

ALAMEDA GOLF COMMISSION
MINUTES OF SPECIAL MEETING

REVISED 3/5/07

Sunday, February 11, 2007

1. CALL TO ORDER

Chair Bob Wood called the special meeting to order at 2:00 p.m. in the Ladies Lounge, Chuck Corica Golf Complex, #1 Clubhouse Memorial Road, Alameda, CA.

1-A. Roll Call

Roll call was taken and members present were: Commissioner Betsy Gammell, Vice Chair Ray Gaul, Commissioner Bill Schmitz, Secretary Jane Sullwold and Chair Bob Wood. Absent: Commissioner Sandré Swanson. Also present were City Manager Debra Kurita and General Manager Dana Banke.

2. AGENDA ITEMS:

2-A Discussion of Next Steps and Actions related to Golf Department Operations, Fees and Revenues, Budget, Policies and Procedures. (Action Item)

- Appointment of Golf Commissioner for Operational Review Scope of Work Committee. (Action Item)
- Appointment of Two Golf Commissioners for the Operational Review Request for Proposal (RFP) Committee. (Action Item)

Chair Wood stated that the need for an Operational Review at the Chuck Corica Golf Complex was decided on at the Special Joint Meeting with City Council on January 17, 2007. The process includes forming two committees, one to compose the Scope of Work for the Request for Proposal (RFP) and the other to review the proposals received and deciding on the best several candidates to recommend to the City Manager who will make the final decision. The Golf Commission needs to appoint a total of three members to serve on these committees, one for the Scope of Work Committee and two for the committee to review and award the RFP for the Operational Review. Chair Wood appointed Vice Chair Gaul for the Operational Review Scope of Work Committee and Secretary Sullwold and Commissioner Schmitz for the Operational Review Request for Proposal Committee. The Golf Commission approved the appointments unanimously. Chair Wood introduced City of Alameda's City Manager, Debra Kurita to give an overview of the next steps and actions related to the golf operations, fees and revenue, budget, policies and procedures. The City Manager listed the following major items that came out of the joint meeting with the City Council. The selection of Golf Commissioners to sit on the RFP committees, which was previously done. Also listed were the elements of operations, policies and revenue, providing budget information to the Golf Commission and the potential phasing of the Clubhouse Project. The General Manager stated that the Golf Commissioners are given a monthly financial report each month for the prior month. The General Manager is working with the Chief Financial Officer to prepared a more detailed report for the Golf Commission. The suggestion was made to include the monthly Enterprise Account balance on the report and to show the figures on a chart. The objective of the operations overview is to have a third party

review of the operations, revenue, budget, policies and procedures for the Golf Department. The committee needs to develop an RFP as soon as possible and get it out to consultants. The process takes about 30 days from the date it is sent out to the date it is returned. The RFP's will be sent out to consultants, advertisements will be placed in publications and the RFP will be accessible on the City of Alameda's web site. Once the proposals are received the committee will review them. The contract will not need City Council approval if it is under \$75,000. The Golf Commissioners would like to have some input and discussion with the consultant. The Complex has various associate clubs that would also need to be interviewed during the review. The City Manager stated that the key elements of the review will include the operations and maintenance, policies and practices, staffing levels, environmental comparisons (looking at other municipal operations and what they do differently) and capital improvements. Once the recommendations are received it is an ongoing process to put the suggestions into reality.

The consensus amongst the Golf Commission is that the policy and fee changes need to go into effect soon to capitalize on the peak golf season. The City Manager stated that she did not see a problem with moving on the changes now and not waiting until the completion of the operational review, although some additional changes may be necessary after the review is completed. The overall philosophy is that the Earl Fry Course is the premium course and the rate proposal is designed to shift some of the pass and discounted fee play to the Jack Clark Course. Chair Wood asked for a motion on the proposed fee changes shown on the following page:

EXHIBIT A RECOMMENDED FEE CHANGES, CHUCK CORICA GOLF COMPLEX **FEBRUARY 11, 2007**

18-HOLE COURSES:

	Current	Recommended Earl Fry	Recommended Jack Clark	Change Earl Fry	Change Jack Clark
Monday Through Thursday:					
Regular Resident	\$23	\$25	\$23	\$2	\$0
Regular Non-Resident	\$30	\$30	\$28	\$0	(\$2)
Senior Resident	\$18	\$20	\$18	\$2	\$0
Senior Non-Resident	\$23	\$25	\$23	\$2	\$0
Junior Resident*	\$1	\$1	\$1	\$0	\$0
Junior Non-Resident*	\$8	\$10	\$8	\$2	\$0
Twilight Resident	\$18	\$20	\$18	\$2	\$0
Twilight Non-Resident	\$23	\$25	\$23	\$2	\$0
Late Twilight Resident	\$13	\$15	\$13	\$2	\$0
Late Twilight Non-Resident	\$16	\$18	\$16	\$2	\$0
9-Hole Resident	\$16	\$16	\$16	\$0	\$0
9-Hole Non-Resident	\$20	\$20	\$20	\$0	\$0

