

**DRAFT**  
City of Los Angeles  
Department of Recreation and Parks  
**GOLF ADVISORY COMMITTEE MEETING**  
**MONDAY JANUARY 25, 2020 AT 1:00 PM**  
Golf Division Headquarters (ONLINE WEBCAST)  
3900 Chevy Chase Drive  
Los Angeles, 90039

<p style="text-align:center"><b>ATTENDING COMMITTEE MEMBERS</b></p> <p>Chair Betty Brix, Penmar Women’s Golf Club Vice Chair Marcy Valley, Rancho Park Women’s Golf Club Secretary Kevin Fitzgerald, SCGA Larry Cloud, Municipal Golf Association Steven Yablok, Roosevelt Golf Club Anne Matthews, Sepulveda Women’s Club Steve Bloom, Griffith Park Golf Club Virgil Budhu, Sepulveda Men’s Golf Club Michael Berumen, Griffith Park Senior’s Club Dan Koenig, Sepulveda Senior’s Club Thor Tandberg, Rancho Park Golf Club</p>	<p style="text-align:center"><b>GOLF STAFF MEMBERS</b></p> <p>Rick Reinschmidt, Acting Golf Manager Calvin White, Principal Grounds Maintenance Supervisor II Gayane Manukyan, Financial Analyst Chuck Ruiz, Acting Golf Starter Supervisor II Uriel Matus, Acting Golf Supervisor II</p> <p style="text-align:center"><b>ATTENDING COMMITTEE ALTERNATES</b></p> <p>Faye Lee, Rancho Park Women’s Club (alternate) Karen Tozer, Harbor Park Women’s Club (alternate) Craig Kessler, SCGA (alternate) Susan Bleecher, Penmar Women’s Golf Club (alternate)</p> <p style="text-align:center"><b>MEETING GUESTS</b></p> <p>Mariko Fujinami, Rancho Park Women’s Golf Club President</p>
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**MEETING MINUTES**

The meeting was called to order at 1:00 PM by Chairperson Betty Brix with a quorum present. Chair Betty Brix shared information about the virtual online forum so that members could fully participate.

**1. PUBLIC COMMENTS**

- No public comment.

**2. APPROVAL OF MINUTES**

- Steve Bloom asked that the Minutes be amended so that attending alternates be listed as alternates as opposed to meeting guests. **Anne Matthews moved, Mike Berumen seconded, to approve the Minutes from the November 16, 2020 meeting.** The motion was unanimously approved.

**3. DEPARTMENT REPORTS**

- **GOLF MANAGER REPORT – Rick Reinschmidt**
  - i. The revised Bylaws were approved by the Board of Recreation and Parks Commissioners last week. He thanked the Golf Advisory Committee for the work that went into developing the final revised Bylaws.
  - ii. There have been a number of staffing changes and members should have received the new staffing information.

- iii. The new Acting AGM in the Special Operations Branch of the Recreation and Parks Department is Matthew Rudnick. Golf falls under this Branch. He had been in the Concessions Branch previously. He is replacing Sophia Pena Cortez.
- iv. There is a new temporary operator for concessions at Woodley Lakes. It is the same Tavern at Rancho Park concessionaire that recently signed an agreement at Rancho Park. The operator is offering a mobile food truck at Woodley Lakes and is in the process of setting up the restaurant and snack bar service. The operator is being offered a one year right of entry permit for the restaurant.
- v. Harbor Park also has a new concessionaire. A permit has been issued to access the café but due to the long closure of the café they need to go through Building and Safety and get approval from LA County Health before a one year right of entry permit can be completed. There will be a full breakfast and lunch menu available as well as beer and wine sales once the operator is open.
- vi. At Griffith Park the final permits were approved in December and construction is now underway. The front of the clubhouse is being renovated to ensure ADA compliance. The concrete work is complete, but there was an issue with the special historical brick, and we are waiting for the delivery for installation.
- vii. Rancho Park's clubhouse construction is now tentatively scheduled to begin in the spring.
- viii. The Sepulveda golf shop is very close to opening - it will open once the final details, such as installing phone and data lines, are completed.
- ix. Rounds were up 15% and revenue was up 20% over the previous December.
- x. There are a number of issues with the EZ Links reservation system. The upgrade did not work well for many of our golfers and we pulled the upgrade. EZ Links is working to fix the booking issues and will be presenting a new upgrade next week. These systems work very well in other golf systems around the country, but with the demand in our system when tee times become available at 6:00AM the EZ Links system is struggling with the traffic on our website.
- xi. Our Systems Department along with GolfNow created a Google analytics account to collect data and monitor traffic and the final report found no suspicious activity. The report was in response to accusations about Bots getting access to the tee times.
- xii. Thor Tandberg stated that there should be a way to log in to individual accounts to view reserved tee times on the home page as opposed to having to first pick a course. The system is taking on additional data unnecessarily. Rick Reinschmidt agreed that it does add an additional step and noted that the discussions about upgrades have included a log in link on the home page.
- xiii. Uriel Matus answered Faye Lee's question about the probable time line for the Rancho Park clubhouse and concessions renovation – the project is expected to take six months once construction begins.
- xiv. Starter Supervisor II Penny Seibrandt and Senior Park Maintenance Supervisor Sergio Guzman are going to be retiring in February. They will both be missed after having spent their careers not only with the City but also in Golf. Jose Huerta will become the Acting Senior Parks Maintenance Supervisor and Uriel Matus will become the Acting Starter Supervisor II.

