

City of San Diego
Park and Recreation Board

June 21, 2012

Minutes

“WE ENRICH LIVES THROUGH QUALITY PARKS AND PROGRAMS”

Meeting Held at:

City Administration Building
Committee Room, 12th Floor
202 C Street
San Diego, California 92101

Mailing Address is:

City of San Diego
202 C Street, MS 37C
San Diego, California 92101

Members Present

Wilbur Smith, Chair
Bruce Brown
Rick Bussell
Amy Denhart
Claudia Dunaway
Vicki Granowitz
Bobby Hughes
David Kinney
Michael Stepper
Kathryn Warburton

Members Absent

William Diehl

City Staff Present

Scott Bentley
Alex Bragado
Jeff Harkness
Mark Marney
Hilda Martinez
Lew Milburn
Bonnie Pearson
Scott Reese
Deborah Sharpe

CALL TO ORDER – Chair, Smith, called the meeting to order at 2:08 p.m and welcomed all in attendance. Mr. Smith acknowledged and welcomed Mr. Scott Reese, Assistant Director, Park and Recreation Department.

APPROVAL OF MINUTES OF MAY 17, 2012

MOTION: MOVED/SECONDED Mr. Bussell/Ms. Warburton

A motion was made by Mr. Bussell and seconded by Ms. Warburton to approve the May 17, 2012 meeting minutes. The motion was unanimously approved with one abstention (9-0-1).

ADOPTION OF AGENDA - None

REQUEST FOR CONTINUANCE - None

COMMITTEE REPORTS

Community Parks I Area Committee

- Mr. Bussell reported that the committee welcomed the new staff representative, Steve Palle. The following items were listed on the agenda, but required staff expertise:
 - Personnel Procedures/Out of Class Assignments and Rotations
 - Update on Special Use Permits (SUP)/Standard Operating Procedures (SOP)
 - Right of Entry (ROE) Process

Community Parks II Area Committee – No Report

Balboa Park Committee

- Mr. Kinney reported the committee received a progress report from CalTrans on the seismic retrofit for the Cabrillo Bridge. They currently plan on closing the bridge to vehicles from January through April, and perhaps May, 2014. Coupled with the impacts of the Plaza de Panama project construction, the Park may experience a significant downturn in visitation for 18-24 months.

Design Review Committee

- Chair Smith reported the committee discussed the General Development Plan (GDP) for Central Avenue Mini Park in the Mid City area. The committee made many detailed changes for the consultant to consider. In the interest of time, he will report on their recommendations at the next Park and Recreation Board meeting.

Mission Trails Regional Park Citizens' Advisory Committee – No Report

Torrey Pines City Park Advisory Committee – No Report

COMMUNICATIONS

(Limited to items not on the agenda. Each one will be limited to three minutes and is not debatable.)

CHAIRPERSON'S REPORT – No Report

DIRECTOR'S REPORT

- Mr. Reese updated and discussed the various activities happening throughout the Park and Recreation Department during the summer:
 - Summer Fun Café/Free Summer Lunches for Kids (July 14 – August 14)
 - Rock Church Community Beautification Project (June 23)
 - Dennis V. Allen Neighborhood Park Ribbon Cutting (June 28)
 - Bright Avenue Comfort Station Grand Opening Ceremony (July 2)
- Mr. Reese made a surprise “special” presentation during the meeting to Developed Regional Parks Deputy Director Kathleen Hasenauer to acknowledge her 40 Years of Service as an employee with the City of San Diego. Her entire 40 years have been with the Park and Recreation Department. Ms. Hasenauer was most appreciative.

ACTION ITEMS

101. Golf Business Plan Update

Presenter: Mark Marney, Deputy Director, Golf Division, Park and Recreation Department

Mr. Mark Marney, Deputy Director, Golf Division, Park and Recreation Department appeared before the Board to request their approval on the Proposed Golf Division Business Plan. Mr. Marney presented a PowerPoint presentation which provided details of the proposed plan:

- Background
- Ad Hoc Advisory Committee
- Public Input Process
- Financial Position
- Customer Satisfaction
- Key Business Plan Areas (Rate Overview, Flexibility, Plan Duration, Resident Access, Program Support, Marketing Plan, Capital Improvements)
- Future Role of Park and Recreation Board
- Next Steps (Present plan to Natural Resources and Culture Committee-July 25th; present plan to City Council in September, date to be determined)

Details of the report and attachments can be found on the Park and Recreation Department's website: <http://www.sandiego.gov/park-and-recreation/general-info/index.shtml>

Speakers: In favor 4 - Opposed 2

Ms. Ginny Barnes, Chairperson for the Golf Division Business Plan Update Committee wished to publicly thank the twelve member committee members: Susan Casagrande, Doris Cronkhite, Patrick Duffy, Dan Fullen, John Hoffman, Syd Jones, Holly Kennedy, Alan Kidd, Tony Perez, Peter Ripa and Staff Liaison, Mark Marney

Chair Smith thanked all speakers, including Ms. Ginny Barnes and the committee.

