

ALAMEDA GOLF COMMISSION
MINUTES OF REGULAR MEETING

Wednesday, February 20, 2008

1. CALL TO ORDER

Chair Jane Sullwold called the regular meeting to order at 6:30 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 Betsy Gammell, Vice Chair Ray Gaul, Commissioner Bill Schmitz, Chair Jane Sullwold, and Commissioner Jeff Wood. Absent: Secretary Bill Delaney. Also present were Interim General Manager Dale Lillard, Assistant Golf Professional Mike Robason and Superintendent Doug Poole.

1-B Approval of Minutes - Regular Meeting of January 16, 2008:

The Commission approved the minutes unanimously.

1-C Adoption of Agenda

The Commission adopted the agenda unanimously.

2. ORAL COMMUNICATIONS

3. COMMISSION COMMUNICATIONS

Chair Sullwold stated that she attended the City Council meeting on February 5, 2007. At the meeting the Council voted to have the Golf Complex pay \$80,000 to NGF to prepare a Master Plan of the facility despite Chair Sullwold's opposition to the expenditure.

4. AGENDA ITEMS:

4-A Presentation to Alameda High School Girl's Golf Team.

Chair Sullwold introduced the Alameda High School Girls Golf Coach Stephen Burnett. Coach Burnett introduced the Golf Team members: Grace Na, Sasha Cruz, Samantha Esquerra, Frances Ancheta and Emily Childs. The Golf Team in its first season finished 1st in the North Coast Section Championship and finished 4th in the state. Also mentioned was that four of the team members will be playing in the San Francisco City Championship this weekend. The Golf Commission presented the team a plaque which reads: "The Golf Commission of the City of Alameda congratulates the Alameda High School Girls Golf Team on a fantastic first year of competition and extends its best wishes for the future". The City of Alameda's Mayor Johnson arrived to also extend her congratulations to the team.

4-B Report on Mif Albright Course redesign and rate structure.

The Interim General Manager reported that the maintenance crew has returned the Mif Albright Course to its original layout. The Pro Shop staff has placed flyers up around the Complex announcing the changes to the course and the promotional rates. Also an email blast will be sent out through the web site. The putting green at the Driving Range will remain open. The Interim General Manager also mentioned that he is working with Alameda Power and Telecom (AP&T) and Harbor Bay Business Park to get the information included in their newsletters for no cost. The AP&T newsletter requires any information go to the Public Utilities Board for approval prior to inclusion, so there is a little delay. There may also be a possibility of getting the information in the Community of Harbor Bay newsletter, The Gull's Call, although it is completed through May already. The Interim General Manager mentioned that there might be a way to let the collar grow out on the Jack Clark Putting Green in the clubhouse area and the area used for chipping practice. The question was asked how long the promotional rates would be in effect on the Mif Albright Course. The rates are currently only reduced for the month of March and they will be reevaluated at the end of the month.

4-C Report from Interim General Manager Dale Lillard regarding cost estimates from Saylor Consultants for renovation of clubhouse and restaurant.

The Interim General Manager reported that he received a call from Saylor Consulting saying that someone would call him back tomorrow and that was 10 days ago. Chair Sullwold will contact Bob Wood to see if he could follow up with the company.

4-D Discussion regarding improvements to front entrance.

The Interim General Manager reported that he has heard nothing further on the issue. Chair Sullwold asked if the Fire Department has abandoned the property or are they still using the fire tower? The Interim General Manager will check to see if it is still being used. The Interim General Manager also mentioned that he is looking at replacing the signs at the front entrance and will try to get a drawing prior to the next meeting.

5. ORAL REPORTS

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

The Assistant Golf Professional reported that he is currently setting up "Demo Days" for the Complex to be held every month as opposed to once or twice a year. The major "Demo Day" will be held on July 19, 2008. Other vendors currently set up are as follows:

March 15, 2008:	McGregor Golf
April 2008:	Callaway
May 2008:	Nike and TaylorMade

Saturday Junior Clinics begin on March 1, 2008. The Assistant Golf Professional is looking into a program the NCGA has named "Youth on the Course" which allows participating golf facilities to discount rates to juniors who belong to the NCGA and receive a refund up to \$9 per player. The Interim General Manager stated that the Recreation & Parks Department is planning to use the Golf Complex for day care and Mastick Senior Center excursions. Chair Sullwold mentioned that Pam Curtis of the Alameda Women's Golf Club would like to meet with the Assistant Golf Professional to discuss possible events to coincide with Women's Golf Month in June. The Assistant Golf Professional stated that last year they had TaylorMade come out for a demo day, and he and Mike Winkenbach gave the women who attended a golf lesson. Commissioner Wood complimented the Assistant Golf Professional on appearance of the Pro Shop.

