



City of El Segundo
Golf Course Subcommittee
Meeting Minutes
for February 6, 2013 11:30 a.m.
at The Lakes Golf Course & Driving Range
400 South Sepulveda Boulevard, El Segundo, CA 90245

A. CALL TO ORDER – The meeting was called to order at 11:30 a.m. by Bill Fisher.

B. ROLL CALL –

Present: Subcommittee members: Bill Bue, Debbie Bundy, Bill Fisher, Carl Jacobson,
Lane Donovan Partners present: Mike Donovan, Danny Lane, Scott Morgan
City staff present: Mark Trujillo, Jody Scott, Jackie Day

C. PUBLIC COMMUNICATIONS (Related to Subcommittee business only and that is within the subject matter under the jurisdiction of the Committee – 5 minutes per person; 30 minutes total)

Mike Dunkle, Redondo Beach resident, is in favor of keeping The Lakes the same format that it is and gave some suggestions for improvements.

D. APPROVAL OF MINUTES of the Golf Course Subcommittee meeting of December 5, 2012.

MOTIONED by Bill Bue and SECONDED by Carl Jacobson to approve the minutes of December 5, 2012 MOTION PASSED 4 – 0. (Geraldine Mundy absent)

E. REPORTS

1. Lane Donovan Golf Partners presented a proposal that identifies efficiencies and new sources of revenue for The Lakes.

Following the presentation, Lane Donovan Partners asked the Subcommittee for their support in implementing the changes they proposed.

Discussion ensued and the Subcommittee directed staff to agendaize changing items in the Golf Course Manual that relate to the restaurant at The Lakes.

The Subcommittee supported the fee increases and directed staff to present them to the Recreation and Parks Commission to recommend the fee increases to City Council.

Bill Fisher opened Public Communications. Several members of the public spoke and the following comments and suggestions were made:

- Suggestion to charge for parking.
- Agreed with Lane Donovan's suggestion to install heaters and lights downstairs in the driving range as well as a wind screen.
- Would like to know what the upside potential is with the Capital Improvements and a range of increased revenue for the items in the presentation instead of a conservative estimate.
- Favorable comments were made about Lane Donovan's presentation.
- Encouraged City to factor in loss of revenue during The Lakes closure if TopGolf comes in.

- Would like to see TopGolf's performa.
- Would like to know how much the golf pros generate in additional revenue.
- Favorable comments were made about The Lakes staff.
- Suggestion that the City analyze the risk of TopGolf.
- Believes that The Lakes will lose a percentage of Senior and Junior players if TopGolf comes in.
- Believes that TopGolf is not kid and family friendly as they are being portrayed; not a good fit for The Lakes.
- Suggested that Golf Pro fees not be increased as they generate revenue.

F. UNFINISHED BUSINESS

None

G. NEW BUSINESS

1. Lane Donovan Partners reviewed the Golf Course Financial Statement. Mike Donovan explained that going forward Jody Scott, Management Analyst for the City will be working with Lane Donovan and the financials will include City charges.

H. RECREATION & PARKS DIRECTOR COMMENTS

Absent

I. SUBCOMMITTEE MEMBER COMMENTS

Bill Bue – Was going to agendize getting proposals from other golf agencies but today's proposal puts us in the \$600 - \$700 thousand dollar range that we should be at according to information he has received from other golf course owners; would like to know more about the Enterprise Fund; golf course looks nice

Debbie Bundy – Thanked Lane Donovan for presentation; anxious to see TopGolf's numbers when they finally come out.

Bill Fisher – Thanked Lane Donovan for presentation

Carl Jacobson – Thanked Lane Donovan for taking pay cut; additional items look interesting; thinks there is conduit on the course for lights.

Geri Mondy – Absent

J. ADJOURNMENT

Next meeting is April 3, 2013 at 11:30 a.m. Meeting was adjourned at 1:00 p.m.