

ALAMEDA GOLF COMMISSION
MINUTES OF REGULAR MEETING

Wednesday, March 21, 2007

1. CALL TO ORDER

Chair Bob Wood called the regular meeting to order at 6:33 p.m. in Room #360, Alameda City Hall, 2263 Santa Clara Avenue.

1-A. Roll Call

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

1-B Approval of Minutes - Special Meeting of February 28, 2007.

The Commission continued the approval of the minutes to the next meeting.

The following correction was made to Item 9:

Ron Salsig announced that he received two national writing awards, which will be presented at the Masters Dinner held on the Wednesday before the Masters Golf Tournament.

1-C Adoption of Agenda

The Commission adopted the agenda unanimously.

2. ORAL COMMUNICATIONS

3. COMMISSION COMMUNICATIONS

4. AGENDA ITEMS:

4-A Review of the Marshal Program and Benefits.

The Marshal Program and Benefits agenda item which was approved by the Golf Commission at the February 28, 2007 special meeting was placed back on the agenda at the request of Commissioner Schmitz who felt it was a hasty decision and that it should be reworked to come up with a plan that is fair to the marshals and management. Chair Wood opened the floor to members of the audience for comment. Tony Martinelli, a golf course marshal, stated that if the policy goes into effect he would no longer volunteer as a marshal because the benefits he uses would be taken away. Mr. Martinelli plays golf on the weekends and if he were not allowed to do so free of charge he would no longer see any reason to marshal. Paul Mountain, the marshal coordinator, stated that he does not think that restructuring the marshal program will solve the Golf Complex revenue problems. A survey of the current marshals was conducted and 25% said

they would quit under the new program, 65% said they would wait and see what happens, and 10% said it made no impact. Mr. Mountain mentioned that there is currently a good crew of marshals and he does not want to lose any of them. Many marshals in the audience spoke against the proposed benefit changes to the program. The suggestion was made to have a discussion group made of marshals, Golf Commissioners and management to try and come up with a possible amicable program for everyone. The motion was made by Commissioner Schmitz to rescind the Golf Commission approval of the Management Practice #7, Volunteer Marshal Work Program of February 28, 2007 and refer the matter to a committee composed of two or three representatives from the Marshal Program, two or three representatives from the Golf Commission and two representatives from Management. Commissioner Delaney seconded the motion and the Golf Commission passed the motion unanimously.

4-B Discuss Possible Marketing for Golf Complex 80 Year Anniversary.

Commissioner Delaney reported that the 80th Anniversary of the Golf Complex is on May 28, 2007 and in light of all the negative press the Complex has received recently this may be an opportunity to promote the Chuck Corica Golf Complex in a positive way. Commissioner Delaney continued that the Golf Complex has a very unique history and it should be promoted. It was mentioned that there are many people in Alameda who have a lot of history about the Golf Complex. The goal should not only be about giving free items away but building a bridge between the Community and the Golf Complex. Commissioner Delaney put together a Power Point Presentation titled "Respecting the Past, Reshaping the Future" and would like to contact other Alameda businesses to contribute monetary or service donations for the anniversary celebration. Commissioner Delaney would also like to approach one of the local newspapers to feature a retrospective of 80 years of golf in Alameda. The citizens of Alameda have had a quality golf course and a place for entertainment and camaraderie for many years and that should not be forgotten. Commissioner Delaney also stated that the City of Alameda needs to do a better job of promoting the Golf Complex and the 80th Anniversary could be a stepping-stone towards better marketing. Commissioner Delaney would like to contact local businesses to get an idea of the interest level. The idea is to get most of the items donated or at a reduced price. The suggestion was made to roll back the prices to the 1927 price, although in light of the current financial status that would be impossible unless a business wanted to sponsor the event and pay the rate difference. Commissioner Delaney would also like to possibly get a local Public Relations firm to help with the planning at no cost. The motion was made and seconded to authorize Commissioner Delaney to send out letters and contact local businesses about sponsorship. The Golf Commission passed the motion unanimously.

5. ORAL REPORTS

5-A Golf Shop and Driving Range activities report by Golf Services Manager Matt Plumlee.

