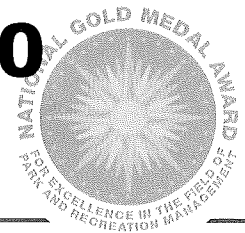


ORD-20

CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



May 1, 2012

2760 N. Studebaker Road, Long Beach, CA 90815-1697
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HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to create a Golf Advisory Committee, with a maximum of nine members, that reports to the City Manager through the Department of Parks, Recreation and Marine; and adopt an Ordinance repealing Chapter 2.42 of the Long Beach Municipal Code, related to the Municipal Golf Commission, read the first time and laid over to the next regular meeting of the City Council for final reading. (Citywide)

DISCUSSION

The Municipal Golf Commission (Commission) was originally created in 1923, and included three members. There have been several changes to the composition, size, and reporting structure of the Commission since that time. The last of these changes was in 1992, when the number of representatives from the recognized golf clubs was increased from six to ten. Since this change, there have been circumstances where the club representative positions have been difficult to fill, and turnover has hindered continuity of the Commission in carrying out its duties. Over time, the Commission has reported to either the City Council, or the City Manager at the discretion of the City Council. Currently, as with most advisory commissions within the City of Long Beach (City), the Long Beach Municipal Code (Municipal Code) states that the Commission reports to the City Council, even though the City Council transferred its authority over the City's Golf Operations Division to the City Manager with the approval of Lease No. 17448 with American Golf Corporation in 1984.

In recent years, there have been inquiries from current and former members of the Commission, from representatives of the concessionaires, from other similar public advisory groups, and from staff about reevaluating the size and composition of the Commission and its reporting authority. Inquiries have centered on ensuring better representation of golf system stakeholders, and more effectively facilitating discussion relative to the Golf Operations Division.

While the men's and women's golf clubs are an integral part of the City's golfing history and include many active members of the golf system's clientele, the representation these clubs have on the Commission does not always represent the general golfing population. Also, there are currently no requirements to promote balanced representation of a larger variety of stakeholder groups on the Commission.

HONORABLE MAYOR AND CITY COUNCIL

May 1, 2012

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At its meeting on February 22, 2012, the Commission recommended the creation of a Golf Advisory Committee (Committee) with a composition that reflects a broader scope of representation, a better subcommittee structure, fewer meeting dates, and that the Committee report directly to the City Manager through the Director of the Department of Parks, Recreation and Marine (PRM). Staff supports this action as it would reduce staff time and paperwork associated with the operation of the Commission, would maintain involvement of members of the respective golf clubs while increasing the relative representation of other interested parties, and would better reflect the fact that the City Manager oversees the Golf Operations Division and the American Golf Corporation lease. In order to accomplish this, the City Attorney has stated that the Commission would need to be dissolved and Chapter 2.42 of the Municipal Code repealed.

The proposed composition of the Committee would include representatives from various stakeholders, including local men's and women's clubs, the concessionaire, and other persons with backgrounds in, or ties to, the game of golf. The members would be chosen by the Director of PRM from a pool of qualified applicants in such a way as to represent a broad cross-section of the golf industry, but, in order to assure varied representation, would not necessarily require City of Long Beach residency.

This matter was reviewed by Deputy City Attorney Gary Anderson on April 3, 2012, and Budget Management Officer Victoria Bell on March 15, 2012.

TIMING CONSIDERATIONS

City Council action is requested on May 1, 2012, in order to allow staff to begin the process of recruiting potential members for the Golf Advisory Committee and to begin addressing issues relative to the Golf Operations Division.

FISCAL IMPACT

There is no fiscal or local job impact associated with the recommended action.

SUGGESTED ACTION:

Approve recommendation.

Respectfully Submitted,



GEORGE CHAPJIAN
DIRECTOR OF PARKS, RECREATION AND MARINE

GC:JK:RL

Attachment: Ordinance

APPROVED:


PATRICK H. WEST
CITY MANAGER

OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

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ORDINANCE NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE
CITY OF LONG BEACH REPEALING CHAPTER 2.42 OF
THE LONG BEACH MUNICIPAL CODE RELATING TO THE
GOLF COMMISSION

The City Council of the City of Long Beach ordains as follows:

Section 1. Chapter 2.42 of the Long Beach Municipal Code is hereby
repealed.

Section 2. The City Clerk shall certify to the passage of this ordinance by
the City Council and cause it to be posted in three (3) conspicuous places in the City of
Long Beach, and it shall take effect on the thirty-first (31st) day after it is approved by the
Mayor.

I hereby certify that the foregoing ordinance was adopted by the City
Council of the City of Long Beach at its meeting of _____, 20__, by the

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OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

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following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

City Clerk

Approved: _____
(Date)

Mayor