the pro shop will be able to digitally monitor resident cards shortly). CM Divel suggested that non-resident players bear the brunt of the fee increase, but GC Manager Nelson said there aren't enough non-resident players to make that feasible (resident play is at about 70%).

**MOTIONED BY COMMITTEE MEMBER DICK VEALE, SECONDED BY COMMITTEE MEMBER NICK AZZOLLINI, AND UNANIMOUSLY CARRIED, TO RECOMMEND TO CITY COUNCIL, A RESOLUTION FOR A GOLF COURSE FEE INCREASE OF \$2.00 FOR ALL 18-HOLE RATES.**

**5. NEW BUSINESS**

None.

**6. COMMUNICATIONS**

None.

**7. ITEMS FROM STAFF**

Monthly Report and Ongoing Business Update.

GC Manager Nelson summarized his report (rounds and revenue to be distributed at a later date), and discussed the two new computer workstations with secure WiFi that will be installed in the Pro Shop mid January. He said our will integrate the electronic tee sheet into our website once staff was comfortable using the new system. Chair Steele asked if we would collect credit card info for no-shows, and GC Manager Nelson responded that while it was possible with the software, for now we would be collecting only email addresses and phone numbers. He added that the software has many capabilities, but for now, to Dave Cook, it is simply an electronic tee sheet, with other features utilized sometime in the future. He said we will send a “press release” to our 2000+ email contacts to announce electronic tee-times. CM Kiernan suggested getting publicity in a golf magazine.

**8. ITEMS FROM COMMITTEE MEMBERS**

In response to CM Kiernan’s question, referring to resident Harney’s statement earlier (see Public Hearing), GC Manager Nelson said we are showing about a 40% increase on cart revenues since private carts were discontinued.

CM Divel would like a drop zone on #13. He would also like a sand bucket in the chipping area, which GC Manager Nelson will provide.

CM Veale said sand traps are in poor shape on the weekends (they are not raked on weekends). He asked GC Manager Nelson for “screw-in laser reflectors” (cost: \$200) to replace the reflector tape on top of the sticks, and Mr. Nelson will look into it.

CM Azzollini commended GC Manager Nelson in regard to the roped-off areas which are healing and greening-up.

**9. ADJOURNMENT**

MOTIONED BY COMMITTEE MEMBER DIVEL, SECONDED BY COMMITTEE MEMBER KIERNAN, AND UNANIMOUSLY CARRIED, to adjourn at 8:18 p.m. to the next regular meeting of the Golf Course Committee, to be held March 6, 2014.

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Parker Steel, Chair, Golf Course Committee

Date: \_\_\_\_\_

\_\_\_\_\_  
Gus Nelson, Golf Course Manager

Date: \_\_\_\_\_