The Golf Services Manager reported that he is currently surveying local golf course operations to see if the salaries are competitive for the part time employees. Also the request was made to have the part time employees go back to wearing uniforms and he is working on that. The Golf Shop will now have course specific registers for the Earl Fry Course and the Jack Clark Course check in due to the new rates, which are different for each course. The free Junior Golf Clinics will begin in May 2007 and continue through August 2007. The clinics will be held on each Tuesday and Thursday at 4:00 PM for the four-month period and the sign up sheets are in the Pro Shop.

5-B Beautification Program by Mrs. Norma Arnerich.

Mrs. Arnerich mentioned that maintenance worker Dave May's mother recently passed away and there will be a dedication for her.

6. COMMISSIONERS' REPORTS

6-A Marketing and Promotions, Commissioner Gammell.

Commissioner Gammell reported that there is an ad in the Alameda Magazine for the month of March.

6-B Golf Complex Financial Report, Vice Chair Gaul.

Chief Financial Officer Juelle Anne Boyer reported that at last night's City Council meeting a resolution was adopted directing staff to monitor the Golf Complex budget and ensure a balanced budget. The Chief Financial Officer handed out a graph completed in the Finance Department, which showed actual financials for the current fiscal year and forecasted financial data for the final four months of the fiscal year. The report will be updated monthly and forwarded to the Golf Commission. The Chief Financial Officer will meet with the Interim General Manager to review and adjust the 2007/2008 fiscal year budget to ensure that it is balanced. She will then meet with the Golf Commission prior to the current fiscal year end to discuss the 2007/2008 fiscal year budget.

6-C New Clubhouse Project, Commissioner Schmitz.

It was mentioned that Commissioners Gaul, Sullwold and Wood met with the Mayor and the City Manager and they were told to continue moving forward with the clubhouse project. The Golf Commission was directed to explore the option of refurbishing the existing buildings. The resolution passed at the City Council meeting did not include Capital Improvement Project (CIP) expenditures only the operational expenses.

6-D Maintenance, Buildings, Security, Albright Course and Driving Range, Secretary Sullwold.

Chair Wood mentioned that he was driving by the Complex the other evening after 11:00 PM and the main gate on Island Drive and Clubhouse Memorial Road was open and may not be closing at night. The Interim General Manager will look onto it and get the gate fixed if necessary.

6-E City Council and Government Liaison, Commissioner Swanson.

No Report.

6-F Front Entrance Beautification Project, Chair Wood.

Chair Wood reported that the Interim General Manager has stated that he will have the Recreation and Parks mowers removed from the front entrance area.

6-G Golf Complex Restaurant Report, Jim's on the Course.

General Manager Erik Alterman reported that the restaurant is looking at ways to improve the curb appeal of the building such as new awnings, repairing the uneven cement and make better use of the outdoor area for seating. A complaint was made that the service was horrible on a weekend when a Golf Commissioner came out for breakfast. Mr. Alterman also mentioned the need for a new sign for the restaurant building, which has not been replaced since the last concessionaire. Chair Wood stated that he was looking into the new sign and will meet with Erik to discuss it. The comment was made that there are broken lights in the clubhouse and parking lot areas and they need to be repaired. Also commented on was the lack of adequate heating and cooling for the restaurant. Mr. Alterman stated that the condition of the HVAC system at the restaurant is in need of replacement, which is the City's responsibility.

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

8. OLD BUSINESS

Chair Wood suggested that the "Old Business" section of the meeting be used as a time to discuss and document pending, unresolved and resolved issues from previous meetings. One such item is the goose abatement and what is being done. The Golf Services Manager stated that the service the Complex was using got too expensive and the management was approached by individuals who wanted to bring their dogs out to chase the geese. It was mentioned that the Mayor's sister had a herding dog and would like to bring it out to run. Another item brought up was the removal of the two poles located in the clubhouse breezeway to discourage golf carts from driving in from the parking lot using the breezeway. The Golf Services Manager stated that the staff had received complaints from customers who said that the wheels of their pull carts get caught on the poles and it hurts their arms and shoulders. The Interim General Manager stated that he would look at alternatives to the poles for the area. It was mentioned that there are large tears in the Driving Range netting and it should be repaired. The Golf Services Manager stated that in the long range planning there is a CIP set for replacing the netting in the future. The suggestion was made to find the money somewhere else and get the holes fixed.

9. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for February 2007 of \$7,505. The year-to-date total to the General Fund is \$97,885 for the fiscal year 2006/2007.

10. ANNOUNCEMENTS/ADJOURNMENT

The Meeting was adjourned at 9:13 PM.

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