



Minutes Parks, Recreation and Golf Advisory Board April 21, 2010

Minutes of the Parks and Recreation Board meeting held on April 21, 2010 7:00 p.m.,
Library Board Room, 3500 S. Rural Rd.

Members Present:

Chuy Carreon
Ron Cosner
Scott Hamilton
Frank Granillo
Ed Roberts
Clem Star
Angela Thornton
Don Watkins

Members Absent:

Chris Dahm
Robert Lofgren (excused)
Alex Walsh

City Staff Present:

Cynthia Yanez, Executive Assistant – Parks & Recreation Department
Sam Thompson, Deputy Manager – Parks & Recreation Department
Greg Jordan, Transit Administrator – Public Works

Meeting convened at 6:06 p.m.

Chuy Carreon called the meeting to order.

Agenda Item 1 – Elections

Motion: Don Watkins nominated Chuy Carreon as chair.

Second: Angela Thornton

Motion Carried.

Motion: Angela Thornton nominated Scott Hamilton as vice-chair.

Second: Clem Star

Motion Carried.

Agenda Item 2 – Consideration of Meeting Minutes:

The minutes of the November 4, 2009 Golf Committee meeting were accepted as written. The minutes of the February 17, 2010 Parks & Recreation Board meeting were accepted as written.

Agenda Item 3 – Future Meeting Schedule

The Parks, Recreation & Golf Advisory Board agreed to meet on the 3rd Wednesday of each month, in the Library Board Room, beginning at 6:00 p.m.

Agenda Item 4 – Transit Presentation

Greg Jordan, Transit Administrator, provided a financial update for the City's transit program.

1. The transit fund is facing an \$18 million deficit.
2. The transit fund is heavily dependent on sales tax revenue.
3. A 3-year budget balancing effort will be implemented, with reductions beginning in the 2010-2011 fiscal year.
4. The proposed service reductions include all modes: Local, Express, Orbit and Light Rail.
5. The reductions focused on lower use routes and time periods.
6. The public was surveyed to get their opinion regarding the service reduction options that were presented.
7. The reductions would limit residents' access to their places of employment, schools, retail shops, community centers, medical services etc.
8. The reductions would also create higher costs to support major city events.

General Discussion by the Committee:

- Staff has considered charging fares for Orbit.
- The cost of the Orbit service is currently \$7.8 million per year.
- There would be additional costs involved with fitting the Orbit vehicles with the equipment needed to collect fares.
- Staff will continue to work with surrounding cities to maintain regional routes.
- The Light Rail does employ fare inspectors across the entire system.
- The fare evasion rate is low.

Agenda Item 5 – Golf Rounds/Revenue

Sam Thompson, Deputy Manager, reviewed the rounds & revenue report.

1. The play and revenue is still down at both courses.
2. The market is oversaturated with golf courses.

General Discussion by the Committee:

- The weather and overseeding both have impacts on play.
- The concessionaire is using Golf Now to fill in available tee times.

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- There was a great increase in the number of “The Perfect Day” packages that were sold to those who wanted to play a round of golf at Ken McDonald and then attend a spring training game at Diablo Stadium.
 - Tee times can be made in person, on-line or by phone.
 - Residents can book tee times 7 ½ days in advance, non-residents can book 7 days in advance.
 - Non-residents pay a higher fee for play.
 - Clem Star complimented the quality of the golf courses.
 - The board asked for a copy of the current golf pro-forma.

Agenda Item 6 – Golf Ad-Hoc Committee Update

Sam Thompson, Deputy Manager, shared the recommendations made by the golf ad-hoc committee.

1. The golf enterprise fund could be bankrupt this year or in 2011.
2. The golf ad-hoc committee looked at ways to reduce costs and increase revenues.
3. They made recommendations for immediate, short-term strategies that would help sustain the golf enterprise.
4. These recommendations included, but were not limited to, staff reductions, outsourcing, irrigation replacement at Rolling Hills and fee increases.
5. They also identified 8 different long-term recommendations for consideration.
6. The final recommendations include:

Ken McDonald: Reduce staff while continuing to provide course maintenance. Use of third party contracts for pro shop/restaurant operations.

Rolling Hills: Reduce staff and continue to maintain Rolling Hills through June 30, 2011. During this same period, staff recommends all golf operations (maintenance, pro shop and restaurant operations) be competitively bid through an RFP.

Both Courses: Examine fee structures. This includes discontinuing junior and senior golf subsidies and providing discounts for group events in order to maximize capacity.

General Discussion by the Committee:

- The staff has already begun to look at reducing water usage and other cost saving measures.
- Measures to reduce water consumption have already been implemented at Rolling Hills.
- Both courses need capital improvements.
- The use of recreation facilities passes accounts for less than 1% of play.
- Discretionary money is down nation-wide and most golf courses are experiencing the same decrease in play and revenue.
- The concessionaires market the courses through various channels and offer special programs and events for women and juniors.
- Resident juniors can get a monthly pass for \$15 and non-residents can get the pass for \$25.

- While volunteer help is appreciated, they are limited in the tasks that they can perform because they are unable operate mowers and other equipment that would pose a liability risk.
- Historically, the revenues at Ken McDonald have “carried” Rolling Hills’ budget deficit, but that is no longer the case.
- Current employees that are in positions that are targeted for elimination will follow the employee guidelines policies for “bumping rights” into other areas.
- The board asked for a copy of the ad hoc committee’s recommendations.

Agenda Item 7 – Reorganization/Budget Review

The board was provided with another copy of the final budget recommendations and a copy of the proposed organizational chart for Community Services.

Agenda Item 8 – Arbor Day 5k

The board was invited to participate in the Arbor Day 5K event, scheduled for April 30, which will benefit the Trees for Tempe program.

Agenda Item 9 – Chair/Board Comments

Angela Thornton expressed her desire to see more women on the board as she is currently the only female and her term of service will expire on August 31.

Don Watkins wanted to know if youth could be appointed to the board.

Ed Roberts welcomed the former Golf Committee members.

Meeting adjourned at 7:20 p.m.

Prepared by: Cynthia Yanez, Executive Assistant, (480) 350-5240

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