



**City of Madera
Parks & Community Services**

Minutes of a Regular Meeting of the Golf Course Advisory Committee

**Monday, August 21, 2023
10:00 a.m.**

**Meeting/Conference Room
Madera Municipal Golf Course**

Members of the public may attend this meeting at Madera Municipal Golf Course. This meeting will also be available for public viewing and participation through Zoom. Members of the public may comment on agenda items at the meeting or remotely through an electronic meeting via phone by dialing (669) 900-6833 enter ID: #851 5519 6475. Comments will also be accepted via email at parksinfo@madera.gov or by regular mail at 205 W. 4th Street, Madera, CA 93637 Attention: Golf Course Advisory Committee.

Weblink:

<https://cityofmadera.zoom.us/j/85155196475?pwd=dWWhrMnN4NWxhcnA1b2dybXYvam90QT09>

Telephone Number: (669) 900-6833

Meeting ID: 851 5519 6475

CALL TO ORDER: The meeting was called to order at 10:05 a.m.

ROLL CALL:

Present:	Jose Rodriguez	City Councilmember
	Joseph Hebert	City Parks Director
	Dan Bacci	SGM Representative
	Chito Romero	Golfer At-Large Community Member
	Lisa Gill	Food and Beverage Director/Representative
	Ed McIntyre	Non-Golfer/At-Large Community Member
	Karla Gran	Service Organization Representative

PUBLIC COMMENT:

The first fifteen (15) minutes of the meeting are reserved for members of the public to address the Committee on items of interest that are not on the Agenda and are within the subject matter jurisdiction of the Committee. Speakers shall be limited to three (3) minutes, and it is requested that no comments be made during this period on items on the Agenda. Members of the public wishing to address the Committee on items on the Agenda should notify the Chair when that Agenda item is called. The Committee is prohibited by law from taking any action on matters discussed that are not on the Agenda, and no adverse conclusions should be drawn if the Committee does not respond to public comment at this time.

No Public Comment was presented. Public Comment was closed.

DISCUSSION ITEM:

A - Goals, Mission, Meeting Structure & Frequency

City Parks Director Joseph Hebert established that the Committee's purpose is to provide oversight of the Golf Course and meet the requirements established by USGA to ensure things are being done correctly and get the community input moving forward. Regarding housekeeping, Joseph wanted to establish where, how often, and what we want to accomplish moving forward. The first question asked to the Committee was if they prefer to meet at the Golf Course or City Hall as he has access to the Council Chambers.

Jose Rodriguez would like to comment that it is appropriate to meet at this venue because if any issues arise or anything we would like to discuss, it will be received firsthand. Jose mentioned that since this is an Advisory Committee and there are members of the public present, he asked for a quick introduction of who we are and what we represent.

Joseph Hebert introduced himself as the Director of Parks & Community Services. Dan Bacci introduced himself as the COO of Sierra Golf Management and shared that they own the company with a lease agreement for the City of Madera and operate 1700 properties. Karla Gran introduced herself as a local business owner from Madera, Jose Rodriguez introduced himself as a councilmember for District 2, Ed McIntyre introduced himself as a local Real Estate brokerage business owner for 40 years and a non-golfer who has had an interest in the Golf Course since its inception and believes it's an essential meeting to everyone. Chito Romero introduced himself as a golfer who's been involved with the Golf Course since day one and looks forward to change in the community. Lisa Gill introduced herself as one of the owners and operators of SPS at the Muni, and they own a corporation intending to open several more restaurants.

Jose Rodriguez added that this is a committee that was formulated which consists of several members: a Non-Golfer At-Large, a Golfer At-Large, a member from a restaurant entity, a City Councilmember, a social service club member, a member of SGM, and a Parks Director from the City of Madera.

Joseph confirmed that all Committee members would like to meet at the Golf Course venue.

Motion by Chito Romero that the Committee meet at the Golf Course seconded by Jose Rodriguez.

Dan Bacci asked about City Chambers's availability should there be a scheduling conflict due to events. Joseph Hebert shared that arrangements can be made to use City Facilities as needed.

Motioned approved unanimously by a 6/0 vote.

Joseph Hebert's next question to the Committee was how often they would like to meet to establish frequent meetings; there has been discussion about meeting monthly, bi-monthly, and quarterly; he suggested we meet more frequently.

Lisa Gill added that the Committee meets monthly.

Jose Rodriguez added that if they meet monthly, how far out, and if there is any direction that the Committee gives to the City Council as the body serves as an advisory, all comments will be forwarded to the Council; therefore, we should establish a plan of action. If there are items we discuss today, we will be able to see what type of meeting discussion topics in the upcoming month. Lisa Gill added that it is important that they meet monthly because of the need to ensure goals are being met. It is important that the Committee gathers monthly right now, and later, they can discuss meeting bi-monthly or even quarterly.

