

**ALAMEDA GOLF COMMISSION
MINUTES OF REGULAR MEETING**

Wednesday, April 20, 2011

1 CALL TO ORDER

Chair Jane Sullwold called the regular meeting to order at 6:31 p.m. at the Chuck Corica Golf Complex, Ladies Lounge, 1 Clubhouse Memorial Road, Alameda, CA 94502

1-A ROLL CALL

Present: Chair Jane Sullwold, Commissioner Ray Gaul, Commissioner Betsy Gammell, Vice Chair Bill Schmitz, and Secretary Jeff Wood

Absent: None

Staff: John Vest, General Manager and Matt Wisely, Superintendent

1-B APPROVAL OF MINUTES

The Minutes of March 16, 2011 were approved unanimously

1-C ADOPTION OF AGENDA

The Commission unanimously adopted the agenda.

2 ORAL COMMUNICATIONS

None.

3 COMMISSION COMMUNICATIONS

Chair Sullwold reported that the City Council recently adopted a resolution that unified all of the ordinances regarding commissions in the City of Alameda. She is going to send an email to Donna Mooney, Acting City Attorney, for clarification, but she believes that the new ordinance provides that a quorum is a majority of the appointed members, which in the case of the Golf Commission is three out of the current five members.

4 WRITTEN/ORAL REPORTS

4-A Maintenance activities written report by Matt Wisely

The maintenance crew spent the last two weeks getting the courses mowed and otherwise prepared prior to the Commuters tournament. The 150-yard poles on the North Course have been replaced with thinner poles, and the poles on the South

Course will also be replaced in due course. The crew is in the process of cutting the rough down now that the weather has improved. Aerification on the Jack Clark South Course will be done next Monday and Tuesday with small tines, and the Earl Fry North Course will be done when time is available. The Mif greens will also be done with the small tines. Daisies will be sprayed on all courses depending on the weather. Two new employees have been hired, so they are now pretty much fully staffed. Repairs are being done to the North Course pump station.

4-B Golf Shop and Driving Range activities report by John Vest

The POS system experienced a computer crash in early April and the data has not yet been restored. John is looking into outside backup systems. March had several rain days, but most tournaments rescheduled for April. Rounds were down 2,000 from prior year and revenue was down 25%. Range revenue was \$1,000 over prior year. Get Golf Ready is being set up. Tournaments with anticipated revenue of \$24,000 have recently been booked by Mike Winkenbach.

John reported that a new motor was put into the heating system in the Driving Range Pro Shop after smoke was observed. Electrical work was also done in the Pro Shop.

Promotional items this month included the Green Jacket Special: \$25.00 after 12:00 p.m., and \$15.00 after 5:00 p.m. A demo day that will include Cleveland Golf and TaylorMade is scheduled for April 23rd..

4-C Beautification Program and Junior Golf Club by Mrs. Norma Arnerich

Norma Arnerich met with Dave McCarver at Alameda Awards to discuss prices for the plaques on donated memorial benches. Three choices are available: \$190 for a plaque with a picture, \$150 for the same kind of plaque without a picture, and \$50 for a standard plaque.

Norma also reported that Grace Na, a former member of the Alameda Junior Golf Club who graduated early from Alameda High and started at Pepperdine in January, received individual honors in the West Coast conference.

The U. S. Open in 2012 at the Olympic Club will have ten spots for juniors to volunteer, and more than that number have already expressed interest.

Commissioner Gammell advised that the current edition of the Alameda Recreation and Parks Department activities pamphlet did not include the names of the Golf Commission members, nor any mention of the Beautification program and the Alameda Junior Golf Club. Without any identification of Golf Commissioners in the pamphlet, and with Golf Commission parking spaces having been eliminated, there is no way for golfers to identify those on the Commission. Betsy believes that the designated parking spaces should be resumed so that players know whom to

contact with matters of interest. Chair Sullwold offered to send Acting City Manager Lisa Goldman an email regarding this issue.

4-D Golf Complex Restaurant Report, Jim's on the Course

None

5 AGENDA ITEMS

5-A Status Report on Long Term Lease and Mif Albright Negotiations including Golf Commission recommendations, if any

Chair Sullwold reported that the City Council has given Ron Cowan 60 days to submit an actual proposal regarding reconfiguration of the Clark and Mif courses to allow for a land swap of the Mif Albright land for the Village 6 parcel on North Loop Road. Right now all that has been presented is a concept, not a plan. The plan would need to address potential environmental issues. Jane spoke with Fred Framstead, former Manager of the Complex, regarding the environmental problems with the undeveloped land on the South Course. Fred said there were burrowing owls on that land when he was Manager. At the same meeting, City Council did not approve the term sheet for Alameda Junior Golf to lease the Mif Albright course, and declined to prepare another RFP for the long term lease.

Jane received an email from Joe VanWinkle suggesting that the Golf Commission take a roll in making recommendations in making appropriate terms for the long term lease at the Golf Complex, including incentives, monetary or otherwise. Mr. VanWinkle thinks two members of the Golf Commission should be designated to develop a draft input report to be approved by the Commission in a formal memo to City Council. Vice Chair Schmitz agreed that the Commission should be involved in the draft of the lease. Chair Sullwold stated that her email to Lisa Goldman will address this issue in addition to the parking space matter.

Chair Sullwold recommended to Councilmember Doug deHaan that the City should seriously consider retaining Tim Miles as a consultant to assist with the negotiation of the long term lease. Tim is a golf course operator from the midwest who has no interest in any California golf courses, and who is therefore unbiased. He came to Alameda last year with Leon McNair of Wadsworth Golf Charities.

5-B Update on Golf Complex Finances

Bob Sullwold stated that March rounds and revenues were down from both the prior month and the same month last year. For the first nine months of the fiscal year, the rounds revenue is down 7.55% (\$156,000) as compared to last year. Monthly passes, however, were up from last year. In terms of cash, the year to date continues to show an operating profit of \$154,000 and a positive cash flow of \$329,000, but the City has taken \$566,000, which has caused the Enterprise Fund to be reduced by \$341,000 year to date, leaving a cash balance of approximately

\$470,000. The net available cash balance at the end of March is down to \$217,000. Fortunately, Acting City Manager Lisa Goldman announced that the \$300,000 loan from the Enterprise Fund to ARRA will be repaid before the end of the fiscal year. She also announced that PILOT and surcharge will be eliminated in fiscal year 2011-12, and that the Cost Allocation amount will be reevaluated.

6. ORAL COMMUNICATIONS, NON-AGENDA (Public Comment)

None

7. OLD BUSINESS

None

8. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing a surcharge payment for March 2011 of \$4,000. The year-to-date total to the General Fund is \$67,488 for FY 2010/2011.

9. ITEMS FOR NEXT MEETING'S AGENDA

- Status Report on Long Term Lease, Mif Albright Negotiations, and proposal for Golf Complex reconfiguration by Ron Cowan and Harbor Bay Isle Associates, including Golf Commission recommendations, if any
- Update on Golf Complex Finances

10. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 7:18 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.