

City of Los Angeles
Department of Recreation and Parks
GOLF ADVISORY COMMITTEE MEETING
Monday May 19, 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 Anne Matthews, Sepulveda Women's Club Rosemary Menard, Harbor Park Women's Club Pratima Sherpa, SCGA Junior Golf Foundation Nate Taylor, Penmar Golf Club	Robert Garcia, Woodley Lakes Golf Club Vicky Lagos, CIF City Section Carmen Campeas, Latina Golfers Association Michael Berumen, Griffith Park Golf Club Matt Rogers, SCPGA Elora Dorini, Hansen Dam Golf Club Riley Michaelis, LA City Golf Professional Kenneth Kim, Korean Golfing Community
GOLF STAFF MEMBERS	PUBLIC
Jose Huerta, Principal Grounds Maintenance Supervisor II Geri Gonzalez, Golf Starter Supervisor II Chuck Ruiz, Golf Starter Supervisor II Gayane Munukyan, Financial Analyst Kristina Osier, Sr. Park Maintenance Supervisor Marina Gutierrez, Sr. Park Maintenance Supervisor	Marcy Valley, Rancho Park Women's Club Morris Thomas, SCGA Craig Kessler, California Alliance for Golf Sarah Palace, SCGA Junior Golf Foundation John Berryhill, Harbor Park Golf Club (alternate) Conal O'Herlihy, Sepulveda Seniors Golf Club

MEETING MINUTES

The meeting was called to order at 1:05 PM by Chairperson Betty Brix.

1) PUBLIC COMMENTS

- a) Conal O'Herlihy of the Sepulveda Seniors Golf Club raised several questions including whether the total number of monthly tournaments days available to senior clubs had changed since the pandemic and whether the city's policies allow for senior clubs to access the golf courses on weekend days.

2) APPROVAL OF MINUTES

- a) **Debbie Meymarian moved, Rosemary Menard seconded, to approve the Minutes from the March 17, 2025 Meeting. The Minutes were unanimously approved.**

3) DEPARTMENT REPORTS

- a) GOLF MANAGER REPORT– Geri Gonzalez

- i) A number of course parking lots are being completely resurfaced. The next two facilities in line for the resurfacing work are Sepulveda Golf Complex and Hansen Dam.
- ii) The power has been restored to the clock at the Griffith Park clubhouse. Staff is still waiting on parts to make it fully operational.
- iii) The Harbor Park conference room flooring project is complete. Staff is working to secure new furniture for the room.
- iv) The spring greens aeration program has been completed at all courses. A few courses are still finishing the fairway and tee aeration schedules.
- v) The Golf Division received an update regarding the club equity issue from Department leadership –
 - (1) *It's the Department's stance that no LA City Affiliated Club shall deny any gender from membership to a club.*
 - (a) The caveat with this new guidance is that there are still internal conversations ongoing about the competition aspect of club offerings. The competition component will likely be different from the membership aspect of the new guidance. The Golf Division has been working to secure another meeting with the city attorney's office, the Department's Equity Officer, and the Assistant General Manager. The meeting has been difficult to schedule, and the Golf Division will need to move quickly to finalize a revised Tournament and League Policy that reflects any necessary revisions.
- vi) A golf rate increase was implemented on May 1, 2025. This is the first across the board increase in several years. The increase was necessary due to rising input costs. One fee did get reduced - the weekday junior rate is now \$5 at all courses, and the 9 hole 3 par golf course junior rate will remain \$4.
- vii) The non-refundable green fee deposits – the Golf Division will begin transferring 40% of the revenue generated from the deposits to support the Tregnan Junior Golf Academy. 10% of the revenue will go to the capital improvement account as does all golf revenue, while the other 50% will remain in the general operations account.
- viii) Noteefy waitlist update – as of last Friday there were 3,041 users included in the waitlist program. There are 160 new golfers registered for a waitlist in the last 7 days. 778,095 searches have been created. Total searches in the last 7 days were 9,859 and there were 731,314 total recurring searches.
- ix) There were 194 participants in the LA City Junior Championships hosted in March.
- x) The Men's City Championship will be held June 12-15 – there are 160 golfers currently registered for the event. The Women's City Championship will be held the following week June 20-22. There are 45 players registered.
- xi) Several questions were raised regarding the new Affiliated Club Policy including whether women's clubs would need to host competitions for men if men were now to be allowed to become members. The Golf Division explained that staff is still trying to seek greater clarity about the ways by which this policy change should be implemented by the affiliated clubs.
- xii) Members also asked whether the policy change essentially converts all golf clubs, including women's clubs and senior clubs, into clubs that anyone of any age may join. Members also discussed whether any form of group play could be challenged as overly exclusive when

compared with the general reservation system by which golfers typically gain access to the golf courses. Members discussed that having organized playing opportunities enhances the system as a whole city golf offering. Some members suggested that in offering city championships, in offering organized group playing opportunities, in offering high school and junior events, the golf system as a whole is fulfilling its park mission. Those organized offerings provide very different experiences for golfers – experiences that are enhanced when compared with simply booking a tee time to play with three friends, to play with a friend and two golfers the reservation holder wouldn't know, or three persons that the golfer wouldn't have known prior to being paired together by the golf operations. An example was issued that compared the golf courses to a city park softball field – the softball field may be accessible to any resident on a Tuesday morning, it may be well maintained, but without the organized playing opportunity or recreational league play, the softball field offering is limited, at least when compared with the offering of the field when it is providing organized play. Members also asked whether other Department offerings beyond golf are now expected to follow the same guidance? The answer to that question is unclear as of today.