Board Members Comments and Questions:

- Mr. Bussell thanked all committee members. Mr. Bussell stated the involvement from the Golf Advisory Council played a very significant role in advising the City and was comprised with community input. He was concerned that the council was disbanded in 2006 after it voted down the Golf Plan proposal by the City. He will be forwarding a recommendation that the Golf Advisory Council be reinstated with a comparable configuration to what was in place prior. Is it also a recommendation by the Grand Jury to reinstate the council? Mr. Marney stated there was a response from the City to the Grand Jury that following the customer satisfaction survey, the City would formally decide once the survey was received. The survey was completed in 2010.
- Mr. Bussell had concerns regarding the cost regarding the resident ID cards for seniors and juniors; specifically at Balboa Golf Course. Mr. Bussell also stated he would like to see the fees reduced for the seniors and juniors.
- Ms. Warburton inquired if the PIO (Public Information Officer) is included in the FY13 Budget? Mr. Marney advised that it is not and would go for approval to Council for action as part of the adoption to the plan.
- Ms. Warburton inquired if Mr. Marney would report back to the Board as to the impact the PIO would bring regarding marketing of the Golf Division. Mr. Marney stated yes.
- Ms. Warburton asked for explanation regarding flexibility regarding fees. Mr. Marney advised that the report for Balboa and Mission Bay courses outlined some of the areas that would be helpful and that the Division is looking into improving its flexibility.
- Ms. Warburton inquired regarding capital expenditures. Is there \$9.7M in the capital fund to do capital projects. She hopes the improvements process can move quickly and can make the experience for the golfer more pleasant. Mr. Marney advised there is

\$9.7M. He also stated we have dedicated project management in the engineering division as we begin moving forward.

- Ms. Warburton inquired if Mr. Marney had any thoughts on the Golf Advisory Council and why it hasn't been reestablished? Mr. Marney advised he was involved with the Business Plan process approximately five years ago. He indicated the vast majority of the committee were club members who had a vested interest in seeing that the rates were not increased. Discussions were difficult and he felt there were several factors that impacted the plan at that time.
- Mr. Reese commented that the current group in place now is very adamant in getting community involvement. Additionally, Mr. Reese stated anyone is free to express their feelings at any of the meetings as to how golf is operating and we want to encourage that. We want to be able to use these ad hoc committees and has been a successful process in engaging the public. We would like to work through the recommendations and then report back to the Board on an ongoing basis at least annually.
- Ms. Denhart commented regarding the flexible fees plan. How would that work? Mr. Marney stated the flexibility the committee was trying to create is somewhat contrary/different than the normal municipal operation. The committee wanted to define something that would allow for input, yet not have the plan tied up in the three months it takes for docketing to Council. Mr. Marney stated the committee could come before the Board in June, 2014 with an update to recommend making some fee increases. He doesn't feel the fees will need to be increased for a few years. The committee will need to look at what the operational costs will be; which it appears to be in the 3 ½ % range.
- Mr. Reese stated the emphasis at this point should not be to do any fee increases. We are saying there is no fee increase in the next fiscal year, rather a lowering of fees due with the implementation of this yield management program that Mr. Marney and staff are proposing. Our goal is to keep fees as reasonable as we possibly can. We are seeking to establish the optimum public golf experience.
- Mr. Brown has concerns about the fee flexibility. How do you communicate to the public when the fees change? Mr. Marney advised the marketing approach the committee is looking at is a consistent, predictable experience for the customer. He is interested in growing a "loyal" customer rather than a "one-time" customer. Our strategy is different from other golf courses. We are looking for sustained customers over the long term.
- Ms. Granowitz congratulated Mr. Marney and Ms. Barnes and all who participated in this process. She was concerned that staff would wait until there was an issue before coming before the Board and Ms. Granowitz felt the ad hoc committee would lose momentum. Ms. Granowitz suggested that the different organizations involved be reflected in some way.
- Mr. Bussell suggested increase the \$4.50 - \$5.00 fee and the multi-play package slightly so there is incentive to buy multi-play packages. He also supports reducing the cost of the resident ID cards.
- Mr. Smith commented regarding the \$300K Mr. Spiegelman spoke of regarding the Farmer's group and asked if it's a subsidy or full cost recovery? Mr. Marney responded it was a contract approved by the Mayor's office and is a cost recovery. Mr. Marney stated from the City's perspective, the contract made sense.

