

ALAMEDA GOLF COMMISSION  
MINUTES OF REGULAR MEETING

Wednesday, July 16, 2008

1. CALL TO ORDER

Chair Jane Sullwold called the regular meeting to order at 6:30 p.m. at the Chuck Corica Golf Complex, Ladies Lounge, 1 Clubhouse Memorial Road, Alameda, CA 94502.

1-A. Roll Call

Roll call was taken and members present were: Commissioner Betsy Gammell, Vice Chair Ray Gaul, Chair Jane Sullwold, and Commissioner Jeff Wood. Absent: Secretary Bill Delaney and Commissioner Bill Schmitz. Also present were Interim General Manager Dale Lillard and Assistant Golf Professional Mike Robason.

1-C Adoption of Agenda

The Commission adopted the agenda unanimously.

**Note: Because Commissioner Wood needed to return to duty on the Oakland Police Force, the Commission skipped to the agenda items at this point, and returned to the earlier items after the agenda items were completed.**

4. AGENDA ITEMS:

4-A Selection of 2 members of the Golf Commission to Serve on the Evaluation Committee to Screen the Proposals for Selection of an Interim Operator for the Golf Complex.

Chair Sullwold and Commissioner Gammell were chosen to serve on the committee.

4-B Clarification of Fee Increase Recommendation to City Council

Chair Sullwold passed out another set of spreadsheets, reflecting the fee increase proposal that was approved in concept at the meeting on June 30. The summary sheet is attached. This proposal includes 9-hole rates in addition to the 18-hole rates that were listed on the previous version. The proposed rates were created based on a strict formula of (1) raising all rates to those applicable to non-residents playing the Fry course, (2) reducing all individual 18-hole rates for residents by \$2, (3) reducing all individual 9-hole rates for residents by \$1, (4) reducing all monthly rates for residents by \$200, and (5) reducing all annual rates for residents by an additional \$200. This process created a few anomalies. First, the rate for someone playing the Clark course on weekends went from \$28 to \$38, the only double-digit increase. Commissioner Gammell proposed a cut to \$35. Second, under the existing rate structure the progression in monthly and

annual rates went from resident senior to resident to non-resident senior to non-resident; under the proposal residents were going to be charged more than non-resident seniors. It was agreed that the monthly pass numbers should be resident seniors \$140, residents \$160, non-resident seniors \$175, and non-residents \$200, with annual passes calculated at ten times those monthly rates. Finally, Assistant Golf Professional Mike Robason reported that the special rates for the Men's Club reflected an agreement that had expired and could therefore be deleted.

Ron Salsig stated vehemently that he felt the decision to reduce the resident discount to the proposed levels was a mistake, that it was an abrogation of the long-time practice at the Golf Complex, and that it would cause residents to stop playing at the Golf Complex. Chair Sullwold explained that the decision to make residents pay most of the rate increase stemmed from a belief that resident play would be less likely than non-resident play to decline as a result of a rate increase because the cost of transportation to reach other courses would eat up any savings in greens fees. She added that it was fair to ask Alameda residents to bear the burden of the increase because they had benefited for so many years from reduced rates and because this was an Alameda fiscal crisis.

The Golf Commission approved the proposed rate increase, as amended above, unanimously. Chair Sullwold said that she would make the necessary changes and send the final version of the proposal to the Interim General Manager right away so that it could be presented to Council at the earliest opportunity.

1-B Approval of Minutes - Regular Meeting of June 18, 2008:

Chair Sullwold noted that the figure on the last line of page 3 should be \$1,000,000, not \$700,000, and that, in the top paragraph on page 5, the first full sentence should read: "If their fees were raised to rates that are equal to or greater than other courses that require similar amounts of driving, many players would likely choose to play at courses that are newer (Metropolitan, Monarch Bay, Callippe) or cheaper (Lake Chabot, Willow Park) than Alameda.

With these changes, the Commission approved the minutes unanimously.

2. ORAL COMMUNICATIONS

None.

3. COMMISSION COMMUNICATIONS

Chair Sullwold reported that she would be meeting with Councilmember Doug deHaan on Thursday afternoon to discuss the future of the Golf Complex.

5. ORAL REPORTS

- 5-A Golf Shop and Driving Range activities report by Assistant Golf Professional Mike Robason.

The Assistant Golf Professional reported that plans were in place for the Golf Complex's largest "Demo Day" on July 19, 2008, from 10 am to 4 pm. The Thursday afternoon Junior Golf Clinics he mentioned last month have been operating successfully. Also, based on the success of the clinic on Ladies Day, he has set up a regular Golf Clinic for women on Wednesday afternoons.

- 5-B Golf Complex Maintenance activities report by Superintendent Doug Poole.

No report.

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

Mrs. Arnerich noted that many trees on the Mif Albright course were donated and dedicated, and she is very concerned that those trees will be allowed to die when the Mif Albright course is closed on July 20. Interim General Manager Dale Lillard promised that the trees will receive enough water to avoid that fate after closure.

Commissioner Gaul questioned closing the Mif at this time when there were 2,637 rounds played on the Mif during June 2008, generating revenue of \$12,757. Commissioner Gammell added that the timing of a closure on July 20<sup>th</sup> was unfortunate because many juniors are playing the Mif during their school holiday. It was strongly urged by the Golf Commission that staff reconsider the date for the closure and delay it until after the juniors are back in school. Mr. Lillard agreed to bring this suggestion immediately to City Manager Debbie Kurita to see if the date could be modified.

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

No report.

## 6. COMMISSIONERS' REPORTS

- 6-A Marketing and Promotions, Commissioner Gammell.

No report.

- 6-B Golf Complex Financial Report, Secretary Delaney.

No financial report was presented by the Finance Department for the month of June 2008. The Golf Commission noted how it did not receive a report for the fiscal year ending June 30, 2007, until October 2007, at which time the Commission was shocked to see charges that had not been projected earlier in the year added to the Golf Complex expenses. The Commission stated that this unfortunate situation should be avoided at all costs this year. Mr. Lillard said that unaudited year-end financial statements should be available much earlier this year. Bob Sullwold noted that the City's website lists the Golf Complex Enterprise Fund balance as approximately \$4.8 million rather than the \$1.4 million or \$1.1

million that has been reported. Mr. Lillard said he would look into this and report back.

Commissioner Gaul requested that Dale Lillard and Mike Robason report back to the Commission regarding the large number of rounds -- 276 -- identified in the June print-out as "Comp Golf Other." If these are truly complimentary rounds, they amount to more than nine rounds a day, seven days a week, for the entire 30 days of June, which was a month in which there were no special promotions involving comp rounds. Mr. Lillard and Mr. Robason agreed to report back to the Golf Commission regarding identification of the rounds in this category.

6-C New Clubhouse Project, Vice Chair Gaul and Commissioner Schmitz.

No report.

6-D Maintenance, Buildings, Security, Albright Course and Driving Range, Commissioner Wood.

No report.

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

None.

8. OLD BUSINESS

None.

9. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for June 2008 was \$15,141. The year-to-date total to the General Fund is \$142,491 for fiscal year 2007/2008.

10. ITEMS FOR NEXT MEETING'S AGENDA

- Mif Albright closure date;
- report on meaning of \$4.8 million Enterprise Fund balance;
- status of rate increase proposal;
- report on "Comp Golf Other" category;
- year-end financials.

11. ANNOUNCEMENTS/ADJOURNMENT

The Meeting was adjourned at 7:59 PM.

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