- (1) Now that the city attorney has made this determination, affiliated clubs must accept all applications for membership. The Department will be seeking Board level approval to applicable changes to the Tournament and League Policy Book.
- xiii) After numerous questions and discussion among members of the committee and staff, the Policies and Procedures subcommittee was directed to hold a meeting to consider the ways by which clubs should alter their offerings to remain compliant with the city's new guidance/expectations.*
- xiv) Craig Kessler of the California Alliance for Golf provided public comment and shared that there is work to be done to ensure that the offerings remain equitable for women and for women's groups. The city attorney is insulating the city from legal liability, but serious consideration should be given to the need to ensure that women's participation does not suffer as a result.
- xv) Rancho Park Clubhouse update – a firm has been selected for the design of the project. Department staff has issued a notice to proceed. RAP has regained project site control from the Tavern at Rancho Park.
- xvi) 10% of each golf course's annual gross revenue is allocated for capital improvements. The Golf Division also pays the department about \$9 million per year for services, vehicles, etc. The remaining revenue pays staff salaries and other operational expenses. Any additional revenue would then be moved to the capital improvement account with Board approval.

4) SUBCOMMITTEE REPORTS

- a) POLICIES AND PROCEDURES – Chairperson Kevin Fitzgerald
 - i) The subcommittee did not hold a meeting and the GAC had a lengthy discussion on the gender equity affiliated club topic during the Golf Manager's report. The subcommittee was waiting to hold a meeting until additional information was made available from the city attorney's office. The language from the city attorney was provided during this meeting and the subcommittee will now need to hold a meeting to address the new language regarding affiliated club membership and club offerings.

- b) FEES AND CHARGES – No report.
- c) CAPITAL IMPROVEMENTS – Chairperson Nate Taylor
 - i) The subcommittee held a meeting today prior to the full GAC meeting today. The subcommittee plans to hold a focused discussion with Rick about several matters that were discussed during the subcommittee meeting.
- d) AD HOC WOMEN’S GOLF – Kevin Fitzgerald
 - i) No report.

5) NEW BUSINESS

- a) Golf Division Budget – Gayane Manukyan answered several questions for members. The Golf Division budget is prepared in June. Members were interested in an update from staff about the budgeting process and what it entails at a future meeting.
- b) The new GAC term begins at the July 21, 2025 meeting. Chairperson Betty Brix, Secretary Kevin Fitzgerald, and Anne Matthews are going to be termed out for the 2025/2026 term.

6) UNFINISHED BUSINESS

- a) Gayane Manukyan explained that the Golf Division is preparing a Board Report for the allocation of funds that are collected through the non-refundable deposit on green fees program. The Board Report will likely be placed on the Commission’s agenda in the summer. Should the Board approve the recommendation, 40% of the revenue generated from the deposits will support the Tregnan Junior Golf Academy operations account (that does not include maintenance of the facility), 10% of the revenue will go to the capital improvement account as will all gross golf revenue, and the remaining 50% will stay within the general operations account.

The \$10 non-refundable deposits have accrued approximately \$800,000 in the first year. Staff expects the number to decline in future years because golfers have become more familiar with how the reservation system operates and golfers have become more strategic about booking reservations and/or moving reservations. Members asked whether there would be flexibility for the 50%/40%/10% paradigm should the Golf Division’s needs evolve, whether there would be flexibility added to the language of the \$10 nonrefundable deposit (the notion of \$10 as a cap deposit price with flexibility for a lower deposit when deemed appropriate by staff for 9 hole courses/twilight golf/etc. has been discussed among the GAC at previous meetings). Extended discussion ensued. Staff also explained that the Board Report will include changes to the nonrefundable deposit program so that the deposit would be considered an “up to \$10” deposit so that the figure may be reduced for 9 hole courses.

7) FUTURE AGENDA ITEMS

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

8) ANNOUNCEMENTS

- a) The GAC members thanked Chairperson Betty Brix, Secretary Kevin Fitzgerald, and Anne Matthews for serving as members of the committee.

9) NEXT MEETING

- a) July 21, 2025

10) ADJOURNMENT

- a) Chairperson Betty Brix adjourned the meeting at 2:07 p.m.

Respectfully Submitted by _____
Kevin Fitzgerald, Secretary