

City of Los Angeles  
Department of Recreation and Parks  
**GOLF ADVISORY COMMITTEE MEETING**  
**Monday March 17, 2025 AT 1:00 PM**  
Golf Division Headquarters  
3900 Chevy Chase Drive  
Los Angeles, 90039

ATTENDING COMMITTEE MEMBERS	ABSENT MEMBERS
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 John Berryhill, Harbor Park Golf Club (alternate) Matt Rogers, SCPGA Pratima Sherpa, SCGA Junior Golf Foundation Elora Dorini, Hansen Dam Golf Club Nate Taylor, Penmar Golf Club Riley Michaelis, LA City Golf Professional	Anne Matthews, Sepulveda Women’s Club Robert Garcia, Woodley Lakes Golf Club Vicky Lagos, CIF City Section Carmen Campeas, Latina Golfers Association Rosemary Menard, Harbor Park Women’s Club Michael Berumen, Griffith Park Golf Club Justin Shin, Olympic Booster Association
GOLF STAFF MEMBERS	PUBLIC
Rick Reinschmidt, Golf Manager Jose Huerta, Principal Grounds Maintenance Supervisor II Geri Gonzalez, Golf Starter Supervisor II Chuck Ruiz, Golf Starter Supervisor II Kristina Osier, Sr. Park Maintenance Supervisor	Diane Naegele, Rancho Park Women’s Club (alternate) Morris Thomas, SCGA Craig Kessler, California Alliance for Golf Sarah Palace, SCGA Junior Golf Foundation Ed Dorini Cricket Wheeler, Recovery Shot Jake Gordon, Noteefy

**MEETING MINUTES**

The meeting was called to order at 1:01 PM by Chairperson Betty Brix.

1) PUBLIC COMMENTS

- a) One member of the public, Cricket Wheeler, addressed the Committee. Public comments were to raise awareness for adaptive golf and the Recovery Shot non-profit organization which needs facilities to operate its programming.

2) APPROVAL OF MINUTES

- a) **Nate Taylor moved, Dan Sulzer seconded, to approve the Minutes from the January 27, 2025 Meeting. The Minutes were unanimously approved.**

3) DEPARTMENT REPORTS

- a) GOLF MANAGER REPORT– Rick Reinschmidt

- i) A number of course parking lots are being resurfaced. Currently the Woodley Lakes parking lot is the focus of the work.
- ii) Sepulveda Golf Complex – Locker rooms are going to be turned into a conference/meeting room.
- iii) Rancho Park 3 par golf course – a new tee on hole 5 is being built for safety purposes because several trees had to be removed which had previously provided protection against errant golf shots along Pico Blvd.
- iv) Work is being done to enlarge the patio at Rancho Park while major construction continues on the clubhouse.
- v) The clock at Griffith Park is being restored - it needed new electrical wiring.
- vi) The Harbor Park conference room restoration is in progress. The floor will be replaced soon.
- vii) The golf system's spring aeration will begin next week – green aeration is only being done in the spring as opposed to both spring and fall.
- viii) The affiliated golf club equity issue has continued to be reviewed by the city attorney's office and the department's leadership. The General Manager and Equity Officer are continuing to work through the appropriate policies for affiliated club access. Once the Golf Staff has further information the GAC will be informed about what might be possible for the Tournament Policy Book.
- ix) The Golf Division learned that a change to a \$5 or less junior rate would not require Board approval.
- x) The Golf Division will be raising greens fees on May 1. Board approval is not required for the increase because the current greens fees are below the previously approved ceiling, and the new greens fees will continue to remain below the already approved ceiling rates.
- xi) The Golf Division plans to set aside 40% of non-refundable deposit dollars to Tregnan and junior golf, 50% to the general operations account, and 10% for capital improvements. The City Attorney's office is reviewing that proposed change because there may be some charter language that limits the proposal to some extent. The GAC endorsed the idea of where the dollars from the non-refundable deposit would be allocated at the previous meeting. **The GAC is also prepared to file a letter of support when the Golf Division presents the plan to the RAP Board.**
- xii) The LA City Junior Championships will be held next week – 200 participants are registered.
  - (1) The affiliated clubs have distributed information about volunteer opportunities. There is always a need for volunteer support at events, particularly the junior championships.
- xiii) Rounds and revenue figures report – Golf Manager Rick Reinschmidt explained that 10% of total golf course revenue is set aside for capital improvements. The Golf Division also pays the department \$9 million per year. This so called "CAP rate" covers employee benefits, city services, vehicles, etc. The total rounds for the LA City Golf System remains at near full utilization. There were numerous days of closures at several courses in early 2025 due to the LA fires, but for playable hours the golf courses remain at or very near capacity.
- xiv) The Golf Division continues to work to mitigate gopher activity and damage caused to several areas.

- xv) The department planning and construction division is sending out a solicitation for an architect for the Rancho Park clubhouse restoration. There will continue to be updates provided at RAP Board meetings, and the Concessions Task Force meetings will continue to examine the progress. The City is hoping to begin swinging hammers within six months. The project will probably take place in phases so that the golf shop, restrooms, and food and beverage could be restored as soon as possible. The banquet areas/etc. will likely become a second phase of the construction project.

