

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

UPDATE ON IMPLEMENTATION OF APPLE VALLEY COUNTRY CLUB ADVISORY COMMITTEE RECOMMENDATION TO SOLICIT RFQ'S FOR GOLF COURSE MANAGEMENT

Summary Statement:

At the Town Council meeting on October 27, 2009, the Town Council directed, amongst other things, that a task force committee of community stake holders be selected to study operations and make recommendations to the Town Council regarding the Apple Valley Country Club Golf Course and its operation by the Town. Mayor Pro Tem Nassif and Councilman Sagona were appointed to a steering committee to recommend possible task force members and to preside over the meetings of the task force.

At the Town Council meeting on December 8, 2009, Mayor Pro Tem Nassif provided a report to the Town Council and a list of suggested participants on the task force committee. The consensus of Council was to accept the list of names submitted and to also add Mr. Nickerson to the committee.

From December 2009 through April 2010 the task force met regularly to receive and analyze information from many sources, including other golf courses, and a series of recommendations for improving the operational bottom line of the Apple Valley Country Club Golf Course were developed. At the final Task Force meeting on April 6, 2010, the final list of recommended actions for the Town Council's consideration were approved by the Task Force.

At the Town Council meeting on April 13, Mr. Jason Barker, CEO of Saint Mary's Hospital and the appointed Chair of the Task Force Committee, provided a report to Council, including the recommended list of strategies for improving the financial condition of the Apple Valley Country Club Golf Course. At the conclusion of Mr. Barker's report and numerous public comments, the Town Council adopted the recommendations of the Task Force and directed staff to implement the list of recommendations.
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Recommended Action:

Receive and file.

Proposed by: Dennis Cron, Assistant Town Manager **Item Number** _____

T. M. Approval: _____ **Budgeted Item** **Yes** **No** **N/A**

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On May 20, 2010, Town staff sent invitations to 41 golf course management firms and operators inviting responses to a Request for Qualifications (RFQ) circulated by the Town for the Apple Valley Country Club Golf Course. A response deadline to the RFQ submittal was established for 4:00pm on June 10, 2010. Due to unscheduled and unrelated legal issues that involved the Town and the Golf Course, the circulation, review and possible selection of qualified submittal responses was placed on hold pending the outcome of the legal matter. Firms who submitted qualifications were notified by letter that the process of evaluating the submittals would be delayed until at least June 16, 2010.

The matter was subsequently decided in the Town's favor, and a sub-committee of the original Apple Valley Country Club Golf Course Task Force has been selected to review and make recommendations regarding the qualification submittals. On July 19, 2010, copies of the Request for Proposals and all nine (9) submittals received were forwarded to the selected review committee. Each reviewer has been asked to rate their top five (5) submittals in order of quality. A sub-committee meeting is scheduled for August 3, 2010, to receive comments and the ratings of the select committee to allow staff to return to the Town Council with a recommendation of the most qualified firms for possible interview. It is staff's intention to place the matter back before the Town Council for further discussion and direction at the Town Council meeting on August 10, 2010