

City of Los Angeles
Department of Recreation and Parks
GOLF ADVISORY COMMITTEE MEETING
Monday November 18, 2024 AT 1:00 PM
Golf Division Headquarters
3900 Chevy Chase Drive
Los Angeles, 90039

ATTENDING COMMITTEE MEMBERS	ABSENT MEMBERS
<p>Chair Betty Brix, At Large Vice Chair John Given, Rancho Park Golf Club Secretary Kevin Fitzgerald, SCGA Debbie Meymarian, At Large Dan Sulzer, Roosevelt Golf Club Patrick MacFarlane, At Large Michael Berumen, Griffith Park Golf Club Rosemary Menard, Harbor Park Women’s Club Pratima Sherpa, SCGA Junior Golf Foundation Elora Dorini, Hansen Dam Golf Club Nate Taylor, Penmar Golf Club Riley, Michaelis, LA City Golf Professional</p>	<p>Anne Matthews, Sepulveda Women’s Club Robert Garcia, Woodley Lakes Golf Club Matt Rogers, SCPGA Vicky Lagos, CIF City Section Carmen Campeas, Latina Golfers Association Justin Shin, Olympic Booster Association</p>
<p>GOLF STAFF MEMBERS</p> <p>Rick Reinschmidt, Golf Manager Chuck Ruiz, Golf Starter Supervisor II Gayane Manukyan, Financial Analyst Kristina Osier, Sr. Park Maintenance Supervisor Marina Gutierrez, Acting Sr. Park Maintenance Supervisor</p>	<p>PUBLIC</p> <p>Diane Naegele, Rancho Park Women’s Club (alternate) Morris Thomas, SCGA Craig Kessler, SCGA</p>

MEETING MINUTES

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

1) PUBLIC COMMENTS

No public comment.

2) APPROVAL OF MINUTES

- a) **Elora Dorini moved, Dan Sulzer seconded, to approve the Minutes from the November 18, 2024 Meeting. The Minutes were unanimously approved.**

3) DEPARTMENT REPORTS

- a) GOLF MANAGER REPORT– Rick Reinschmidt
 - i) Griffith Park – completed parking lot resurfacing project as well as construction of a cart path and bridge between 14 and 15 on the Wilson course. Railing along the cart path between 1 and 2 on Harding is being replaced.

- ii) Rancho Park par-3 golf course – the fencing along Pico Blvd. is being replaced and raised after the city removed trees along Pico. The trees had provided additional protection against golf balls leaving the course.
 - iii) Penmar - fencing has been replaced. The Penmar Oak Grove and Biodiversity Garden planting project is complete. 32 Oak trees were planted on the course.
 - iv) Harbor Park – practice range cages will be replaced. The contractor is expected to complete the work in early January. The cages will be reinforced so that they are able to remain operational despite being heavily utilized.
 - v) Rancho Park – driving range netting and baseboards will be replaced around the entire driving range. This project will not raise the netting, although the Golf Division is still working to get the raised netting project approved. The GAC has provided a letter of support to raise the netting at a past meeting. The project will take approximately 2-3 weeks to complete. A net will be raised about 30 yards from the driving range stalls for the purpose of golfer warm up during the construction period. There may be several days when the temporary warm up range will need to be closed during the range construction. GAC members suggested that staff notify golfers about the days when the driving range will be completely closed.
 - vi) The Golf Division provided a 3 month report after the implementation of the \$10 nonrefundable deposit on greens fees pilot program. The Golf Division met with GolfNow and created a 6 month review. The policy is still proving to be a success. Canceled tee times are still down 95% from the same period the previous year. In the last 6 months, golfer profiles with 60 or more cancellations went from 398 to 13, and golfer profiles with 10 or more cancellations went down from 4,207 to 374.
 - vii) The Golf Division has now filled most of the permanent staff positions. Jose Huerta is now in the Principal Grounds Maintenance Supervisor position. There are three new Golf Starter Supervisor positions – Joe Rocha at Woodley Lakes, Tai Ide at Hansen Dam, and Geri Gonzalez at Tregnan, Roosevelt, and Los Feliz. There are also three new full-time Golf Starters, and there are six candidates being considered to fill Uriel Matus’ position after he left the Golf Division.
 - viii) The Golf Division provided a rounds and revenue report. Rounds were slightly down, but revenue was up. The driving ranges are significantly up which also accounts for the additional revenue. Some, or even all, of the round variability is likely explained by changes in weather year over year. The golf courses are always near capacity, and the round totals reflect that the courses are filled during playable hours.
- b) CONCESSIONS REPORT – Rick Reinschmidt
- i) The RAP Department is completing building assessments on all buildings before RFP’s are created for long-term contract arrangements. The assessments are ongoing throughout the Department including and also beyond the golf facilities.
 - ii) RAP General Manager Jimmy Kim set a deadline for TRP to demonstrate that the company has secured financing to complete the Rancho Park clubhouse project. TRP was unable to do so. Now RAP is reviewing the plans and the permit status to prepare a request for bids to complete the construction with RAP funds (this could be Golf Capital Improvement funds). This process is likely to take several months.

