

City of Los Angeles  
Department of Recreation and Parks  
**GOLF ADVISORY COMMITTEE MEETING**  
**MONDAY SEPTEMBER 16, 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, Municipal Golf Association Ted Johnson, Griffith Park Club (alternate) Marcy Valley, Rancho Park Women's Golf Club Betty Brix, Penmar Women's Golf Club Bette Mower, Harbor Park Women's Club (alternate) Kevin Fitzgerald, SCGA Luis Ruiz, Roosevelt Golf Club Gene Gimenez, Harbor Park Men's Golf Club Kelly Chase, Woodley Lakes Men's Club	Laura Bauernfeind, Golf 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

Motion: The July 22, 2019 Meeting Minutes passed unanimously.

3. DEPARTMENT REPORTS

- GOLF MANAGER REPORT – Laura Bauernfeind  
Golf Manager Laura Bauernfeind provided the update:
  - i. August numbers were up substantially over August 2018 in terms of both rounds and revenue.
  - ii. On September 28<sup>th</sup> – Roosevelt will host Birdies, Brew, and BBQ event. Two-person scramble with food, games, prizes, etc. It will be a golf and social event and an email went out to everyone with a player card.
  - iii. October 6<sup>th</sup> is the parent/junior fundraiser tournament for Tregnan. It will be held at Los Feliz and is a two-person shamble. There is also an event in the Spring at Roosevelt.
  - iv. The City Men's Senior Championship will be held October 19<sup>th</sup> and 20<sup>th</sup>.
  - v. Halloween Glow Ball event at Los Feliz will be held on November 2<sup>nd</sup>.
  - vi. Construction continues at Penmar, but there is a delay in the permitting process. The extent of the renovations triggered full ADA compliance which is required by the Department of Building and Safety. Department of Recreation

- and Parks is working with the concessionaire to assess path of travel and the bathrooms. There is no open date planned based on the planning process.
- vii. Griffith Park has a food truck for food and beverage. The plans are being finalized and will then go to Building and Safety to start their permitting process.
  - viii. The contract for Rancho Park was approved by City Council last week and a transition plan is in the process of being negotiated.
  - ix. We expect the new Club Car golf carts to arrive in early October.
  - x. Dave Slavik has retired and is no longer the Superintendent at Roosevelt. Gonzalo Raboyo who was the Superintendent at Hansen Dam is now overseeing Roosevelt, Los Feliz, and Tregnan. Matt Davis has been promoted to Superintendent at Hansen Dam.
  - xi. Roosevelt will be closed this weekend for a special event. During this time the fairways and tee boxes will be aerified and there will also be work done on the trees to promote better air circulation.
  - xii. The footings for the light fixtures at Rancho Park have to be reengineered and those are in the permitting process.
  - xiii. The restroom at the Rancho Park driving range does not yet have a completion date.
  - xiv. Our photographer is finishing the golf course pictures so that we can improve our promotional materials.
  - xv. The lights at Penmar have gone out to bid and have been awarded. The job has not started.

#### 4. CONCESSIONS REPORT – Rachael Ramos

- There are still a few courses that do not have contracts for food and beverage RFP. The RFP will be rereleased for Harbor Park, Woodley, and Hansen Dam. A proposer can propose on one, two, or all three golf facilities.
  - i. Luis Ruiz asked about the City’s philosophy with regards to writing the RFP for concessions at golf courses. He stated that gourmet options are not aligned with the needs of golfers who desire simple as opposed to high dollar items.
  - ii. Golf Manager Laura Bauernfeind explained that one of the primary considerations is to bring in capital for facility upgrades. We are careful to ensure that the focus be the golf course first. Servicing outside groups and holding banquets is secondary to servicing those on the golf course. The food and beverage contracts also represent a revenue share possibility and investment for much needed capital improvement funds. Our expectation is that golfers are the primary clientele.
  - iii. Kelley Chase stated that the current food and beverage operator has not worked to accommodate the golfers at Woodley Lakes. Is there a way to make it clear that working with the local clubs is paramount?
  - iv. Laura Bauernfeind explained that during the RFP process Staff explains the importance of the local clubs as being your regular customers.
  - v. Betty Brix asked whether the new RFP’s have been changed from the first time that they were released or whether they are just being rereleased for the three courses?
  - vi. Rachael Ramos stated that the RFP’s are being evaluated and changed in order to craft RFP’s that will attract more responses.

