

ALAMEDA GOLF COMMISSION
MINUTES OF SPECIAL MEETING

Wednesday, February 28, 2007

1. CALL TO ORDER

Chair Bob Wood called the special meeting to order at 6:32 p.m. in Room #391, Alameda City Hall, 2263 Santa Clara Avenue.

1-A. Roll Call

Roll call was taken and members present were: Vice Chair Ray Gaul, Commissioner Bill Schmitz, Secretary Jane Sullwold and Chair Bob Wood. Absent: Commissioner Betsy Gammell and Commissioner Sandré Swanson. Also present was Golf Services Manager Matt Plumlee.

1-B Approval of Minutes-Special Meetings of November 29, 2007 and February 11, 2007.

The Golf Commission elected to add to the agenda the approval of the minutes of the Special Meetings of November 29, 2007 and February 11, 2007. The minutes of November 29, 2007 were approved unanimously. The following changes were made to the minutes of February 11, 2007:

2-A, line 7: change from "award the RFP for the Operational Review." to "recommend three candidates to the City Manager, and she will then choose the consultant."

2-A, paragraph 2, line 6: change from "Chair Wood made the motion to accept the aforementioned fee changes" to "Secretary Sullwold made the motion and Commissioner Gammell seconded to accept the aforementioned fee changes".

Secretary Sullwold made the motion and Vice Chair Gaul seconded to approve the minutes with the aforementioned changes. The Golf Commission approved unanimously.

2. AGENDA ITEMS:

3-A Report on Chuck Corica Golf Complex Master Planning and Conceptual Design of Clubhouse Facility. (Action Item)

Chair Wood introduced Miriam Delagrange of the Development Services Department. Ms. Delagrange referenced the Dahlin Group Master Plan, which the Golf Commission had not received. The plan goes over what cost estimates Dahlin would provide and the cost of their services. At a meeting on January 25, 2007 between Dahlin representatives, Doreen Soto and Miriam Delagrange from Development Services Department and Dana Banke from the Chuck Corica Golf Complex, Dahlin was given direction on some basic concepts to enable the project to be completed in phases. The Dahlin report breaks the Master Site Plan into the following phases. Phase A-New Bar/Grill/Banquet Facility (approximately 8,500 s.f.), Phase B1-New Pro Shop Facility (approximately 8,000 s.f.), Phase B2-Exterior modifications to the existing Pro Shop Facility (assumed as a potential option, if the existing pro shop building is to remain for a longer period of time after Phase A is completed), Phase B3-New Entry Canopy and Site

