

City of Los Angeles  
Department of Recreation and Parks  
**GOLF ADVISORY COMMITTEE MEETING**  
**MONDAY JUNE 17, 2019 AT 1:00 PM**  
Golf Division Headquarters  
3900 Chevy Chase Drive  
Los Angeles, 90039

<b>ATTENDING COMMITTEE MEMBERS</b>	<b>GOLF STAFF MEMBERS</b>
Chair Larry Cloud, Penmar Golf Club Steve Bloom, Griffith Park Golf Club Marcy Valley, Rancho Park Women's Golf Club Richard Agay, Rancho Park Golf Club Betty Brix, Penmar Women's Golf Club Rosemary Menard, Harbor Park Women's Club Gene Vano, Municipal Golf Association Kevin Fitzgerald, SCGA Luis Ruiz, Roosevelt Golf Club Lonnie Kelly, Griffith Park Seniors Virgil Budhu, Sepulveda Men's Golf Club	Laura Bauernfeind, Golf Manager Calvin White, Principal Grounds Maintenance Supervisor II Rosary Luna, Office Manager

**MEETING MINUTES**

The meeting was called to order at 1:00 PM by Chairperson Larry Cloud.

1. PUBLIC COMMENTS

No public comments.

2. APPROVAL OF MINUTES

- Meeting Minutes for the May meeting are not fully prepared. The voice recorder did not function properly. GAC members plan to present May Meeting Minutes to the GAC at the July GAC Meeting in addition to the June Meeting Minutes.

3. DEPARTMENT REPORTS

- GOLF MANAGER REPORT – Laura Bauernfeind  
Golf Manager Laura Bauernfeind provided the update:
  - i. The Men's Championship was completed over the weekend. The Griffith Golf Club supported the event and provided more volunteers – even more than needed.
  - ii. The Women's City Championship is coming up next in July.
  - iii. Roosevelt reopened on Friday and the golfers have been responding positively. The Café is not open, but we did not see a reason to keep the course closed while we wait for the café to be completed. It should be open soon.
  - iv. Construction at Penmar is underway.

- v. The new concessionaire at Griffith will take over operations in July. The plans are to operate in its current condition until the plans are finalized and permits are in place before construction begins.
- vi. Rosary is retiring. The group thanked Rosary for her service to the Golf Division. Iraida Echeverria will be the new office manager and will be the contact person internally.
- vii. Board of Commissioners Meeting this Wednesday has the concessions agreement on the agenda for Rancho Park.
- viii. There was a unanimous recommendation at the last meeting to name the Men's City Championship Trophy in honor of Craig Kessler. Unfortunately, we cannot name the trophy in honor of Craig because the City has a strict naming policy which includes the provision that the individual must be deceased.
- ix. There will be some storage and counterspace in the building near the driving range at Rancho Park when it is completed as well as new restrooms.
- x. There was discussion about the new contract and the Golf Manager explained that the Department has not approved the proposal, yet she is confident that the needs of the golf community will be met.

#### 4. SUBCOMMITTEE REPORTS

- POLICIES AND PROCEDURES – Kevin Fitzgerald
  - i. The subcommittee did not have a quorum at the subcommittee meeting, so the items presented today are communications from the Chair rather than a motion before the GAC. The subcommittee members that were present recommended:
    1. That a direct phone line be available so that a golfer can call a member of the golf operations staff onsite to request assistance with golf clubs and/or transportation to the golf starting area.
    2. That the concierge service be provided within 15 minutes of the golfer's request for assistance with golf clubs and/or transportation.
    3. That proper signage be displayed in the loading area making clear that the player concierge service is available for golfers who need special assistance, and that information about the concierge service also be displayed on both the LA City Golf website and the LA City Golf app.

-Richard Agay stated that the term to describe the concierge service item "broadened" is misleading as the service was originally an issue mainly for those golfers that use the locker room for golf club storage and will no longer be able to do so. He also stated that this plan will require additional staffing and is not confident that those who need assistance will receive it within 15 minutes. He also stated that the best solution is to simply allow the carts to go into the parking lot so that golfers can pick up their clubs at their cars.