After Board questions and discussions, a motion was made by Ms. Warburton and seconded by Ms. Denhart to approve the plan as presented and recommended by staff, with the added

recommendation by Mr. Bussell that the Golf Advisory Council be reinstated per the recommendation of the Grand Jury.

MOTION: MOVED/SECONDED Ms. Warburton/Ms. Denhart

The motion was unanimously approved (10-0)

102. Torrey Pines City Park General Development Plan

Presenter: Jeff Harkness, Park Designer, Development Services Department, Planning Division, Park Planning Section and co-presenter Laura Burnett, Design Consultant, WRT, Inc.

Mr. Harkness appeared before the Board to request approval for the Torrey Pines City Park General Development Plan (GDP), with the Consultant's recommended updates for clarification purposes. Mr. Harkness introduced Ms. Deborah Sharpe, Project Officer, Development Services Department and Laura Burnett, the City's Design consultant. Mr. Harkness presented and outlined the proposed plan in his Report to the Board members. The Report provided the following details:

- Summary
- Background
- Discussion
- Alternatives

In addition, Ms. Burnett provided a PowerPoint presentation of the Draft GDP. Ms. Burnett advised there was tremendous representation from diverse interest groups in the community and that the public meetings were well attended. WRT, Inc. interviewed each of the 20 stakeholder groups as part of the public input process. The PowerPoint included the following:

- Acknowledgements
- Executive Summary
- Introduction
- Design Intent
- Project Goals
- Park Program
- Park Plan
- Appendices

Details of the report, PowerPoint presentation and attachments can be found on the Development Services Department website:

<http://www.sandiego.gov/planning/programs/parkplanning/tpcitypark.shtml>

Speakers: In favor 3 - Opposed 0

Ms. Ginny Barnes, Chairperson for the Torrey Pines City Park Advisory Board wished to publicly thank the committee members: David Metzgar, Ken Baier, Edward Slater, Michael Stepner, Mary Coakley, Chris Schmidt, Brian Thompson, Ronald Brown, Doug Williamson, Ken King, Staff Liaisons, Michelle Abella-Shon, Deborah Sharpe, and Jeff Harkness

Board Members Comments and Questions:

- Mr. Bussell requested more information on the educational interpretive report for the Kumeyaay Indians. Ms. Burnett commented the GDP identified the opportunities for providing the interpretive message are within the new flight operations center.
- Ms. Warburton inquired if UCSD was involved? Ms. Burnett stated yes UCSD was involved. Ms. Warburton also inquired if UCSD offered assistance? Ms. Burnett advised UCSD wanted to be a partner, but didn't commit to anything specifically.
- Ms. Warburton inquired if the City has funding to make these great improvements. Mr. Harkness commented that there is no funding identified at this point. The Regional Park Improvement Fund could be a potential funding source in the future. The Real Estate Assets Department will be going out with a Request for Proposal (RFP for the operation and improvement of the gliderport leasehold
- Mr. Bussell inquired as to what the estimated costs are for the improvements that have been identified? Ms. Burnett responded that \$11.5M would accomplish all proposals in the GDP.

A motion was made by Mr. Brown and seconded by Mr. Stepner to approve the plan as presented and recommended by staff.

MOTION: MOVED/SECONDED Mr. Brown /Mr. Stepner

The motion was unanimously approved (10-0)

Chair Smith and Mr. Reese thanked all speakers, the committee and a special thank you to Ms. Ginny Barnes for her dedication and support.

INFORMATION ITEMS - None

ADJOURNMENT – The meeting was adjourned at 4:01 p.m.

Next Meeting: **Thursday, July 19, 2012 2:00 p.m.**

**City Administration Building
Committee Room, 12th Floor
202 C Street, San Diego, CA 92101**

Submitted by,

Scott Reese
Park and Recreation Assistant Director