#### 4) SUBCOMMITTEE REPORTS

- a) POLICIES AND PROCEDURES – Chairperson Kevin Fitzgerald
  - i) The subcommittee plans to make recommendations for a possible revision to the Tournament Policy Book pending review of the Affiliated Club Section. The Golf Division staff is working to gain further clarity from the city attorney’s office, the Department’s General Manager, and the Department’s Equity Officer as a decision needs to be made regarding whether women’s exclusive clubs will be permitted to operate as gender exclusive clubs or whether women’s clubs must be open to any golfer. Thus, the current arrangements may need to be restructured. As soon as the subcommittee receives further information it will hold another meeting to consider and then make final recommendations for the GAC’s consideration.
- b) FEES AND CHARGES – No report.
- c) CAPITAL IMPROVEMENTS – Chairperson Nate Taylor
  - i) The subcommittee plans to hold a meeting prior to the next full GAC meeting.
- d) AD HOC WOMEN’S GOLF – Kevin Fitzgerald
  - i) The subcommittee held a meeting. The committee evaluated what worked at the LA City Women’s Championship in 2024, what needed improvement, and what could be done to expand participation in 2025. Deb Olson of the SCGA’s Membership Team made a presentation to the subcommittee and provided committee members with information about tournament management (scoring, rules, handicapping for net division, promotion/marketing) as well as golfer experience (based on calls to the SCGA) from the 2024 Championship.

#### 5) NEW BUSINESS

- a) Noteefy presentation by CEO Jake Gordon (*taken early in the Agenda at the end of the Department report*).
  - i) The Golf Division has officially begun using the Noteefy platform/technology to improve the golf tee time reservation system experience for golfers. Noteefy is the golfer’s personalized tee time waitlist at each LA City golf course. The golfer is able to add their name to a waitlist by selecting a desired date/time/course and tee time window. When a tee time becomes available, the Noteefy system will alert ten golfers on the waitlist for that particular time. When the golfer receives notification that their desired tee time has become available, the golfer has a strong probability of securing the desired time. If no golfer reserves the time within a few minutes, then the next ten golfers on the waitlist receive the notification about

the available time. Golfers do not have to pay a fee for access to the Noteefy service as it is being offered by the Golf Division to enhance the customer experience.

GAC members asked a number of questions about the mechanics of the technology, the company's agreement with the Golf Division, the ways by which the Golf Division plans to verify the efficacy of the technology, among others. The Golf Division pays a flat subscription to Noteefy. Extended discussion ensued with the initial response from GAC members as extremely positive. The GAC has continued to support the ideas capable of enhancing the golfer experience, but it has consistently stressed that improvements to customer experience should not come at an increased expense to golfers. The non-refundable deposit pilot program has made it more likely that a golfer secures a desired tee time, but it has also resulted in golfers having to pay the non-refundable deposit on occasion. GAC members voiced support for the Noteefy technology as a way to help give something back to golfers. Jake Gordon provided a Playbook and Impact Report to the Golf Division and for GAC member's review. GAC members asked whether this new agreement with Noteefy is a pilot, or whether it has a sunset date. Staff explained that the LA City Golf courses will be using the Noteefy platform for one year initially.

- b) LA City Golf Revolving Fund (*Discussion Item*). Golf Manager Rick Reinschmidt explained that the city now refers to the fund as a Special Fund (Golf Division within the Department specific Fund). All golf revenue is accounted for within the Special Fund. While dollars are accounted for by course, the dollars are all within the Special Fund and are used where the greatest needs exist (e.g., staffing, maintenance, capital improvements). Extended discussion ensued. GAC members asked Staff questions about the revenues, expenditures, and the forecast for the current fiscal year. GAC members also voiced support for the ways by which the Special Fund is managed because the city treats the developmental facilities (Los Feliz, Rancho Park 3 par, Tregnan) with the same care as the greatest revenue generators (Griffith Park, Rancho Park). If the dollars ran only with each course, it would be set up a system where the revenue generators benefit from the greatest reinvestment while the developmental facilities would struggle. The Golf Division considers each course to be an important piece of a comprehensive golf system.

## 6) UNFINISHED BUSINESS

- a) Golf course marshalling program. GAC members asked questions of Staff regarding marshalling programs of the past. The Golf Division explained that volunteer marshalling is not an option. GAC members discussed and debated the need for golf course marshalling and the efficacy of marshalling programs that exist within various other municipal golf systems in the region. Members also discussed the ways by which a starter on the first tee could help ensure that the tee remains on time and that the starter could provide useful information to enhance the golfer experience. Members shared personal and mostly negative experiences/interactions that they have had with marshals. The GAC also discussed ways by which golf course pace of play could improve through something other than a marshalling program.
- b) The GAC discussed the Golf Division's proposal for the allocation of new revenues that are being generated by the nonrefundable deposit program. Members also asked about the timing as to when Staff will plan to go to before the RAP Board to make the pilot program and the allocation of revenues for junior golf, the capital improvement fund, and the golf general fund permanent. Rick Reinschmidt explained that the Golf Division does plan to go to the Board but that there is not an exact timeline for that Board Report to be presented at this time.

7) FUTURE AGENDA ITEMS

- a) No requests for future agenda items were offered during the meeting.

8) ANNOUNCEMENTS

- a) No additional announcements.

9) NEXT MEETING

- a) May 19, 2025 at 1:00 p.m.

10) ADJOURNMENT

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

Respectfully Submitted by \_\_\_\_\_

Kevin Fitzgerald, Secretary