

ALAMEDA GOLF COMMISSION
MINUTES OF MEETING

Wednesday, June 21, 2006

1. CALL TO ORDER

Chair Betsy Gammell 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 Betsy Gammell, Secretary Ray Gaul, Commissioner Jane Sullwold, and Vice Chair Bob Wood. Absent: Commissioner Bill Schmitz and Commissioner Sandré Swanson. Also present was Head Golf Professional Matt Plumlee.

1-B Approval of Minutes - Regular Meeting of May 17, 2006.

The Commission approved the minutes unanimously.

1-C Adoption of Agenda

The Commission approved the agenda unanimously.

2. ORAL COMMUNICATIONS

3. AGENDA ITEMS:

4. ORAL REPORTS

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

The Head Golf Professional handed out the draft copy of the revised Management Practice for the Medical/Disability Flag Access (for golf cars) as follows:

Purpose

The purpose of this management practice is to establish and clarify procedures regarding the use of a medical/disability flag for golf car access to the Golf Complex courses (excludes Mif Albright).

Policy

It is required that the Golf Complex provide to customers with a valid medical disabilities card a rental golf car to reasonably access the golf courses.

Procedures

- Unrestricted access when weather and/or maintenance conditions permit.
- Golf cars may be parked on reasonably flat areas no closer than five feet from tees and greens.
- When maintenance conditions restrict golf car access to cart paths only, customers with valid disability cards may access the golf course under the 90-degree restriction. (Drive parallel to fairways from cart paths and rough, then perpendicular across fairway to ball.)
- Recipients of Medical/Disability flags will be identified by staff writing the word "medical" on the golf car liability acceptance form and the golf car windshield. Recipients will also be issued a blue flag to be attached to the golf car.
- When it is no longer safe to traverse fairways, areas near sloughs, lakes, tees, and green banks due to inclement weather conditions, no access to fairways will be permitted.

The Golf Commission approved the revised Medical/Disability Flag Access (for golf cars) Management Practice unanimously. The Head Golf Professional also reported that the cost estimates for the Clubhouse Project should be completed in the next few weeks. The Head Golf Professional attended the City Council meeting last night and stated that concern was voiced regarding the decrease in revenue over the past few years and the City Council would like to set up a joint meeting with the Golf Commission to discuss possible solutions.

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

No report given.

- 4-D Beautification Program by Mrs. Norma Arnerich.

No report given.

5. COMMISSIONERS' REPORTS

5-A Marketing and Promotions, Chair Gammell.

Chair Gammell handed out pages from the newly revised web site. The site has online specials such as a free round of golf for your birthday, a Friday special on the Jack Clark Course for \$35 and 50% off range balls before 9:00 am Monday-Friday. The customer must register on the site and provide an email address to receive the online specials. Once the customer is registered they will receive specials via email. The site will eventually have an online Pro Shop where customers can purchase merchandise.

5-B Golf Complex Financial Report, Secretary Gaul.

Secretary Gaul reported that the revenue for golf on all three courses for May 2006 versus May 2005 was down 9.5% and rounds of golf were down 8.5%. The fiscal year to date revenue for golf was down 13% and rounds were down 13.5%. The Mif Albright Course revenue was down 60% from last year and down 44% for the fiscal year. All other concessions excluding golf were down 10% for the month and down 12% for the fiscal year. Total revenue for the Golf Complex was down 9.5% for the month of May 2006 versus May 2005 and down 12.5% for the fiscal year 2005/2006. The suggestion was made to possibly run specials on the Mif Albright Course to increase play.

5-C New Clubhouse Project, Commissioner Schmitz.

No report given.

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

Commissioner Sullwold reported that she has received very positive compliments on the condition of the golf courses. An incident took place last evening involving two individuals who took a golf cart and rolled it. The police were called and the suspects detained. Maintenance staff will assess the damage and report on costs. The suggestion was made to place additional hazard stakes around the pond on #17 of the Jack Clark Course, it is hard to see the water hazard and it only has one stake.

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

No report given.

5-F Front Entrance Beautification Project, Vice Chair Wood.

Nothing to report.

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

The restaurant manager Erik Alterman introduced himself to the Golf Commission and stated that he looks forward to working with them. The suggestion was made to place a water cooler on the counter for customers.

6. ORAL COMMUNICATIONS, NON AGENDA (Public Comment)

Ron Salsig mentioned that the Junior Golf Resources board has resumed meeting. They discovered that the storage containers that Jerry Berrow had been renting were in foreclosure and are trying to raise funds to settle the outstanding debt and remove the contents.

7. OLD BUSINESS

Nothing to report.

8. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for May 2006 of \$14,604. The year-to-date total to the General Fund is \$122,135 for the fiscal year 2005/2006.

9. ANNOUNCEMENTS/ADJOURNMENT

Nothing to report.

The meeting was adjourned at 7:35 p.m.

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