The Golf Commission received a letter from a non-profit group requesting to have a golf tournament at the Complex at a reduced rate and for permission to bring in outside food at the event. The Interim General Manager sent a written response stating that the fees for all the activities at the Chuck Corica Golf Complex are reviewed and established annually and are not negotiated on a case-by-case basis. Also the restaurant located at the course is operated under an agreement that gives the vendor, Jim's on the Course, the exclusive right to provide food and beverage services at the site. Reverend Mo spoke on behalf of the non-profit organization that was requesting the special considerations. The requested tournament is for August 23, 2008, a Saturday at 7:30 a.m., which is peak time in a peak month. Chair Sullwold stated that should the group reconsider and have the tournament during on a weekday, the Golf Commission could possibly make some concessions but not for a peak time event. The suggestion was made to review the current tournament rates and compare them with those at other local golf facilities.

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

The Interim General Manager reported that the par 3 course is now ready and includes two new tees. The greens were aerated, over seeded and top-dressed. The greens on the Jack Clark Golf Course were aerated, over-seeded and top-dressed. The Jack Clark Course and Driving Range putting greens were aerated, over-seeded and top-dressed. The fallen trees on courses have been cut up, and stumps removed. The bridge on hole # 5 of the Earl Fry course was repaired. The floor in the men's bathroom was painted. The path to the 8th tee on the Jack Clark course was resurfaced with Class Z base rock. Vice Chair Gaul asked if the Public Works Department could clean out the sloughs at the Complex. The Interim General Manager stated that the slough on hole # 6 of the Jack Clark Golf Course has been cleaned out, but that the Golf Complex only maintains the sloughs around the perimeter of the property under the Urban Run Off Program.

5-C Beautification Program by Mrs. Norma Arnerich.

Mrs. Arnerich reported that the Alameda Women's 9-Hole Golf Club had a tree planting for Ramona Maples. The ceremony for former Golf Commissioner Ed Gingrich is pending.

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

The Interim General Manager reported that the restaurant replaced the ceiling tiles and will be replacing the carpet and furniture in the spring.

6. COMMISSIONERS' REPORTS

6-A Marketing and Promotions, Commissioner Gammell.

Commissioner Gammell reported that the Complex is looking at a special on the Mif Albright Course for \$15. Included the customer receives green fees for an adult and junior and an appetizer at Jim's on the Course.

6-B Golf Complex Financial Report, Secretary Delaney.

Commissioner Schmitz reported that he and Secretary Delaney met with the Finance Director and Interim General Manager on January 18, 2008 to discuss various questions and concerns. The Finance Director reworked the financial report to better fit the needs of the Golf Commission. There are still questions concerning the report and they will need to be addressed by the Finance Director. One of the main concerns is the golf cart lease expenditures. The Golf Commission would like the Finance Director to attend next month's meeting to address the questions. The question was raised concerning "Comp Other" line items for the Fry and Clark courses. The Assistant Golf Professional stated that those payment codes are used for the Golf 707 tee times booked on the internet. The company is given tee times in exchange for their services and the customers pay them directly, so there is no payment required on our end.

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

No new information to report.

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

Commissioner Wood reported that the Mif Albright Course had 79 players on Monday, February 18, 2008, which was a holiday. All of the customers seem to be pleased with the new layout. Also reported was that new yellow range balls will be put out on April 1, 2008. The suggestion was made to check the club cleaners at the Range to ensure they are clean. The question was raised why some of the hitting mats have holes for rubber tees and others do not. The Interim General Manager will look into it. The suggestion was made to get a sign for the range stating the rates. A new sign will be order when the Mif Albright Course rates are finalized. The Driving Range fencing has many holes in it that need to be repaired. Vice Chair Gaul mentioned that AED/CPR training was conducted this month for the staff and it was brought up that the machines may need maintenance and should be checked regularly to ensure they are functioning

properly. The Interim General Manager will check with the Mastick Senior Center to see who maintains their devices.

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

Ron Salsig stated that he is trying to get a copy of the Golden State Award received by Lucious Bateman to hang at the Driving Range.

8. OLD BUSINESS

None

9. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for January 2008 of \$3,809. The year-to-date total to the General Fund is \$83,440 for the fiscal year 2007/2008.

10. ITEMS FOR NEXT MEETING'S AGENDA

Question and Answer Session with the Finance Director.

Review the Tournament Rates.

Report from Interim General Manager Dale Lillard regarding cost estimates from Saylor Consultants for renovation of clubhouse and restaurant.

Discussion regarding improvements to front entrance.

11. ANNOUNCEMENTS/ADJOURNMENT

The Meeting was adjourned at 8:10 PM.

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