Ed McIntyre added that the Committee should discuss the goals to establish priorities, find the breakouts, individual sub-committees as there have been recent forums that are important that we should all have a good understanding of, USGA reports, Lease Agreements, the property itself, Ed shared that he's been a former critic of the Golf Course, very few Municipal Golf Course maintain themselves, his concern was that they made beautiful improvements and how much was put out, the USGA report is of upmost most important for the Committee and would like to discuss what is of most importance. Ed felt it was a poor investment in infrastructure improvements, and now we have an irrigation system that needs to be redone; that should be our number one priority. We should identify strengths, weaknesses, and opportunities to report. We should all be well informed about what we are reporting on, lease agreements, Grand Jury report, USGA report, and any other information from technical members like Lisa, Dan, Joeseeph, and Jose.

Jose Rodriguez added that it's important that they lay out priorities of what we want to see and tie those into our goals. The USGA report lays out some of the deferred maintenance that the Golf Course has incurred in the past year; additionally, the building maintenance is a priority that will determine the frequency of these meetings.

Joseph Hebert clarified that discussing the Committee's goals and direction of the Committee will determine how often we meet.

Jose Rodriguez responded that he recommended that members go back and read the agreement reports to address some of the concerns of the Grand Jury regarding oversight with the guidance of Committee members on this body.

Ed McIntyre asked if anyone has anything to add to see developed or would like to report to the City Council; some discussed items are challenges we face. Edd asked what we could do and what assets do we have. He knows the City Council doesn't want to spend money, but the

Capital Improvement budget is insufficient. Can we fix the irrigation system or not? After receiving the USGA report, the way they built it out did not look right, but also talked about upgrading those systems, so we don't have those types of problems. Ed added that if he makes a recommendation to the city, he is recommending a realistic Capital budget that addresses deferred maintenance. Asked if the Food and Beverage area can make money, increasing round attendance, Ed believes we could find different areas to accommodate and find common grounds.

Dan Bacci responded that they could accommodate and added that when you start talking about being busy on Municipal Golf Course, you get upward of 60k rounds; there are anomalies like if you are golfing for Torrey Pines, a municipality that has tourists, people waiting at 5 am to get on, they are up to 80k rounds, each course. We can conceivably do 60k rounds here. Regarding the irrigation system, every report that USGA does will tell you that the irrigation system is bad; all golf courses are, with one exception here: ours is 30 years old. The direction we seek is where we want to go from here, how much investment needs to be made, and where we find the money. Yes, it is an amenity to the golf course.

Ed McIntyre asked if there were records of the participants playing rounds.

Dan Bacci responded that they don't have that information; they collect email addresses, phone numbers, and, occasionally, zip codes. A few years back, they surveyed where people came from, analyzed the age group, and found that most were older.

Jose Rodriguez added that key data can be reported to the Council; it lets us know who is coming to our town, why they are coming, and sales tax revenue; it gives us a general idea. The city needs to know that it must invest back assets to grow. He would like to see more contagious involvement from the community, which will attract more rounds, and agrees that we need to look at the infrastructure first.

Dan Bacci added that the Golf course couldn't pay for itself, it is subsidized, the park doesn't make money, and the Golf Course is the only one with a chance to recoup some of the investment. This was brought up during a City Council meeting; they analyzed parks, and the golf course is #9 on the list. Dan shared that the golf course is an important amenity for the city, like parks, even though they don't generate money.

Ed McIntyre shared the background and compared Torrey Pines tourist revenues and how they generate different tour revenue streams. Added that there was a council in Fresno years ago, that wasn't happy about subsidizing, they told the operators, and they accomplished 90k rounds. He believes that more revenue and its importance to the community can be generated. He shared that he and Karla previously discussed the Casino development and asked what the negotiations look like and if this is an opportunity to renegotiate. He would like to ask the city to make a substantial capital contribution to catch up on the work that needs to be done. Every course has problems.

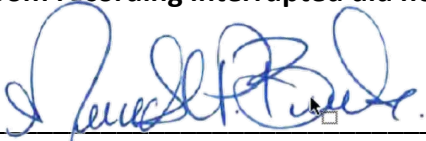
Joseph Hebert mentioned sharing the USGA report and amendment #9 with everyone. He recommends they review them before the next meeting as they may have more to add to the discussion. Joseph said we are directionally correct and asked if there is a way to prioritize what needs to be made, drawing something up for discussion.

Jose Rodriguez agreed that we are going in the right direction, trying to assess whether the current capital improvement bill that we have allocated could get it where we want. There is a list of wants, but we must analyze the revenue and expenses. You will have to fork out more money, create a deficit, or adjust with what you have. That's why we are here: to ensure those goals are met; he likes Joseph's idea for members to review the reports.

Jose Rodriguez asked if any public members wished to comment on what was discussed.

Members shared that the restrooms need maintenance, toilets rock, doors do not close, etc. She doesn't believe it would take a ton of money to redo the toilets and did mention that the toilets in the Pro Shop aren't as bad since they were recently renovated. She shared that there had also been septic issues, which was the reason why, for some time, we had porter potties. Recently, she played with a group of men who hadn't been out to the Golf Course and stated community members are not aware of the porter potty being removed.

Zoom recording interrupted did not capture the remainder of the meeting.

A handwritten signature in blue ink, appearing to read 'Mercedes P. Bravo', is written over a horizontal line.

Administrative Assistant, Mercedes P. Bravo