- iii) The upcoming RAP Concessions Task Force meeting will be held this Thursday following the RAP Board meeting. The Golf Division expects to have additional information following the Board meeting.
- iv) Members discussed the possible depletion of the Golf Capital Improvement Fund due to this change regarding the Rancho Park Clubhouse and the initial arrangement with TRP. Members also questioned and discussed whether some of the dollars that would be used from the Golf Capital Improvement fund would be replenished either in part or in full.
- v) Golf Staff explained that Concessions rent does come to the Golf Division. The 10% set aside for Capital Improvements does include 10% of concessions rent at the golf facilities.
- vi) The GAC discussed the ways by which it might provide input in a meaningful way. Members shared that the GAC had providing input about the Rancho Park food and beverage offering in advance of the RFP that led to the arrangement with TRP. The GAC had expressed a desire for the food and beverage offering and the golf operations to complement one another.
- vii) Craig Kessler offered public comment and suggested that the Golf Capital Improvement fund may need to bail out the situation at Rancho Park, but that there should be some lessons to learn from this chain of events. The City could have funded the clubhouse project initially before it brought in a food and beverage concessionaire. GAC members discussed that the concessionaire would have only needed to manage the offering as opposed to being involved in the construction part of the clubhouse project.

1) SUBCOMMITTEE REPORTS

a) POLICIES AND PROCEDURES – Chairperson Kevin Fitzgerald

- i) The subcommittee began going through the LA City Golf Tournament Policy Book section by section at a recent meeting. The subcommittee will be meeting again as it will need at least one additional meeting to review the entire tournament policy book. The subcommittee endorsed the working draft's tournament reservation priorities and the general tournament information sections. The subcommittee still needs to consider the future of the arrangement for exempt groups with the Golf System. The discussion regarding the future of access for affiliated clubs based on expectations of gender equity have proven to be the most complex area to consider and potentially revise. The subcommittee is waiting for additional information from the city attorney's office about whether women's exclusive clubs will be able to remain women only, or whether the arrangements need to be completely restructured. The subcommittee has taken input from the affiliated clubs and other stakeholders, but the subcommittee needs further information to fully consider what arrangement might be possible. The subcommittee also endorsed the Golf Division's plan to cap the price for Junior golf at \$5 weekdays and \$4 on the 9-hole courses.

b) CAPITAL IMPROVEMENTS – No report.

c) FEES AND CHARGES – No report.

d) AD HOC WOMEN'S GOLF – No report.