- xv. Marcy Valley asked about the single payment process for club play once Covid health restrictions are relaxed. Rick Reinschmidt stated that he understands that the payment procedure is important to the recognized clubs and he will look into the issue carefully as he is not aware of the reasons for the policy changes issued in the past. He also stated that the Covid restrictions are likely to be lifted incrementally by the Health Department and less contact among golfers and golfers and staff remains the priority.
- xvi. Marcy Valley asked about the driving range fencing at Rancho Park. The neighbors around the golf course were against raising the range nets. Larry Cloud stated that originally the nets were to be 120 ft. for liability purposes and the pilings were built to the full height. However, the neighbors prevented the nets from reaching the full height and they are now 90 ft. Golfers could try again to offer their support for raising the safety nets. Craig Kessler stated that he met with the Council office at the time the issue was last raised and until the local homeowners association and the Westside Neighborhood Council support it, the council office is unlikely to support it. There is cause for optimism because the new range nets blend in far better than the older style nets. Faye Lee stated that she is a member of the Cheviot Hills organization and it will be challenging to get the support of the group.
- xvii. Virgil Budhu asked if there might be a way to add a trophy case in the new Sepulveda Clubhouse or whether the club might be able to build one in the new space. Rick Reinschmidt stated that he would look into the issue and could not see why adding a trophy case would be difficult.

#### 4. SUBCOMMITTEE REPORTS

- POLICIES AND PROCEDURES – Kevin Fitzgerald
  - i. No report.
  
- FEES AND CHARGES – Anne Matthews
  - ii. No report.
  
- CAPITOL IMPROVEMENT FUND – Steven Yablok
  - iii. The committee held a meeting in December and reelected Steven Yablok as chairperson.
  - iv. The committee discussed alternative municipal golf system models for creating additional capital dollars necessary for investment in facility infrastructure.
  
- AD HOC WOMEN'S GOLF – Marcy Valley
  - v. No report.
  
- AD HOC STRATEGIC PLAN IMPLEMENTATION – Larry Cloud

vi. Larry Cloud recommended that the Ad Hoc Strategic Plan Subcommittee be finalized because it created a report that the GAC voted on in 2019. The committee has been placed on hold while the GAC worked to revise its Bylaws.

vii. Steve Bloom stated that the City Strategic Plan is widely viewed as out of date.

**viii. Steve Bloom moved that the Ad Hoc Subcommittee be disbanded.**

ix. Marcy Valley stated that the Committee might develop elements that should be included in a new Strategic Plan. Larry Cloud shared that the City's Strategic Plan was developed by third party consultants and approved by the City, but there is no indication of development of a new plan.

x. **Steven Yablok seconded Steve Bloom's motion to disband the Ad Hoc Strategic Plan Implementation Subcommittee.** The motion was unanimously approved.

- AD HOC BYLAWS REVIEW – Larry Cloud

xi. The revised Bylaws were just approved last week by the Board of Recreation and Parks Commissioners and Larry Cloud stated that the work of the subcommittee is complete.

**xii. Steve Bloom moved that the Ad Hoc Bylaws Subcommittee be disbanded.**

xiii. Kevin Fitzgerald stated that this subcommittee might be the appropriate location to discuss the implementation of the Bylaws.

xiv. Chairperson Betty Brix asked whether members might find it keep the Subcommittee until the next GAC meeting to assist with implementation of the new Bylaws. Larry Cloud stated that further action to implement the new Bylaws will be handled by the Golf Division.

xv. Steve Bloom stated that the GAC has no further role because the RAP Board has already approved the revised Bylaws. Kevin Fitzgerald stated that we need to create an information campaign to inform the clubs of the Bylaws changes. Dan Koenig stated that the GAC needs to clearly explain to the Clubs what is required of them in how they choose the facility representative. Larry Cloud stated that the procedure of selecting a facility representative was left to the Clubs. Anne Matthews stated that there is concern among Club members about the change to allow only one representative from each facility, and it would be helpful to share information about the changes with all Clubs.

xvi. Steve Bloom withdrew his motion to disband the Bylaws Subcommittee at this time.

## 5. UNFINISHED BUSINESS

- Items discussed as part of the Golf Manager Report. (Covid-19, Bylaws, Reservation System, status of golf facility practice areas).

## 6. NEW BUSINESS

- Susan Bleacher asked if the warm-up area at Penmar is considered a driving range or a practice area? If it is considered a driving range it can be open for use. Uriel Matus stated that he will check on the status of the warm-up area at Penmar.

- Future Subcommittee Meeting Platforms
  - i. Policies and Procedures will continue to monitor the guidance for hosting meetings virtually as well.

7. FUTURE AGENDA

- No future agenda items were presented.

8. ANNOUNCEMENTS

- The next meeting is scheduled to be held on March 15, 2021.
- With no further comments Chairperson Betty Brix adjourned the meeting at 2:00 PM.

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

Kevin Fitzgerald, Secretary