



overall marketing opportunities are to be enhanced.

Public  
Presentations

**PUBLIC PRESENTATIONS**

Mr. M. Cook, 1670 Sheridan Avenue, stated:

- He is the director of the Junior Program at the Cedar Hill Golf Course.
- The restricted pass program does not appear to be working as there are only 10 kids in the junior program now; any further cut backs will mean the juniors will be lost to the club.

Mr. D. McKenzie, 4163 Clinton Place, stated:

- Mismanagement has caused deterioration of the Club.
- A fair and open competition for a new manager is necessary; a new manager could be hired on probation to see if he can turn around the restaurant and golf operations.
- He would recommend a task force to investigate how the golf course operation got to this state.

Mr. J. Turner, 43-200 Linwood Avenue, stated:

- He is founder and Director of the Gap Communities Foundation which proposes to partner with the municipality to lower the operation costs of the golf course through their charitable, fund raising activities.

Ms. V. Mieras, 3338 Whittier Avenue, President of the Cedar Hill Golf Club, stated:

- Public consultation has been lacking regarding the operation of the golf course; the process has been rushed.
- The recommendations in the staff report under Option 3 will have an unfair impact on Club members; the Club can support the increased fees but not the proposed reductions to the full pass program, the restrictions on the junior pass program, the loss of Friday play and overall reductions in rounds; an effort to increase the sale of passes would be a better approach.
- She would request that Council allow the Club an opportunity to review the recent information prior to making a decision.

Mr. W. Barnes, 1395 Epsom Close, stated:

- He understands that the golf course made a profit until 2006 and wonders about the use of those funds.

Mr. R. Bain, 4471 Arsens Place, stated:

- He supports the golf course restaurant and would appreciate a more detailed explanation of the budget numbers given for the food and beverage operations.

Mr. Gervaise, 2757 Quadra Street, stated:

- The restaurant is as important to him as the golf facility.
- He questions why there was no public consultation prior to the decision to close the restaurant.

Mr. S. Goodale, 1464 Bromley Place, stated:

- He uses the restaurant more than the golf facility and supports its continued operation.
- Building maintenance costs are incurred for the whole facility, not just the restaurant.

Mr. D. Blake, 2665 Belmont Avenue, stated:

- He appreciates both the golf and restaurant facilities; staff could be given an opportunity to turn the restaurant operation around.

Mr. P. Whitworth, 4580 Viewmont Avenue, stated;

- He and 28 other retired persons meet regularly at the golf course and appreciate the restaurant; food, staff, ambiance and views are excellent.
- The restaurant could be seen as a destination in itself, not just an adjunct to the golf operation.
- Menu prices have not kept up with inflation.

Mr. Harold Wickstrom, 2710 Grosvenor Road, stated:

- It is important to point out that the golf course has not always operated in the red.
- When the Club House was rebuilt, it was on a grander scale; the restaurant was overbuilt and is now affected by the recession.
- Golfers are willing to pay their way; but he doesn't agree with losing privileges due to the restaurant losses.

Mr. D. Clarkson, Chef, Cedar Hill Golf Course Restaurant, stated:

- He would propose that the restaurant be open for breakfast, lunch and dinner; it has been closed too frequently, discouraging diners.
- He and the staff of the restaurant would like an opportunity to run it sustainably.

Mr. D. Irvine, 795 Mann Avenue, stated:

- The Golf Course facility has been poorly managed; passholder revenue has declined, as have rounds being played.
- Raising fees while reducing rounds will not be effective; new ideas for increasing revenues are needed.
- Tournaments require a restaurant.
- He proposes four different levels of annual passes with validity from the date of purchase, a nine hole green fee and various other promotions.

Ms. N. Bain, 4471 Arsens Place, stated:

- Council should reconsider the restaurant closure and give staff the opportunity to make it pay; also increase the advertising.