2) NEW BUSINESS

- a) Review of the allocation of the new revenues being generated by the nonrefundable deposit program.
 - i) Rick Reinschmidt proposed that 40% of the new revenues being generated by the nonrefundable deposits collected from canceled tee times be allocated for junior golf, that 10% of the new revenues be allocated to the Capital Improvement account, and that 40% be allocated for general Golf Division operations. This change may require RAP Board action. **Kevin Fitzgerald moved, Elora Dorini seconded, that the GAC endorse the Golf Division's plan to allocate 40% of the dollars generated by nonrefundable deposits collected from canceled tee times to junior golf, 40% to general golf operations, and 10% to the capital improvement account. The motion carried with Nate Taylor opposed.**
- b) Review of the Tregnan academy and the registration process for programming. Rick Reinschmidt described several proposed changes to its policies regarding access to Tregnan Academy programming. The Department changed its registration policy from player ability to age specific categories. Also, the Department is proposing to eliminate priority registration. Those who were registered were able to register again for the next session. The demand is extremely high, and 80-90% of the kids were able to register directly as returning students. As classes filled the Department needed to reassess whether every junior golfer had the same opportunity to participate. There are still classes for adults available, but all priority regarding class scheduling and class capacity will be reserved for junior programming. Extended discussion ensued regarding the offerings at Tregnan and the details of the policy change.
- c) Review of the Junior golf camp permitting structure.
 - i) Other than at the Tregnan Academy, golf instructors at the other city facilities are independent contractors that are given right of entry permits. There are ways by which instructors are able to administer group classes - one of the PGA permitted independent contractor instructors at an LA City facility could run the programming through a permit secured by one of the non-profit organizations (such as the SCPGA). Members discussed the various arrangements being provided by the city through the city employees at Tregnan, by the SCPGA and SCGA Foundations, and by individual private instructors. Riley Michaelis explained that the city's permit program would not enable an associate member of the PGA to advance to higher levels within the PGA program because there is a group class requirement necessary for advancement. Extended discussion ensued.
- d) Review golf rounds and revenue by course.
 - i) GAC members expressed an interest in receiving the rounds and revenue reports on a regular basis. Members asked what percentage of the golf revenues are used by the Golf Division for staffing. Extended discussion ensued regarding what dollars are being pulled from the golf revolving fund by the city for shared services. *Chairperson Betty Brix requested that the Golf Division Staff provide another rounds and revenue report at the January 2025 meeting.*
- e) Kevin Fitzgerald, who was GAC Chair for the 2023/2024 term shared that while the GAC Chair provides an annual report after it is sanctioned by the GAC, the committee was specifically asked by a Deputy Mayor to document action and discussion regarding the golf internet reservation system due to the heightened level of interest and scrutiny about the golf system operations and changes implemented through the pilot program. Following brief discussion, **Rosemary Menard moved, Dan Sulzer seconded, to approve and transmit the Chair's**

2023/2024 Annual GAC Report for inclusion in the Golf Division's annual report to the Board of Commissioners.

3) UNFINISHED BUSINESS

- a) Review of the implementation and effectiveness of the Department's new nonrefundable deposit on greens fees pilot program.
 - i) Item was discussed during the Golf Manager's report. Extended discussion ensued regarding the pilot program and whether it should become permanent. Members also discussed the \$10 deposits from the canceled tee times. **Elora Dorini moved, Rosemary Menard seconded, to endorse the nonrefundable pilot program and to recommend that pilot program become permanent Department policy with one change to the pilot program language – that the “\$10 nonrefundable deposit” be changed to “up to a \$10 nonrefundable deposit” allowing staff greater flexibility based on golf course offerings. The motion was unanimously approved.**

4) FUTURE AGENDA ITEMS

- a) Members asked that consideration of a golf course marshalling program be considered.
- b) Members asked that the GAC review the annual budget allocation.

5) ANNOUNCEMENTS

6) NEXT MEETING

- a) January 27, 2025 at 1:00 p.m.

7) ADJOURNMENT

- a) Chairperson Betty Brix adjourned the meeting at 2:40 p.m.

Respectfully Submitted by _____

Kevin Fitzgerald, Secretary