



AGENDA

SAN CLEMENTE GOLF COURSE COMMITTEE

THURSDAY, JULY 7, 2016. 7:00PM

CITY HALL, 100 Avenida Presidio
Council Chambers

****PLEASE NOTE TIME AND LOCATION****

FOR ADDRESSING THE COMMITTEE: If you wish to address the Committee, please identify yourself to the Secretary and you will be permitted to speak at the appropriate time.

1. **ROLL CALL**
2. **SPECIAL COMMENDATION**
Presentation of a special commendation to George Gooch for his many years of service on the Golf Committee
3. **ELECTION OF COMMITTEE CHAIR AND VICE CHAIR FOR FISCAL YEAR 2017**
4. **APPROVAL OF MINUTES**
Approval of minutes of the Regular Meeting held May 5, 2016
5. **PUBLIC INPUT**

Members of the audience who wish to address the Committee on matters of public interest pertaining to the City that are not on the agenda may stand, state their name and the City in which they reside, and make their presentation. Please limit presentations to three minutes. Since the Committee cannot discuss or take action on matters not on the agenda, items of concern which are not urgent in nature can be resolved more expeditiously by completing and submitting a written request to the Beaches, Parks & Recreation Department or Golf Division. For matters on the agenda, public comments will be received at the time the Committee considers the agenda item.

6. **OLD BUSINESS**
Updates on continuing business items: (A) proposed wording of courtesy placard; (B) resident card revenue; (C) additional putting green and other projects, and; (D) employee recruitment.
7. **NEW BUSINESS**
 - A. Re-establishment of subcommittees for FY 2017
 - B. Initial discussion of marketing efforts for 2017
8. **COMMUNICATIONS**
Presentation of any comments from public to staff since last meeting
9. **ITEMS FROM STAFF**
Monthly Report
10. **ITEMS FROM COMMITTEE MEMBERS**
11. **ADJOURNMENT**
Adjourn to the next Regular meeting September 1, 2016.

Pursuant to the Americans with Disabilities Act, persons with a disability who require a disability related modification or accommodation in order to participate in a meeting, including auxiliary aids or services, may request such modification or accommodation from the City Clerk at (949) 361-8200. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to assure accessibility to the meeting. Written material distributed to the Golf Course Committee after the original agenda packet was distributed is available for public inspection in the Golf Division office, located at 402 Calle Bahia, during normal business hours.



CITY OF SAN CLEMENTE

DRAFT MINUTES OF THE REGULAR GOLF COURSE COMMITTEE MEETING

THURSDAY, MAY 5, 2016, 7:00 P.M.

A regular meeting of the Golf Course Committee of the City of San Clemente was called to order on Thursday, May 5, 2016, at 6:59 p.m., at City Hall, Council Chambers, 100 Avenida Presidio, San Clemente, CA 92672.

1. ROLL CALL

Committee members present: George Gooch, Rick Divel, Nick Azzollini, Parker Steel, Kevin Kellerman, Tim Kiernan, Dick Veale

Committee members absent: None

Staff present: Gus Nelson, Golf Course Manager
Maile Stivers, Administrative Assistant

2. APPROVAL OF MINUTES

A. Approval of Minutes of the Regular Meeting held March 3, 2016

MOTION BY COMMITTEE MEMBER DIVEL, SECOND BY COMMITTEE MEMBER GOOCH, AND CARRIED 6-0-1, WITH COMMITTEE MEMBER AZZOLINI ABSTAINING, to approve the minutes of the regular meeting held March 3, 2016.

3. PUBLIC INPUT

None.

4. OLD BUSINESS

None.

5. NEW BUSINESS

A. Discussion Regarding Greens Subcommittee report 4-27-2016

Committee Members discussed the Greens Subcommittee report including course trees, and the referenced proposed project on #16. The Greens Subcommittee report was received and filed.

B. Discussion of Content and Placement of Courtesy Signs/Decals in Rental Carts

Golf Manager Nelson summarized the contents of the administrative report, and responded to Committee inquiries.

Committee Members either individually or in agreement commented:

- The Men's Golf Club may have interest in donating cart mountings to support a placard.
- Wedgewood may be interested in including advertising on the placard.

Golf Manager Nelson established, the next steps would be to establish verbiage and design of the placard, and to contact the Men's Club Board regarding potential participation in the project.

C. Discussion of Increasing Course Marshal Visibility

Committee Members discussed the need for increased visibility of Course Marshalls on the golf course.

Vinnie Poncino, Head Golf Professional from Dave Cook's Pro Shop, stated a Course Marshall is scheduled from 8:00am to dusk daily; and stated the Marshalls can be directed to be more visible on the course, and to make contact with golfers more often.

6. COMMUNICATIONS

Golf Manager Nelson read into the record the following communications from the public:

- Request to trim or remove trees on #15 for ocean views.
- Request to trim palm tree on #15.
- Concern about odor in the clubhouse men's restroom.
- Concern about appearance of the #15 tee.

7. ITEMS FROM STAFF

Golf Manager Nelson summarized his monthly report and discussed financial and maintenance activity at the course since the last meeting; reported improvements to the driving range and clubhouse area; and reported Course Maintenance staffing efforts.

9. ITEMS FROM COMMITTEE MEMBERS

Committee Members discussed maintenance activities including the installation of a deflection device on #17, the timing of the new forward tee project, the cart wear path on #3, online booking of tee times, entry and exit signs for carts, and fading cart path markers.

