

GOLF ADVISORY COMMITTEE REPORT
REGULAR MEETING
FRIDAY, FEBRUARY 7, 2014, AT 9:00 A.M.

A regular meeting of the Golf Advisory Committee (GAC) was convened by the Chairman, John McDonnell, at 9:00 a.m. on Friday, February 7, 2014, in the Board Room at Gateway Complex.

Present, in addition to the Chairman, were Robert H. Armsby, Mary Hufford, Stephen O. Kilmer, Fran McDonnell, Susan Williamson, and Barbara S. Jordan, ex-officio member and GRF Board representative. Donald A. Terry was excused. Also attending were Warren T. Salmons, CEO; Mark K. Heptig, Director of Golf; and Mary Lou Delpech, Happy Hackers Club representative. Attendance

The report of the Committee's regular meeting held on January 7, 2014, was approved as written. Report
Approved

The Chairman thanked the Director of Golf, Mr. Heptig, and the CEO, Mr. Salmons, for their excellent presentation at the Golf Advisory Committee orientation meeting held in January for all Golf Clubs. Chairman's
Report

Mary Hufford, Women's 18-Hole Club representative, reported the following: 1) the Club has 123 members; and 2) the Club will have a "Launch the Season" event on February 20th. Club
Reports

Mrs. McDonnell, Women's 9-Hole Co-Captain, reported the following: 1) the Club has 158 members; and 2) the Club will have a "Meet & Greet" for new members on February 27th.

Mr. Armsby, President of the Rossmoor Men's Golf Club, reported the following: 1) the Men's Club has 364 members; and 2) the Club's season will kick off in March.

Ms. Delpech, representing the Happy Hackers Golf Club, reported the following: 1) the Club has 169 members; and 2) the Club will have its orientation event on March 5th.

Mr. Heptig presented the Golf Management Report, the Golf Course Superintendent's Report, and the financial report, all of which are attached. It should be noted that the entire golf course operation had a banner year in 2013. There were 67,000 golf rounds played, and golf course revenue was \$963,000, the most revenue ever. Total Pro Shop sales including merchandise, cart rental, golf lessons, driving range practice balls and club repair was \$426,000, the most revenue ever for sales. Staff
Reports

Mr. Heptig then presented golf course information on behalf of the Golf Course Superintendent, who was on vacation.

The primary concern and discussion of the GAC this month was around the issue of water. There was also discussion of the course maintenance improvements and the ongoing maintenance work.

Water and
Maintenance
Discussion

The Chief Marshal's report was deferred to next month because Mr. Herrick was on vacation.

Chief
Marshal's
Report/

The Committee discussed the increased interest in the Sponsored Guest Golf Program. The increased interest was generated by the news that Contra Costa Country Club is going to completely refurbish its entire golf course. The shutdown of the golf course means that many of its members are looking for alternative places to play.

Sponsored
Guest Golf
Program

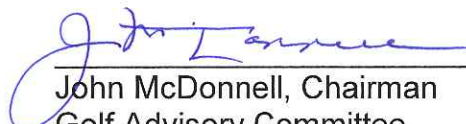
Mr. Heptig discussed the benefit of the increase in interest, which helps revenue by both the fees charged and other merchandise and services purchased from the Pro Shop. The current Sponsored Guest Golf Program allows for up to 50 sponsored guests. With the new interest, there are now 15 sponsored guests. It was also reported that the Women's 18-Hole Golf Club is considering whether to allow sponsored guests to become members of its Club and under what conditions.

There being no further business, the meeting was adjourned at 10:00 a.m.

Adjournment

The next regular meeting of the Committee will be held on Friday, March 7, 2014, at 9:00 a.m. in the Board Room at Gateway Complex.

Next Mtg.
3/7/14



John McDonnell, Chairman
Golf Advisory Committee

JM/kv
Attachments