

From: [Steve Stevens](#)
To: [City Council Public Comments](#)
Subject: [EXTERNAL] Fwd: Upcoming BVGC Enterprise Review and Study Session
Date: Saturday, December 3, 2022 9:57:17 AM

My comment on agenda item 3.1

E. Steve Stevens

Sent from my iPad

Begin forwarded message:

From: Steve Stevens [REDACTED] >
Date: December 3, 2022 at 8:30:53 AM PST
To: [REDACTED]
Subject: Fwd: Upcoming BVGC Enterprise Review and Study Session

----- Forwarded message -----

From: Steve Stevens [REDACTED] >
Date: Sat, Dec 3, 2022 at 8:22 AM
Subject: Upcoming BVGC Enterprise Review and Study Session
To: <crogers@srcity.org>
Cc: <jsawyer@srcity.org>, <jnutt@srcity.org>, <jsantos@srcity.org>, Steve Stevens [REDACTED] >

Mayor Rogers,

I was reviewing the agenda for the City Council Meeting on December 6. Item 3.1 is identified as BENNETT VALLEY GOLF COURSE ENTERPRISE UPDATE. The attachments include a recommendation from Touchstone Golf to increase the current rates at the course -- annual membership fees, green fees, cart fees, range ball fees, etc.

After my round of golf on Friday, I met with Greg Anderson and inquired about renewing my annual senior membership which expires at the end of this month. He told me that there would be no renewal available on January 1 since the City Council was not scheduled to decide on the proposed fee increases until sometime in February.

If this is the case, it leaves over 100 Annual Members in limbo for the first few months of 2023 when the course is in desperate need of income. These members play in excess of 10,000 rounds per year, accounting for roughly 16% of the total rounds played at the course. One of the first things I learned in business school was never to do anything that will alienate your major and regular customer base.

I have been an annual member of BVGC for seven years. I play exclusively at Bennett Valley. I play over 120 rounds a year and purchase both a cart and range balls at every outing. I eat frequently at The Grille.

If I cannot renew my annual membership effective January 1 and have to wait a month or more, I will probably begin to explore more options. I also believe the other 100 or so members will do the same. Which in the long run is not good for us and is not good for BVGC.

I anxiously await your response.

Sincerely,

E. Steve Stevens

cc:

John Sawyer
Jason Nutt
Jen Santos