Development: development of an entry canopy that will "join" Phase A and Phase B1, along with the development of a new vehicle routing/bag drop area, Phase C-Site and landscape improvements immediately adjacent to the existing/new building areas, Phase D-Entry Drive Improvements, Site Monument (at entry drive and at the corner of Island and Dolittle Drives), Phase E-Site Parking Improvements, site entry bridge feature at creek, realigning of the on site parking and addition of planter islands and irrigation for landscaping. The Dahlin report is a master plan proposal to do the basic design not for submitting any construction drawings just an idea to work with and get cost estimates to see how much each phase would cost so that it can be proposed to City Council to determine which options to proceed with. She also stated that there could be cost savings by completing the planning now rather than later. Chair Wood stated that the Golf Commission will not be able to take action on the item without first reviewing the material. The Golf Commission was given copies of the report and the discussion ensued. Ms. Delagrangere referenced the report stating that Dahlin will utilize previous design concepts and cost estimation, they will provide minor modifications to the site and the cart barn, driving range and snack shack structures are existing and no work is planned at these areas. The buildings will be demolished on a per phase basis. The new buildings will be placed at about the same location as the existing buildings to minimize additional site work. No changes in the golf course design were included. Dahlin will also provide an analysis for anticipated cost savings if the City were to construct both Phase A and Phase B as one project instead of separately. As part of the conceptual building design, they will provide a scenario for creating a shared set of restrooms between the Bar/Grill/Banquet Facility (Phase A) and the Pro Shop (Phase B). Dahlin will provide a maximum of two conceptual layouts for the new Bar/Grill/Banquet facility (Phase A) and the Pro Shop (Phase B). Included in the professional fees are three presentations/meetings with the Golf Commission and one presentation/meeting with the City Council and provide standard design review submittals and cost estimation summaries for all presentations/meetings. Secretary Sullwold requested that a cost estimate be looked at for renovating the existing restaurant building and build a new kitchen and banquet facility behind it. Chair Wood agreed that the use of the existing structures should be looked at and if the structures are not usable he would like to know why. The request will be passed on to Dahlin for evaluation. The general consensus amongst the Golf Commission is that the main priority is the banquet facility. Ms. Delagrangere referenced the site drawings prepared by BMS. The BMS material relates to Phases C, D, & E in the Dahlin report. The master site plan shows the entrance drive, parking and proposed temporary banquet facility. The Golf Commission did not receive copies of the entrance area drawings, which includes the following three alternatives. Alternative 1 is a minimal site change plan that includes removing existing pavement, the roadway wall, and the existing fence. The plan would add two eight foot entry markers, a six-foot ornamental wooden fence, a new curb and gutter, a concrete pad, various trees, shrubs, ground cover and lawn, including irrigation, for the total cost of \$218,057. Alternative 2 is a modest site change including all of the changes in Alternative 1 with the addition of a six foot entry wall made of concrete block in place of the two eight foot entry markers. There is also miscellaneous site furnishings and asphalt paving. The cost for Alternative 2 is \$298,397. Alternative 3 combines the items in Alternative 2 with the deletion of the furnishings and adds a faux pond and a project identification sign at a cost of \$304,572. There are also three alternatives for the parking area and temporary banquet facility. Alternative 1 is a minimal site change plan that includes removing existing pavement and sidewalk and curb. The alternative includes a rerouting of the entrance to allow for a bag drop area, project identification signs, new curbs and gutters, asphalt concrete paving, concrete sidewalk, various trees, shrubs, ground cover and lawn, including irrigation, and miscellaneous site furnishings for a cost of \$285,725. Alternative 2 is a modest site change plan that includes removing existing pavement, sidewalk and curb. The alternative

includes a more extensive rerouting of the entrance to allow for a bag drop area with additional foliage in and around the clubhouse building and beautification to the courtyard area, in addition to the project identification signs, new curbs and gutters, asphalt concrete paving, concrete sidewalk, various trees, shrubs, ground cover and lawn, including irrigation, and miscellaneous site furnishings. Alternative 3 is a major site change plan that includes removing existing pavement, sidewalk and curb. The alternative includes a more extensive rerouting of the entrance to allow for a bag drop area with additional foliage in and around the clubhouse building and beautification to the courtyard area with special colored paving, in addition to the project identification signs, new curbs and gutters, asphalt concrete paving, concrete sidewalk, various trees, shrubs, ground cover and lawn, including irrigation, and site furnishings for a cost of \$758,650. Chair Wood suggested that additional lighting be added to the proposal for the parking area and the exterior of the buildings. The action on the item has been postponed to a future meeting.

3-B Report on the Chuck Corica Golf Complex Marshal Program. (Action Item)