Ms. M. Bachmann, 3720 Ascot Drive, stated:

- Public consultation on all Saanich facilities could be useful to Council; also tracking trends and taking a proactive approach would be beneficial.
- An expensive irrigation project was approved for the golf course in 2004 and, at same time, Council decided the golf course facility had to be self-sustaining.
- Since the golf course provides a healthy activity for residents, perhaps it should be eligible for subsidy as are other Saanich recreation centres

and parks.

- The Saanich Legacy Foundation, of which she is a member, is willing to consider establishing a fund earmarked for donations to offset the deficit at the golf course and park.

Mr. J. Horsfield, 570 Aurora Way, stated:

- He is CUPE National representative for Saanich Local 2011 and represents the 25 staff at the restaurant who will lose their jobs.
- Golf and banquet facilities go hand in hand; the course and trails at Cedar Hill are a jewel.
- There appears to have been no consultation before the decision was taken to close the restaurant; he would request that Council postpone the closure for perhaps 18 months, and give the staff a chance.

Ms. J. Carter, 3724 Ascot Drive, stated:

- She is a golfer and believes that lack of promotion was a problem for the restaurant.

Ms. C. Thompson, Ladies Captain at Cedar Hill Golf Course, stated:

- Women are a fast growing demographic at Cedar Hill Golf Course; they host tournaments and support the continued operation of the restaurant.
- Council might consider alternatives such as 9 hole rounds or 9 and Dine.

Mr. J. Biggs, 995 Mutual Street, stated:

- Many good ideas have been put forward by the public; he does not support the recommendation to increase fees and reduce service.
- The restaurant and golf course support each other; closing the restaurant will adversely affect golf course revenues.

Mr. T. Schonert, 2394 Fleetwood Court, made reference to an Air Canada slogan which he felt could be revised and apply to the golf course operation.

Mr. B. Ashford, 3954 Jessica Place, stated:

- The management of the club is pathetic.
- Developing young players is important to the club but they are leaving Cedar Hill for other golf courses.

Ms. M. Mickelson, 4197 Kincaid Street, stated:

- She is Womens Chair, PCGA, Zone 5.
- Three municipal golf courses in Vancouver have reported losing money and are now reducing fees.

Mr. T. Gilbert, 1820 Hollywood Crescent, stated:

- He is puzzled by some of the costs reported for the food and beverage operations.

Mr. A. Jani, 4088 Larchwood Drive, stated:

- There is an excess of golf courses in the area and a decreasing number of golfers.
- Fixed costs remain for the building even without a restaurant; closing it

will not increase revenues.

- Some budget figures need further explanation, such as the annual number of rounds and corresponding green fees.

Ms. M. Rutledge, 1641 Elm Street, stated:

- She would recommend eliminating the manager position and allowing the superintendant of greens, the golf pro, and the chef to run the operation as a team.
- Tournaments must have a banquet facility and hours of operation must be consistent.
- It is important not to price golf out of the market.
- Council should remember that past profits from the golf course were used to support other recreation centres.

A resident of Lodge Avenue in Saanich, stated:

- He no longer golfs at the Cedar Hill course due to the slow pace of play and believes if that were regulated, the golfers would return, making it sustainable.

Mr. T. Basi, President of CUPE Local 2011, stated:

- He represents over 1300 CUPE members - employees of Saanich.
- Since Council is still in the process of considering the financial operation of the golf course, he would like to know whether the restaurant closure is still to take place on February 18, 2012.

Ms. C. Judd, 105 Gorge Road East, stated:

- She and her family are long time residents of Saanich; she uses all Saanich recreation facilities and doesn't consider them different.
- The golf course is also a recreation option, important to seniors.
- She supports keeping the restaurant open.

Seeing no further speakers, the Mayor stated that the meeting would recess and reconvene at 7:30 pm on February 21, 2012 at the Garth Homer Centre.

Recess

**The meeting recessed at 10:00 pm and will resume at 7:30 pm on Tuesday, February 21, 2012 at the Garth Homer Centre, 813 Darwin Avenue.**

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CHAIR

I hereby certify these Minutes are accurate.

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MUNICIPAL CLERK