



City of Santa Rosa

Finley Center, 2060 W.
College Avenue, Cypress
Room

Board of Community Services Regular Meeting Minutes - Final

Wednesday, February 22, 2017

4:00 PM

REGULAR MEETING

1. CALL TO ORDER

The meeting was called to order by Chair Gow at 4:05pm.

2. ROLL CALL

Board Members present: Gow, Quandt, Villafuerte, Childs, Wandel and Director Smejkal.

Absent: Spence, Test

Present: 2 - Carole Quandt and Stanley Gow

Absent: 2 - Carolina Spence and Diane Test

3. PUBLIC COMMENTS

None

4. APPROVAL OF MINUTES

4.1 January 25, 2017, Regular Meeting

The minutes from January 25, 2017 were approved as submitted.

5. UPCOMING RECREATION & PARKS EVENTS AND REPORTS ON ACCOMPLISHED EVENTS

Director Smejkal reported on two upcoming fishing events at Howarth Park as well as recent events including a Valentine's Dance, Masquerade Ball and celebration of the new Howarth Park train engine. Additionally, CPRS District 1 recently recognized Chair Gow for his many years of volunteerism at the Greenway.

6. DIRECTOR UPDATES

Two Roseland Creek council items for design and environmental review consultants have been rescheduled to February 28th.

7. SCHEDULED ITEMS

7.1 REPORT - PRESENTATION - BENNETT VALLEY GOLF COURSE

BACKGROUND: The Bennett Valley Golf Course is operated as an enterprise fund and outsourced to two companies. Bob Borowicz, Bennett Valley Golf Shop, Inc., and Dan Bieber, Sports Restaurants Inc., will present information and updates on their respective contracts. Kelley Magnuson, Deputy Director - Recreation will outline City responsibilities

RECOMMENDATION: Information and discussion

Bob Borowicz, general operator, provided background and history of Bennett Valley Golf Course (BVGC) and golf participation statistics from 2009-2016. He shared that although the BVGC has received Press Democrat's "Best of" award for the past 4 consecutive years and provides multiple community benefits, participation has declined, mirroring national trends. He has implemented a new Player's Card, and is promoting it through social media.

Dan Bieber, Legends Restaurant, highlighted the success of the last ten years at BVGC, including attractions such as banquets, weekend breakfast specials, and more. In spite of declining golf participation, restaurant revenue has continued to increase. He attributes this success to loyal clients, expanded marketing and partnering with local businesses and educational allies.

Kelley Magnuson, Deputy Director-Recreation, outlined the City's responsibilities for BVGC and the golf enterprise fund, including budget preparation, monitoring revenues, expenditures and business plans, certain items of landscape and building maintenance, and capital improvements.

7.2 REPORT - DISCUSSION - PROPOSED FACILITY USE FEE BENNETT VALLEY GOLF COURSE AND CLUBHOUSE

BACKGROUND: Staff are reviewing the possibility of a facility use fee per round of golf and a facility use fee per banquet, and are seeking input from the Board of Community Services.

RECOMMENDATION: Information and discussion

Staff informed the Board of the possibility of a facility use fee per round of golf and a facility use fee per banquet, and sought input. Discussion ensued.

8. COMMITTEE REPORTS

8.1 MAYOR'S LUNCH FOR COMMITTEE/BOARD CHAIRS

Recommended Action: Information

Chair Gow reported that chairs were introduced and board/committee functions were explained.

8.2 SANTA ROSA WATERWAYS ADVISORY COMMITTEE

Recommended Action: Information

No meeting

8.3 MERIT AWARDS SUBCOMMITTEE

Recommended Action: Information

Committee will meet when more applications have been received.

9. WRITTEN AND/OR ELECTRONIC COMMUNICATIONS

CPRS Magazine, February 2017 Zest Newsletter

10. FUTURE AGENDA ITEMS

Selection of Vice-Chair

11. ADJOURNMENT

The meeting was adjourned at 5:37pm. The next regularly scheduled meeting of the Board will be held on Wednesday, March 22, 2017.

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Any writings or documents provided to a majority of this meeting body prior to this meeting regarding any item on this agenda are available for public review at Recreation & Parks, 55 Stony Point Road, during normal business hours.