



GOLF COURSE ADVISORY COMMITTEE MINUTES
May 14, 2014
CHALK MOUNTAIN GOLF COURSE

PRESENT: S. Spisak, J. Gutierrez, C. Berry, C. Cornell, N. Brown, D. Yelton
ABSENT: C. Decker, M. McIntyre
STAFF: A. Jelks, J. Clay, J. Heptig
PUBLIC:

Meeting called to order at 5:34 p.m.

Kenny Dahlen was introduced to as the District 5 Parks and Recreation Commissioner.

Minutes from April 2014 meeting were approved as submitted.

PUBLIC COMMENTS:

- **J. Heptig** alerted the Committee members that fellow CGAC member Creighton Decker passed away as he lost his fight with cancer on Tuesday night. GCAC members asked for Creighton's address so that they could send condolence letters to his wife and family.

COMMITTEE MEMBERS' ADJUSTMENTS TO AGENDA:

- None

COMMITTEE MEMBERS' COMMENTS & OUTREACH:

- None

REPORTS:

CHALK MOUNTAIN GOLF COURSE (J. Clay)

- **J. Clay** expressed that rounds and revenues are up for 2014. He tempered that with the fact that revenues are down 25.7% as compared to the same time from five years ago in 2009. Adult and Junior lessons will begin June 17. National Golf Day is May 21 and CMGC plans to offer free lessons and range balls to help celebrate this day.

MORRO BAY / DAIRY CREEK GOLF COURSES (A. Jelks)

- DCGC – YTD green fee revenues are down 3.3% and quarterly revenues are down 6.8%,
- MBGC – YTD green fee revenues are up 5.4% and quarterly revenues are up 4.2%.
- SLO Golf Card events continue to attract participation. DCGC's spring series tournament had 85 players.
- Easter event was heavily promoted and attracted an estimated 800+ people to the golf course. The event included a free breakfast, face painting, putting lessons, SNAG golf, driving range practice, and an Easter Egg hunt on the driving range.

OLD BUSINESS:

- **J. Heptig** discussed the methodology and rationale for staff's proposed fee changes for 2015. He explained that when fees were raised last year, the intent was to keep fees



constant for the next few years. Couple that with an economy that is recovering and keeping 99% of the fees the same as 2014 makes sense. **D. Yelton** explained his concern regarding the 9-hole rate participation and urged staff to keep an eye on this utilization to ensure that golfers with time constraints and physical limitations continue to have affordable options.

- The single fee that is increasing will be the SLO Golf Card. The \$99 “basic card” will cost \$125 beginning January 1, 2015. **S. Spizak** made a motion to raise the SLO Golf Card (Basic) to \$125 and keep the rest of the fees consistent for 2015. **C. Berry** seconded the motion and the committee unanimously agreed.

NEW BUSINESS:

- **J. Heptig** and **J. Clay** discussed the situation of water at all three County operated golf courses. Each property has its unique opportunities and challenges, but the message was that this summer would be difficult. Each course is concerned about conserving water and this is not new because of the drought, but that we have been doing this all along.
- **J. Gutierrez** asked about the RFP for Morro Bay GC. **J. Heptig** provided an update. Proposals are due May 15 at 3pm. The proposals will be ranked based upon provided criteria with the goal of finding the best 2-3 proposals. These proposers will then be interviewed by County, State, and City staff members to determine the best fit for the facility. The goal is to have a contract drafted to present to the BOS in August.

The Meeting was adjourned at 6:58 p.m.

NEXT MEETING: Wednesday, June 11, 2014, 5:00 p.m. at Dairy Creek Golf Course