- A long discussion about the purpose and practicality of the service continued and the majority of GAC members weighed in on the issue. Concerns were raised mainly about the lack of staffing to make the player concierge service work reliably.

Motion: Marcy Valley made a motion to adopt the player concierge service recommendations made by the subcommittee. The Motion was seconded by Betty Brix and passed with Gene Vano and Richard Agay opposed and Steve Bloom abstaining.

Motion: Gene Vano made a motion to amend to include allowing golf carts in the parking lot areas. The alternative motion was seconded by Richard Agay and was supported by Steve Bloom. The alternative motion did not pass.

Motion: Steve Bloom made a motion that the GAC investigate the use of golf carts in the parking lot. The item was seconded and passed unanimously.

Chair Larry Cloud referred the item to the Policies and Procedures Subcommittee to investigate the item.

ii. The subcommittee also examined the current RFP process. The subcommittee is governed by a specific procedure that must be followed for the purposes of transparency, fairness to the bidders, and it protects the City against legal action. That being said, public input is highly valued by Council, the Board, and the Department. The subcommittee believes that both can be accomplished and understands that it requires a delicate balancing act. The group agrees that:

1. Solicitation of GAC input prior to the development of any RFP proposal is important to the process.
2. Upon the release of the General Manager's recommendation of an award GAC receives a copy of the public document as soon as possible.
3. That the Golf Division can request that the report be held for a period of time to look into the proposals.
4. The purpose is to avoid GAC member input coming primarily at RAP Board meetings.
  - Larry added that some procedure needs to be in place for the GAC to weigh in on an RFP both before it is released as well as prior to it being placed on the Board Agenda.
  - Richard Agay stated that once the document was made public there was only five days for the public to examine the Rancho contract and it could have been placed on the Agenda for the next Board meeting two weeks later.
  - Betty Brix asked whether this might be possible to change the RFP process. Laura explained that and Staff and the GAC should continue to discuss the item further and that we can work with the Concessions unit for future proposals.

- FEES AND CHARGES – Richard Agay  
No subcommittee report.
- CAPITAL IMPROVEMENT FUND – Steven Yablok  
No subcommittee report.
- AD HOC STRATEGIC PLAN IMPLEMENTATION – Larry Cloud

- i. The subcommittee did not meet in between GAC Meetings, however the subcommittee will hold a final meeting. Then a report will be completed based on the findings. That report will be delivered upon request to the RAP Board.

#### 5. NEW BUSINESS

- New fiscal year notice begins at the July GAC Meeting. GAC Members need to bring a letter from their Clubs indicating that the individual will be the representative for the next fiscal year.
- We have been asked to reexamine the GAC Bylaws and to remember to operate in accordance with the rules approved by the RAP Board. We have moved away from strict adherence. Some items such as term limits have been highlighted by the Staff as an example of a rule that we need to ensure is being enforced. According to the Bylaws once a member's term is up, the member is allowed to serve while the Club elects a new representative.
  - i. Chair Larry Cloud discussed the creation of an Ad-Hoc Subcommittee to investigate the Bylaws. The group should examine what, if anything, needs to be changed. The GAC reports to the Board of Recreation and Parks and we have worked more closely with the Golf Division. Any changes would need to be approved by the Board.

Motion: Chair Larry Cloud made a motion to form an Ad-Hoc Subcommittee for examination of the Bylaws with a view to investigate the long-term efficiency of the Golf Advisory Committee. The motion was seconded and passed unanimously.
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- The annual report to the RAP Board is due at the end of the fiscal year. The Chair is going over the Minutes from this year to draft the report.
- There was a complaint made this month and the Golf Manager was asked by the GAC Chair to explain the procedure for all complaints. Laura Bauernfeind asked that GAC members refer complaints to the Golf Division. When the Division receives a complaint an investigation will be conducted and appropriate actions can be taken.

#### 6. FUTURE AGENDA

- All of the items that have been assigned to the subcommittees will be on the Agenda of the May GAC Meeting.

#### 7. ANNOUNCEMENTS

- Mel Rogow has retired from the GAC.
- The Women's City Championship is coming up in July.
- In honor of Mel Rogow and his service to the Los Angeles City Golf System the meeting was adjourned.