



**REGULAR MEETING OF THE  
GOLF COURSE ADVISORY COMMITTEE  
THURSDAY, APRIL 15, 2021 at 7:30 A.M.  
2100 TERREBONNE AVENUE  
SAN DIMAS CANYON GOLF COURSE CLUBHOUSE**



1. CALL TO ORDER
2. APPROVAL OF OCTOBER 15, 2020 MEETING MINUTES
3. ADMINISTRATIVE REPORT
  - A. Parks and Recreation Director Update
4. REVIEW OF MONTHLY REVENUE REPORTS FOR FEBRUARY – SEPTEMBER
  - A. Money Market Account
  - B. Golf Course Capital Improvement Projects
  - C. Restaurant Improvement Account
5. GOLF COURSE MANAGER'S REPORT
  - A. General Update
  - B. Quarterly Financial Report
  - C. 2021 Golf Course Capital Improvement Project Update
  - D. Year End Revenue Summary Comparison
6. ORAL COMMUNICATIONS
7. ADJOURNMENT TO JULY 15, 2021



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Copies of documents distributed for the meeting are available in alternative formats upon request. Any writings or documents provided to the Commission regarding any item on this agenda will be made available for public inspection at the office of the Director of Parks and Recreation at City Hall during normal business hours. In addition, most documents are posted on the City's website at [cityofsandimas.com](http://cityofsandimas.com).



**MINUTES**  
**GOLF COURSE ADVISORY COMMITTEE**  
**REGULAR MEETING**  
**THURSDAY, OCTOBER 15, 2020**  
SAN DIMAS CANYON GOLF COURSE- CLUBHOUSE 7:30AM

**1. Call to Order:** Mr. Badar called the meeting to order at 7:34 A.M.

Present:

Jesse Ash, San Dimas public member  
Emmett Badar, San Dimas Mayor  
Muir Davis, La Verne Representative  
Don Green, San Dimas public member  
Ryan Vienna, San Dimas Councilmember

Steven Farmer, Parks Manager  
Brad McKinney, Interim City Manager  
Brian Bode, SDCGC General Manager  
Trip Stevens, SDCGC Manager

**2. Approval of the October 17, 2019 Meeting Minutes**

The minutes of the October 17, 2019 meeting were unanimously approved as written.

**3. Administrative Report**

Mr. Badar asked each member to introduce themselves. He had Interim City Manager, Brad McKinney provide the account balances of the Capital Improvement account, Money Market account and San Dimas Golf Course Restaurant account.

**4. Review of the Monthly Revenue Reports**

Trip Stevens went over the first three quarters of 2020 as there were not any meetings due to COVID-19. The overall total income for quarter one was \$728,211.00. The overall total income for quarter two was \$489,085.00. The overall total income for quarter three was \$835,235.00.

**5. Golf Course Manager's Reports**

**A. General Update**

Trip Stevens stated the weather for the first quarter of 2020 was drier than that of 2019, resulting in an amazing start to the year. After the first 2 months the golf course was up 24% compared to 2019. They had great expectations for 2020. The Private Event Sales Team had booked over 80% of the budgeted Private Event business for the year. They were set up to have their finest annual revenue production ever. Then COVID-19 closed the golf course on March 20, 2020. On May 9, 2020 they were allowed to reop the doors with specific County guidelines. The demand for golf spiked. In the 21 days of operation for May, the golf course surpassed the 2019 Green Fee-Cart Fee by 3%. The weather for the third quarter was hot and smoky due to the fires. Even though rounds were down, green fees and cart fees were up by 23%. In quarter three of 2019, the average round of golf was \$29.97 compared to 2020, where the average round of golf was \$39.50.

Emmett Badar asked about COVID Guidelines and if the flags now stay in the cups during play.

Trip Stevens explained the LA County Health Guidelines for golf compliance. He added the cups had been adjusted so the flags are not to be removed during play.

All Committee Members complimented the golf course staff on their hard work during this time.

#### **B. Quarterly Financial Report**

Trip Stevens reported the bridal suite renovation has been approved and will include replacement of existing furniture, mirrors, light fixtures, artwork and amenities. This will also serve as the location for all event consultations. The total cost for renovation is \$5,500.00.

The replacement of acoustic tile ceiling has been approved with a total cost coming in at \$20,000.00.

The installation of double doors at the clubhouse entrance has been approved. This project will consist of the replacement of the current door with ten-foot wide white vinyl double doors. The total cost coming in at \$18,000.00.

The overall approved capital budget request is \$43,500.00

#### **C. 2020 Golf Course capital Improvement Project Review and Update**

Trip Stevens stated the goal for the remainder of 2020 is to continue to strive to make San Dimas Canyon Golf Course the best it can possibly be. They look forward to the end of 2020 and a bigger and brighter 2021. The Team is committed to delivering a quality experience with great value to each and every guest.

He added that they would like to propose to increase maximum Green Fee-Cart Fee rates. Current weekday prices are \$49 and they would like to increase that to \$54. The current weekend and Holiday price are \$64 and they would like to increase that rate to \$69. The proposal for a Senior round of golf is \$35, the proposed increase is only a dollar to \$36.

Brian Bode stated that greens fees have not changed in 20 years. He noted that they looked at surrounding courses rates and felt this was not a substantial increase.

Jesse Ash stated anytime a business increases prices, the clients have input on the change. He does add that San Dimas Golf Course does have the lowest fees in the area.

Don Green asked if San Dimas Canyon Golf Course would still run adds in the paper for discounts.

Brian Bode stated that Mountain Meadows did a more substantial increase and they have not received any complaints. He added that golf is currently in such high demand that there is no need to run adds in the paper.

Emmett Badar and Ryan Vienna both stated they did not have any issues with the price increase. They both notice patrons are still frequenting this course.

**6. Oral Communications**

There were not any oral communications.

**7. Adjournment to January 21, 2021**

The meeting was adjourned at 8:26 a.m. The next scheduled committee meeting will be January 21, 2021.

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Administrative Aide

DRAFT