

City of Los Angeles
 Department of Recreation and Parks
GOLF ADVISORY COMMITTEE MEETING
Monday September 16, 2024 AT 1:00 PM
 Golf Division Headquarters (In person)
 3900 Chevy Chase Drive
 Los Angeles, 90039

ATTENDING COMMITTEE MEMBERS	ABSENT MEMBERS
<p style="text-align: center;">Chair Betty Brix, At Large Vice Chair John Given, Rancho Park Golf Club Secretary Kevin Fitzgerald, SCGA Dan Sulzer, Roosevelt Golf Club Patrick MacFarlane, At Large Anne Matthews, Sepulveda Women’s Club Michael Berumen, Griffith Park Golf Club Matt Rogers, SCPGA Riley, Michaelis, LA City Golf Professional Pratima Sherpa, SCGA Junior Golf Foundation Nate Taylor, Penmar Golf Club Juan Hansen Dam GC (alternate) John Berryhill, Harbor Park Golf Club (alternate)</p> <p style="text-align: center;">GOLF STAFF MEMBERS</p> <p style="text-align: center;">Jose Huerta, Grounds Maintenance Supervisor Chuck Ruiz, Acting Golf Supervisor II Gayane Manukyan, Financial Analyst Marina Gutierrez, Park Maintenance Supervisor</p>	<p style="text-align: center;">Debbie Meymarian, At Large Robert Garcia, Woodley Lakes Golf Club Vicky Lagos, CIF City Section Elora Dorini, Hansen Dam Golf Club Justin Shin, Olympic Booster Association</p> <p style="text-align: center;">PUBLIC</p> <p style="text-align: center;">Bette Mower, Harbor Park Women’s Club Morris Thomas, SCGA Craig Kessler, SCGA Omari Ferguson</p>

MEETING MINUTES

The meeting was called to order at 1:00 PM by Chairperson Betty Brix.

1) PUBLIC COMMENTS

Anne Matthews shared a public comment on behalf of the President of the LA County Women’s Golf Association. The Association would like the GAC to consider the access for group play as part of the Tournament Polic Book revision. The Women’s Public Links Golf Association has access to seven courses and the LA County Women’s Golf Association has access to four courses.

Dan Sulzer shared that there have been members of the public sharing that the soda vending machines have been turned and there is a need for water fountains at Rancho Park during the clubhouse project.

2) APPROVAL OF MINUTES

- a) **Kevin Fitzgerald moved, Dan Sulzer seconded, to approve the Meeting Minutes from the July 15, 2024 Meeting. The Minutes were unanimously approved.**

3) DEPARTMENT REPORTS

a) GOLF MANAGER REPORT– Jose Huerta

- i) Griffith Park – Range ball machine area upgrades complete.
- ii) Griffith Parking lot is being repainted this week.
- iii) Rancho Park 3 par golf course fencing project. Contractor will begin the work along Pico in October.
- iv) Penmar – fencing project – the project will take approximately three weeks to complete.
- v) Rancho Park driving range – replacing all of the netting and baseboards. This project will not raise the netting but will replace the existing netting.
- vi) The Golf Division has provided an update regarding the \$10 non-refundable deposit on greens fees policy change. The Commissioners have received reports documenting the positive impact that the policy shift has had on tee sheet access for players. The County Golf System has now implemented an almost identical \$10 non-refundable deposit per player booking policy.
- vii) Marina Gutierrez noted that there will be a concerted effort to mitigate gopher activity and to implement a more direct weed abatement strategy.
- viii) Members raised several questions about teeing area refurbishment and bunker conditions.
- ix) Harding cart path ramp work has been awarded for the area between holes 1 and 2.
- x) Members also discussed the difficulty of transporting the upper parking area at Griffith Park with a push cart, and members discussed the need for better signage to identify the upper lot.
- xi) The hiring freeze has been lifted. The Golf Division is in the process of hiring additional grounds staff.
- xii) Tree planting project at Penmar. Funding for 30 oak trees to be planted at Penmar is primarily being funded by a non-profit organization, and the Penmar Golf Club is interested in helping to support and fund the initiative.

b) CONCESSIONS REPORT – Jose Huerta

- i) Penmar concession was \$218,000 this fiscal year. The rent to the city is a percentage of revenue. Neighbors have been expressing frustration with the non-golf events such as the music concerts that are being offered in the evenings. The Golf Division is working to address the neighbor's concerns while continuing to promote the events which have been popular and well attended.
- ii) Woodley Lakes – the hours of operation have been cut to address concerns after a recent attack on a restaurant employee. The lighting in the parking lot will be enhanced.
- iii) Rancho Park – the outside food concession was given permission to set up operations in a tent outside the clubhouse. Additional portable restrooms are now available.
- iv) Discussion ensued regarding the need for new signage around the grounds at Penmar during the outside event/concerts. The practice green has sustained some damage as a result of the concert traffic.