- vii. Bette Mower asked whether all three RFP's are same because each facility has different needs?
- viii. All three are crafted to meet the unique needs at each facility.
- ix. Larry Cloud explained that the new concessionaire at Penmar has worked with the clubs to meet the needs of the golfers.
- x. Luis Ruiz explained that the Roosevelt Club voiced its concerns about the new concessions and was told that there would be room for the trophies and bulletin boards which display 50 years of Club history. This has not happened, and the history is all gone.
- xi. The food truck at Harbor was losing money and that is why there is no longer a food truck at the facility.
- xii. A new RFP is being crafted for Sepulveda. This RFP is going to looking for a golf entertainment experience which would combine the driving range with a banquet hall and restaurant. Ideally, this package will combine the driving range as well as the food and beverage experience.
- xiii. There were responses for the first RFP at Sepulveda, but it was released as one package. We often rerelease if there is only one bid to ensure a competitive process. It was then decided to combine the driving range with the restaurant. We could not award the contract as the new RFP combines the driving range operations with the food and beverage.
- xiv. Laura Bauernfeind stated this new RFP is being floated to see what kind of interest there is and until the bids are received it does not make sense to invest more money into the clubhouse.
- xv. Luis Ruiz stated that changes at Griffith Park have worked well.
- xvi. Kelley Chase stated that a company like a Roger Dunn could operate all City golf shops and that might be a way to make them more successful.
- xvii. Kevin Fitzgerald stated that this sounds as though the City is looking for a full entertainment golf complex like a TopGolf or DriveShack and asked if that is correct?
  - 1. Laura Bauernfeind and Rachael Ramos agreed. He asked if there is a footprint and if there is whether it could infringe on the golf course? Laura Bauernfeind explained they have been very careful to maintain open practice areas for practice greens and a practice bunker and chipping areas. Also, some area will be available for traditional practice to warm up before a round so that if you do not want the full electronic experience the golfers will be able to practice as they do now.
  - 2. The golf shops cannot survive without being combined with some other function. Laura Bauernfeind stated that the City golf shops are doing well since being combined with the starter function.
- xviii. Kevin Fitzgerald asked if all of the revenue from an entertainment golf complex would stay with golf? He also asked that traditional components be included in the language before the RFP is released. He stated that the inclusion of traditional golf components will mean a loss in revenue for the entertainment company and the company will likely be reluctant to allow traditional golf components that would mean a loss in revenue for their business.
  - 1. Laura Bauernfeind explained that the revenue would stay with golf. She also stated that a member of the GAC will be given the opportunity to

sit on the evaluation panel so that the GAC's interests can be represented.

- xix. Larry Cloud stated that the GAC would like the opportunity comment on what elements should be included prior to the creation of the RFP.
  1. Rachel Ramos explained that if there are concerns or elements that you would like to see included in the RFP to please send her an email. She stated that the RFP could be released in as few as 30 days, and she could come back to the next GAC meeting to explain how any comments might have been incorporated into the RFP. She also explained that once the RFP is released to the public that anyone is allowed the opportunity to comment on the RFP. The City will address each concern so there are many opportunities to provide input.
- xx. Ted Johnson asked when the restaurant at Griffith Park will be open?
  1. Laura Bauernfeind explained that the concessionaire expects about 90 days of construction once the permits are finalized.
- xxi. Marcy Valley asked about the next steps for Rancho Park now that the concessions contract has been approved by City Council. She also asked when the clubs might be able to meet with the new concessionaires?
  1. Rachael Ramos stated that the building plans will need to be finalized and then it will go to the Facilities Task Force.
  2. Laura Bauernfeind stated that they can help facilitate a meeting with the new concessionaire.
- xxii. Kevin Fitzgerald stated that entertainment golf complexes are typically priced between \$35-\$90/hour for a stall which is very expensive. He stated that he would like to be sure the practice areas are actually in the RFP language.
  1. Laura Bauernfeind stated that the traditional golf language is in the RFP and that she received input for specific golf carve outs from Craig Kessler of SCGA.

## 5. SUBCOMMITTEE REPORTS

- POLICIES AND PROCEDURES – Kevin Fitzgerald
  - i. No report
- FEES AND CHARGES – Larry Cloud
  - i. Anne Mathews was elected as the new Fees and Charges Subcommittee Chair at the Subcommittee meeting.
  - ii. Larry Cloud explained that the City plans to add a new \$0.75 charge to each greens fee for payment by a credit card. The City is no longer covering the credit card fees for the Department of Recreation and Parks.
  - iii. Bette Mower asked about the rationale for a flat rate as opposed to a percentage of greens fees.
  - iv. Laura explained that this is the easiest way to implement the fee. There will be an explanation of the charge on the receipt. There will not be a charge for any other purchases such as on range balls or merchandise.
  - v. Luis Ruiz asked if \$0.50 for a 9 hole greens fee and \$1.00 for 18 greens fee was considered?

1. Ted Johnson asked if the charge is per greens fee or per charge as the club pays in one payment by a single credit card transaction. He also stated that there will be more cash coming in to the register at the courses which could encourage more theft.
2. Laura Bauernfeind explained that the fee will be per greens fee as opposed to per transaction and that she is also concerned about the possibility of theft.

