

ALAMEDA GOLF COMMISSION
MINUTES OF MEETING

Wednesday, October 19, 2005

1. CALL TO ORDER

Chair Sandré Swanson called the meeting to order at 7:00 p.m. in Room #360, Alameda City Hall, 2263 Santa Clara Avenue.

1-A. Roll Call

Roll call was taken and members present were: Chair Sandré Swanson, Vice Chair Tony Santare, Secretary Betsy Gammell, Commissioner Ray Gaul, Commissioner Bill Schmitz, Commissioner Jane Sullwold and Commissioner Bob Wood. Absent: None. Also present were General Manager Dana Banke and Head Golf Professional Matt Plumlee.

1-B Approval of Minutes - Regular Meeting of September 21, 2005

The following correction was made:
Item 1-A –Commissioner Bob Wood was in attendance although not recorded.

The Commission approved the minutes unanimously with the aforementioned changes.

1-C Adoption of Agenda

The Commission approved the agenda unanimously.

2. ORAL COMMUNICATIONS

3. AGENDA ITEMS:

3-A Report on Proposals for Restaurant and Bar Services at the Chuck Corica Golf Complex.

Chair Swanson reported that six proposals were received and the candidates will be interviewed on Friday, October 21, 2005. The candidates will be ranked in order of preference after which time a Special Golf Commission Meeting will be held for Commission approval of the selected candidate. Once the approval is received, a contract will be drawn up and negotiations will begin with the candidate prior to seeking City Council approval. The suggestion was made to consider an extension period with Legends and Heroes should no selection be made.

3-B Discussion on Split Tees on Weekends and Holidays.

The General Manager reported that with the winter months and shorter days approaching, using the split tees on Saturday, Sunday, and holidays would allow more golfers to get out on the golf course at the premium times. Currently, the course can get 32 players out in one hour. The split tees would double that amount and allow for 128 players in a two-hour period. The tee times would run for the first two hours of the day and then the course would be closed for approximately 2 hours prior to the next wave of tee times. The General Manager stated that the split tee times would be done on a trial basis to see if it improves attendance. The hope is that the players will have golf rounds of 4 ½ hours. Prior to the trial period, a meeting with the Marshal staff will be held to inform them of the program and what to tell the customers. A marshal will be stationed at the first and tenth tee to ensure the pace of play. Fivesomes will still be allowed to play. The proposed trial will be on November 5, 2005 and possibly the weekend after that. The General Manager will report on the program at the next Golf Commission meeting.

4. ORAL REPORTS

4-A Golf Shop and Driving Range activities report by Head Golf Professional Matt Plumlee.

The Head Golf Professional passed out a report that was requested by Commissioner Gaul detailing the amount of merchandise inventory purchased and the amount sold for last quarter between July 1 and September 30, 2005. Also mentioned was that the Jack Clark Pro-Am will be held at the Complex on October 24, 2005. The event benefits the Alameda Junior Golf Club and currently 27 teams have registered. The Merchandise Manager, Corinna Zanetti has accepted a full-time position with Golf Mart and her last day was today. Mike Robason will take over the buying for the Golf Shop as well as handling the tournaments.

4-B General Manager Dana Banke's report highlighting maintenance and operational activities for the month at the Golf Complex.

The General Manager reported that new flags have been placed on the putting greens at the Clubhouse. The maintenance crew is scraping the front entrance to prepare it for paving. The General Manager was contacted by the East Bay Business Times regarding placing an ad in their Best of the Bay issues due out in December and is considering doing so. The Chuck Corica Golf Complex was voted The Best of the Best Golf Course for 2005 and is read by many business people locally. The

General Manager also reported that the Restaurant Concession Team had a meeting today and concern was voiced about the lack of a banquet facility. The General Manager is looking into the possibility of placing a temporary structure near the restaurant to allow the Concessionaire to provide banquets to patrons. The temporary structure could then be used to house the Pro Shop and Administration during construction of the new Clubhouse in the future. Once the construction is completed the structure could be used to store golf carts. The cost of the structure is approximately \$50,000 for a 120 seat capacity structure. The General Manager met with the City Manager to discuss the debt service and the 10-year financial projections being done for the Clubhouse project. The City Manager requested that the General Manager look for an inexpensive consultant to do a comparison report on the fee structure. The General Manager will be meeting with the City Attorney's office next week to discuss the Concessionaire contract and negotiations.

4-D Beautification Program by Mrs. Norma Arnerich.

Mrs. Arnerich invited the Golf Commission to attend the banquet following the Jack Clark Pro-Am at the Grandview Pavilion commencing at 4:00 pm. Mrs. Arenrich also mentioned that a major sponsor Warmington Homes was found this year donating \$5,000.

5. COMMISSIONERS' REPORTS

5-A Marketing and Promotions, Secretary Gammell.

Nothing to report.

5-B Golf Complex Financial Report, Commissioner Gaul

Commissioner Gaul reported that the revenue for golf on all three courses for September 2005 versus September 2004 was down 12% and rounds of golf were down 14%. The fiscal year to date revenue for golf was down 9% and rounds were down 10%. The Mif Albright Course revenue was down 43% from last year and down 31% for the fiscal year. All other concessions excluding golf were down 16% for the month and 10.5% for the fiscal year. Total revenue for the Golf Complex was down 13.5% for the month of September 2005 versus September 2004 and down 9.5% for the fiscal year 2005/2006. Commissioner Gaul also reported that most Bay Area golf courses are also showing a decrease of 13%.

5-C Men's and Senior Club Liaison, Vice Chair Santare.

Vice Chair Santare reported that he attended the Alameda Golf Club

general meeting on September 26, 2005 at the Chuck Corica Golf Complex. The meeting included the results of the putting tournament and club news. Also, reported was that only seven people on the waiting list decided not to join for 2006 and the putting champion was Dave May for the second year in a row. Also, Rich Schacht won the Men's Championship Tournament. Commissioner Santare was unable to attend the Chuck Corica Senior Golf Club meeting although did learn that the membership approved the nominated candidates for the 2006 season.

5-D New Clubhouse Project, Commissioner Schmitz.

Commissioner Schmitz requested that the General Manager explain the additional study being done on the fee analysis. The General Manager stated that the fee analysis would compare the current fees at local golf courses with those charges at the Chuck Corica Golf Complex to better gauge what if any increases would be feasible in the future. The information will then be added to the 10-year projection report being done by John Ritchie, CPA.

5-E Maintenance, Buildings, Security, Albright Course and Driving Range, Commissioner Sullwold.

Nothing to report.

5-F City Council and Government Liaison, Chair Swanson.

Nothing to report.

5-G Front Entrance Beautification Project, Commissioner Wood.

Commissioner Wood reported that the windows are still stuck open at the Fire Tower and should be repaired prior to the winter months.

5-H Golf Complex Restaurant Report, Legends & Heroes.

No report given.

6. ORAL COMMUNICATIONS, NON AGENDA (Public Comment)

No report given.

7. OLD BUSINESS

None to report.

8. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for September 2005 of \$12,905. The year-to-date total to the General Fund is \$49,542 for the fiscal year 2005/2006.

9. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 8:05 p.m.

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