Friday:

Resident Friday	\$27	\$27	\$25	\$0	(\$2)
Non-Resident Friday	\$35	\$32	\$30	(\$3)	(\$5)

Saturday, Sunday, Holidays:

Resident Weekend	\$27	\$32	\$28	\$5	\$1
Non-Resident Weekend	\$35	\$40	\$36	\$5	\$1
Twilight Resident, WE	\$19	\$25	\$21	\$6	\$2
Twilight, Non-Resident, WE	\$25	\$27	\$25	\$2	\$0
Late Twilight Resident, WE	\$14	\$16	\$14	\$2	\$0
Late Twilight Non-Resident, WE	\$18	\$18	\$16	\$0	(\$2)
9-Hole Resident (1st 2 hrs of the day)	\$18	\$18	\$16	\$0	(\$2)
9-Hole Non-Resident (1st 2 hrs of the day)	\$23	\$23	\$21	\$0	(\$2)
Juniors*	\$1	\$1	\$1	\$0	\$0
Juniors Non-Resident*	\$8	\$10	\$8	\$2	\$0

CART FEES:

	Current	Recommended	Change
Single Rider (Non-Shared Cart)	\$14	\$15	\$1
Senior M-F per player	\$11	\$13	\$2
Late Twilight	\$9	\$10	\$1
Mif		\$8	

MONTHLY PASSES:

	Current	Surcharge	Recommended	Surcharge	Change
Res. Sr. (M-Th + Fri (JC only)	\$85	\$0	\$100	\$0	\$15
Resident (M-Th + Fri (JC only)	\$100	\$0	\$115	\$0	\$15
Non-Res. (M-Th + Fri (JC only)	\$130	\$3	\$195	\$0	\$65

TOURNAMENTS:

	Current			Recommended		
	Green Fees	Cart Req	Merch	EF/JC	Cart Req	Merch**
Mon - Thurs	\$30	no	\$6	\$50/\$48	yes	\$5
Mon - Thurs (Senior)	\$30	no	\$6	\$38/\$36	yes	\$0
Friday	\$35	yes	\$6	\$52/\$50	yes	\$5
Weekends and Holidays	\$35	yes	\$6	\$60/\$56	yes	\$5

MIF 9-HOLE COURSE RATES:

	Current	Recommended	Change
Regular Weekday	\$9	\$10	\$1
Regular Weekend	\$11	\$12	\$1
Senior Weekday	\$7	\$8	\$1
Replay Rate	\$7	\$7	\$0
Junior Resident	\$1	\$1	\$0
Junior Non-Resident	\$4	\$5	\$1

Driving Range	Current	Recommended	Change
Small	\$0	\$3	\$3
Medium	\$4	\$5	\$1
Large	\$6	\$7	\$1
X-Large	\$8	\$9	\$1

Practice Area: \$5 w/ small bucket

*EF Mon-Fri after 12:00: Weekends & Holidays after twilight only

**Can be waived

Commissioner Sullwold moved and Commissioner Gammell seconded to accept the aforementioned fee changes. The Golf Commission approved the fee changes unanimously. The Golf Commission is also looking at the following policy changes: Allowing tournaments to begin at 9:00 a.m. on the Earl Fry Course instead of 11:00 a.m., implementing split tee waves on the Earl Fry Course during the peak season, May to September (with constant review) and allowing for 30 day advance tee time reservations for Alameda Resident Card holders and 21 days for all others. The Golf Commission approved the aforementioned policy changes unanimously.

2-B Determination of Venue and Time for Regular Golf Commission Meetings in 2007. (Action Item)

The Golf Commission voted unanimously to change the venue and time of the Regular Golf Commission meetings to 6:30 p.m. in Room 360 in City Hall on the third Wednesday of every month. The Golf Commission decided to cancel the Regular meeting on February 21, 2007 due to a lack of quorum and schedule a Special Meeting for February 28, 2007 at 6:30 p.m. at City Hall in room 360 if it is available.

3. ANNOUNCEMENTS/ADJOURNMENT

The Special Meeting was adjourned at 5:30 PM.

The agenda for the special meeting was posted 24 hours in advance in accordance with the Brown Act.