MOTION: The Fees and Charges Subcommittee recommendation that the GAC support a \$0.75 charge for each greens fee paid for by credit card was seconded by Kevin Fitzgerald and approved unanimously.

- CAPITAL IMPROVEMENT FUND – Steven Yablok  
No subcommittee report.
- AD HOC STRATEGIC PLAN IMPLEMENTATION – Larry Cloud
  - i. The report will be a communication to the RAP Board as opposed to a Report demanding action. The subcommittee will need to resubmit the final draft to the GAC as a communication. We are reporting on the progress of the City's Strategic Plan implementation. We are not going to be making a formal recommendation because we are not proposing action. Larry asked everyone to submit final their final comments for the subcommittee to examine. Please share your thoughts as we plan to submit the report at the next GAC Meeting.
- AD HOC BYLAWS REVIEW SUBCOMMITTEE – Larry Cloud
  - i. The group will examine various items that need clarification such as examining the GAC's duties regarding RFP's. Other items include an examination of membership, meeting schedules, and others.

## 6. UNFINISHED BUSINESS

- Chair Larry Cloud and Kevin Fitzgerald presented the Annual Report draft.
  - i. Larry Cloud explained that the GAC Annual Report is a general summary of the action items.
  - ii. Marcy Valley asked whether the Annual Report should include information about which recommendations have been implemented? Larry Cloud stated that what we are supposed to do is present our recommendations and whether a recommendation is implemented is not for the GAC to decide.
    1. Marcy also stated that the player concierge service item should include an explanation that the item first came to the GAC due to the Rancho Park and Griffith Park concessions plans to eliminate the locker rooms.
    2. Kevin Fitzgerald stated that he tried to stay away from explanations about the cause for action and tried to simply state the action item in the Report. He also stated that the item became a broad conversation about the accessibility of the golf courses as opposed to the original

conversation about the locker rooms. The Motion that passed was much later and much more broad.

3. The GAC members decided that a line should be added to explain that the elimination of the lockers at least in part initiated the player concierge service recommendation.
4. Larry Cloud asked if the GAC Annual Report might be included with the Golf Division's Annual Report to the Board of Commissioners. Laura Bauernfeind stated that the GAC Report would be included with a slide as a part of the presentation.

MOTION: The GAC unanimously approved the Annual Report given the addition of a line explaining that the elimination of the locker rooms was one of the primary reasons for a Player Concierge Service recommendation.

## 7. NEW BUSINESS

- Player Assistant Program – Laura Bauernfeind
  - i. The new Player Assistant Program – every course Manager will have registered volunteers who will be scheduled to meet the needs of the individual golf courses. We see them operating as tee greeters, being the eyes and ears on the courses, providing assistance to improve pace of play, and basically helping golfers to have a good experience at the course. After two 5-hour shifts the volunteer will have the opportunity to play a round of golf at the discounted employee rate.
    1. Betty Brix asked what the discounted rate will be as we will be asked as we share information with our Clubs. Laura Bauernfeind stated that the rate would be \$10 for 18 holes and \$5 for 9 holes with an included cart.
    2. Bette Mower asked if the Player Assistants will operate at every facility? Laura Bauernfeind stated that the Course Manager will have a unique schedule based on need.
    3. Kevin Fitzgerald asked if there might be a free lunch included or something else to offer volunteers as 10 hours is a lot of hours to then receive one discounted greens fee. Laura Bauernfeind stated that we will assess how many volunteers we get, and we can examine if what we offer it is enough to entice volunteers.
    4. Luis Ruiz asked if legal issues might disqualify someone from participating in the program? Laura Bauernfeind stated that the volunteers will have to go through the City application process.
    5. Marcy Valley stated that there should be a shortened version to explain the perks and a brief overview of the program. Laura Bauernfeind stated that the Division will create a one page overview that can be shared, and the volunteer will not receive the entire handbook until they file an application with the City.
- Status of Women's Clubs – state of Hansen Dam Women's Club
  - i. Larry Cloud stated that we are losing Women's Clubs participation at Hansen Dam. He stated that Hansen Dam Women's Club is going to be inactive and Woodley Lakes has been struggling to grow its membership while other City

Women's Clubs are growing. Larry posed the question for GAC members to examine how we can grow participation of Women in the City golf system.

- ii. Betty Brix stated that at Penmar there is an ongoing discussion to have a combined event with the Penmar Club. She also stated that the City website used to display a link to the Clubs at each course and that we could get that back online.
- iii. Luis Ruiz stated that the day of the week is crucial to good participation and we need to add weekend events for Women's Clubs to bring in new members who might not be available on weekdays.

## 8. ANNOUNCEMENTS

With no additional announcements offered the Meeting was adjourned at 3:15PM.