

ALAMEDA GOLF COMMISSION
MINUTES OF REGULAR MEETING

REVISED 8/6/07

Wednesday, June 20, 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, and Secretary Jane Sullwold. Absent: Commissioner Bill Schmitz, Commissioner Sandré Swanson and Chair Bob Wood. Also present were Interim Golf General Manager Dale Lillard and Golf Services Manager Matt Plumlee.

1-B Approval of Minutes –Regular Meeting of May 16, 2007.

The Commission approved the minutes unanimously.

1-C Adoption of Agenda

The Commission adopted the agenda unanimously.

2. ORAL COMMUNICATIONS

3. COMMISSION COMMUNICATIONS

Secretary Sullwold reported that she and Vice Chair Gaul met with Ed Getherall of the National Golf Foundation (NGF) on Friday to discuss where the group is heading with their recommendation. Mr. Getherall stated that preliminarily the suggestion will be privatization of the Complex. He mentioned that continuing to run the Complex as a community resource managed through the City of Alameda is problematic because the Complex is made to act as an enterprise yet are restricted by the City of Alameda in terms of both rates and pay backs to the General Fund. He also stated that he has seen pay backs in all other golf courses owned by municipalities, although none quite as large as the ones paid by the Chuck Corica Golf Complex. The statement was made that in 1983, when the City of Alameda privatized the Pro Shop customers were very disappointed and it did not prosper until control was given back to the City. Mr. Getherall mentioned that even with operational improvements and efficiencies put in place it will be very difficult if not impossible to turn the Golf Complex around and make it a moneymaking operation in this particular market. Mr. Getherall said that he did not feel that the operation is over staffed although stated that clearly labor costs will continue to rise. Under privatization labor costs would be reduced by firing the current work force and filling the positions with non-union employees. Secretary Sullwold also reported that she and Vice Chair Gaul met with the Mayor and City Manager yesterday to discuss where the City of Alameda stands

on helping the Golf Complex finance a banquet facility. Secretary Sullwold reported that the Mayor recognized that the Golf Complex cannot spend all of the money in the Enterprise Fund for the project and stated the City would contribute to a reasonable plan. Secretary Sullwold also stated her displeasure at not receiving the cost estimates requested from the Development Services Department at the Special Meeting on May 23, 2007. The report was sent out via email on May 24, 2007 and some of the Golf Commissioners did in fact receive the information although Secretary Sullwold did not receive it. The information was resent to all of the Commissioners on June 19, 2007. During the meeting the City Manager indicated that she feels it is inappropriate for the Golf Commissioners to contact members of City Government and staff without going through the chain of command and the request should first be brought to the Interim General Manager and he will then contact the City Manager. Vice Chair Gaul read the following email communication from Commissioner Schmitz:

"So, as I was playing golf today I walked by Bay Fairway Hall (Grandview Pavilion) and low and behold I see they are erecting a very nice tent structure. So I'll ask the question again. Why exactly can't we put up a tent? I suspect it didn't cost the operator of Bay Fairway \$1,000,000 - \$2,000,000 to put up the tent. It's a City owned building (like the golf course). Met has tent, many other nice golf courses have tents, Scott's has a tent, every winery in Livermore has a tent and now Bay Fairway has a tent. But we just can't do it. Something is very wrong here". The Interim General Manager stated that the Golf Complex could put up a tent, although when the idea was first presented the tent was going to be temporary and not permanent. Putting up a permanent tent would mean having all permits in place and all inspections done. It has taken the Grandview Pavilion 2 years of inspections to erect the tent. Also mentioned is that the land that the Metropolitan Golf Course sits on is owned by the Port of Oakland and not the City of Oakland. Vice Chair Gaul prepared and read the following statement:

"At the meeting with the Mayor and the City Manager he and Secretary Sullwold were informed that a request by a Golf Commissioner or the Golf Commission for a copy of a public document or report relative to the oversight operations of the Golf Complex is interpreted as an indication that the members of city administration, management or staff are not trusted. This is extremely unfortunate. The reason for any request for copies is simply to allow the Golf Commissioners to analyze, discuss, suggest and make intelligent recommendations utilizing the dozens of years of professional experience in various fields of expertise, which also played a role in their appointment to the Golf Commission. It is imperative that we all work together for the good of the course and to promote the Complex. A few sentences or paragraphs by management or staff at a meeting creates more questions than answers usually requiring someone to get back to us or a Special Meeting to which they bring a report. If the Golf Commission will not be receiving requested reports, meaningful reports or documents please advise us of the reason". The Interim General Manager stated that the Golf Commission is entitled to any public documents although from a staff level if a Golf Commissioner wants to request an item from another department it is more efficient for the Golf Department to get it for them instead of going directly to the department that produced the document. Also if you need to set up an appointment with another department the request should go through the Golf Department. The Interim General

Manager also stated that it is not his understanding that City staff feels the Golf Commission does not trust them and if requested documents are not received in a timely manner please feel free to call and ask what the problem is. In the case of the documents from Development Services, they were sent out the day after the request was made and for some unexplained reason Secretary Sullwold did not receive them while the other Golf Commissioners did so staff was unaware that there was a problem with the transmission.

4. AGENDA ITEMS:

5. ORAL REPORTS

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

The Golf Services Manager reported that the pre-installation of the new point of sale (POS) system took place last week. The new system will be operational on July 1, 2007. It was recently discovered that the new system does not support an IVR telephone tee time system. A message will be placed on the current system to let customers know of the change and give out the direct number to the Pro Shop. Effective July 1, 2007 customers should be able to make tee times through the internet at golfinalameda.com or they will need to call the Pro Shop directly to make a tee time. With the capability to make online reservations the Complex can eventually eliminate the golfnow.com service that consists of blocking tee times on the system without knowing for certain whether or not anyone has purchased those times. The statement was made that it will probably take a few months for the staff to fully integrate to the new system and it may slow down the check in process. The Golf Services Manager stated that he would have additional staff scheduled to answer the phones and book tee times. Also mentioned was the ability for customers to use the computer in the Pro Shop to book tee times. The new Point of Sale and Tee System will be installed at the end of June 2007 for live interaction on July 1, 2007. The Golf Services Manager reported that management is looking at restructuring the tee time intervals prior with the installation of the new system while the current intervals are 7 and 8 minutes the suggestion is to increase the intervals to 9 minutes. On busy weekends the tee sheet has been known to run up to an hour behind by noon. Extending the intervals will help the pace of play. The Golf Commission agreed that lengthening the intervals is a good idea. The question was raised regarding the Marshal Program. The Golf Services Manager stated that there are currently 32 marshals. The coordinator, Tony Martinelli has mentioned that he is currently looking to fill three more shifts and has had trouble filling the Sunday morning tee marshal shift. There is a problem with the current system and every receipt shows a "Marshal Comp" as the rate code although it specifies the actual rate code beneath it. The request was made to have the fee report match the rate sheet. The Interim General Manager stated that in the future the only financial reports in the Commission packets would be the ones produced by the Finance Department to end the confusion with different amounts. Also stated was that the change in the advance tee time reservations is now 30 days for Preferential Tee Time Members and 21 days for all others. There was some concern regarding customers taking golf carts they have not paid for or paying for a single rider and picking up an additional rider somewhere on the premises. The Golf Services Manager stated that it was indeed a concern and the

main reason for the tee/cart marshal. The suggestion of a key deposit was made and it will be looked at although in the past it was very hard to keep track of the deposited funds.

5-B Beautification Program by Mrs. Norma Americh.

Mrs. Americh stated that the Maintenance Crew has done a wonderful job beautifying the Clubhouse area.

6. COMMISSIONERS' REPORTS

6-A Marketing and Promotions, Commissioner Gammell.