The Golf Services Manager reported that at the special meeting of the Golf Commission on February 11, 2007 the Golf Commission requested staff to present a revised Marshal Work Program and a revision to the Employee and Volunteer Benefit Program for the Chuck Corica Golf Complex (CCGC). The current program consists of 40 volunteers that help patrons with their golf cart, start players on the first tee and monitor play on the three golf courses. Marshals work a minimum of a 6-hour shift and receive benefits for the service. The recommended program would have a maximum of 35 marshals, with an additional 5 relief marshals and 3 marshal coordinators and the Marshals are to work one, 7 hour shift per week during the peak season, and one, 6 hour shift per week during the off season. The marshals are expected to attend bi-annual general meetings with golf professional staff and be trained every 6 months by marshal coordinator trainer and the Marshals are to assist with Golf Complex sponsored events. The CCGC Employee and Volunteer Benefit Program provide complimentary green fee, cart fee and range privileges to volunteers and employees of the Golf Complex. It is important to provide use of the golf course facilities in order to attract a volunteer and paid work force. However, in order to help achieve greater revenues it is important to protect the "peak" times in which patrons use the golf course. Therefore, complimentary use of the facilities should be curtailed to protect peak revenue times. Currently there are no constraints on when volunteers and employees can receive complimentary privileges. The recommendation is for the volunteers/employees to receive complimentary golf Monday-Thursday on all courses. Fridays all day on the Jack Clark Course and Mif Albright and at twilight on the Earl Fry course. Friday at Saturday, Sunday, and Holidays after twilight on all golf courses. One bucket of range balls per day and they must register in the range pro shop. There will be a cart fee of \$10.00 per player for employees, volunteers and guests. The volunteers and employees will still receive 20% off merchandise (soft goods only), excludes golf balls, and golf equipment and no discount on sale/clearance items. Special orders are cost (including shipping) plus 10% and tax and there is a discount on food and beverage on scheduled workdays.

3-C Report on Volunteer and Employee Benefits at the Chuck Corica Golf Complex. (Action Item)

The recommendations made in the previous agenda item will also apply to the employees at the Chuck Corica Golf Complex. The \$10 cart fee per rider will include all

complimentary play as well.

3-D Report on Fiscal Year 2006/2007 Budget.

Chair Wood introduced the City Manager Debra Kurita and Chief Financial Officer Juelle Ann Boyer. The City Manager stated that at the February 20, 2007 City Council meeting the Golf Complex deficit was brought up during the Mid Year Budget Update. The City Council directed the Chief Financial Officer to draw up a resolution mandating a balanced budget for the Golf Fund by the end of the fiscal year within 30 days and will be brought to the City Council at the March 20, 2007 meeting. The first course of action was to determine what the deficit would be by the end of the fiscal year. The Chief Financial Officer determined that by the end of the fiscal year based on the prior months actual revenue and expenditures and a forecast for the final 5 months of the year that the Golf Fund would see a net cash loss of approximately \$212,000. The General Manager had recommended various expenditure cost cutting measures such as a reduction in the cart fleet and water usage. The City Council understands that if it would harm the operation of the Golf Complex to balance the budget then other solutions need to be looked at. Commissioner Schmitz mentioned that the Golf Commission has recommended various fee increases to help increase revenue. The forecast does not include any funds for Capital Improvement Projects. The monthly reports the Golf Commission currently receives are based on the online information available to the golf staff. The Finance Department has access to more detailed information. The Golf Commission would like to have the General Fund Expenditures itemized in detail on the monthly financial report. The request was made to receive the Chief Financial Officer's report on a monthly basis to give the Golf Commission a clearer view of the Golf Complex financials and a running Enterprise Fund Balance. The ultimate goal is to have the Golf Fund's current revenue equal the current expenditures. The balanced budget does not ensure that the Enterprise Fund will not continue to go down. The question was raised as why the \$300,000 lent to Development Services is non-interest bearing. The Chief Financial Officer stated that the interest on inter department loans is negotiated at the time of the loan, and interest was not added to the loan to Development Services.

4. ANNOUNCEMENTS/ADJOURNMENT

Ron Salsig announced that he received two writing awards for articles, which appeared in the New York Times, Los Angeles Times and the Alameda Sun. The Golf Commission congratulated Mr. Salsig on his accomplishments. The City Manager announced that the City Council and the Alameda Unified School District would have a Joint Meeting on March 15, 2007.

The Special Meeting was adjourned at 8:37 PM.

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