- v) A lengthy discussion ensued regarding the positive impact of the outside events/concert series at Penmar. Many golfers and community members beyond the golfers enjoy the facility.

1) SUBCOMMITTEE REPORTS

- a) POLICIES AND PROCEDURES – Chairperson Betty Brix called for an election for to Chair the subcommittee. Kevin Fitzgerald was elected subcommittee Chair.
- b) CAPITAL IMPROVEMENTS – Chairperson Betty Brix called for an election for to Chair the subcommittee. Nate Taylor was elected subcommittee Chair and Matt Rogers will be Vice Chair.
- c) FEES AND CHARGES – Chairperson Betty Brix called for an election for to Chair the subcommittee. Pratima Sherpa was elected subcommittee Chair.
- d) AD HOC WOMEN’S GOLF – Chairperson Betty Brix called for an election for to Chair the subcommittee. Rosemary Menard was elected subcommittee Chair.

2) NEW BUSINESS

- a) Chuck Ruiz provided an update on the effectiveness of the Department’s new non-refundable deposit on greens fees pilot program. Members asked several questions of staff including whether the Golf Division plans to make any tweaks to the pilot program. Members asked whether Staff is reviewing the data to determine whether a grace period might be possible for canceling times (such as a three hour window to cancel a time without being charged the deposit)? Staff is considering whether to propose a change to from a \$10 non-refundable deposit per player to “up to \$10 non-refundable deposit per player.” That change would allow some facilities, such as 9 hole courses, to charge a deposit less than \$10. The committee also asked for consideration of where the dollars being collected from cancelled tee time deposits might be allocated. Members asked if the dollars should be allocated to the Capital Improvements fund, junior golf, etc.

Committee members asked that Staff provide a rounds and revenue report at the November meeting. Chuck Ruiz explained that the tee times are still being filled at record high levels, but since the implementation of the pilot program the tee times fill over a longer period of time rather than within a couple of minutes of when times become available nine days in advance at 6:00 a.m. on the internet reservation system.

- b) The Committee discussed the parking challenges at Penmar and Roosevelt. The Roosevelt parking lot fills quickly with community members who are in the park to enjoy other amenities beyond the golf course. Golfers are struggling to make their tee times in the most impacted hours. Committee members suggested that additional signage could be helpful, particularly for beginners who may have no familiarity with the park, check-in process, etc.

The Penmar Friday concerts are well attended but making parking difficult for golfers trying to make their tee times. Nate Taylor shared that he had a meeting with the concessionaire and together there may be a way for the golf community and the concert community to develop a strategy for how best to accommodate everyone expecting to enter the facility. Currently, the concessionaire is reserving space in the parking lot prior to and during concert activities.

3) FUTURE AGENDA ITEMS

- a) Kevin Fitzgerald distributed the GAC 2023/2024 Annual Report Draft. He asked that members review the draft and suggested that the GAC consider endorsing the report at the next meeting.

4) ANNOUNCEMENTS

- a) Betty Brix shared on behalf of Marcy Valley of the MGA Board that volunteers are needed for the Senior Championship.

Chuck Ruiz shared that Damon Krause won the LA City Match Play Championship.

Matt Rogers shared that the SCPGA's 100th Championship is being played this week at Rancho Park GC and Hillcrest CC. He encouraged GAC members to attend the event.

One member of the public provided a public comment as the individual arrived at the meeting after public comment item was taken at the outset of the meeting. Several questions were raised about Tregnan, the city's junior golf programming policies at Tregnan, and whether Tregnan falls within the purview of the Golf Advisory Committee.

5) NEXT MEETING

- a) November 18, 2024 at 1:00 p.m.

6) ADJOURNMENT

- a) Chairperson Betty Brix adjourned the meeting at 2:31 p.m.

Respectfully Submitted by _____

Kevin Fitzgerald, Secretary