Commissioner Gammell stated that she did not have anything new to report. The question was raised concerning whether or not the Golf Complex believes that the ads in the Alameda and Oakland Magazines are worth the cost. It was stated that the ads are less expensive than newspapers. Also mentioned was that the yearly renewal is coming due soon and most likely will not be renewed.

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

Vice Chair Gaul reported that the revenue for golf on all three courses for May 2007 versus May 2006 was down 3.5% and rounds of golf were down 6.5%. The fiscal year to date revenue for golf was up 8% and rounds were up 10%. The Mif Albright Course revenue was up 10% from last year and up less than 1% for the fiscal year. All other concessions excluding golf were up 3% for the month and up 15% for the fiscal year. Total revenue for the Golf Complex was down 0.5% for the month of May 2007 versus May 2006 and up 12.5% for the fiscal year 2006/2007.

6-C New Clubhouse Project, Commissioner Schmitz.

The Interim General Manager stated that he received a report from Designed Mobile System Industries, Inc. (DMSI) regarding the foundation requirements for the construction of a modular building at Golf Complex. It stated the following options:

- A. If the golf courses or owner's provide site remediation as called out in the soils report with CAP's or soil cement columns, standard footings should work.
- B. If we receive a letter from the soils engineer that verifies we can use the site where the existing pile foundations were large enough to support our building footings and structural loads, we could use that site.
- C. The owners can select a site/location and pay DMSI to develop a foundation design using the soils engineer and our structural engineer. We could offer a quote based on this report for the actual foundation work, but this engineering work would need to be site specific for the building pad/foundations.

It was recommended that if the overall modernization takes a couple of years it would be best to consider Option C to determine actual costs for building

foundations. The Golf Commission agreed on Option C. The Golf Commission would like to have a square footage price for the modular building. Secretary Sullwold asked that a price for the entire project be made available by the next regular meeting on July 18, 2007 and that Commissioners need to agree on what building plan to pursue and be unanimous in their decision. Secretary Sullwold also added that she was very encouraged speaking with the Mayor and learning that the City may come forward with funds for the project or at the very least guarantee a loan for the project. The design build option was discussed and the Interim General Manager stated that the problem with doing the project under that option is the cost related to the change orders.

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

Secretary Sullwold reported that she was very pleased to receive the maintenance status report from the Superintendent and it looks like most of the issues have been taken care of or are being addressed. She would still like to see new tee blocks on the forward tees. The Interim General Manager stated that the restitution form was filed with the District Attorney's office for the vandalism to the golf carts. The suggestion was made to move the pace of play sign on the 1st tee of the Earl Fry Golf Course to make it more visible. Also mentioned was that there are no yellow water hazard stake on #17 of the Jack Clark Golf Course. A concern was noted regarding the brick trim and low planter boxes in the clubhouse area as a possible trip hazard and the poor condition of the Mif Albright Course.

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

No Report.

- 6-F Front Entrance Beautification Project, Chair Wood.

No Report.

- 6-G Golf Complex 80th Anniversary, Commissioner Delaney

No Report.

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

General Manager Erik Alterman reported that improvements are being made to the shack and the restaurant interior. The Golf Commission requested a catering menu. The Golf Commission thanked Mr. Alterman for his meeting attendance.

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

The suggestion was made to hold the Junior Golf clinics on Saturday mornings again. Also mentioned was that it would be nice to fill commissioner Swanson's position and have a full Golf Commission.

8. OLD BUSINESS

The Golf Commission would like to receive copies of policy changes at the Golf Complex.

9. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for May 2007 of \$13,709. The year-to-date total to the General Fund is \$135,238 for the fiscal year 2006/2007.

10. ITEMS FOR NEXT MEETINGS AGENDA

Clubhouse Project

11. ANNOUNCEMENTS/ADJOURNMENT

Vice Chair Gaul made the motion to adjourn the meeting and Secretary Sullwold seconded. The Golf Commission passed the motion unanimously. The Meeting was adjourned at 8:04 PM.

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