Golf Manager Nelson established the forward tee project will likely occur in summer; and established the City is in the process of transitioning online tee time booking providers affecting online booking processing.

10. ADJOURNMENT

MOTIONED BY COMMITTEE MEMBER DIVEL, SECONDED BY COMMITTEE MEMBER VEALE, AND CARRIED 7-0, to adjourn at 8:10 p.m. to the next regular meeting to be held July 7, 2016.

Kevin Kellerman, Golf Course Committee Chair

Date: _____

Gus Nelson, Golf Course Manager

Date: _____



AGENDA REPORT

SAN CLEMENTE GOLF COMMITTEE

Meeting Date: July 7, 2016

Department: Beaches, Parks & Recreation
Prepared By: Gus Nelson, Golf Course Manager

Subject: ***AGENDA ITEM 6A: PROPOSED WORDING FOR COURTESY PLACARD***

Discussion: At the last meeting the committee discussed placing a placard or decal somewhere in the golf cart to remind golfers of basic courtesies. It was decided that a placard holder that dropped down from the roof of the cart would be ideal for this and serve other purposes as well. Staff was asked to develop some mock ups for a 6x9 card. (see attachment)

Subject: ***Agenda item 6B: Discussion of Resident Card Revenue***

Discussion: Staff and the committee have expressed concern over the poor revenue associated with the resident discount card. Through June 28, the course had registered 941 sales totaling \$47,050. The average for the prior three years was 1257 sales and \$62,850 in revenue. Although the pro shop is often blamed for lack of enforcement, the decline in sales mirrors the general decline in golf participation going back many years. At some point this year we will likely engage in a discussion of fees, and the viability of maintaining the card will likely be discussed.

Subject: ***Agenda item 6C: Additional Putting Green and Other Projects***

Discussion: There are several projects floating around, some made official with an appropriation of funds from City Council, others mainly 'wish list' items for now. The only funded projects in the coming year are the releveling of certain tee boxes. We also hope to utilize some of the tee funding to develop the forward set of tee boxes. I expect significant tee leveling and re-sodding to take place in July as it is the warmest month and best time for Bermuda grass sod.

Wish list items will be addressed when staff time and funds are available. The most pressing are the expansion of #17 green, and the re-establishment of the nursery green behind #18 tee.

Other tree related 'projects' that have been held back due to funding that will be completed in the next two months are the removal of the ficus trees around #5 green and the planting of palms behind #1 green. The #5 project will include replacement palms and re-grading and re-sodding of damaged and root affected areas around the green.

Subject: *Agenda Item 6D: Employee Recruitment*

Discussion: Interviews for the vacant Golf Course Lead Worker (aka Foreman or Assistant Superintendent) will take place Wednesday, July 13. The first interview will be conducted by a panel of non City of San Clemente employees. They will rate and pass candidates and then I will be able to speak with them. Realistically, I am hoping for a September 1 start date.

It has been difficult during the transition to get things done. The new employees are fine and learning their jobs, but they are limited to what they can do. On top of that we have been without our most valuable employee since February and this has really handcuffed us, particularly in our ability to get the small projects done.

Subject: *Agenda Item 7A: Re-establishment of Subcommittees*

Discussion: Time once again to re-establish the House and Greens subcommittees for fiscal year 2017. Each can consist of up to three members. House committee focuses on Pro and Restaurant relations, marketing and anything in the clubhouse area. Greens committee focuses on things happening on the course.

Subject: *Agenda Item 7B: Initial Discussion of Marketing Efforts for 2017*

Discussion: For 2017 we are kicking off with a new website and website provider. We will be looking to up our 'facebook game' with more enticing content and we will also explore some of the new apps that are available that can increase interest in the course. The House subcommittee will be tasked with vetting some of the products and strategies available to us. This is just an initial discussion.

Subject: *Agenda Item 8: Communications*

Discussion: Formal communications to the Golf Manager since the last meeting:

There were multiple complaints/questions about the website being down
There was a complaint regarding the condition of the practice green
There were multiple complaints regarding on course bathroom plumbing issues
There were multiple complaints regarding sewer odor in the restaurant



MEMORANDUM

GOLF DIVISION

June 28, 2016

To: Golf Committee Members
From: Gus Nelson, Golf Course Manager
Re: Monthly Report
Copies: File

COURSE INFORMATION:

Course is looking and playing ok right now. This is a very busy time for us and I will just give you a briefing of some of the things we are doing on the course:

- Main irrigation pump was out June 16 to June 23. Of course this coincided with the hottest weather of the year and the shortest nights to water. To get some water out we did not water roughs for the entire week. They suffered for it, but are coming back now. Special thanks to Corey in Utilities getting us the part a week earlier than estimated.
- Tees will be verticut and aerified in July
- Fairway aerification has been delayed. We will aerify them without pulling a core sometime this summer
- Greens were verticut and topdressed in May and June
- Greens, tees, and fairways were treated with an insecticide to control grubs in May
- We began the fairway growth regulator and wetting agent program in May
- Course was fertilized with a bulk product in May
- Fairways were treated for Gray Leaf Spot fungus in June and will be re treated in July, August, and September

ROUNDS AND REVENUE:

Rounds and revenue for the months will be distributed and discussed at the meeting