



City of La Quinta

AGENDA CATEGORY:

COMMISSION MEETING DATE: December 8, 2014

BUSINESS SESSION: 1

ITEM TITLE: RECOMMEND THE ROLES AND RESPONSIBILITIES OF THE COMMUNITY SERVICES COMMISSION EXPAND TO INCLUDE SILVERROCK RESIDENT CARDHOLDERS

CONSENT CALENDAR:

STUDY SESSION:

PUBLIC HEARING:

RECOMMENDATION:

To be determined by the Commission.

BACKGROUND AND OVERVIEW:

Commissioner Johnson requested the Community Services Commissioner's roles and responsibilities be expanded to include issues related to the SilverRock resident cardholders. There are currently 4,000 resident cardholders in the system and make up approximately 30% of the play at the golf course.

Some of the items that Commissioner Johnson would like to include are:

- Future SilverRock resident cards including resident rate fees and card recommendations
- Future SilverRock tee time availability
- Any items of concern about golf course management or maintenance affecting resident players.

Currently, resident concerns at SilverRock golf course are handled by Landmark Golf, the management company under contract with the City to manage the course. Residents may also address concerns to City staff, specifically the Golf, Parks and Facilities Manager, Deputy City Manager, or to the City Manager. Any resident may contact a City Council member individually, or at a City Council meeting. To date, this process has worked well with few resident concerns.

Each April, the City Council approves the Annual Plan for the SilverRock golf operation including any items affecting the golf course maintenance, pro shop, and the restaurant. Due to the type of golf course operation and its' direct relationship to economic development efforts, this facility is managed as an enterprise fund. This means the goal of the facility is to generate revenue to be self-sustaining without subsidies from the City's' general fund while allowing residents to play at a discounted price.

FINDINGS AND ALTERNATIVES:

City staff has had few issues with SilverRock residents or golf course operations; therefore staff does not have an alternative recommendation.

Report approved for submission by: Edie Hylton, Deputy City Manager